

TENAFLY

DOWNTOWN REVITALIZATION PLAN



Second Public Workshop
February 16, 2022

BFJ Planning

streetsense.

PERKINS —
EASTMAN

AGENDA

- 1. Introduction
(7-7:10)**
- 2. Public Input Overview
(7:10-7:20)**
- 3. What We Heard & Learned
(7:20-7:30)**
- 4. Preliminary Goals and Projects
(7:25-8:00)**
- 5. Questions and Comments - Town Hall
(8:00-8:40)**



PROJECT TEAM

BFJ Planning



NOAH LEVINE,
AICP, PP
PRINCIPAL-IN-CHARGE



SILVIA DEL FAVA,
LEED AP ND
PROJECT MANAGER



SUSAN FAVATE,
AICP, PP
ZONING & LAND USE

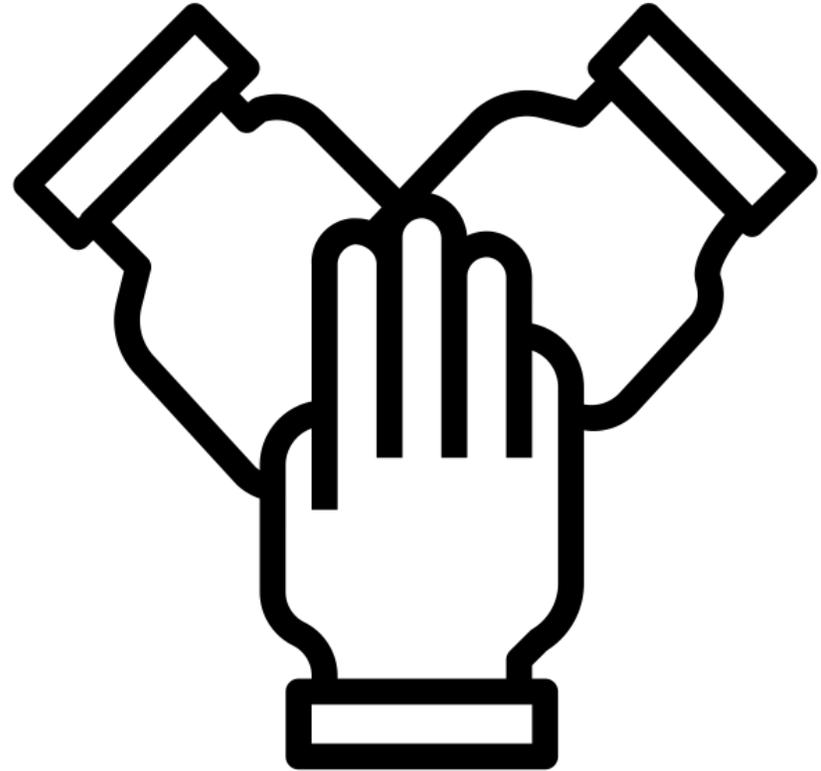


CHRISTINE JIMENEZ,
LEED GA
PROJECT PLANNER

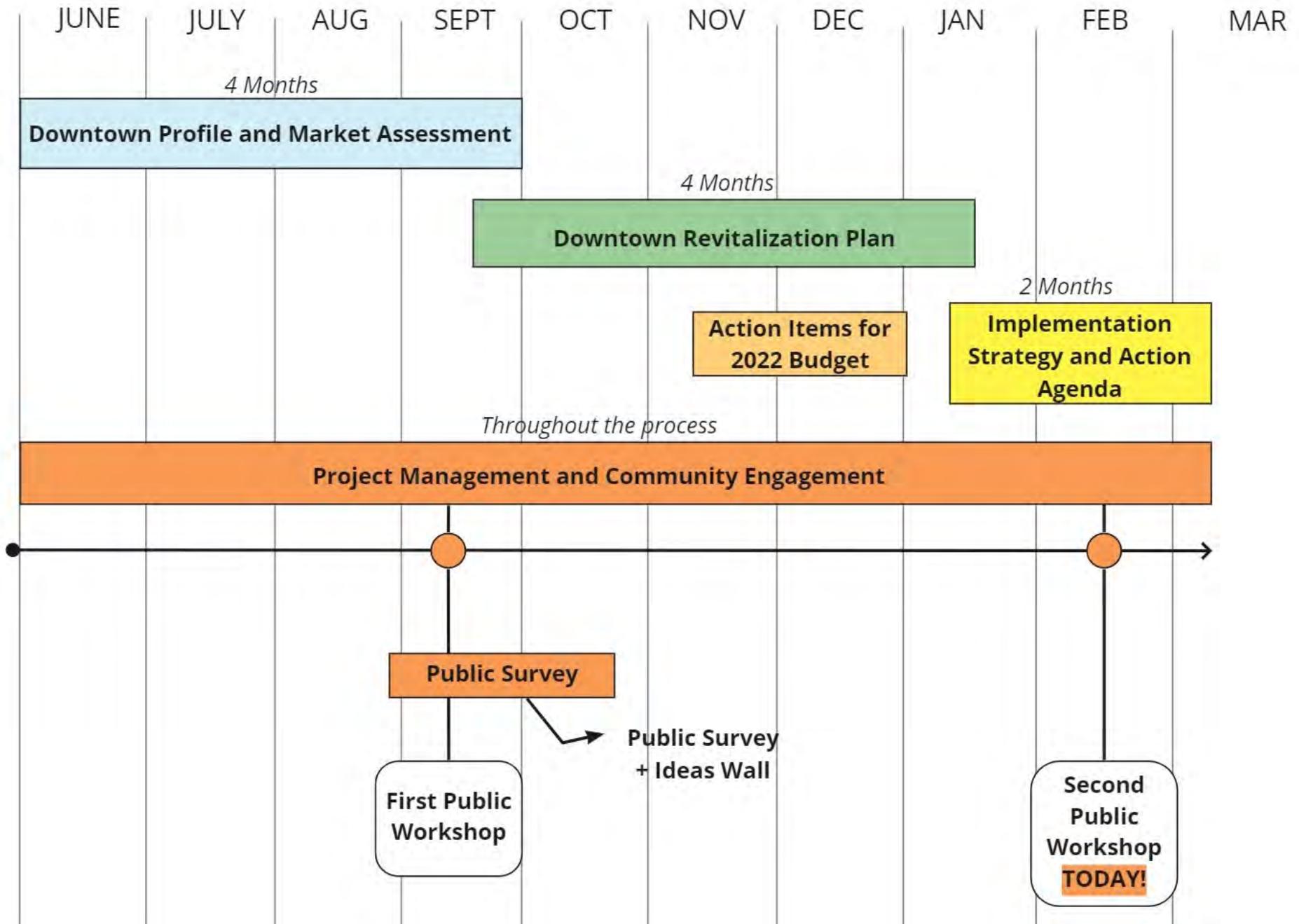
DOWNTOWN REVITALIZATION STEERING COMMITTEE

MEMBERS

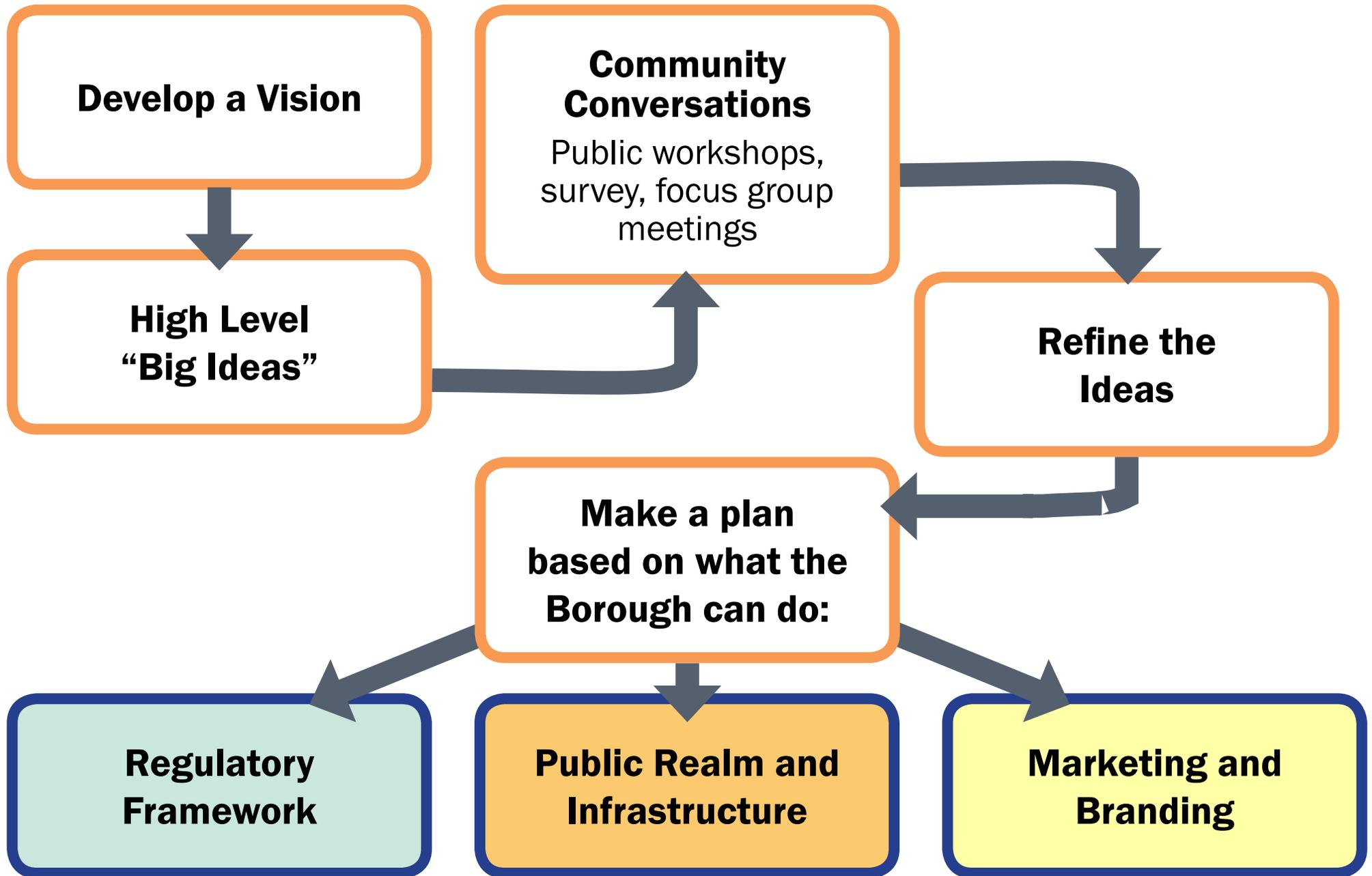
- **Daniel Zausner**
- **David Jang**
- **Mary Beth Wilmit**
- **Jeff Grossman**
- **Craig Feinberg**
- **Adam Michaels**
- **Mark Zinna**



PROJECT TIMELINE



BOROUGH'S ROLE



PUBLIC INPUT GUIDES THE PROCESS AND THE IDEAS

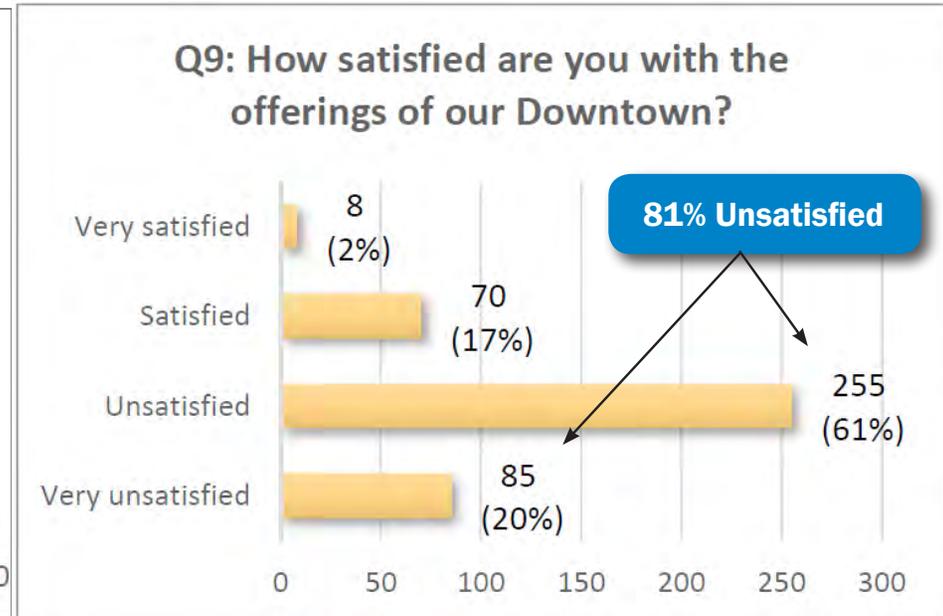
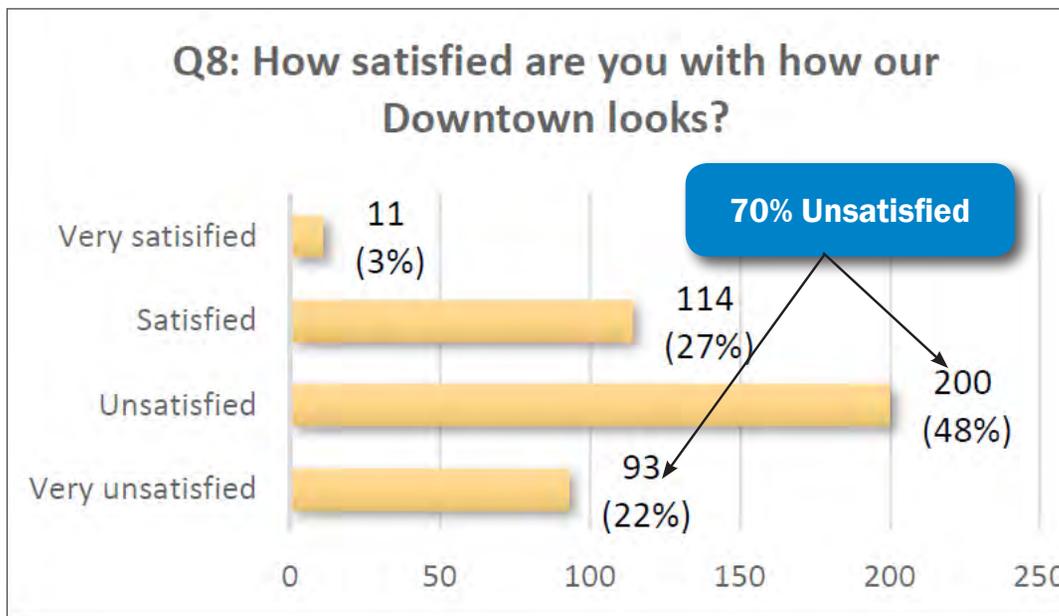
- **Project Website:**
www.tenaflynj.org/542/Tenafly-Downtown-Revitalization-Plan
- **Public Survey and Ideas Wall**
(9/1-10/17)
- **1st Public Workshop**
(9/27)
- **Focus Group Meetings**
(Sep- Oct)
- **Other Stakeholder Meetings**
(Sep- Nov)
- **Meeting with Students**
(10/22)
- **2nd Public Workshop**
TODAY!



PUBLIC SURVEY

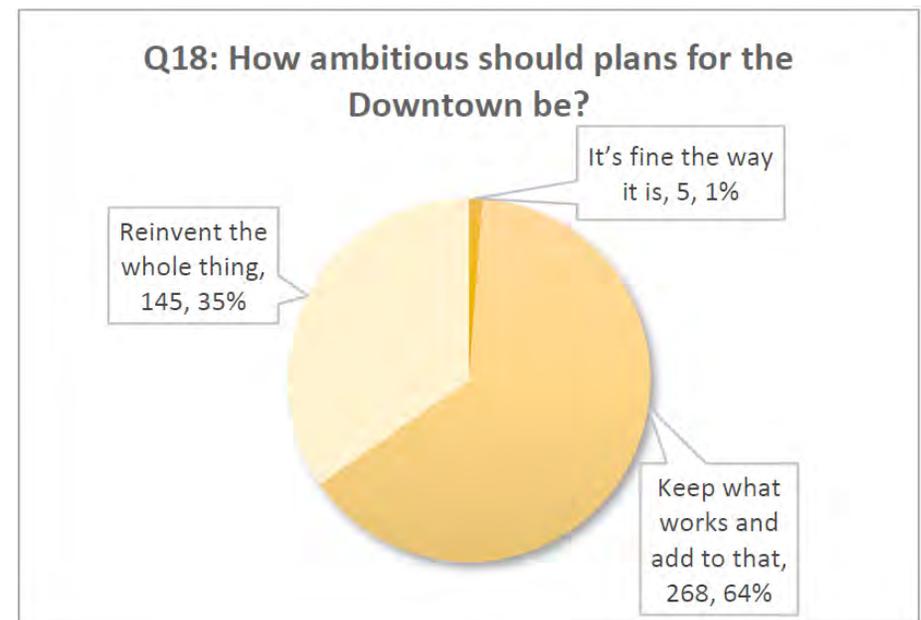
418 survey responses (close to 9% of total households in Tenafly)

- Respondents are generally unsatisfied with Downtown looks and offerings.
- I would spend more time downtown if...
 - Better variety of shops and services,
 - More restaurant offerings,
 - Improved ambiance/vibe



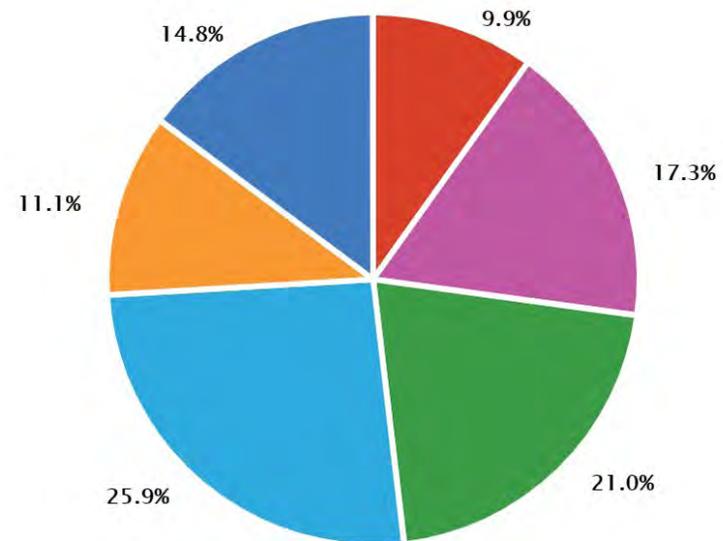
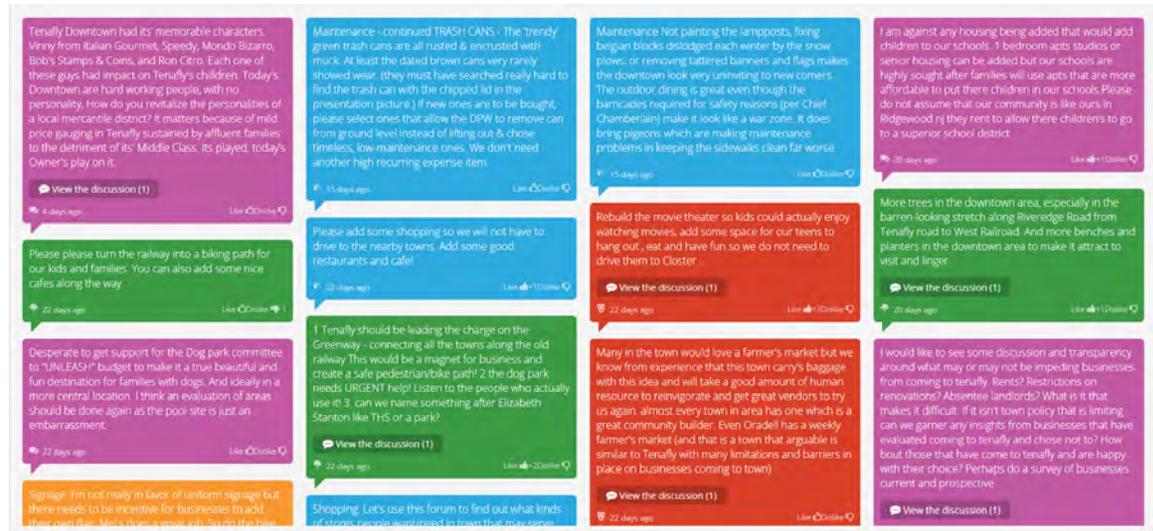
PUBLIC SURVEY

- The top priorities were:
 - Attract and retain businesses,
 - More shopping options, improve facades, more restaurants and nightlife, and improve downtown's streetscape.
- Most participants indicated they are “likely” to visit Downtown more if it had improved looks and offerings.
- Nearly all want to see new things / improvement in the downtown.



IDEAS WALL

- **128** ideas wall comments
- **1,203** unique users visiting the page
- **Wall is closed, but you can still view comments.**



- Arts, Culture, and Events
- Parks and Open Space
- Sidewalks and Streetscape
- Other Comments
- Shopping and Restaurants
- Traffic and Parking

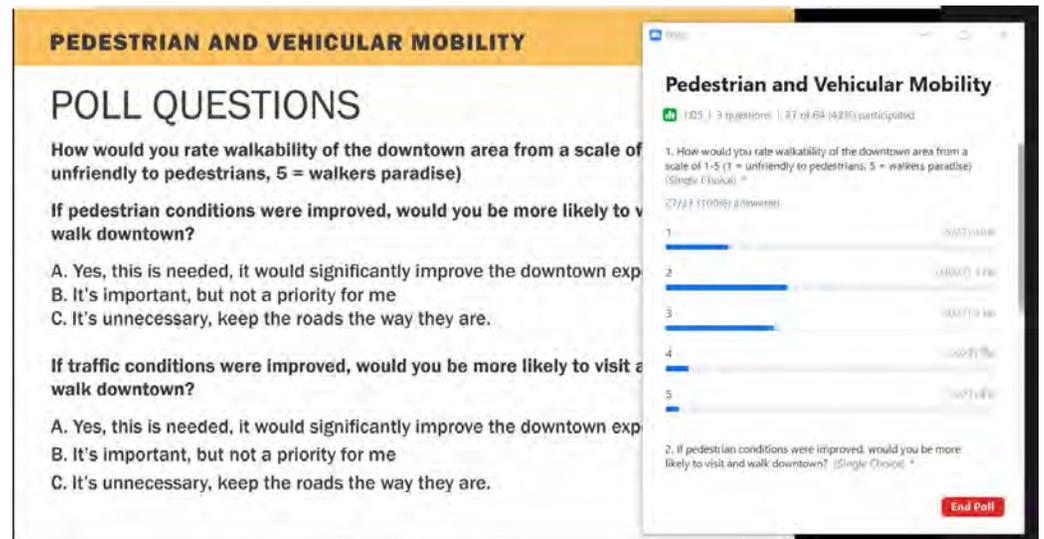
PUBLIC WORKSHOP

Roughly **75 attendees;**

Recording is available on the project website.

Examples of themes that emerged:

- **Downtown pedestrian environment needs improvement, including better lighting, more seating, landscaping.**
- **Buildings and public realm need more consistency, and to become more appealing.**
- **Support for year-round programming/regular events.**



STUDENT ENGAGEMENT

Two meetings with students
(high and middle school)

Much of the student input
was very similar to what we
heard from adults.



BUSINESSES: What We Heard/Learned

- **Not enough foot traffic -**
Businesses are going to other towns.
- **Bring an anchor -**
something that replaces the movie theater.
- **Need downtown uses -**
such as cafes, restaurants, book stores, etc.
Not enough experiential things to do.
- **Buildings that look new -**
are attractive for teenagers (e.g. Closter Plaza).
Require high standards for renovations/
developments.

"Some kind of new "anchor" shop should somehow be attracted."

"We need better restaurants & coffee places with a nice vibe."

"Downtown feels disjointed — no flow/useful clustering of what businesses are left."



A sports bar, a bookstore.

An art gallery. Some date night restaurants. A museum! A concert venue. A movie theater. A playhouse.



"Need to provide adults and teenagers alike more places to hang out at."

PUBLIC REALM AND BUILDINGS: What We Heard/Learned

- **“Downtown looks tired”**
- **Basic maintenance and storefront improvements;** enhance what we have, like painting alleyways and brand Tenafly as an art community, have murals.
- **Sidewalks in poor conditions;** light posts need repainting.
- **Consistency in signage,** colors, furniture types is welcome.
- **Summit Street** needs a lot of work
- **Improve Alleys** to parking areas



Better looking facades and uniformity.

It would be nice to see pretty awnings over the storefronts, more attractive doorways to shops, and something more attractive than the concrete barriers for outdoor dining.

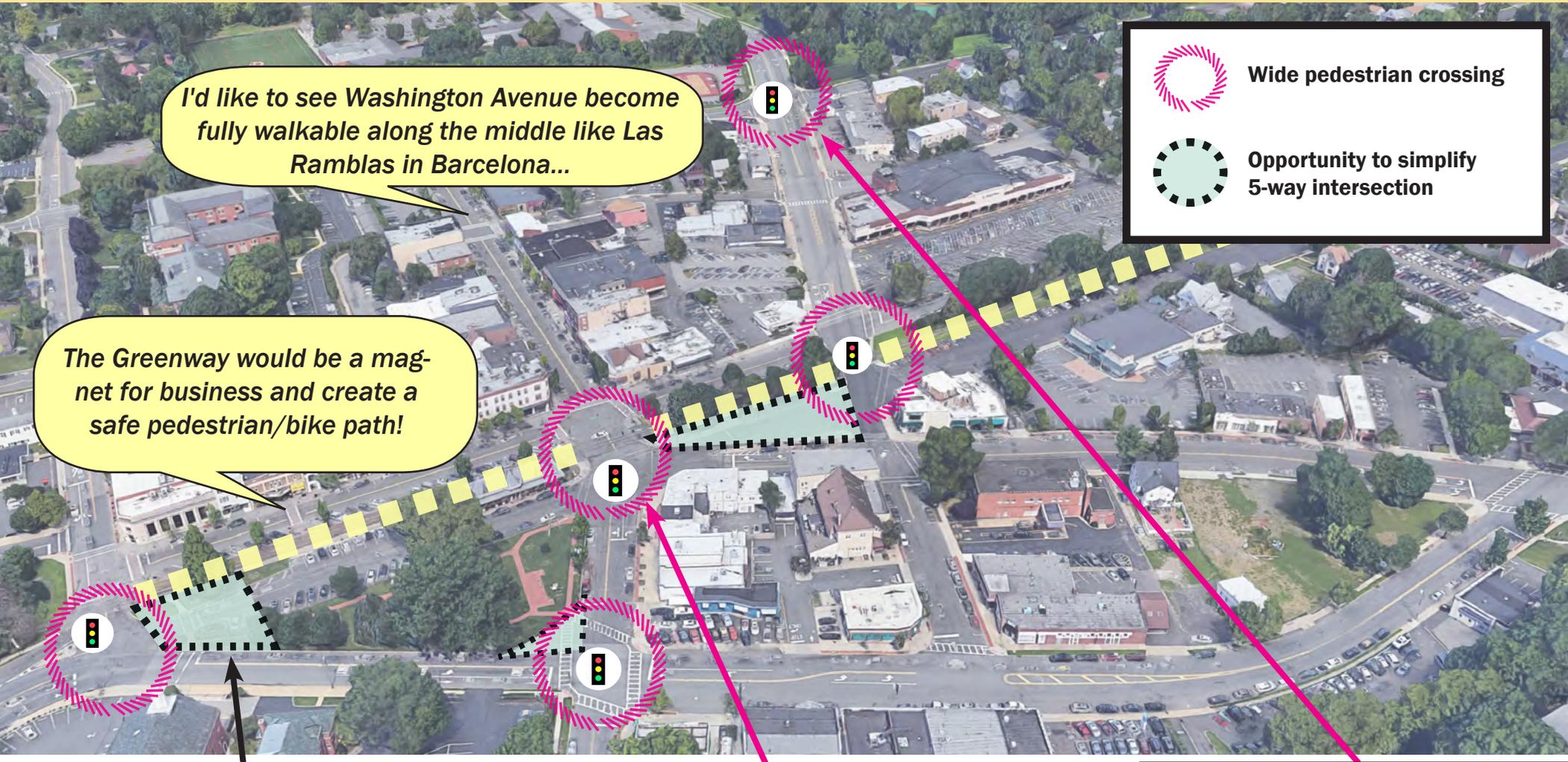


Maintenance - Paint the lampposts, fix belgian blocks, and remove tattered banners and flags. These make the downtown look very uninviting to new comers.



“Would be nice to beautify downtown with more planters, trees, and flowers.”

WALKABILITY AND MOBILITY: What We Heard/Learned

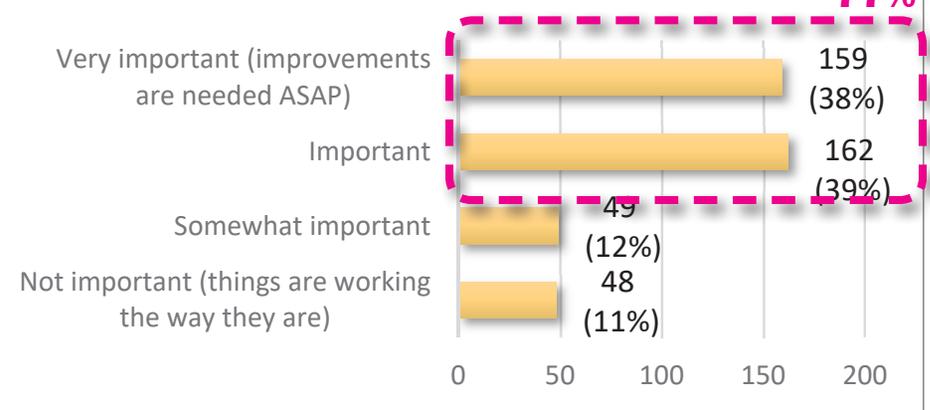


WALKABILITY AND MOBILITY: What We Heard/Learned

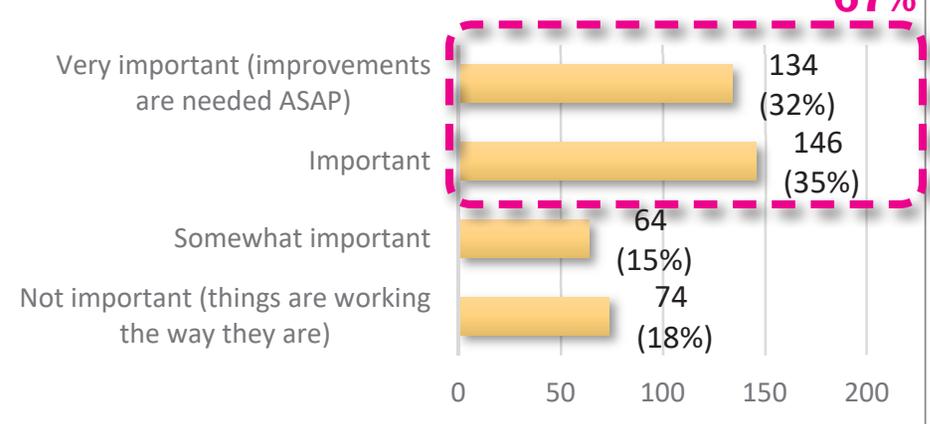
- **Make bus stop more welcoming:**
Support for redesigning triangle at Hillside/Washington/Piermont.
- **E. Clinton/County Road intersection** feels unsafe & needs to be improved.
- **Congestion** along County Road.
- **Piermont Rd** (north of Riveredge Road) is too wide for a one-way traffic pattern.
- **Riverdege Rd doesn't need to be so wide.**
Support for traffic calming, potentially with bike lanes.
- **DPW/Police/Fire:** Any changes need to consider access for emergency vehicles and snow removal.

If we clean up our traffic patterns and improve the ambiance and feel of our commercial areas it would be easier to navigate and possibly more people would visit.

Q14: How important is it to improve safety for pedestrians in and around Downtown? 77%



Q15: How important is it to improve safety for bikers in and around Downtown? 67%



PARKING: What We Heard/Learned

- Generally people feel there is **adequate parking**.
- Parking areas are **disorganized**. Make parking easier to find and more attractive.
- Some of the lots are **underutilized**. Can they be repurposed?

Municipal Parking alone results in a parking ratio of

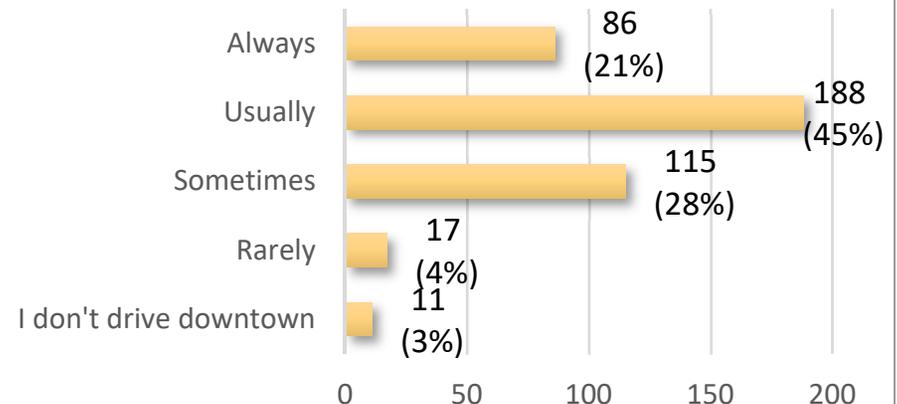
3.2 spots per 1,000 SF of retail.

Typical downtown environments lower ratio of 0.5 - 2.5 spots per 1,000 SF.

"You only have to park once to walk most of the town."



Q11: When you come to downtown Tenafly for shopping, dining, entertainment, is adequate parking available?



ECONOMIC DEVELOPMENT: What We Heard/Learned

- **Need more people living downtown.** It would increase foot traffic and help businesses. Successful downtowns have downtown living.
- **Muti-family** is suitable for the downtown; new multi-family doesn't typically generate many school children and would not be a burden to the school district.
- **Respect the existing building scale** (heights) of the downtown area.
- **Parking:** Parking requirements are a significant barrier to development. There could be shared/more efficient use of existing parking.
- **Attract investors** and remove barriers that prevent investment.



Opportunity to improve S. Summit Street.



Opportunity to redevelop Borough owned lot.
Ample parking across street.

PARKS AND ACTIVITIES: What We Heard/Learned

- **Open Street:** Close of Washington St. for downtown events. Consider pedestrian mall concept in long term.
- **Oresko Park** and nearby “semi-circle” could be better utilized. Add amenities to Huyler Park
- **Improve connections** from parks to downtown
- **Murals** - Identify opportunities for public art. Get students involved.
- **Events:** Add an outdoor stage, outdoor movie, outdoor gallery where folks can come

“Murals! ..add some beautiful color to the town ..

Why not make it @tenafly instagrammable.

Picnic tables?

Movable chairs?

Art?

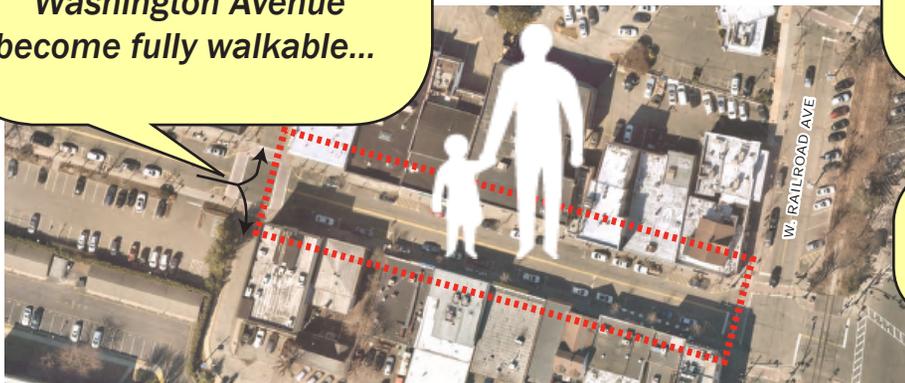
Chess or bocce?

Can we please have a place where we can hear live music?

Empty lots could be made into a small park with trees and benches.

Plant as many native shade trees everywhere there is space

I'd like to see Washington Avenue become fully walkable...



An aerial-style map of downtown Tenafly, New Jersey. The map shows a grid of streets with various buildings, some colored in light orange or brown. There are several green spaces, including a large park area in the upper left with a blue pond and a baseball field. A river or stream flows through the center of the map. The text "Draft Priority Projects" is overlaid in the center in a large, bold, black font.

Draft Priority Projects

BIG IDEAS & UNDERPINNING VISION FOR THE DOWNTOWN

Build on Tenafly's assets to make it a more inviting for residents and to attract visitors from surrounding areas.

Buildings and Streetscape

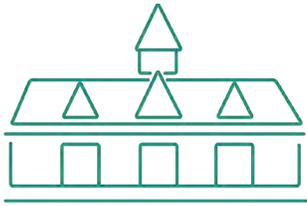
- **Improve downtown aesthetics (buildings, signage, landscaping, lighting)**
- **Improve connections, wayfinding, and branding**
- **Improve challenging intersections and make downtown more pedestrian friendly**
- **Make parking more identifiable and accessible**
- **Revitalize opportunity sites with commercial and residential uses that will bring activity to Downtown core.**
- **Provide resources to help with events and marketing**
- **Leverage NV Greenway - Gamechanger!**

Pedestrian and Vehicular Mobility

Parking

Development Opportunities

Parks, Events, and Programming



TENAFLY

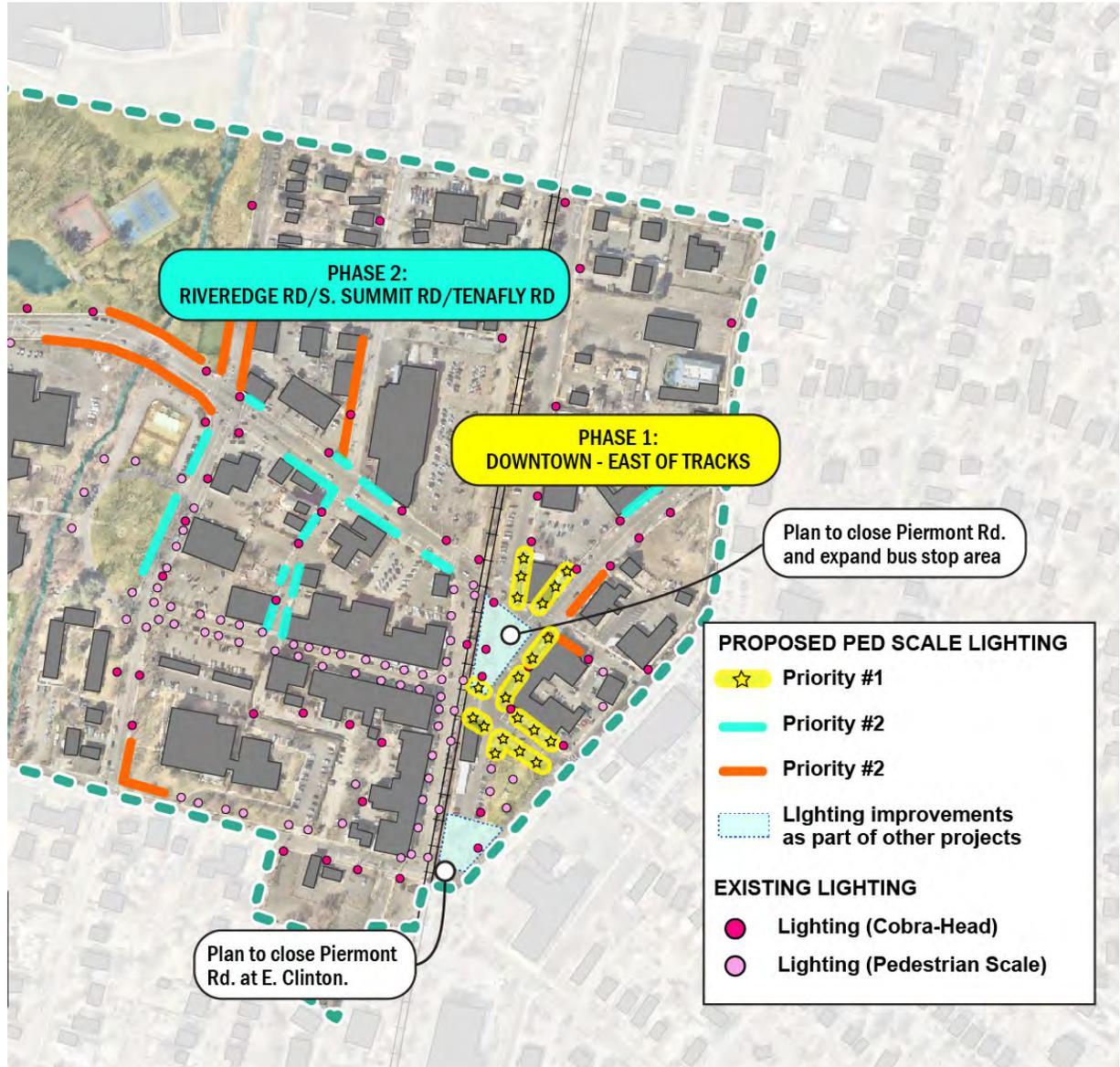
DOWNTOWN REVITALIZATION PLAN

Buildings and Streetscape



URBAN DESIGN, BUILDINGS AND STREETScape

UPGRADE PEDESTRIAN LIGHTING IN KEY LOCATIONS



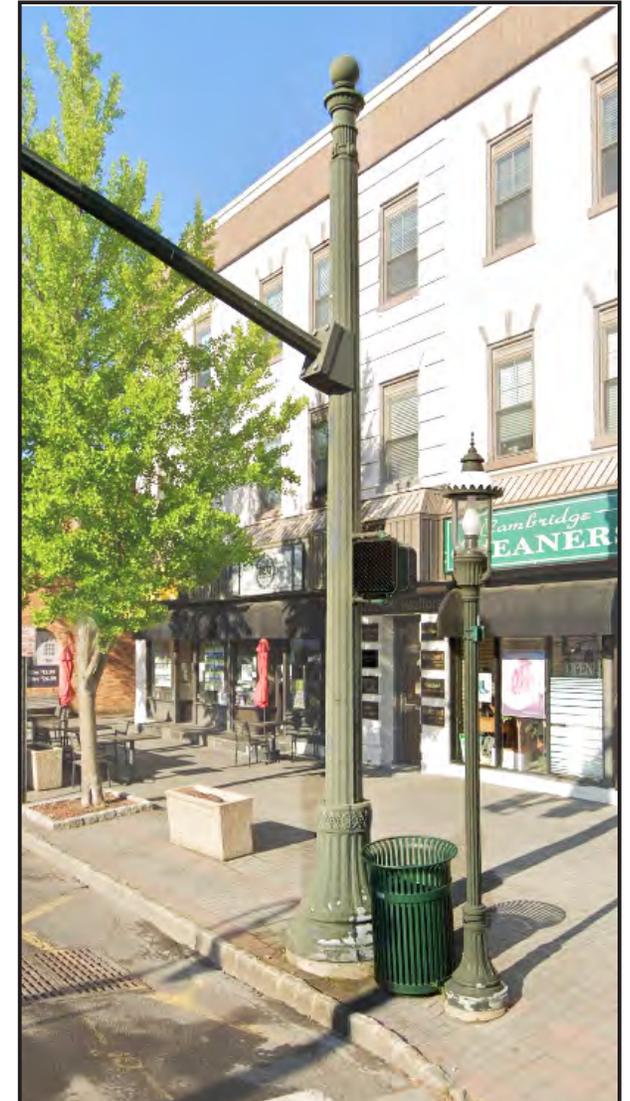
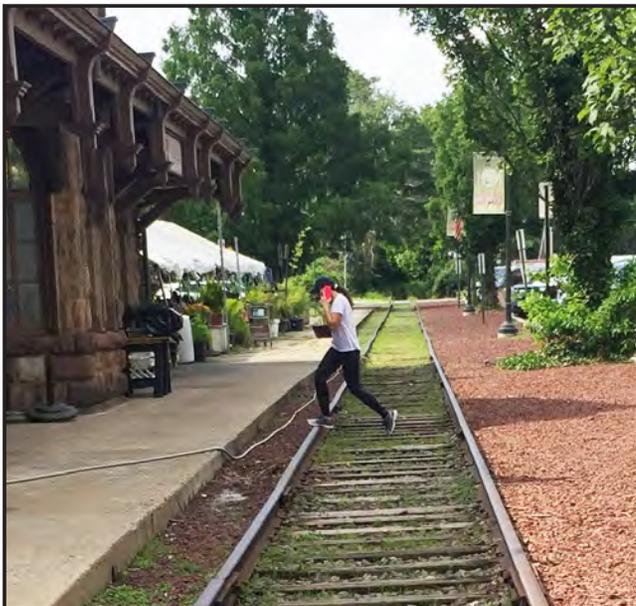
URBAN DESIGN, BUILDINGS AND STREETScape

STREETSCAPE CLEAN-UP FUND

Replace old fixtures

Improve pedestrian/ADA access across RR tracks
(between Cafe Angelique and Railroad Ave.)

Repaint Lamp Posts



URBAN DESIGN, BUILDINGS AND STREETScape

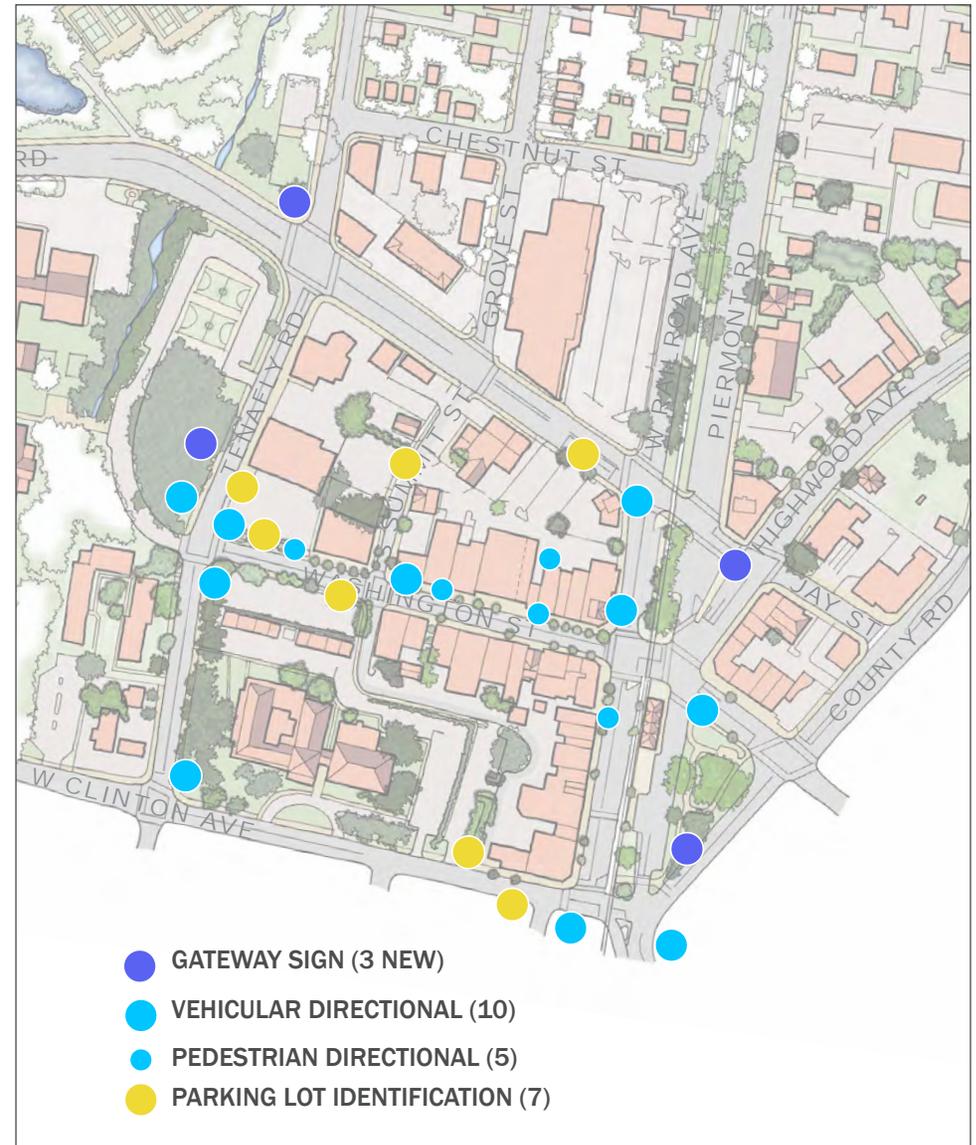
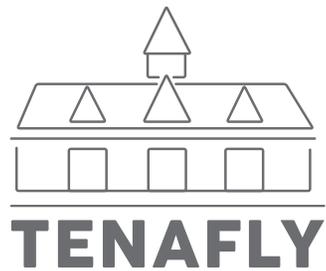
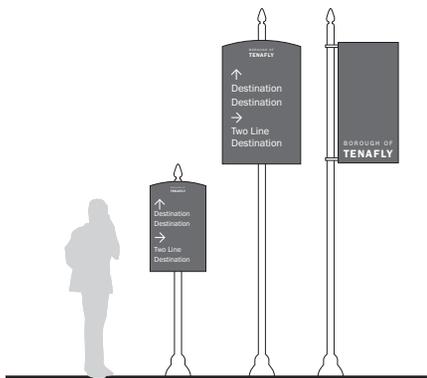
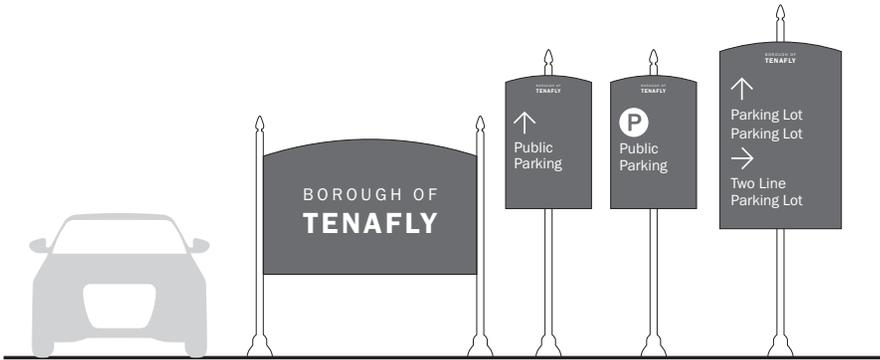
DEVELOP DOWNTOWN TENAFly BRAND AND IMPLEMENT NEW SIGNAGE

- Make it easier to navigate downtown and find parking
- Use consistent signage and branding
- Create a sense of place
- Gateway signage



URBAN DESIGN, BUILDINGS AND STREETScape

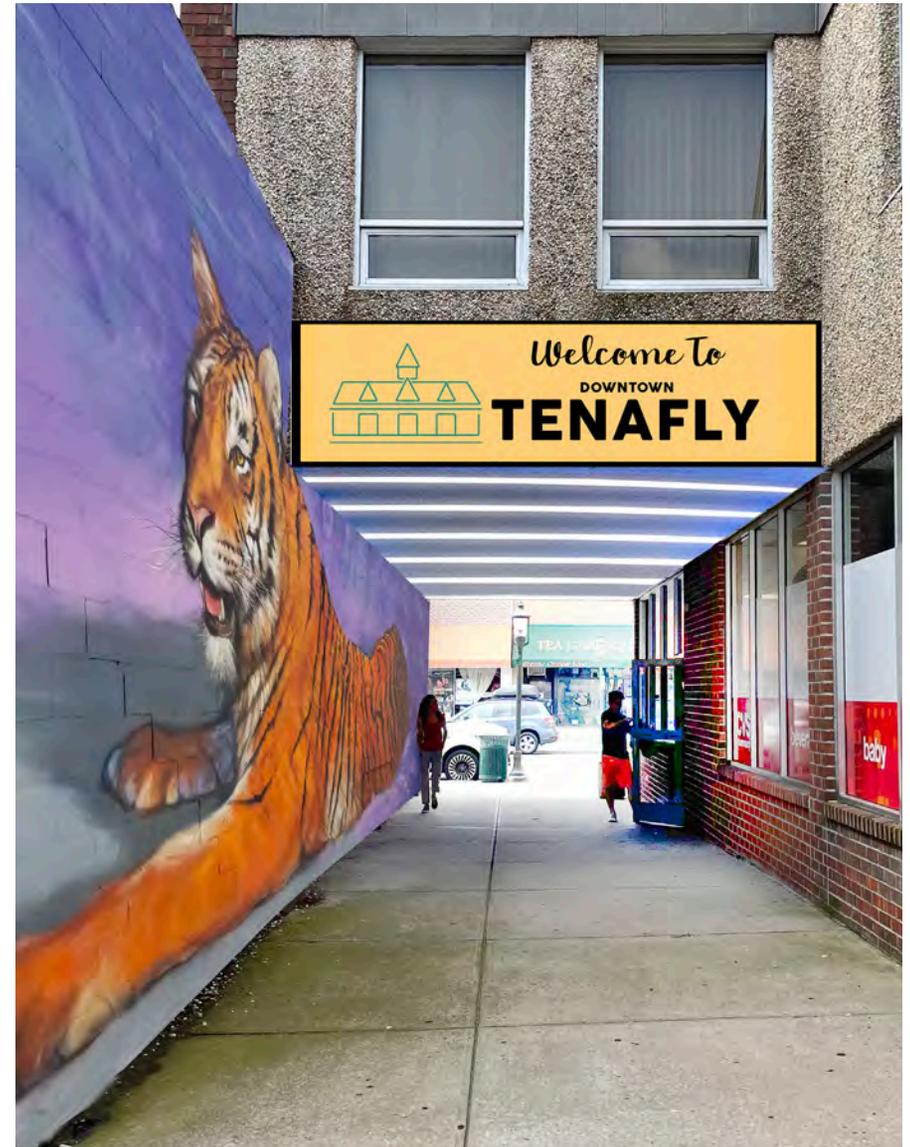
DEVELOP DOWNTOWN TENAFLY BRAND AND IMPLEMENT NEW SIGNAGE



URBAN DESIGN, BUILDINGS AND STREETScape

ENHANCE ALLEYS WITH MURALS, WAYFINDING, AND LIGHTING

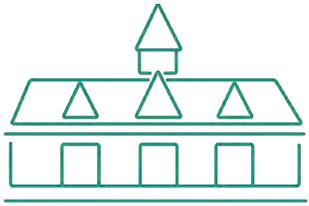
Work with property owners to improve these public areas. Borough to invest in cleanup, lighting, and painting.



POLL QUESTION

WHICH TWO OF THESE BUILDING AND STREETScape PROJECTS ARE MOST IMPORTANT TO YOU? (PICK 2)

1. Improve lighting
2. Downtown TLC Fund (paint, refurbish, replace)
3. Develop Downtown Tenafly Brand and implement new wayfinding signage
4. Clean up and enhance alleyways with murals, lighting, signs.
5. Develop guidelines for building facades and signage



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DOWNTOWN REVITALIZATION PLAN

Pedestrian and Vehicular Mobility



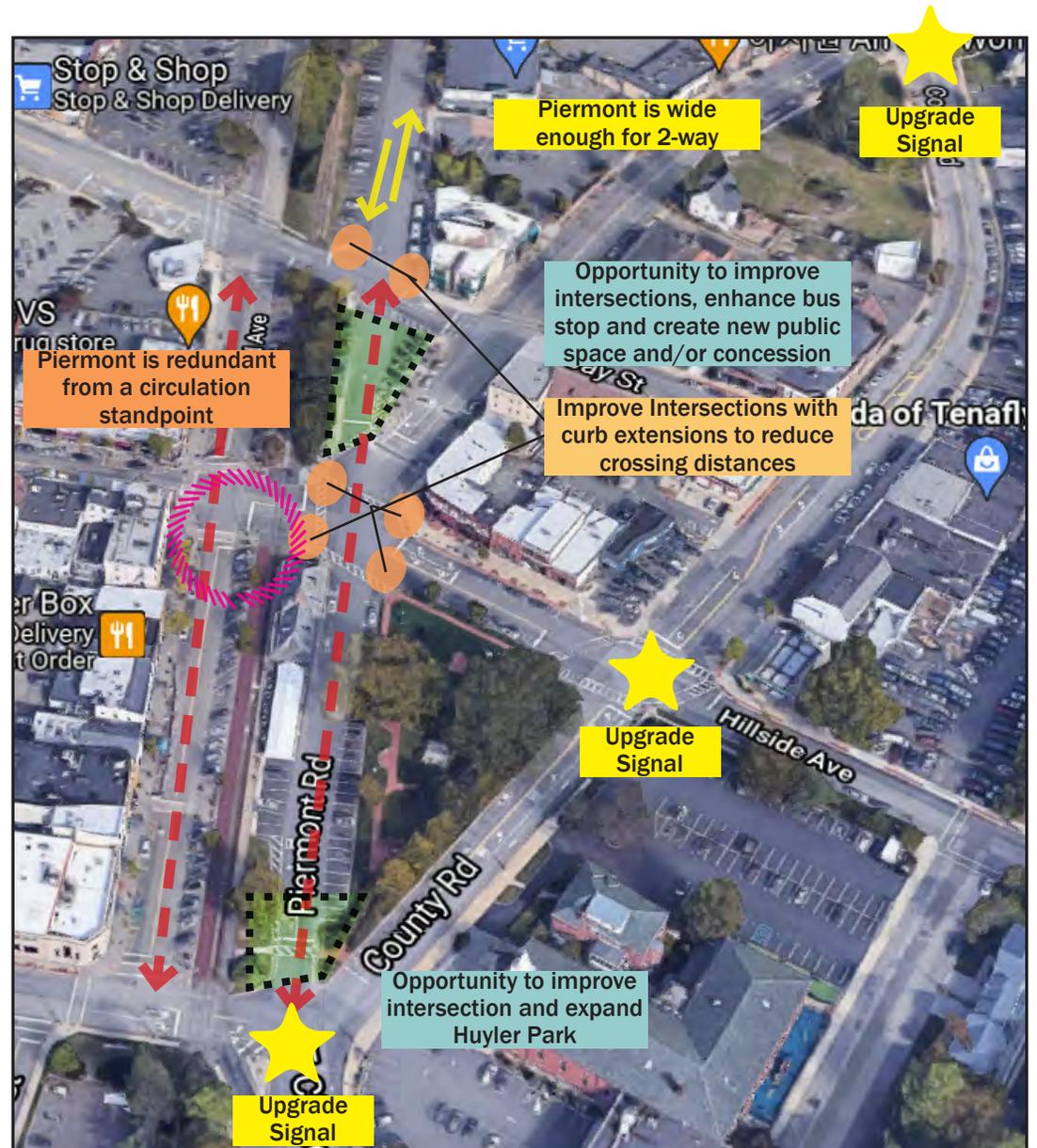
PEDESTRIAN AND VEHICULAR MOBILITY

Piermont Road between Riveredge and E. Clinton is redundant, Removing roadway would make intersections operate more efficiently without losing mobility.

Opportunities to make existing roadway more efficient

Make pedestrian crossings safer and more welcoming.

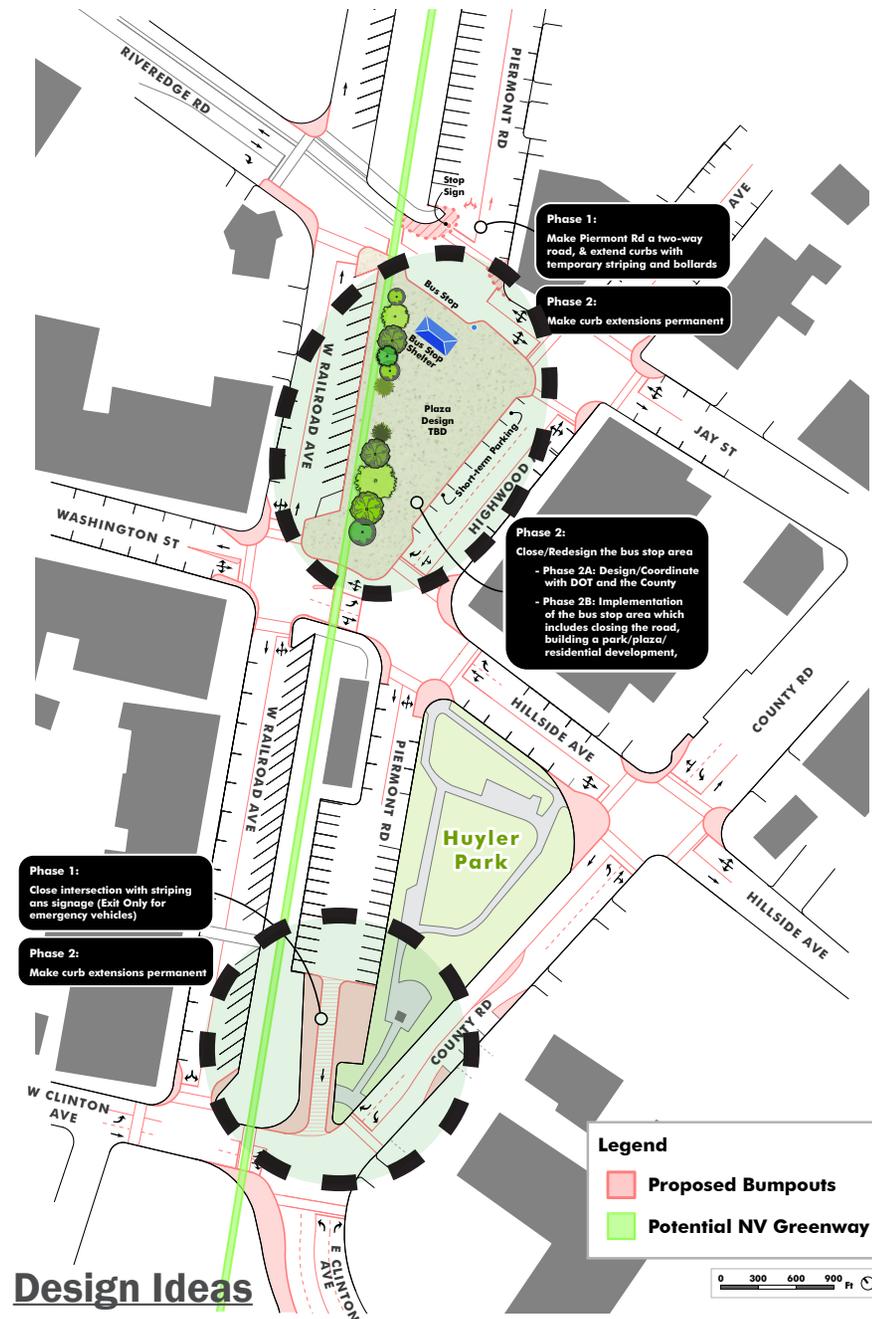
Reclaim redundant roadway for public use.



PEDESTRIAN AND VEHICULAR MOBILITY

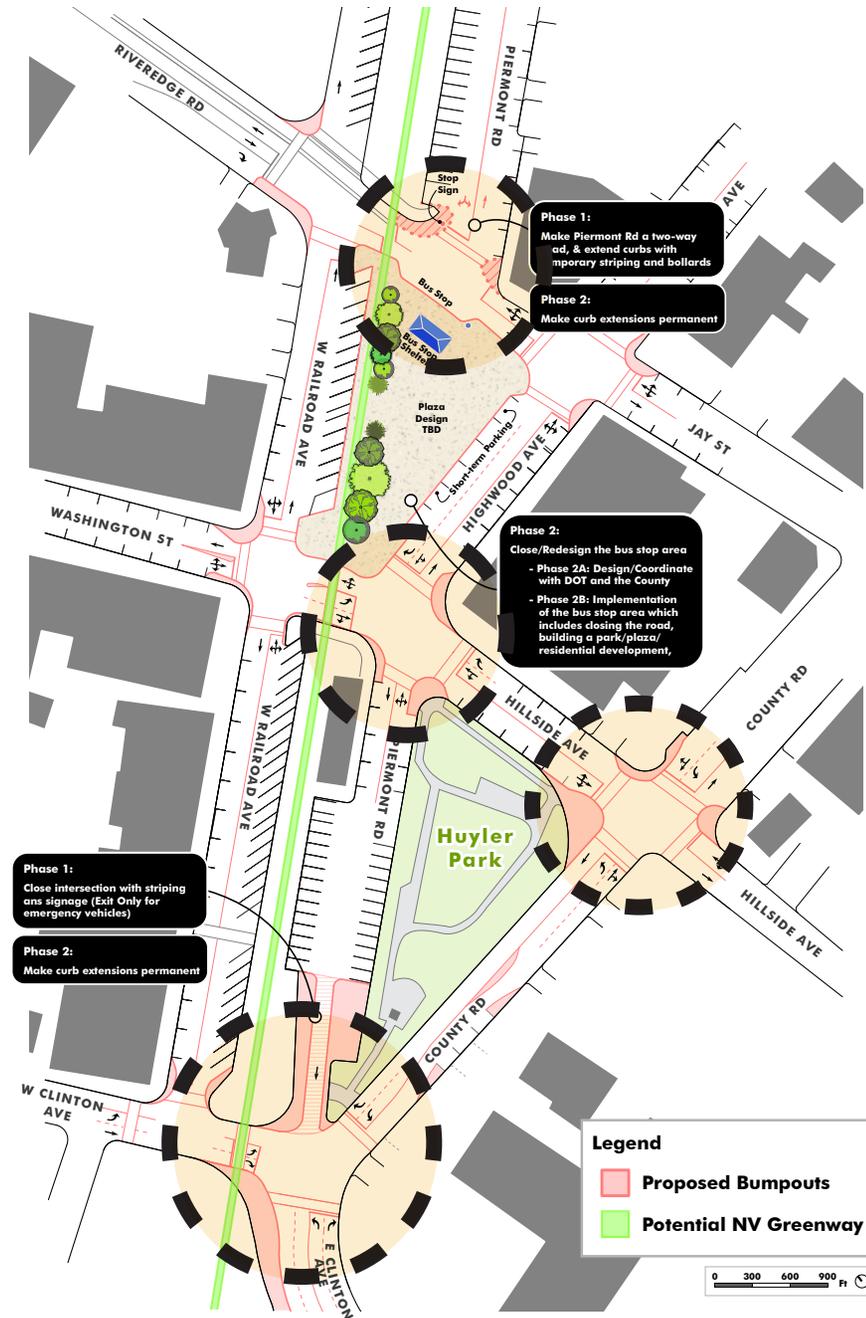
Reclaim redundant roadway for public use.

- Opportunity to create new plaza with enhanced bus stop
- Opportunity to expand Huyler Park
- Need to coordinate with NJTransit, NJDOT, emergency service providers.



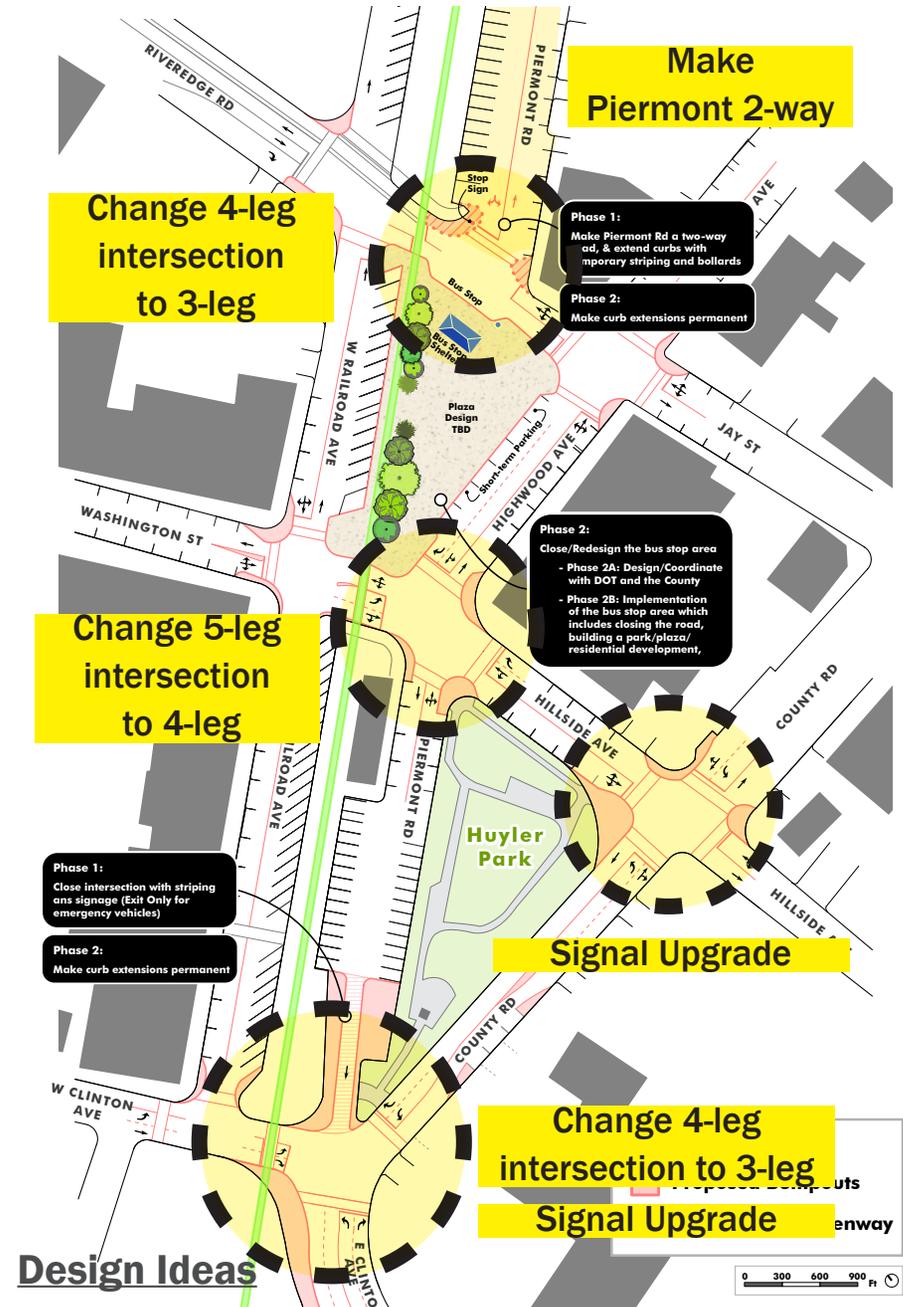
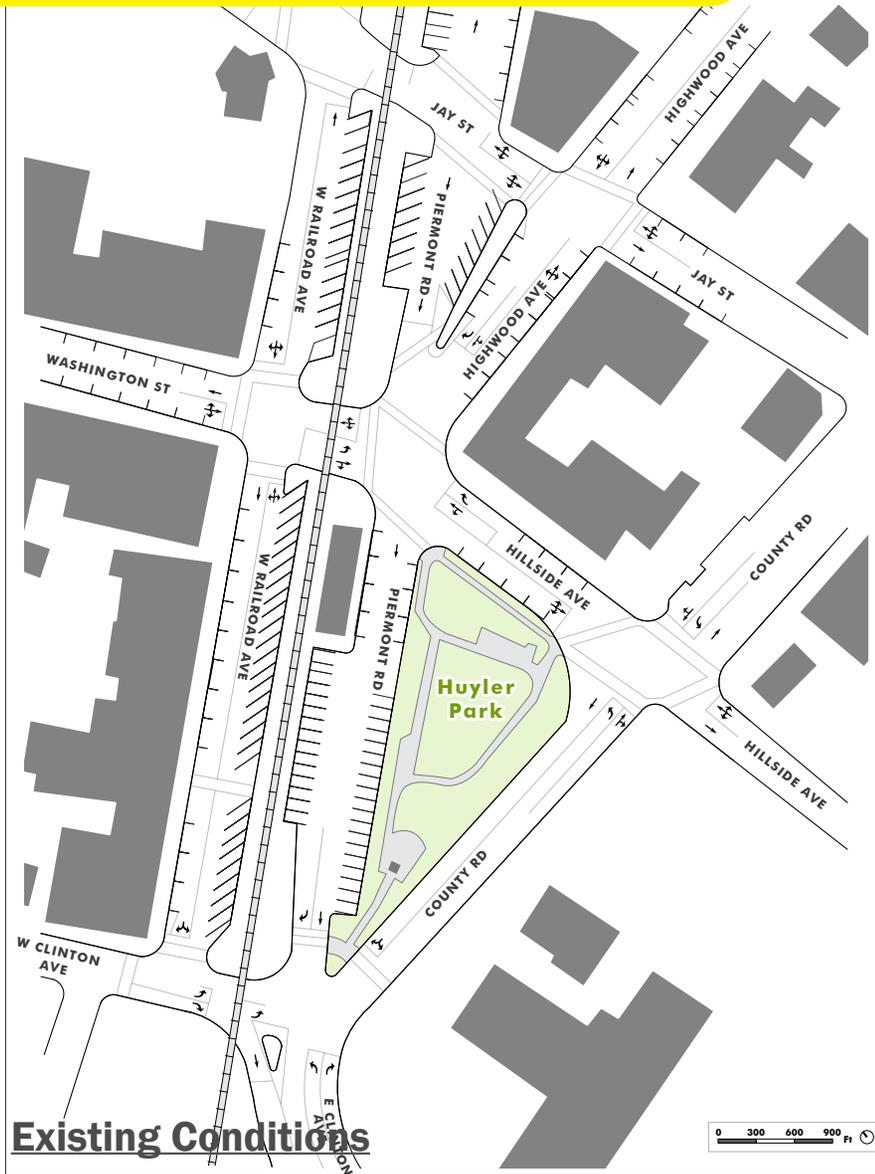
PEDESTRIAN AND VEHICULAR MOBILITY

Make pedestrian crossings narrower, safer, and more welcoming.



PEDESTRIAN AND VEHICULAR MOBILITY

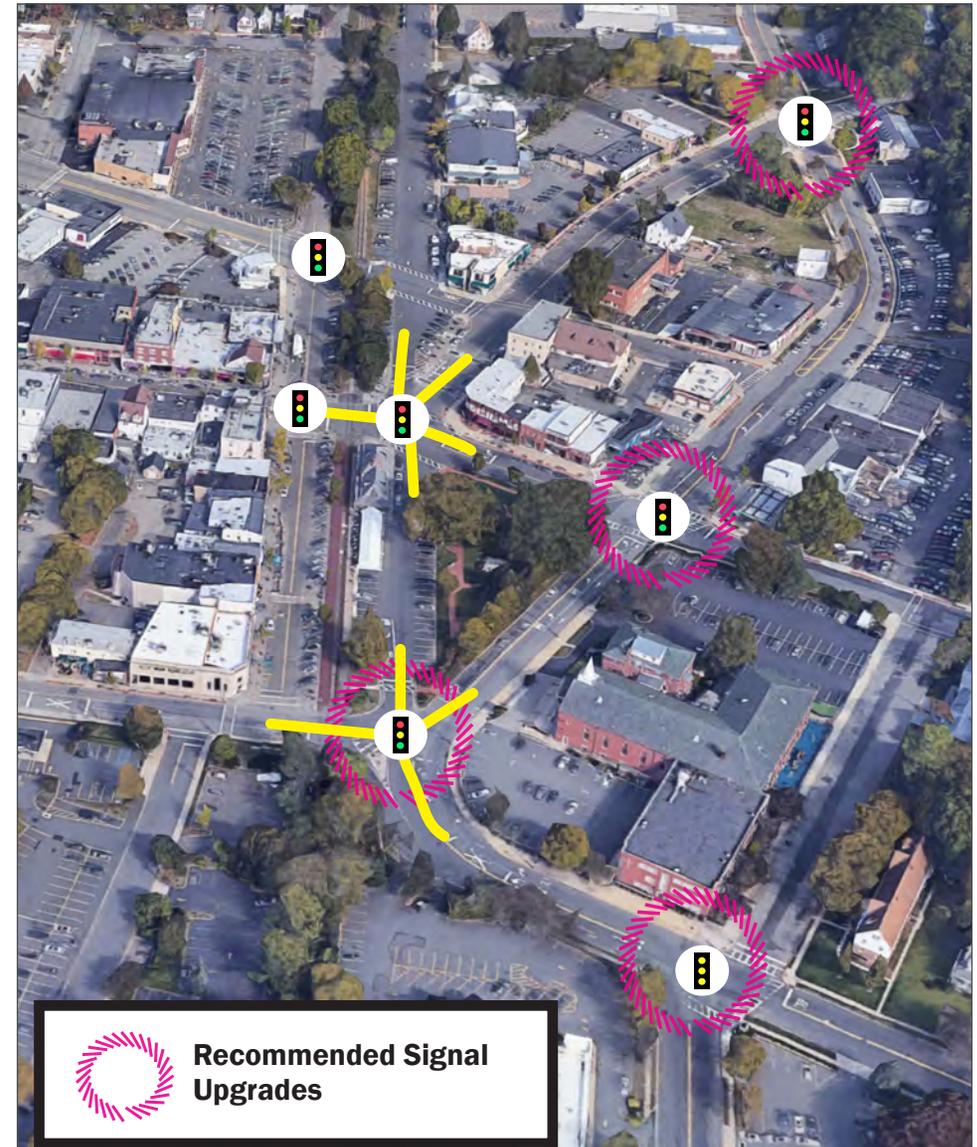
Opportunities to make existing roadway more efficient



PEDESTRIAN AND VEHICULAR MOBILITY

PLANS AND COST ESTIMATES TO UPGRADE 4 SIGNALS

- Railroad creates redundant roadway network
- Improve connections to encourage “cross-shopping” and increased pedestrian activity
- Improve coordination of signals along County Road.
- Consider traditional signal at East Clinton/Dean Dr.
- Opportunity to simplify/streamline intersections along Piermont?



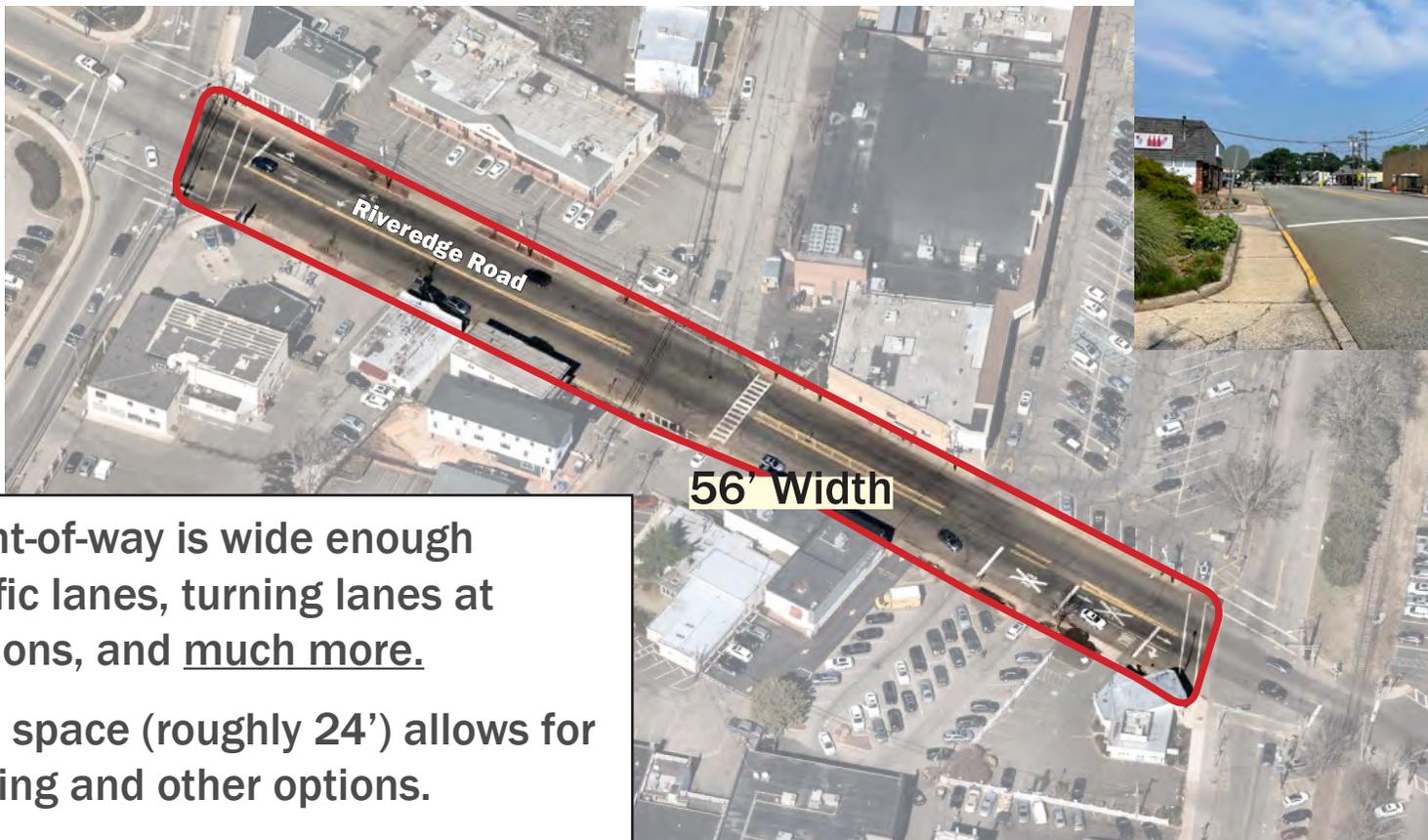
PEDESTRIAN AND VEHICULAR MOBILITY

RIVEREDGE ROAD MOBILITY IMPROVEMENTS

Size roads more appropriately for downtown context

Make pedestrian crossings safer and more welcoming.

Build a safe bicycle network



- A 56' right-of-way is wide enough for 2 traffic lanes, turning lanes at intersections, and much more.
- The extra space (roughly 24') allows for landscaping and other options.

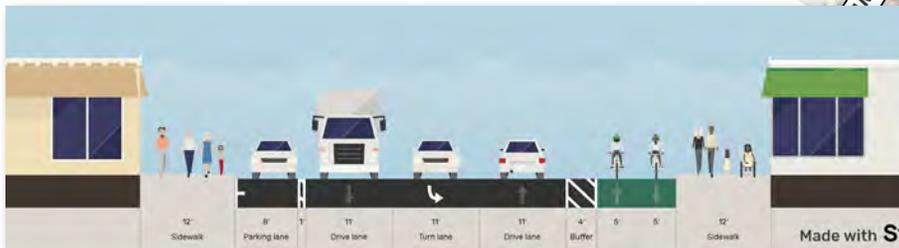
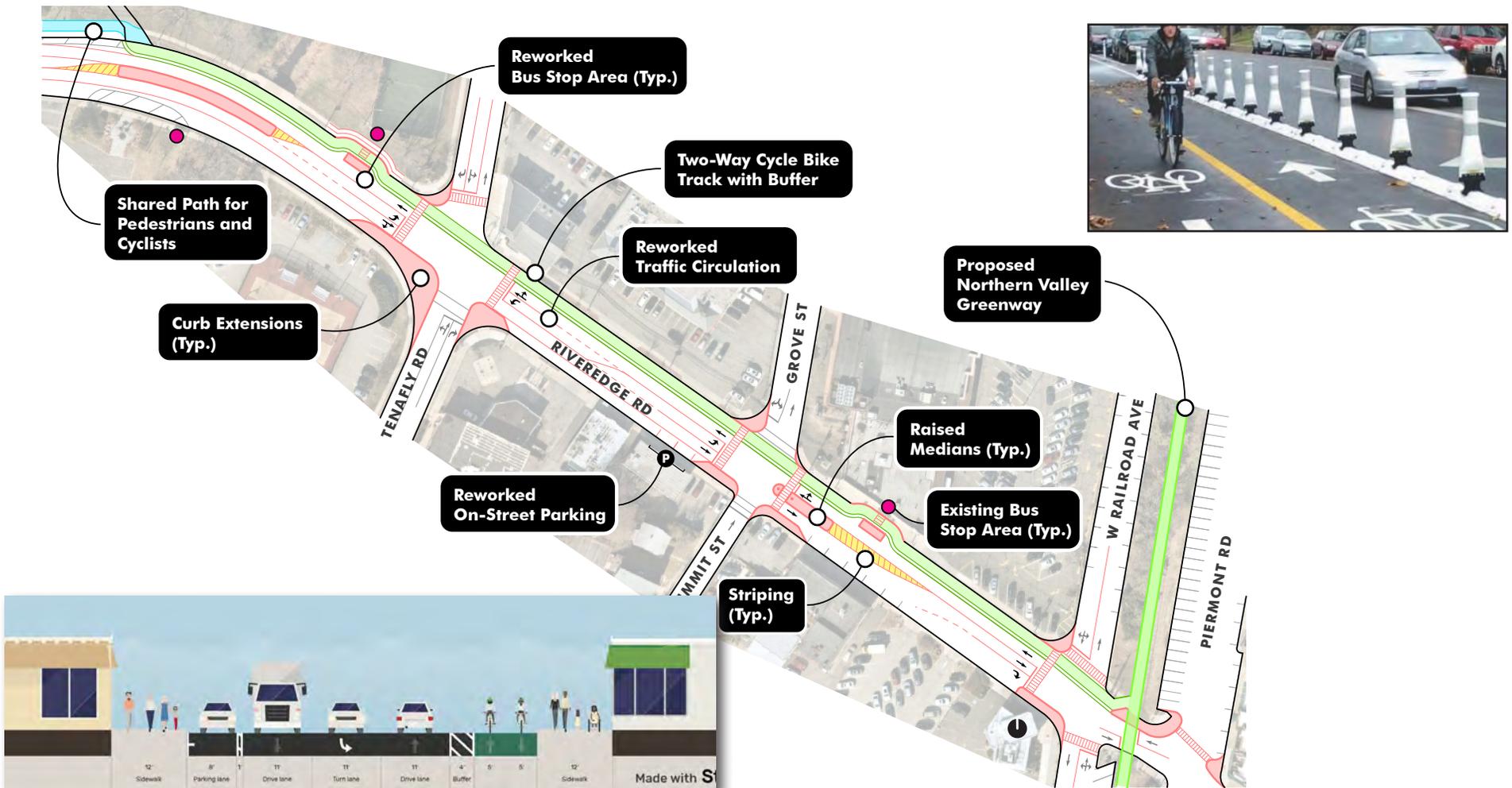
PEDESTRIAN AND BICYCLE MOBILITY

RIVEREDGE ROAD MOBILITY IMPROVEMENTS

Better utilize wide roadway width

Make pedestrian crossings safer and more welcoming.

Build a safe bicycle network

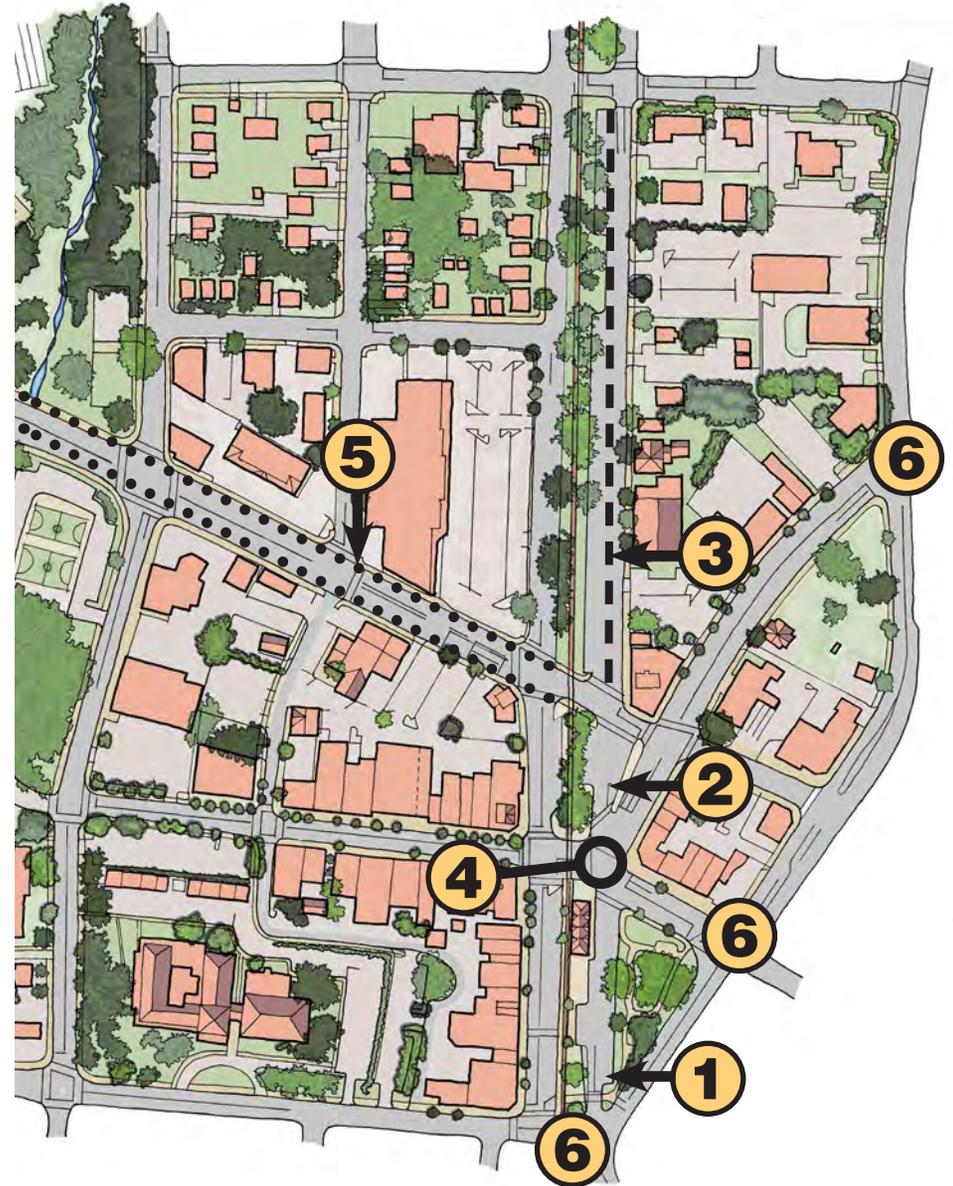


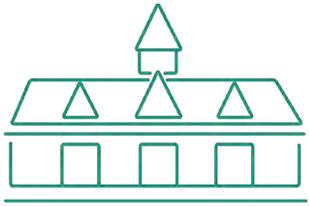
POLL QUESTION

WHICH TWO OF THESE PROJECTS ARE MOST IMPORTANT TO YOU?

(PICK 2)

1. Close Piermont Rd. at East Clinton to improve intersection and enhance park
2. Close Piermont at bus stop to improve intersections, enhance bus stop area, and create a new plaza.
3. Make Piermont North of Riveredge 2-way
4. Make intersections more pedestrian friendly
5. Mobility Improvements along Riveredge Road (Bike Lane)
6. Upgrade 4 signals in Downtown Area to better coordinate traffic flow





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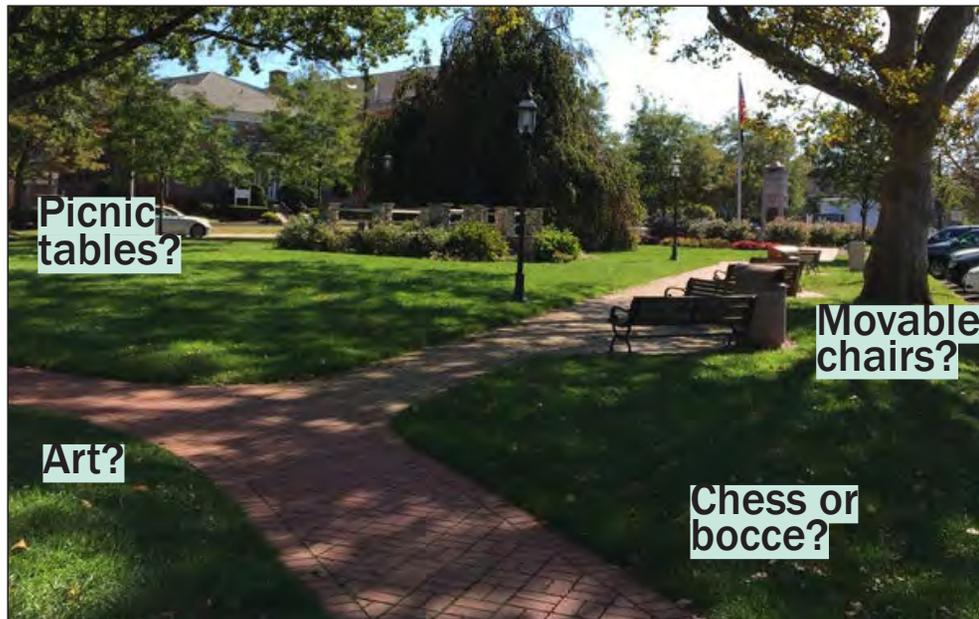
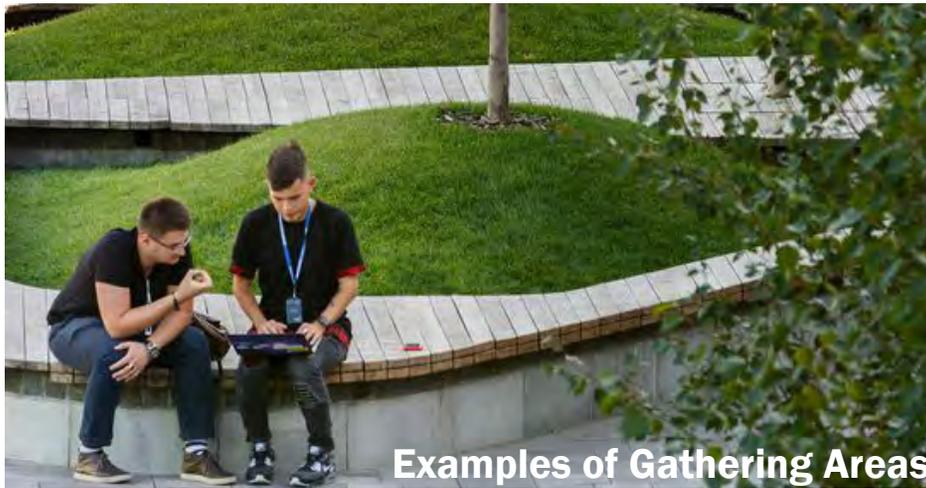
DOWNTOWN REVITALIZATION PLAN

Parks, Events, and Programming



PARKS, EVENTS, AND PROGRAMMING

IMPROVEMENTS AT ORESKO AND HUYLER PARKS



PARKS, EVENTS, AND PROGRAMMING

IMPROVEMENTS AT ORESKO AND HUYLER PARKS

Start with a plan to determine how the park can be better utilized.



PARKS, EVENTS, AND PROGRAMMING

IMPROVE OUTDOOR DINING

Purchase Downtown Tenafly branded moveable barriers to replace existing jersey barriers.

Formalize regulations for outdoor dining



Existing Jersey Barriers



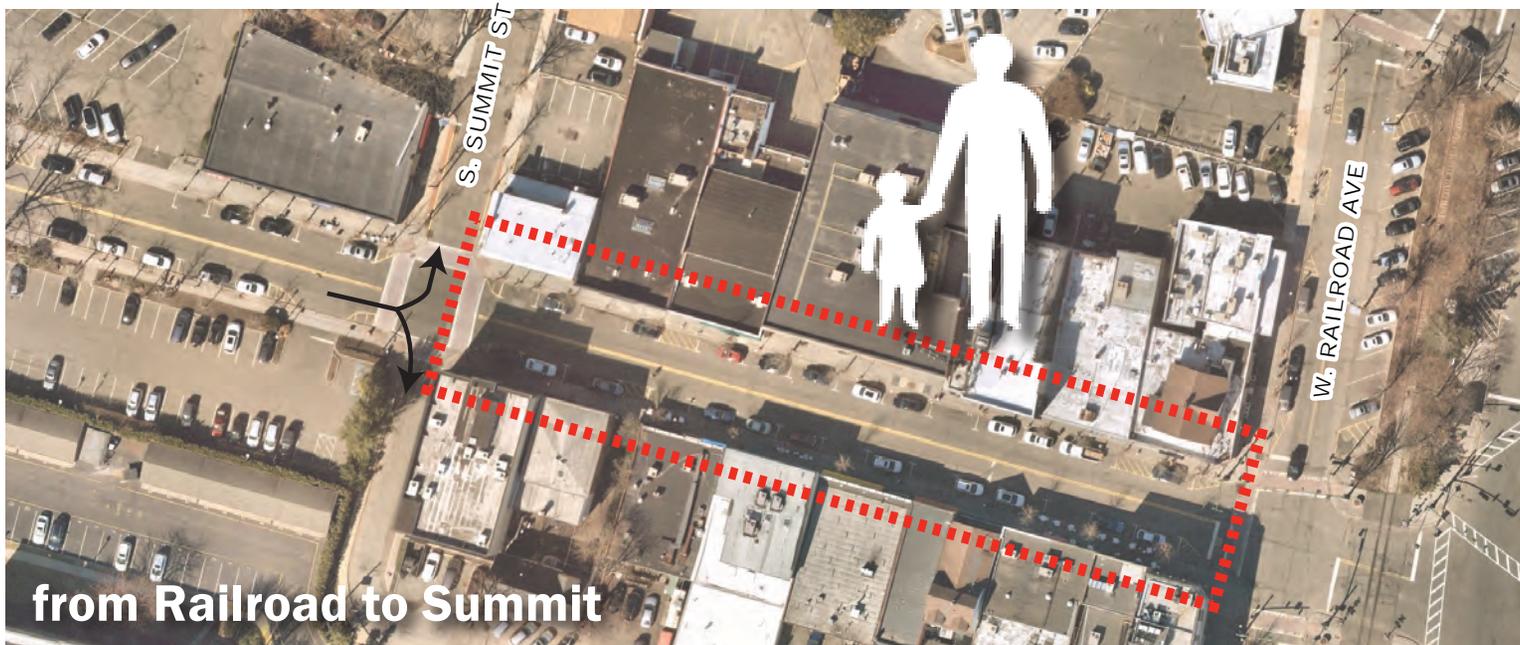
Example of Branded Barrier Made with Planters

PARKS, EVENTS, AND PROGRAMMING

WASHINGTON ST – OPEN STREET FOR EVENTS

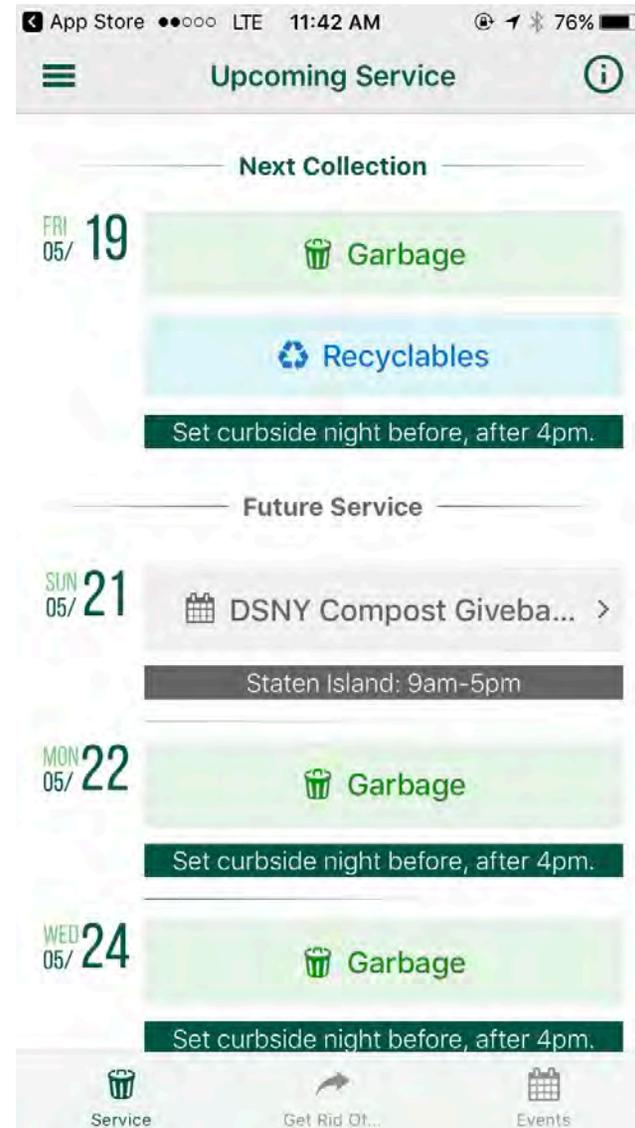
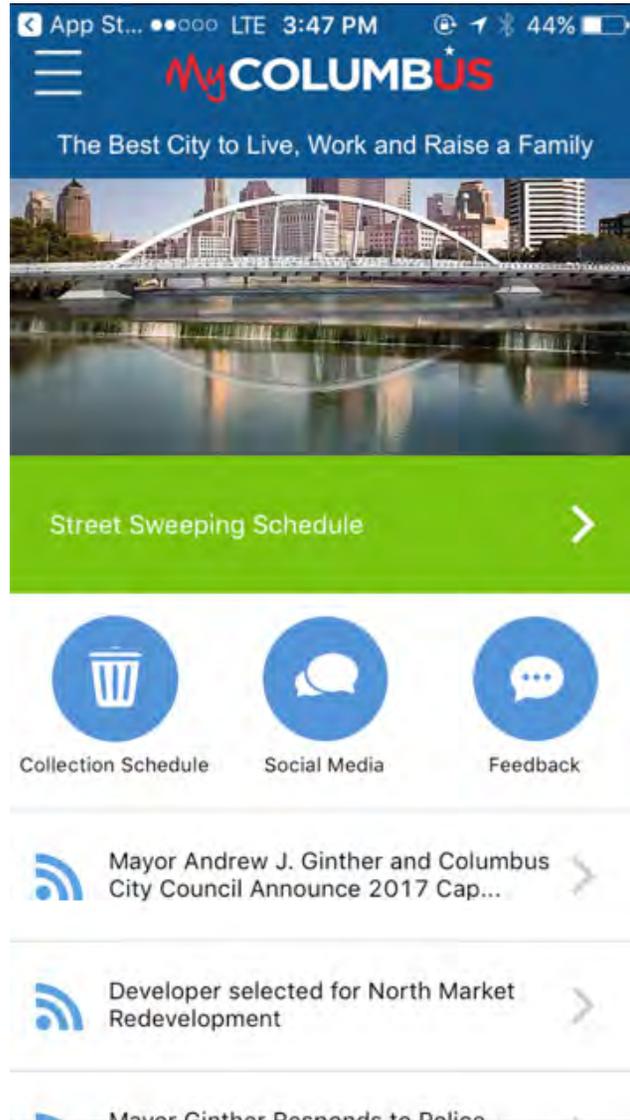
Action:

Make it pedestrian only for weekend event days.



PARKS, EVENTS, AND PROGRAMMING

COMMUNITY CALENDAR APP/SITE TO PROMOTE LOCAL EVENTS AND BUSINESSES



POLL QUESTIONS

**WHICH TWO OF THESE PROJECTS ARE MOST IMPORTANT TO YOU?
(PICK 2)**

1. Improve Huyler Park
2. Improve Oresko Park
3. Improve look and feel of on-street outdoor dining
4. Use Washington Street for seasonal events (pedestrian only)
5. Develop community calendar app

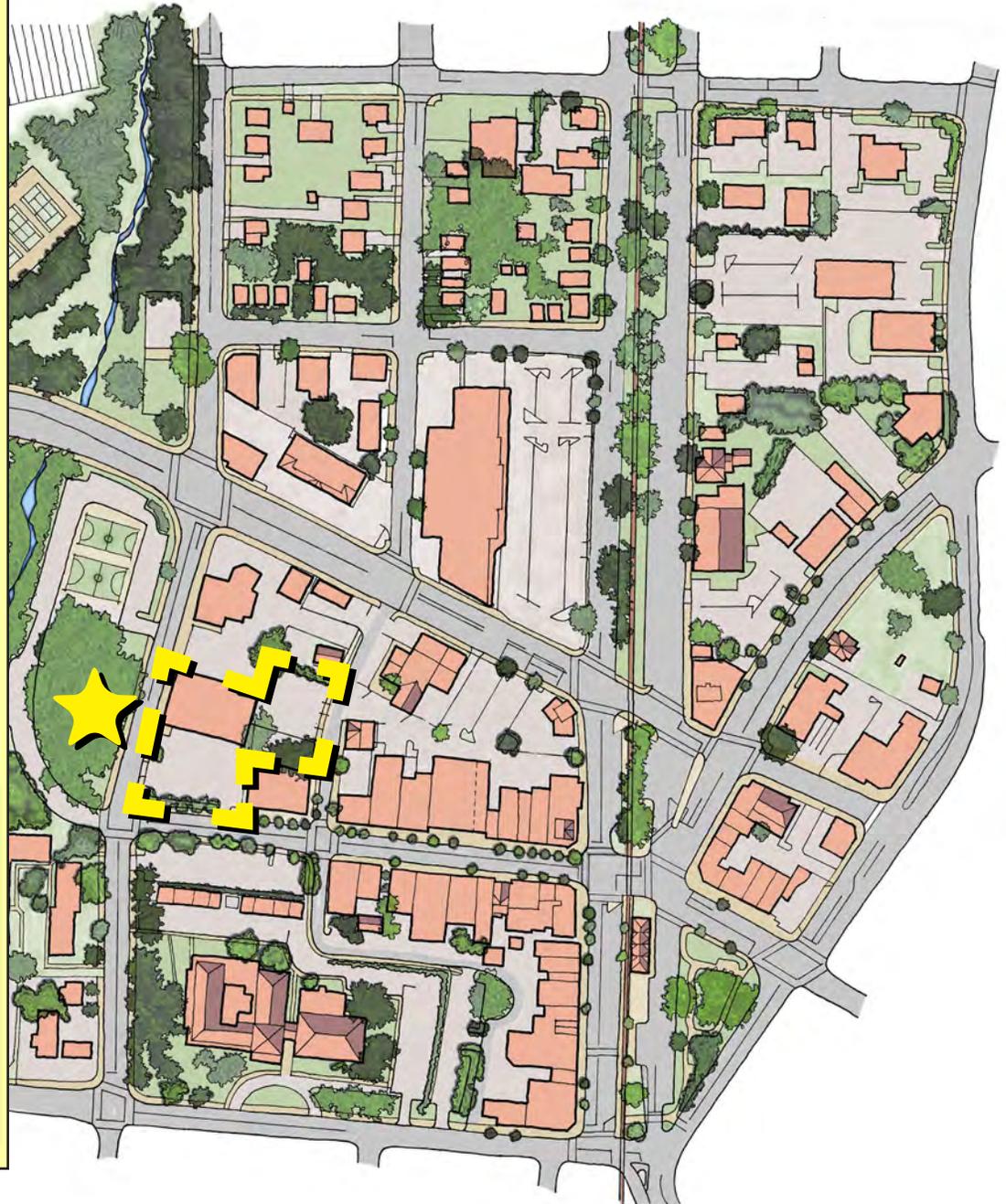
LONG TERM OPPORTUNITY AREAS



LONG TERM OPPORTUNITY AREAS

Post Office Parking Lot

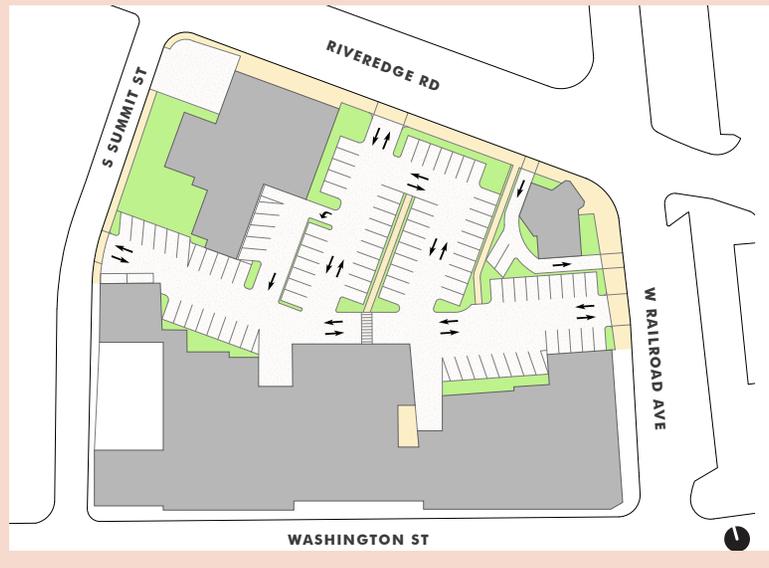
- Village-owned parking lots at Post Office and S. Summit St. are underutilized.
- Opportunity for development at important gateway to Washington St.
- Village could partner with adjacent property owners (e.g. USPS) if interested



LONG TERM OPPORTUNITY AREAS

CVS Parking Lot

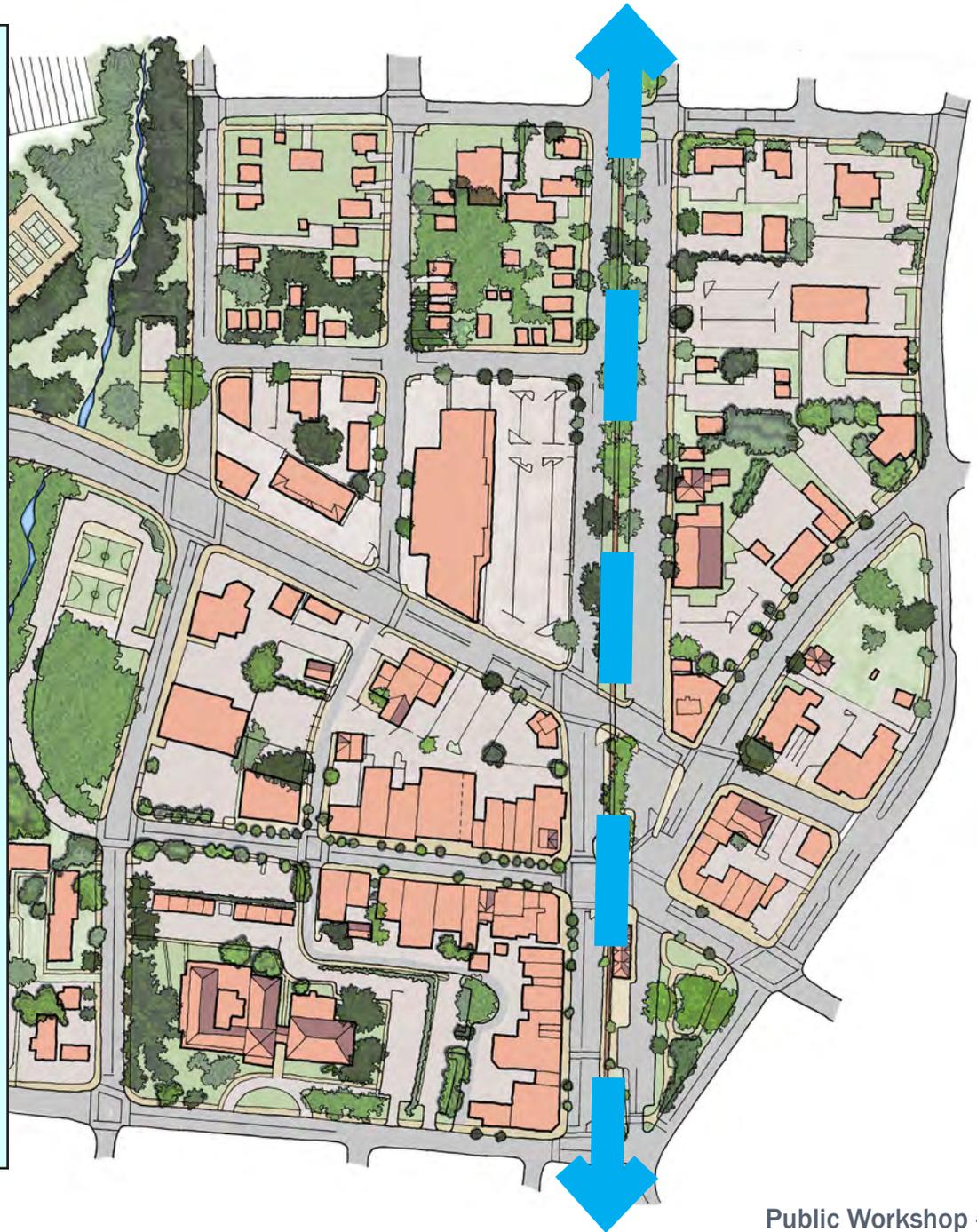
- Village-owned parking lots adjacent to private lots.
- Opportunity for restructure lots to improve efficiency and accessibility.
- Requires cooperation of adjacent property owners



LONG TERM OPPORTUNITY AREAS

Northern Valley Greenway

- Big idea: could be a game changer!
- Long term project
- Need for a comprehensive strategy to fund project and maximize its benefits.



POLL QUESTION

GENERALLY, HOW AMBITIOUS DO YOU THINK THIS PLAN IS?

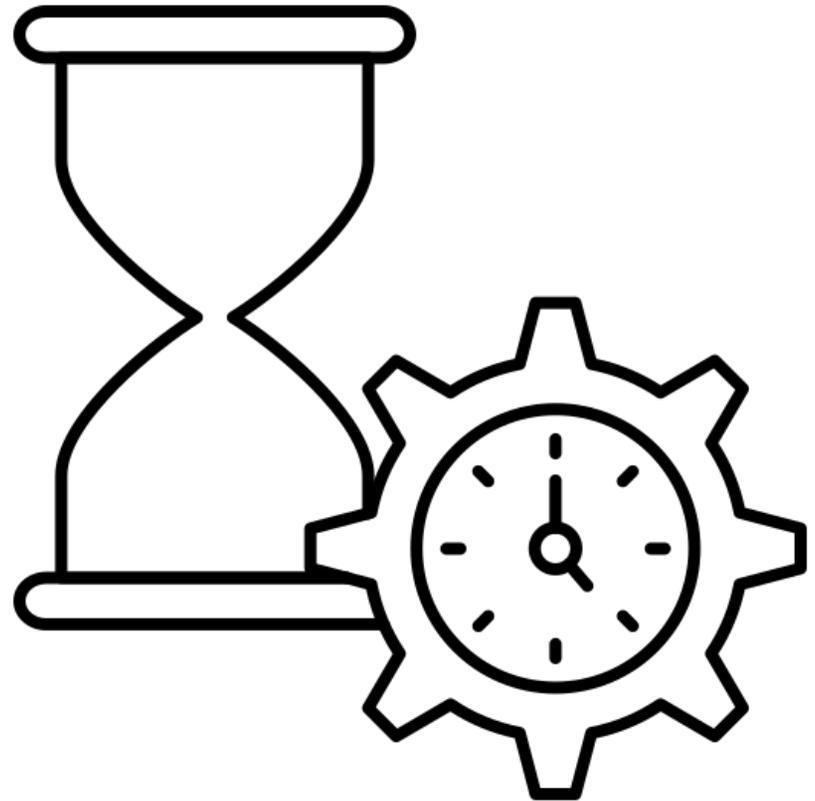
1. Not ambitious enough.
2. The ideas are reasonable - let's make it happen!
3. You've gone too far - let's tone it back.



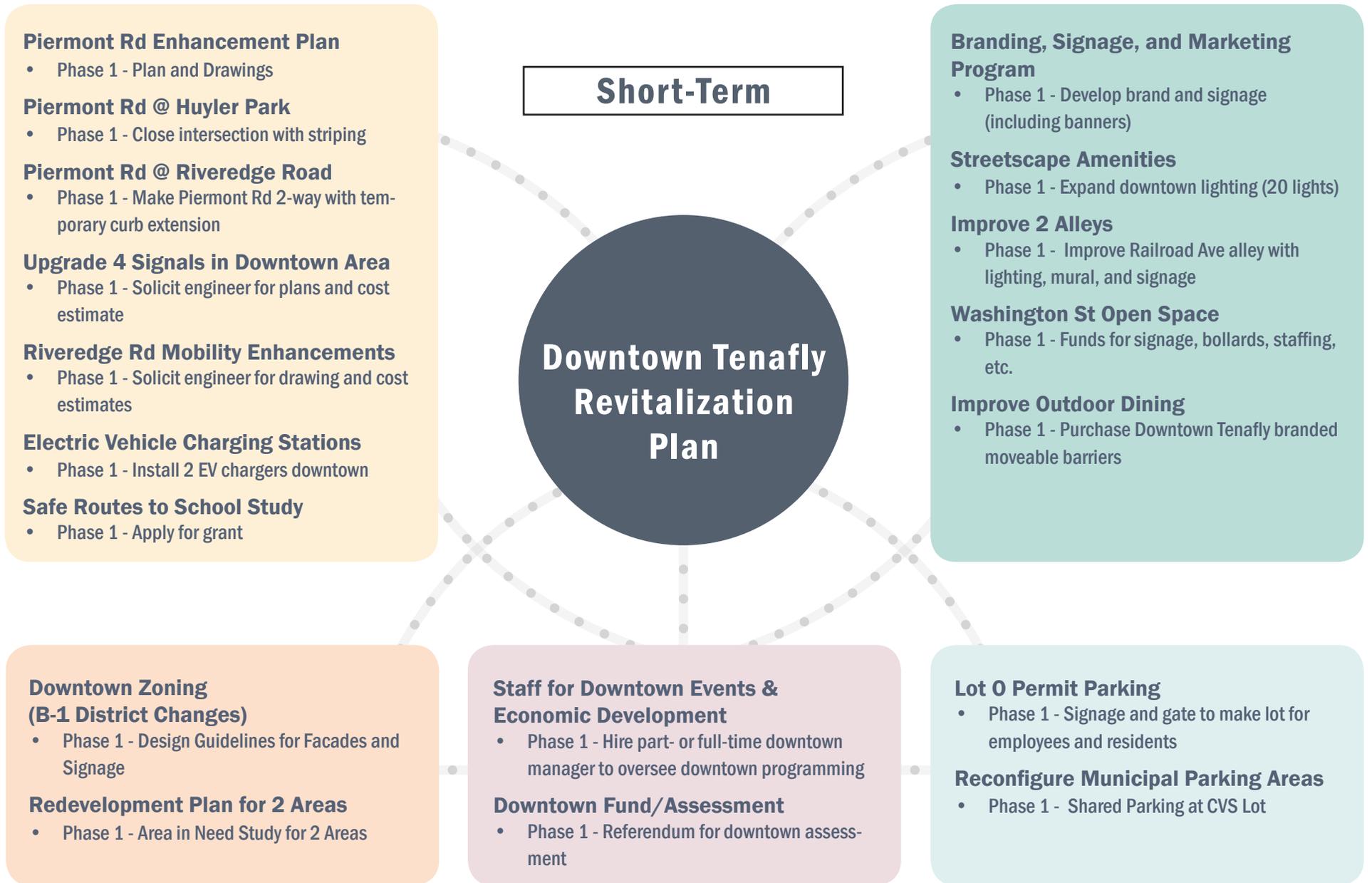
DOWNTOWN PLAN - PROJECT ROAD MAP

DOWNTOWN PLAN - A ROADMAP FOR FUTURE IMPROVEMENTS

- **Projects heavily influenced by public outreach**
- **Proposed projects will include mix of capital, planning and operational (ongoing) projects.**
- **Many projects have both short and long term actions.**
- **Focus on actions that can be achieved right now.**
- **Bite-sized chunks (no need to do everything right away).**
- **Funding available from a variety of sources (i.e. American Recovery Act funds).**



OVERVIEW OF PROJECTS TO CONSIDER



Transportation/Mobility	Parking	Development Opportunities	Streetscape & Parks	Management
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OVERVIEW OF PROJECTS TO CONSIDER

Mid- to Long-Term

Downtown Tenafly Revitalization Plan

Piermont Rd Enhancement Plan

- Phase 2 - Upgrade intersection with park, new bus stop, and signal adjustment

Piermont Rd @ Huyler Park

- Phase 2 - Curb adjustments/expansion of park

Piermont Rd @ Riveredge Road

- Phase 2 - Permanent curb adjustments

Upgrade 4 Signals in Downtown

- Phase 2 - Upgrade 3 signals on County Road
- Phase 3 - Change signal at E. Clinton and Dean from blinking to traditional signal

Riveredge Rd Mobility Enhancements

- Phase 2 - Redesign road with striping, bollards, and bike lane
- Phase 3 - Medians and curb extensions

Safe Routes to School Study

- Phase 2 - Conduct Study

Branding, Signage, and Marketing Program

- Phase 2 - Replace Pole-mounted banners
- Phase 3 - Implement brand and signage at priority locations
- Phase 4 - Branded marketing signage for events

Streetscape Amenities

- Phase 2 - Clean-up Fund - Paint street lights and upgrade street furniture
- Phase 3 - Expand downtown lighting (20 lights)

Improve 2 Alleys

- Phase 2 - Improve CVS Alley with lighting, mural, and signage

Washington St Open Space

- Phase 2 - Paint Washington St

Park Improvements

- Phase 2 - Plan for Oresko Park
- Phase 2 - Wi-Fi in 2 parks

Downtown Zoning (B-1 District Changes)

- Phase 2 - Hire consultant to draft minor changes
- Phase 3 - Welcome package to open a biz

Redevelopment Plan for 2 Areas

- Phase 2 - Redevelopment Plan for Post Office Lot and CVS Lot

Staff for Downtown Events & Economic Development

- Phase 2 - Community calendar app
- Phase 3 - Hire part- or full-time staff to promote economic development

Reconfigure Municipal Parking Areas

- Phase 2 - Shared Parking at S. Summit Lot

Transportation/Mobility

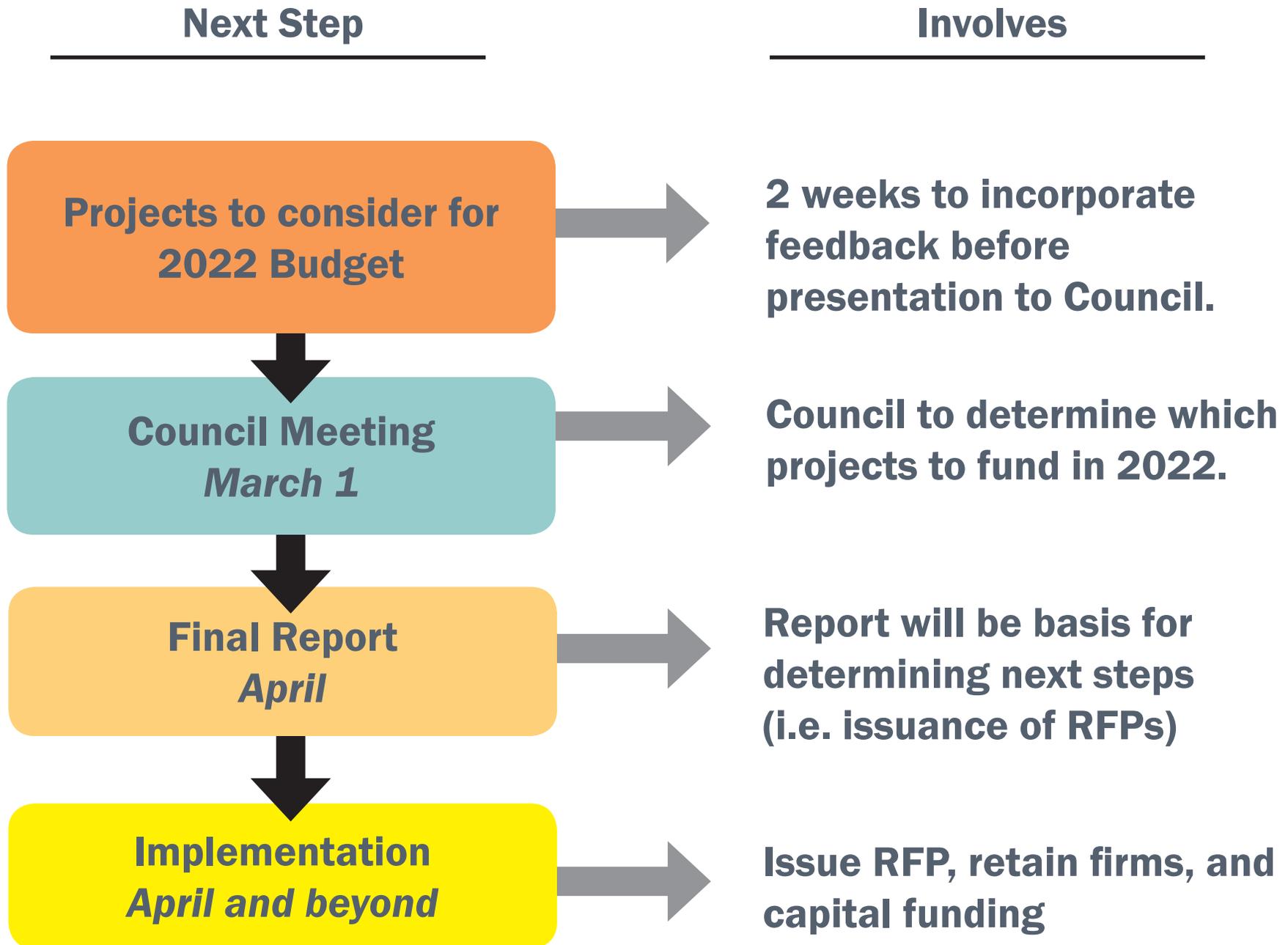
Parking

Development Opportunities

Streetscape & Parks

Management

WHATS NEXT



WHAT'S NEXT

Check project website for updates:

www.tenaflynj.org/542/Tenafly-Downtown-Revitalization-Plan

Send Comments to: downtowncommittee@tenafly.net

Spread the word!



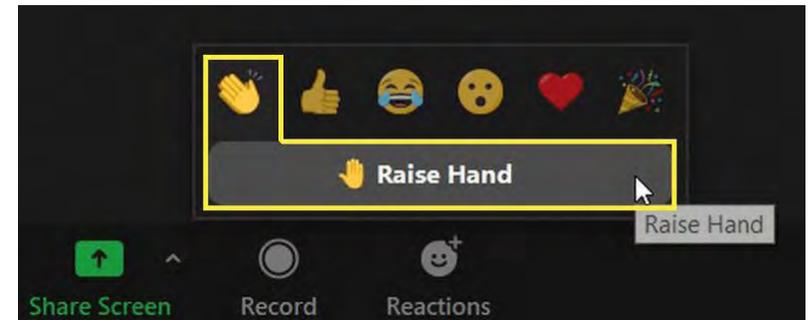
QUESTIONS AND ANSWERS

TOWN HALL - INSTRUCTIONS

***PLEASE LET US KNOW WHAT IMPROVEMENTS
TENAFLY SHOULD FOCUS ON FOR THE
DOWNTOWN AREA.***

Instructions

- **Raise Hand in the zoom webinar.**
- **We will un-mute you to speak one-by-one.**
- **Please be courteous and constructive**
- **Please keep your comments limited to 3 minutes.**





THANK YOU!

