

INTRODUCTION

The Borough of Hasbrouck Heights has retained Burgis Associates, Inc. to provide technical assistance in the preparation of an improvement plan for the community's Central Business District (CBD). The borough proceeded with this endeavor recognizing the need for the development of a comprehensive and coordinated long-range plan to guide the growth, development and physical improvements which are necessary to ensure the continued vitality of the community's business district. The objective of the study is to provide a blueprint for the upgrading of the downtown area that would serve as the basis for guiding improvements in the district in the twenty-first century.

The accompanying document represents a preliminary draft of the first phase of an anticipated three-step process that will culminate in the adoption of a comprehensive plan for the revitalization and upgrading of the CBD. The report is designed to present background data on the CBD and some preliminary comments on the types of improvements that can be offered to enhance the CBD. The report offers information on existing land use and intensities-of-use, parking that serves the district, and an assessment of the actual number of spaces necessary to adequately serve the area. It also includes preliminary comments on the character of the district and its physical attributes and the elements that require improvement, as well as preliminary suggestions on selected recommended improvements.

The second phase of this process will occur once the planning board has had an opportunity to review this report. This second phase will commence with the preparation of a final draft Central Business District Plan, which will include specific goals, objectives and recommendations for the enhancement of the district. The Plan will be designed to serve as the basis for physical improvements and enhanced economic vitality. It will offer both short-term and long-term recommendations. Informal work sessions with members of the public can also take place at this time. The third phase of this process will commence with formal public meetings where formal public input is sought pursuant to the applicable statutory criteria.

Please note that this draft does not include complete mapping of the study area, or complete photos of all of the individual buildings in the business district. Some of these computer generated elements are in the process of being refined and will be incorporated into a final draft.

Insert map of study area BASE MAP

OVERVIEW OF THE PROCESS AND ANALYSIS

The Process

The Hasbrouck Heights Central Business District Study commenced with the selection of the boundary of the study area and the preparation of a lot line base map of the selected area. At the same time a color-spot aerial photograph was taken of the central business district, at a scale similar to the lot line base map. Land use data from the tax office was recorded on the borough tax maps, the data was field-verified to ensure accuracy, and subsequently recorded on the base map. Building locations, street widths, parking areas, sidewalks, trees, and other pertinent physical elements were transposed from the aerial photograph and field maps onto the base map, resulting in a single composite map depicting the areas physical conditions and features.

An existing land use survey and existing conditions survey of the study area was undertaken as part of this assessment. This survey encompassed a review of the uses that comprise the study area, as well as the relationships of buildings, landscape, signage, lighting, and circulation elements. The existing land use survey is presented in mapped form on an accompanying Existing Land Use map.

Study Area

The central business study area is that area which presently, and will for the foreseeable future, remain as the active commercial core of the community. The boundaries were established through an examination of the distribution of commercial land uses along Boulevard and its side streets.

The selected boundaries of the study area are depicted on the accompanying map. In order to ensure a comprehensive analysis, the study area included the Boulevard corridor as well as an area extending a half block to the east and west of this street. The area is bound by LaSalle Avenue to the north and Raymond Street to the south.

Analysis of Existing Conditions

The analysis of the area's existing conditions reveals a number of particularly noteworthy features that merit attention. One's initial impression is simply that the Hasbrouck Heights business district is a conventional linear business corridor that is typical of many New Jersey municipalities. On the positive side is the fact that this corridor has a number of distinctly traditional downtown characteristics. This is exemplified by a development pattern which includes a combination of small lot sizes, side line to side line building arrangements, compatible building heights, narrow street width and sidewalk dimensions, modest linear dimension of individual blocks, and the complementary retail character of the stores along these streets. The fully developed land use arrangement along Boulevard, coupled with the limited number of open parking lots or driveways serving parking lots which would disrupt pedestrian movement and cause conflicting turning movements on Boulevard, the specific mix of retail and personal service establishments, and the availability of bus service, all serve to reinforce the traditional downtown character of the area.

insert aerial

The district also contains a number of features that detract from the traditional downtown character and design of the district, thereby diminishing the overall integrity and design of the area and adversely affecting the local shopping experience. These critical elements relate to the area's small physical size, the detached single-family residential development pattern of the immediately adjoining area, limited availability of parking, discordant design elements, types of stores, and related items that, when taken together, impact the district's perception as a pleasant and attractive place to work, shop, or visit. The areas of concern as are follows:

1. **Size and Orientation:** The business district is small. It is only seven acres in area and effectively is on only one street. This represents a significant limitation. This is compounded by the location of adjoining detached single-family residential development to the east and west of the corridor, which restricts commercial growth, and the modest linear dimension of individual blocks.

The area's small lot arrangement, modest area, and adjoining residential development represent a significant impediment to the district's growth and expansion. These factors also impede the ability to encourage the development of retail uses with a substantive amount of floor area. At present, the largest retail establishment in the district is the 9,000 square foot Rite Aid. The next largest facility is the 8,200 square foot telecommunications/computer store at 172 Boulevard. Most storefronts are less than 2,000 square feet. The accompanying table depicts the range of floor spaces in commercial and office buildings in the CBD.

Table 1
Range of Floor Areas In Establishments
Central Business District

Floor Area (square feet)	Number of Establishments
0-999	18
1,000 to 1,999	40
2,000 to 2,999	19
3,000 to 3,999	10
4,000 to 4,999	5
5,000 to 5,999	5
6,000 to 6,999	1
7,000 to 7,999	1
8,000+	4
Median	1,765 square feet

Block dimension also impedes growth. Most blocks are only 200 feet long, which in conjunction with the limited depth of the commercial district restricts the ability to encourage larger stores which can then serve as a suitable anchor for the district. Successful central business districts which draw from an area which is larger than just their own municipality typically are larger in area and

encompass multiple blocks in all directions. Districts confined to a few linear blocks, particularly with limited parking and an inability to attract a suitable anchor store, are likely to remain neighborhood districts with limited ability to enhance market share.

2. **Segmented District:** The district's lot arrangement and land use pattern effectively segments the character of the shopping experience and further limits its pedestrian scale and orientation. There is what may be referred to as the retail core area (Kipp Avenue and southward), which is characterized almost exclusively by retail and service commercial uses and is heavily pedestrian oriented due to the small lot size pattern and adjoining storefront arrangement with limited interruption of storefronts, and the area to the north of Kipp Avenue which is typified by a more spread-out development pattern on larger lots, as well as a more varied mix of land uses including many which are not pedestrian oriented.
3. **Lack of distinct usage characteristics:** Many CBD's are known by their particular usage characteristics. For example, Ridgewood's downtown has built a reputation on its large number of restaurants, Piermont is known for its art galleries, and Lambertville, Nanuet and Chester for antique shops. Even smaller business districts such as Westwood are developing specific market reputations, in Westwood's case for their increasingly eclectic mix of retail shops and upscale clothing stores. Hasbrouck Heights, on the other hand, lacks a discernable image or particular market niche which it can trade off to enhance its image. This is an issue which must be addressed if the CBD is to broaden its commercial base.

Many active business districts also contain a variety of uses which complement each other, enabling one business to feed off another. For example, Westwood's movie theater provides a significant amount of pedestrian movement in the evening hours. Restaurants have geared their menus accordingly, serving after-dinner fare which keeps people in the area after-hours. In Piermont the plethora of restaurants, craft and antique shops has served to complement each other as people combine shopping and dining as part of a day's outing.

4. **Lack of a Focal Point or Anchor:** The district does not have an apparent focal point that draws shoppers to the area. There is no single large-scale anchor store in the business district that would serve as a magnet for people, or more critically, which can attract other stores that feel they can draw sufficient customers from people shopping at the anchor store. The Borough of Westwood represents a prime example. Their business district had functioned as a primarily localized commercial area until, amongst other things, the Gap moved in and served as an anchor for the area. Other stores immediately followed, confident that the Gap would draw people to the area. The district witnessed a profound shift in the type of stores and the extent of drawing power from surrounding communities, and today Westwood serves as a regional commercial hub for all of the towns in the Pascack Valley section of the county.
5. **Limited Parking:** The business district lacks sufficient parking to accommodate need. A parking analysis of the area reveals that the district contains a total of 890 parking spaces, including 470 spaces on Boulevard and side streets, and 420 on-site parking spaces. The study noted that only a small number of establishments provide off-street parking for customers and employees, notably the three banks in the district, the Rite Aid pharmacy, and the Heights Medical office building.

The number of available spaces contrasts with the need for parking in the area. An analysis of parking need based on standard planning design criteria suggests that the business district requires a

total of 1,320 parking spaces for all business uses and apartments in the area. This is the number of parking spaces which would be required based on the gross amount of floor spaces in the district, which is estimated to be 239,300 square feet of non-residential space (this excludes church and other quasi-public uses parking needs). This shortfall of 430 spaces represents a critical deficiency. The lack of off-street parking is a deterrent for shoppers who expect parking to be provided in a location reasonably convenient to the shopping district. It impacts nearby residents as shoppers park in front of residents homes on side streets off of Boulevard. The plan must address this issue.

6. Physical Character: The central business district is characterized by a number of nominal architectural features and discordant design elements. Examples are noted below. Photographs on the accompanying pages illustrate the accompanying examples.
 - a. Buildings in the business district generally lack a distinct architectural motif. There is no particular architectural style that defines the area. There is a bank with a Greek Revival style, buildings with brick colonial styling, modernist office buildings, and a number of buildings with no discernable style. There are no pronounced elements that would serve to represent an identifying or unifying theme. Some architectural features apparently have been covered by recent facade renovations.
 - b. The existing 'cobra head' light fixtures located along Boulevard are more common to highway lighting than a downtown business district.
 - c. The district lacks a common public open space area that can be utilized for public gathering or otherwise used as ancillary space to provide a respite for shoppers.
 - d. Existing signage is comprised of discordant themes lacking any unifying elements.
 - e. The district lacks a unifying physical focal point.

Photos

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7. Lack of a Marketable Theme: The borough's central business district has no distinct identity in the marketplace that distinguishes it from other downtowns and shopping districts.
8. Existing Land Use Pattern: The analysis of existing land use and physical conditions is designed to provide an inventory of the types of land uses and enable an evaluation of current conditions in the borough's business district. The analysis reveals the following noteworthy elements:
 - a. The business district extends for approximately 3,050 feet along Boulevard between Raymond Street and LaSalle Avenue. Boulevard is an arterial roadway running through the center of the borough. It is a major north-south arterial. The areas on either side of the business district are comprised of single family residential neighborhoods.
 - b. The land use analysis categorized uses into ten different categories. They include two residential categories and separate categories for retail, personal services, office uses, restaurants, automotive uses, vacant land, public/quasi public, and a miscellaneous category. The retail use category was refined more precisely into three subgroups. The classifications used for the study are identified below.
 - 1) Retail Classifications:
 - (a) Shopper Goods. This category includes general merchandise, apparel and accessories, home furnishings, equipment and other durable goods. Businesses of this nature usually serve as a primary shopper destination.
 - (b) Convenience Goods: Convenience goods include food, drugs and tobacco products. Products like these are generally purchased near a shopper's place of residence.
 - (c) Other Retail: This category includes businesses not devoted entirely to durable goods or convenience. Included in this category are businesses such as video stores, florists and printing establishments.
 - 2) Personal Services: These establishments exist primarily to provide services, such as hair and nail salons, cosmetics consultants, dry cleaners and tailors.
 - 3) Offices: This classification includes medical and professional offices, banks, realtors, travel agencies, and other business offices.
 - 4) Restaurants: This category includes eating and drinking establishments.
 - 5) Automotive: This category includes gasoline stations and automotive repair shops.
 - 6) Multi-family Residential: The multifamily residential land use category includes all residential developments containing minimally four dwellings, where the use constitutes the primary use of a property.
 - 7) Upper Story Apartments: This category consists of apartments found on the upper

floors of buildings that contain a nonresidential use at street level.

- 8) **Public and Quasi-Public:** This grouping includes places of worship, private school, post office, and the masonic lodge.
 - 9) **Miscellaneous:** This category includes those uses which cannot be classified in any of the above categories such as a nursery school, dance and martial arts studios, and funeral home.
 - 10) **Vacant Land:** This category includes any undeveloped land in the study area.
- c. There are 164 individual uses in the business district, of which 124 are non-residential. For the purposes of this study, upper floor apartments in a mixed-use property are treated as a separate use. The nonresidential land uses are categorized in the following table.

Table 2
Land Use by Number and Percent of Uses
Central Business District

CBD Land Use Classification	Number of Uses	Percent of Uses
Retail		
Shoppers Goods	26	20.5
Convenience Goods	9	7.1
Other Retail	<u>2</u>	<u>1.6</u>
Subtotal Retail	37	29.8
Personal Services	21	16.9
Office	44	35.5
Restaurants	9	7.3
Automotive	3	2.4
Miscellaneous	6	4.8
Public/Quasi-Public	4	3.2
TOTAL	124	100.0

These nonresidential uses contain approximately 302,900 square feet of floor area. The following table shows the distribution floor area by land use category.

existing land use map

**Table 3
Land Use by Floor Area
Central Business District**

Land Use	Floor area (square feet)	Percent of total floor area
Retail sales	75,100	24.8
Personal service	25,900	8.6
Office	107,100	35.3
Restaurant	12,300	4.1
Automotive	7,400	2.4
Miscellaneous	75,100	24.8
Public/Quasi-Public	63,600	21.0
Total	302,900	100.0

The following comments are offered with respect to the district's land use pattern and arrangement:

- 1) There are 37 retail sales establishments in the study area, mostly small neighborhood business establishments. Retail uses represent the second largest single land use in the central business district (after office use) with 75,100 square feet. Excluding church usage, this category represents a third of all development in the district. Nearly 85 percent of the retail floor space is located south of Kipp Avenue. There is no discernible concentration of particular retail uses, but stores selling shopper goods comprise the vast majority of retail uses. These retail uses include five clothing stores, three gift shops, two convenience stores, two home decorating shops, two butcher shops, two jewelry stores, and two comic book/trading card stores. The Rite Aid pharmacy is the only large chain store, and is the largest retail establishment within the study area.
- 2) There is no store that acts as a retail anchor, drawing people from beyond the immediate area.
- 3) Personal services comprise 25,900 square feet of floor area. Barber shops, hair salons, and nail salons are the predominant forms of this land use category. There are seven hair salons, four nail salons, and three barber shops. Other types of retail services include a print shop, dry cleaning, and a laundrette. All but one of these personal service establishments is located south of Kipp Avenue.

An extensive number of hair and nail salons is often looked upon as one indice into the relative economic strength, or weakness, of a community's local business

district. In this instance the number of such facilities may presage an area of concern. This, of course, is compounded by a number of the other issues highlighted here, such as the small lot arrangements that preclude larger establishments, the lack of parking, etc.

It is noted that the U.S. Bureau of the Census will be releasing its 1997 Retail Trade Data For Local Municipalities shortly. Once this data is published we will evaluate it to see what it has to say about the relative strength of the local economic situation.

- 4) Offices are the most numerous land use in the business district, by number and square footage. There are 44 separate office uses encompassing 107,100 square feet of floor area. This represents 35 percent of all floor space in the district, and nearly half the square footage if the quasi-public places of worship are not included in the assessment. Office uses include business offices, medical, dental, chiropractic and professional offices. In addition, the office of the local newspaper is included in this category. Forty-one percent of all office space is located in seven office buildings, five of which are located north of Washington Place.
- 5) The land use survey found nine restaurants, generally located in the central portion of the business district between Hamilton and Kipp Avenues. None of the restaurants serve liquor. Restaurants constitute five percent of the nonresidential floor space in the business district. All are located south of Kipp Avenue.
- 6) There are three quasi-public uses. These are the Corpus Christi Church and school, the Corpus Christi community center, and the Euclid Lodge. The only public use in the study area is the local post office. The church and community center, located directly across from each other between Kipp Avenue and Washington Place act, in part, to break up the continuity of shopping activity along Boulevard, dividing the central business district into two distinct areas.
- 7) Three service stations are located in the business district. Each dispenses gasoline products and performs automotive repairs. Two of the service stations are located in the northerly portion of the study area, north of Kipp Avenue. The third is located in the southerly portion of the business district, and has fuel pumps located within the street right-of-way. It is noted that vehicles either pull up to the curb to purchase fuel at this location, or must park on the sidewalk.
- 8) There are approximately 121 dwelling units in the study area, of which 100 are apartments on upper floors of mixed-use buildings, and 21 are in multifamily housing units. The two multifamily residential properties are both located north of Kipp Avenue. Upper floor apartments are found in 38 of the 83 buildings in the central business district, and are located mostly to the south of Kipp Avenue. Residential uses are the predominant use of the upper floors of buildings in the business district.
- 9) A number of vacant stores was found in the study area. A total of ten commercial spaces were vacant. There is only one vacant building lot in the business district.

- 10) The remainder of the land uses consist of various uses including the following: a martial arts studio, a dance studio, and two funeral homes.

9. The following preliminary conclusions can be drawn from the existing land use analysis:

- a. The land use survey found that, for the most part, buildings are well maintained. There are no significant conditions of deterioration evident in the district.
- b. The district does not contain a mixture of stores that encourage window shopping and could represent a catalyst for pedestrian movement through the district.
- c. The commercial area located to the north of Kipp Avenue functions as a secondary commercial district. This area contains a significant number of office uses as well as other uses that are not traditionally associated with central business districts, such as funeral homes, multifamily residences, service stations, and a church with a community center. A separate zone designation may be appropriate here.

10. Streetscape Elements: The term 'streetscape elements' is a planner's term used to describe ancillary features found along the street. It regards architectural features, street paving, sidewalks, signage, benches, kiosks, trash receptacles, banners, etc.

The following is noted:

- a. Architecture: The central business district contains mostly one and two story buildings built in a variety of architectural styles. The buildings are situated in a linear fashion along Boulevard. Many of the buildings have been renovated to include new building facades that hide the original building design, at least on the first floor. Renovations with new facades often lack any significant architectural features, although shingle-sided buildings are somewhat common. Clearly, the buildings lack a common architectural theme that would serve to integrate the district with a unified theme. The scale of development, mostly one and two stories with a few three story structures, is appropriate for the district. Additional second story elements would add to the character of the district.

The forthcoming second report will give consideration to developing design guidelines for future building renovations. Some general suggestions are provided at the end of this report in order to frame the board's future discussions. These guidelines will help to create a distinct character for the business district. The feasibility of establishing an architectural design review committee will also be evaluated.

- b. Sidewalks: The sidewalks in front buildings generally range from 15 feet in the central retail core, to five feet at the northerly and southerly portions of the business district where there is a narrow planting strip between the sidewalk and the curb. Generally, the sidewalks appear to be in good to fair condition. Some areas are beginning to exhibit cracking or discoloration due to weathering and will require replacement in the near future. The variation of the condition of the sidewalks gives the area a patchwork appearance.

The forthcoming report containing specific recommendations will address the following;

- 1) The introduction of a consistent thematic paving design incorporating elements such as brick pavers, colored concrete and/or scoring patterns, especially in the area between Raymond Street and Kipp Avenue. The brick paver strip along the curb in front of the Rite Aid pharmacy is one example of this type of pavement treatment. A pavement treatment would not only renew the pedestrian surface areas, but would transform the sidewalk into an element that helps to create a unifying design character for the borough's central business district.
 - 2) The provision of outdoor seating in those segments of the sidewalk that are typified by twelve to fifteen foot wide dimensions. This is another element that has been used successfully elsewhere to enhance pedestrian activity and life to a business district.
- c. Signage: Each business has its own signage that is unrelated to the signage on adjoining businesses, even at the same building. Consideration is to be given to implementing a coordinated signage system that would serve as another unifying element for the borough's business district. Issues relating to size, color, lettering, wall and projecting signs, placement, and stylized framing will be addressed.
 - d. Banners: The banners along the length of Boulevard provide an element of color to the district. They can also be used to identify a particular site, location, special events, or an area of special interest. The banners can be changed on a seasonal basis. Poles used to hang banners may also be used to support other seasonal displays, plantings or lighting. Details will be provided.
 - e. Street furniture: The survey found that a number of benches and refuse receptacles are provided throughout the area, but that there is no other type of street furniture in the area. Improved coordination between the location of the benches and trash cans is necessary.
 - f. Street Lights: Two types of street light poles are found in the CBD. Some lights poles have a stylized design, although many of these appear rusted or damaged. Many of these have been replaced by standard cobra-head light poles. Both types of light poles are found in approximately equal numbers in the central business district. Consideration should be given to the use of pedestrian stylized fixtures that are more appropriate to a CBD than those presently in the district. Recommendations will be offered in the upcoming report..
 - g. Street Trees: The business district includes a large number of mature trees, especially in the area between Raymond Street and Kipp Avenue, as well as the block between Madison and LaSalle Avenues. Most of the trees in these two areas are London Plane trees. Some new trees have been planted in the area to the north of Kipp Avenue which has experienced office and residential development fairly recently. The trees help to create an established character for the borough's central business district, and should be carefully maintained.
 - h. Traffic calming devices: The use of distinctive pavement treatment for pedestrian crosswalks could be used as a means to slow vehicular traffic through the district and provide an aesthetic amenity.

PRELIMINARY PLANNING GOALS

The Borough of Hasbrouck Heights Central Business District Plan is a general guide for the physical, economic and social development of the borough. It is prepared in accordance with the New Jersey Municipal Land Use Law, and is designed to guide the development of the central business district in a manner that promotes the public health, safety and general welfare. The following enumeration presents broad planning goals that form the basis for the planning and design recommendations that comprise the Plan component of this report. These goals and objectives will also form the basis for discussion with the community regarding the direction the 'plan section' of this document is to take.

1. To establish a heightened sense of community pride in Hasbrouck Heights by creating a cohesive and attractive business district.
2. To provide a comprehensive and coordinated long-range plan to guide the growth, development, and physical improvements which are necessary to ensure the continued vitality of the borough's business district.
3. To establish a prioritized list of improvements that are to occur over time.
4. To expand the commercial base of the borough, with an emphasis on retail sales and service uses serving the residents of the community and immediate surrounding communities.
5. To enhance the physical appearance of the business district through comprehensive and integrated streetscape improvements, building renovations, and related physical improvements.
6. To encourage the cooperation of merchants, property owners, residents and government in the overall revitalization of the business district.
7. To encourage public and private investment in the area.
8. To encourage uses and activities that will bring vitality to the area and an increased pedestrian presence.

These represent some of the planning and design issues which are evident, and which require planning responses if the community's business district is to fulfill its promise. These issues will be the subject of the discussion with the planning board at our first work session on this matter.

PRELIMINARY COMMENTS REGARDING CBD DESIGN ISSUES

The following comments are offered as a means to begin the discussion on design issues that the analysis found to be important in framing the character of the district, and which can be enhanced through the implementation of a variety of measures. These comments are preliminary, and will be refined following discussion with the board.

1. The existing London Plane Trees, which have established a considerable canopy and intimate scale to the streetscape of the C.B.D. The trees provide a significant contribution to the sense of place of the C.B.D. These trees are in various conditions of health. To safeguard and enhance their continued prosperity a comprehensive street tree management plan should be compiled for the district. This street tree management plan should be compiled, with the assistance of a certified Arborist, assessing the condition of each tree including a tree pruning and general maintenance schedule for removal of hazardous conditions and structural pruning of the canopies. The canopy pruning should also include the thinning of the canopy to permit greater light filtration to the streetscape to improve the ambience for pedestrians as well as the aesthetics of the adjacent store fronts. Some trees may also have to be removed due to their close proximity to other trees or utilities that pose a structural conflict or other safety concern. The management plan would also include a schedule for fertilizing and disease or insect infestation inspections including a plan for treatment of any conditions.

**Table 4
Suggested Shade Trees
Central Business District
Borough of Hasbrouck Heights, New Jersey**

Botanical Name	Common Name	Size Cal	Min Ht.	Remarks	Location
Acer Rubrum October Glory	October Glory Red Maple	2½ - 3"	13-15'	B&B*	Street Tree Parking Lots
Carpinus Betulus Fastigiata	European Hornbeam	2½ - 3"	13-15'	B&B*	Street Tree Parking Lots
Fraxinum Americana Patmore	Patmore Green Ash	2½ - 3"	13-18'	B&B	Street Tree Parking Lots
Koelreuteria Paniculata	Golden Rain Tree	2½ - 3"	13-18'	B&B	Street Tre Parking Lots
Gleditsia Triacanthosinermis	Shademaster Honeylocust	2½ - 3"	13-18'	B&B	Street Tree Parking Lots

Sophora Japonica	Japanese Sophora	2½ - 3"	13-15'	B&B*	Street Tree Parking Lots
Tilia Cordata	Littleleaf Linden	2½ - 3"	13-15'	B&B	Street Tree Parking Lots
Zelkova Serrata Green Vase	Green Vase Japanese Zelkova	2½ - 3"	13-15'	B&B	Street Tree Parking Lots

*B & B = Balled & Burlaped

2. The second improvement is the provision of decorative lighting fixtures, which will replace the existing cobra fixtures presently situated along the street. The existing fixtures are completely out of context to the building and pedestrian scale of the CBD, and do not provide the quality of lighting which is necessary to encourage vibrant and safe evening activity. The proposal calls for the use of single-and double-lighted fixtures, installed at a height of twelve feet. The height and design of these fixtures serve to reinforce the pedestrian scale of the district. Examples of these fixtures are shown on the accompanying sheet entitled Street Lighting Samples. A description of the fixtures is provided at the end of this section of the report.
3. It is recommended that consideration be given to the provision of sidewalk cafes to enhance the character of the district, and provide increased activity in the area, particularly in the evening hours. This will make the area more vibrant, and broaden its market attraction. Types of sidewalk cafe designs will be offered in a subsequent draft.
4. **Banner Poles.** Banner poles are simply tall thin poles used to hold decorative, colorful banners. Typically, the banners are used to add color and a local flavor to the CBD streetscape. An example is shown on an accompanying page. The banners are often used to herald change in the seasons, particular local events, the name of the community, etc. Their placement can be along the street line, alternating between light poles and trees. They should have the same design characteristics as the light fixtures, to reinforce the stylized character of the district.
5. **Sidewalk Paving.** An accompanying exhibit depicts an example of a proposed sidewalk paving detail for the CBD. It shows the placement of a patterned brick paving field color to match the existing brick paving which has already been placed along some streets in the area. This will extend along the street edge, adjacent to the curb. This is complemented with a double course edging pattern in a contrasting color, which separates the brick feature from the concrete pavement pedestrian way. Alternate styles are also being explored. Both can be utilized, on different streets, to provide some eclectic identity.
6. **Use of Sidewalk Area.** It is recommended that the sidewalk area be limited to flower planters along the building facade, benches and cafe seating (only permitted in front of storefronts by a revocable permit, and at intersections), and garbage cans located next to shade trees. Other material, leaflets on poles, etc, would detract from the overall design theme and character of the district, and should not be permitted.
7. **Street/Directional Signs.** Accompanying detail sheets depict decorative street identification signs, which should be placed at intersections. These signs are designed to complement the design style of

the above noted elements to reinforce the overall design theme of the area. It is suggested that similarly designed ornamental kiosk signs also be strategically placed throughout the CBD to assist pedestrians in finding specific stores. Additionally, a symbol sign for directions to parking lots is proposed. Examples are provided in this report.

8. **Parking and Design:** The availability and access to parking for customers, employees, and commuters is always a critical issue facing a central business district. The background data study identified a shortfall in available and suitable parking. It is recommended that sites on side streets near the CBD be designated for acquisition for parking. Site selections will be identified in an accompanying report. This report contains some studies of selected sites where site redesigns and linkages would enable more on-site parking to be provided. These studies are for informational purposes at this stage, to identify how we can increase parking in the CBD by redesign, acquisition, etc. They are merely illustrative at this time and are not meant to reflect any specific recommendations.
9. Consideration should also be given to regulating the permitted time when on-street deliveries of goods occurs on the Boulevard. It is generally preferable to restrict such activity to the morning hours.
10. **Improve Traffic Safety.** A number of basic as well as innovative design elements should be considered in an effort to improve pedestrian and vehicular safety in the downtown district. For example:
 - a. The provision of clearly delineated crosswalks would assist in defining pedestrian rights-of-way. These crosswalks should be supplemented with signage, which indicate that pedestrians have the right-of-way.
 - b. Curb extensions of the sidewalk into the roadway at intersections of side streets to help provide an area that would permit the pedestrian a safer view of the oncoming traffic while remaining on the raised sidewalk. A potential impact to consider in this improvement is the potential impact to stormwater collection. Typically stormwater is collected along the curb line. Any extension of the curb line may result in the addition of a few drain inlets in the construction improvements to mitigate the potential damming of the water at the curb extension.
11. **Architectural Facades and Related Elements:** Architectural facades and related elements encompass such issues as the treatment of the building face, use of awnings, entrance detailing, commercial signs, and window treatments. The manner in which these items are addressed will determine the visual image that Hasbrouck Heights business district presents to the public. The following suggestions offer direction for enhancing the buildings in the CBD by encouraging complementary design elements that provide for visual and aesthetic continuity. These suggestions are not directed towards creating one particular style but are intended as a general guideline.
 - a. A coordinated signage system should be imposed as a unifying element. The use of signage made of compatible materials, muted colors such as earth tones with a limitation on the number of colors (typically two or three colors are permitted), size (generally sign width should not be more than seventy to eighty-five percent of the storefront's width, depending on the size of the store, and letters should not be more than approximately two to two and a half feet in height), and regulations on elevations may be utilized to complement the prevailing character of development. Flat wall signs are generally to be encouraged, and protruding signs discouraged so that they do not conflict with the

banner signs and other street elements that are also recommended for the district. All of these suggestions should be incorporated into the local development ordinance. It is noted that these guidelines should not be construed as limiting diversity or creativity. Rather they should be viewed as encouraging a certain degree of compatibility and scale, leaving individual merchants the freedom to creatively adopt standards to meet their own personal requirements.

- b. Covered or blocked windows should be discouraged through the local development ordinance, because such windows tend to impose a negative impression to the CBD. Display windows should extend across the entire facade. No more than a specified percentage of window area (usually no more than fifteen to twenty percent) should be permitted to be covered by signage.
- c. Building and design elements such as wood trim features, color, and window lighting elements often serve as a unifying architectural and design theme. Typically, brighter color hues should only be utilized to accentuate details, rather than serve as a dominant feature of a building. Earth tones should be utilized for the sides and rears of buildings in order to visually soften and unify the area. The incorporation of subdued color schemes often minimizes the obtrusiveness of buildings in relation to their surroundings.
- d. The use of complementary and related architectural facade features should be encouraged. The use of reveals for larger facades to break up large blank walls, quoining on building corners, cornice work, complementary color schemes, lighting, etc all serve to reinforce a specific character. The local development ordinance could limit the total amount of an area of any given facade without architectural relief to a specified linear dimension or percentage. Examples are provided at the end of this report
- e. Building maintenance remains the most elemental form of rehabilitation, which reinforces the character of a CBD and the pride that the merchants take in their community. Cleaning and repointing brickwork, repairing windows, and replacing obsolete signs and deteriorated surface materials can all represent significant visual improvement.

Insert 29 pages of maps and illustrations pg 26

SUPPLEMENTAL BACKGROUND DATA BASE

Master Plan and Zoning Ordinance

The study area is designated in the borough master plan as a community shopping district. The text states that this area is designed “to serve as the primary business district in the borough and is designed to serve as the community’s focal point. This central area should provide for a variety of retail and service uses and provide ‘community’ amenities as an integral part of the overall design of the area.”

The master plan also calls for the continued development of the business district to encourage the assemblage of small properties to foster an efficient and attractive area, the rehabilitation of buildings, elimination of certain blighting influences to ensure an attractive physical appearance, provision of adequate off-street parking including the provision of municipal parking lots, and the continued provision of suitable street furniture, sidewalk and facade improvements, landscaping and other public and private actions.

The borough zoning ordinance is consistent with the master plan recommendations. The area is in the B-1 Central Business District Zone. This zone permits a variety of specified commercial and apartment uses as principal permitted uses, including the following: antique shops, apartments above commercial uses at a density of a maximum two units above a first floor use, art galleries and framing shops, bakeries, banks and financial institutions, bicycle shops, offices, butchers, candy stores, places of worship, coffee shops, delicatessens, drugstores, dry goods stores, dry cleaners, electrical lighting and supply stores, florists, food and grocery stores, hair salons, hardware and houseware stores, jewelry stores, locksmiths, municipal facilities, package liquor stores, photographic stores, duplicating facilities, post offices, radio, t.v. and home appliance repair shops, real estate offices, audio and video stores, shoe repair shops, stationary shops, book stores, travel agencies, tailors, and wearing apparel shops.

Sidewalk cafes are permitted as a conditional use, the conditions being the following: limiting use of the sidewalk to one half of the area away from the building to the curb in front of the storefront, that the premises to which the sidewalk cafe is accessory to is already a lawfully existing facility in the primary business of serving food, restrictions on use of planters, umbrellas, etc.

The area and bulk requirements applicable to the B-1 Zone are summarized in the accompanying table.

**Table 5
Area and Bulk Regulations
B-1 Zone**

Regulation	B-1 Zone
Minimum Lot Area (sq.ft)	2,500
Minimum Lot Width (ft)	25
Minimum Lot Depth (ft)	100
Minimum Front Yard (ft)	None req, but min. 40' to cl of st.
Minimum Side Yards (ft)	None req, but if provided, min 3' & min 1"/each foot of bldg ht.
Minimum Rear Yard (ft)	Same as for side yard.
Maximum Bldg. Ht (st/ft)	2.5/28
Maximum Bldg. Cov. (%)	50
Maximum Imperv Cov (%)	90
Maximum Floor Area Ratio	1.00
Minimum Store Width (ft)	10
Minimum Buffer (ft)	5 ft on side(s) facing resi use/zone

Selected Population Characteristics

Historic Trends

The Borough of Hasbrouck Heights population has stabilized in the 1990's after a two decade decline. The number of residents increased 4.6 percent between 1960 and 1970, to a peak of 13,651 residents, after which it had continually declined through 1990. The U.S. Census reported a 10.9 percent decline to 12,166 residents in 1980 and an additional 5.6 percent decline to 11,488 residents in 1990. The New Jersey State Data Center's most recent population estimate for Hasbrouck Heights indicates that, as of 1996, the number of residents has remained relatively stable. Total population is estimated to have increased slightly to 11,704 persons in 1996.

As shown in the accompanying table, a total of 81, 200 people reside in Hasbrouck Heights and the adjoining communities. This indicates a sizable market for the local business district. Hasbrouck Heights comprises 14.1 percent of this total market area population.

**Table 6
Population of Adjoining Municipalities, 1990**

Municipality	Total Population	Percent of Total Area Population
Hasbrouck Heights	11,488	14.1
Hackensack	37,049	45.6
Lodi	22,355	27.5
Teterboro	22	0.027
Moonachie	2,817	3.5
Wood-Ridge	7,506	9.2
Total Persons in Hasbrouck Heights and adjoining Municipalities	81,237	100.0

Income Characteristics:

The accompanying table provides data for family and household income by income category. The median Hasbrouck Heights household income reported in 1989 was \$44,672 and the median family income was \$52,919. Comparable data for Bergen County was \$49,249 and \$57,640 respectively.

Table 7
Income Statistics, 1989
Hasbrouck Heights, New Jersey

Income	Households	Families	Non-Family Households
Less than \$5,000	92	40	52
\$5,000 to \$9,999	115	26	89
\$10,000 to \$14,999	281	104	177
\$15,000 to \$24,999	518	254	269
\$25,000 to \$34,999	539	309	242
\$35,000 to \$49,999	857	691	157
\$50,000 to \$74,999	989	798	183
\$75,000 to \$99,999	498	492	17
\$100,000 to \$149,999	252	217	24
\$150,000 or more	180	180	0
Median, Hasbrouck Heights	\$44,672	\$52,919	\$26,000
Median, Bergen County	\$49,249	\$57,640	\$25,865

Source: U.S. Bureau of the Census, Census of Population and Housing STF 3

Per Capita Income

Table 8 indicates that the per capita income for Hasbrouck Heights is lower than the County average. The 1989 per capita income for Hasbrouck Heights was reported to be \$21,339 while the County figure was \$24,080. The borough's per capita income is higher than four of the five adjacent municipalities, as shown in the accompanying table. This suggests that the borough's population can support additional retail development, and particularly those uses normally found in local business districts.

Table 8
Per Capita Income 1979 and 1989
Hasbrouck Heights and Adjacent Municipalities

Municipality/County	1979 Per Capita Income	1989 Per Capita Income	Percent Change
Hasbrouck Heights	\$9,527	\$21,339	124
Hackensack	\$9,462	\$20,217	114
Lodi	\$7,653	\$15,542	103
Teterboro	-	\$36,348	-
Moonachie	\$7,897	\$16,539	109
Wood-Ridge	\$9,009	\$21,331	137
Bergen County	\$10,191	\$24,080	136

Source: Planner's Data Book for Bergen County, Technical Report #1, 1995

Retail Trade

The U.S. Census of Business publishes data regarding the volume of retail business that occurred in municipalities throughout New Jersey. An analysis of these statistics enables one to evaluate the local business community's ability to meet the needs of residents. The latest available data from the 1992 Economic Census is now too dated to provide a clear indication of the status of the borough's retail activity. Data from the 1997 Economic Census will be available this fall, and will be used to evaluate Hasbrouck Heights's business community.