

# TENAFLY

DOWNTOWN REVITALIZATION PLAN



Opening Public Workshop

September 29, 2021

BFJ Planning

streetsense.

PERKINS —  
EASTMAN

# AGENDA

- 1. Introduction (7-7:10)**
- 2. Observations and Potential Strategies (7:10-7:40)**  
*WITH LIVE POLLS*
- 3. Small Group Breakout Session (7:40-8:20)**
- 4. Report Back (8:20-8:40)**

# PROJECT TEAM

## BFJ Planning

streetsense.



**NOAH LEVINE,**  
AICP, PP  
*PRINCIPAL-IN-CHARGE*



**SILVIA DEL FAVA,**  
LEED AP ND  
*PROJECT MANAGER*



**CHRISTINE JIMENEZ,**  
LEED GA  
*PROJECT PLANNER*



**LARISA ORTIZ**  
*MARKET ANALYSIS*



**SUSAN FAVATE,**  
AICP, PP  
*ZONING & LAND USE*

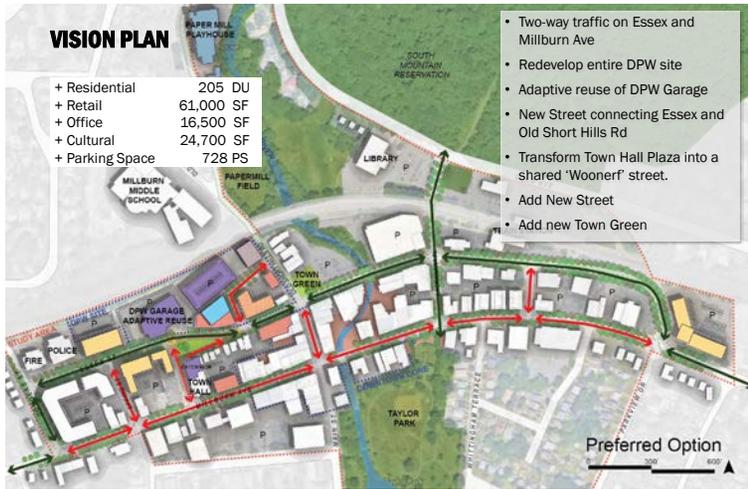


**JONATHAN MARTIN,**  
AICP, Ph.D.  
*URBAN DESIGN*



**GEORGES JACQUEMART,**  
PE, AICP, PP  
*MOBILITY & PARKING*

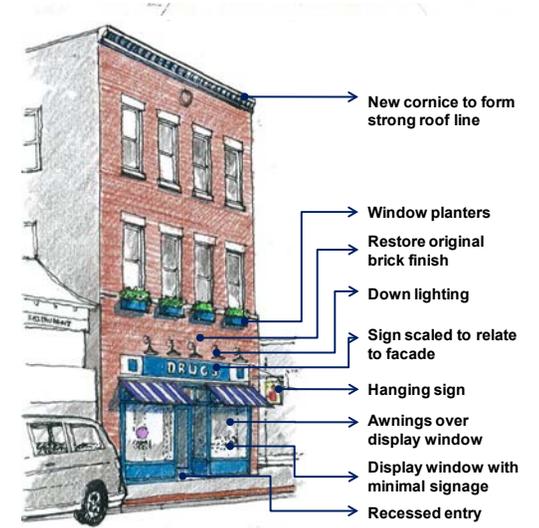
# BFJ EXPERIENCE



Millburn Downtown Vision Plan



Hoboken Master Plan



Port Washington Main Street Design Guidelines (NY)



Greenwich Neighborhood Plans (CT)

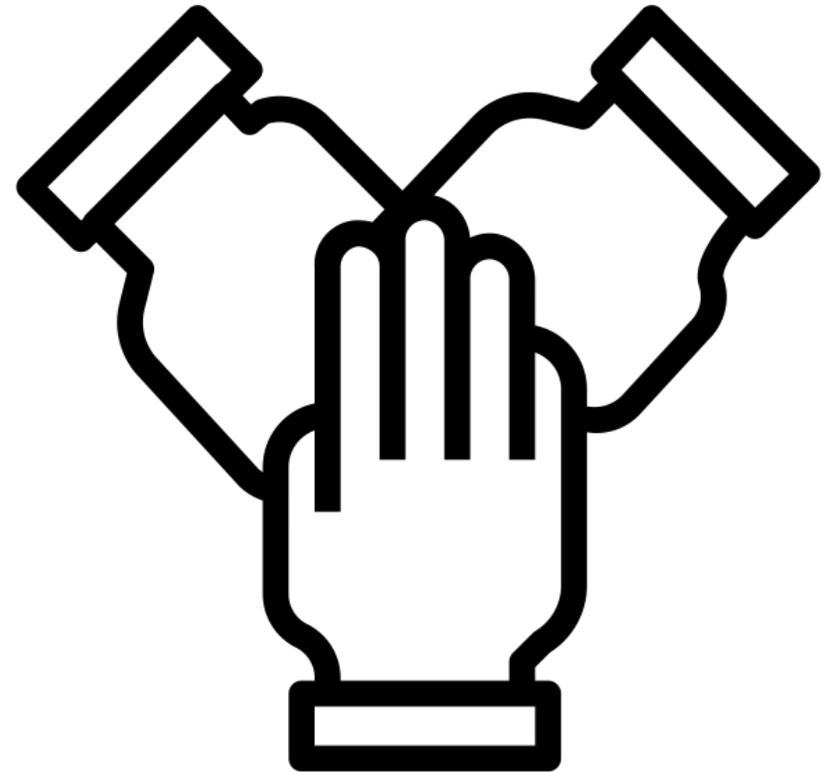


Farmingdale Downtown Master Plan (NY)

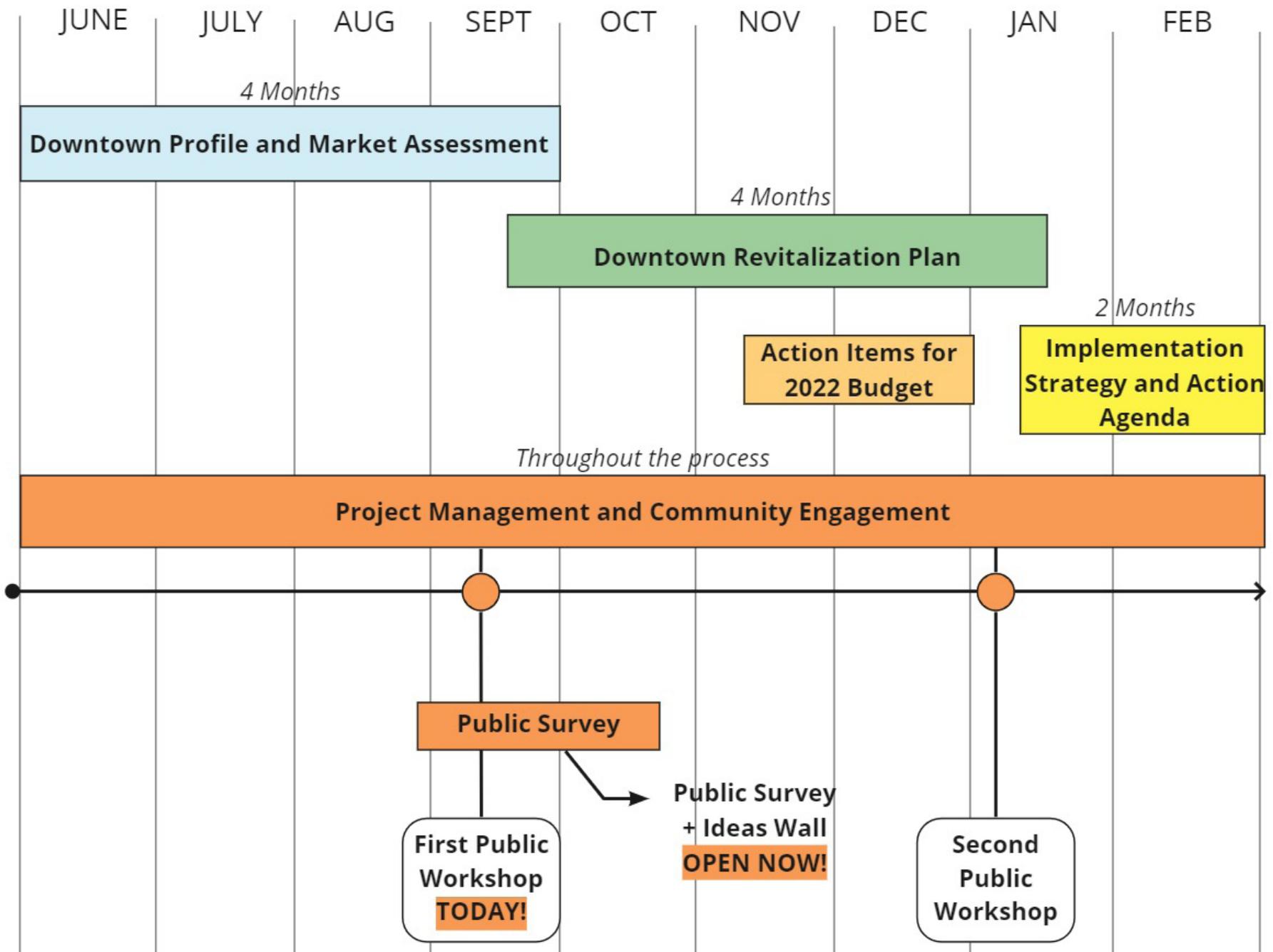
# **DOWNTOWN REVITALIZATION STEERING COMMITTEE**

## ***MEMBERS***

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



# PROJECT TIMELINE



# WHY A REVITALIZATION PLAN FOR DOWNTOWN TENAFLY

## PRELIMINARY PROJECT GOALS

- **Activate areas that are currently underutilized/vacant**
- **Enhance the streetscape to attract shop-goers and new businesses**
- **Improve connections and signage within downtown**
- **Improve pedestrian safety**
- **Promote Downtown Tenafly as a place for families and teenagers to gather**



**A shared vision and goals will be created and refined with the help of the community through public engagement opportunities like this workshop**

# GET INVOLVED | PROJECT WEBSITE

**THE BOROUGH OF Tenafly NEW JERSEY**

RESIDENTS BUSINESS

**DOING BUSINESS IN TENAFLY**  
Downtown Tenafly  
Bids & RFPs  
Parking for Shopping & Eating

**TENAFLY DOWNTOWN REVITALIZATION PLAN TAXES BUSINESS DIRECTORY**

**Doing Business in Tenafly** +  
Tenafly Downtown Revitalization Plan  
Taxes  
Business Directory

### Tenafly Downtown Revitalization Plan

**Tenafly Downtown Revitalization Plan**

The Tenafly Downtown Revitalization Plan is a collaborative effort led by the Borough to develop a vision, goals and actionable strategies to make downtown more attractive for residents, businesses and visitors. The Plan will identify land use changes and transportation improvements, investments in open space and the public realm, and a range of policies and programs that together will help to make Downtown a better place to visit and unlock its potential for economic growth.

**We need your Help!**

Community engagement is a critical component of the plan. All interested residents, property owners and other stakeholders are encouraged to participate. The planning process will include two public workshops, an online survey, and other targeted strategies to learn about the downtown from those that use it most. Please sign up below for updates on upcoming meetings, events, and project updates. This webpage will be updated regularly with information about public events, online surveys, relevant background information, and draft documents as they are produced.

**Take the survey and share your ideas on Downtown!**

**PUBLIC SURVEY & IDEAS WALL**

**Join the public workshop on September 29th, 7-9 PM**

**VIRTUAL PUBLIC WORKSHOP**

The diagram titled 'Community Engagement' shows a flow from 'Community Engagement' to 'Urban Design', 'Economic Development', 'Transportation and Mobility', 'Place-making and Branding', and 'Community Facilities and Programming'. These five areas all point to 'THE PLAN', which includes 'Community Vision', 'Goals and Recommendations', and 'Next Steps and Action Items'.

# GET INVOLVED | PUBLIC SURVEY AND IDEAS WALL

Take the survey and share your ideas on Downtown!



**PUBLIC SURVEY & IDEAS WALL**



## Tenaflly Downtown Revitalization Plan

**WE NEED YOUR HELP TO IDENTIFY NEEDS AND PRIORITIES FOR THE DOWNTOWN AREA**

**Instructions:**

1. Take the Survey. When finished, click done and then...
2. Post additional comments in the Ideas Wall (to the right)

**Survey:** The survey asks questions about how you use the downtown area and what topics are most important to you. The survey should take approximately 5-10 minutes to complete. Take this survey only once.

**Ideas Wall:** This is an open-ended forum for you to post issues and opportunities for the downtown area. Click on one of the six icons on the top of the page to post a comment. You can also respond to other comments made by others. Feel free to spend as much time on this as you like.

To add your ideas on how the downtown area can be improved, click on one of these categories in the Ideas Wall.



**Thank you for your time and input!**

For more information on the Downtown Revitalization Plan, visit the [project website](#).

[Survey and Ideas Wall for Downtown Revitalization Plan](#)

Please add your vision and ideas on how Downtown Tenaflly can be improved. (Click on a category below to enter a comment)



Would love bike lanes! How about converting the train track to a bike path!

[Start a discussion](#)

11 hours ago Like 1 Dislike

We need sidewalks.

[Start a discussion](#)

14 hours ago Like Dislike

I hate to break it to u guys but the town of Tenaflly has already decided what they will be doing. I was on the public meeting the other night. they don't care about any of our opinions. this is just due diligence by them this way when people criticise they will say well we took the ideas of everyone in town even though they only do what they council wants.

[Start a discussion](#)

15 hours ago Like 1 Dislike

add in the nj transit trains!!! so many people commute why do I need to either take a 2 hour bus ride or go to river edge to catch the train. we literally have a train station and tracks.

[Start a discussion](#)

15 hours ago Like 1 Dislike

Although Tenaflly has parks, it needs a large open space where people can meet and go for a walk. Other than the TMS track when it is free, we have no place to walk or run. Wouldn't it be nice to have a circular path (1-2 miles) where the seniors can walk safely in friend groups w/o worrying about uneven sidewalks, or we can run w/o worrying about cars? The center can be a playground, fitness equipment, anything.

[Start a discussion](#)

20 hours ago Like Dislike 1

I think you should expand the dog park that is there now to make it more dog friendly. scrap the idea with the Eagle Scouts and scrap the idea of adding a bush garden and those ridiculous ideas. cement the pool and make the entire place for dogs. Tenaflly finally does something right for their residents and it is horrendous. we need more space for the dogs. instead we will waste taxpayer money. no one used the space until the dog park was added. anyone notice everyone refers to it as the dog park

[Start a discussion](#)

15 hours ago Like Dislike 1

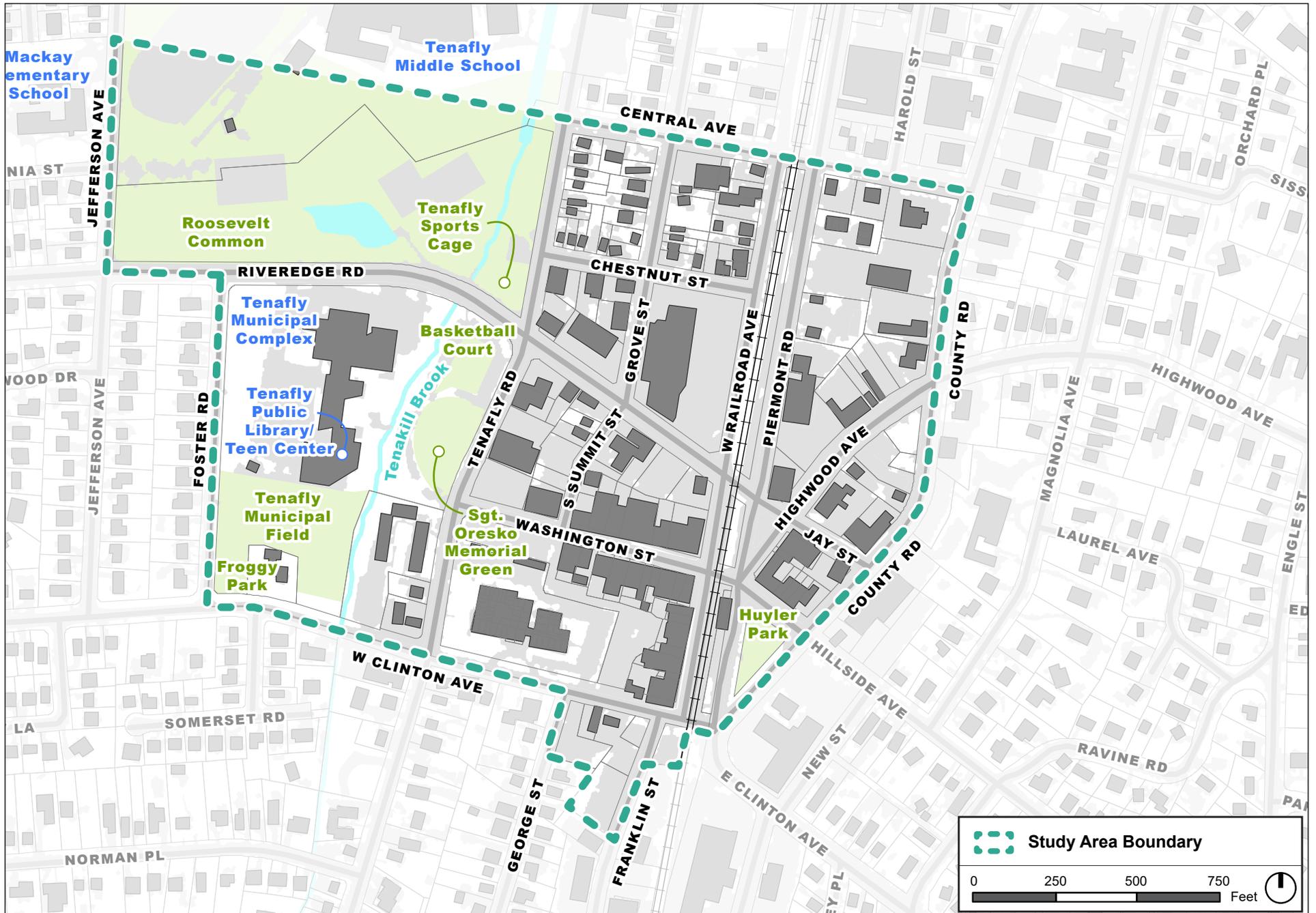
Tenaflly should become a leader in NJ in the way we build, develop and maintain our town with an environmental purpose. Our buildings should be energy efficient, our businesses should use eco-friendly materials, our plantings should attract wildlife and welcome nature. We must think forward and plan for global warming. We should ban harmful and toxic

Parking is key to revitalizing the downtown area. It's often difficult to find a space; I have had to put off errands because there was nowhere to park. I would love to see a multi-level parking garage built near Washington (obviously this would require a major overhaul of the downtown space). New businesses are much more likely to move to town if they know there is parking for their patrons. Then we could open up Wash. to pedestrian traffic only, making it much more walkable and safe.

# DOWNTOWN ASSETS



# STUDY AREA



# CHARMING AND WALKABLE WASHINGTON STREET



# BEAUTIFUL HISTORIC BUILDINGS



# MANY GREEN AREAS AND PARKS



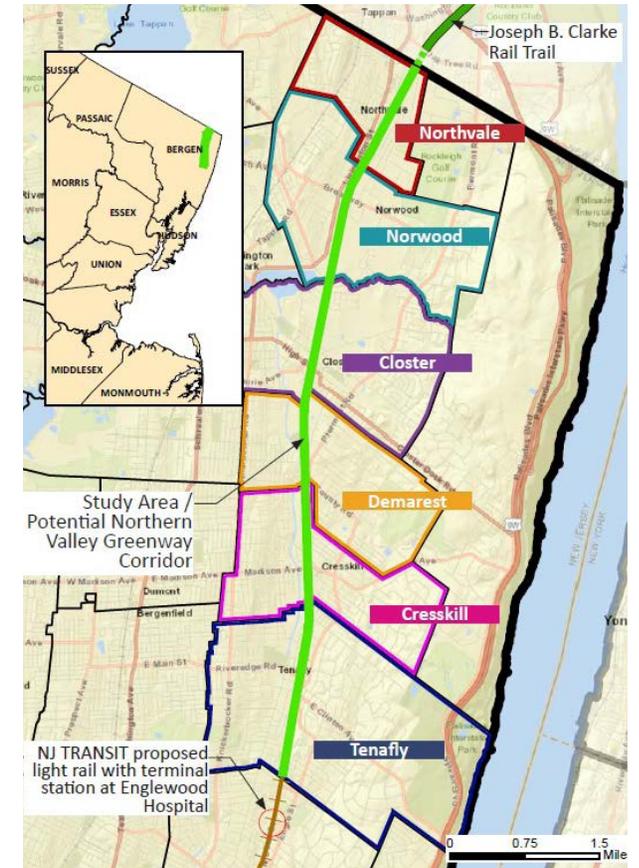
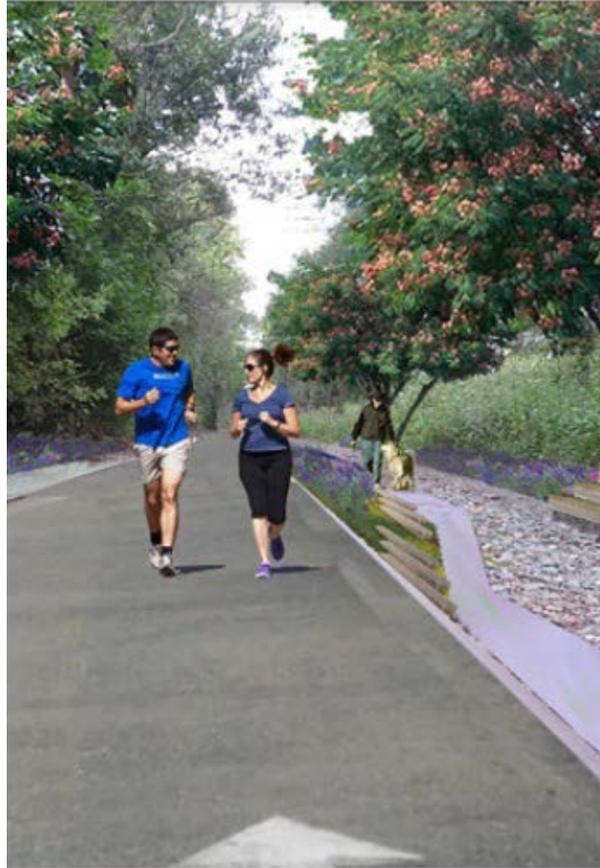
# CLOSE TO COMMUNITY FACILITIES



# VARIETY OF USES



# ...AND POTENTIAL FOR A FUTURE GREENWAY





# **DOWNTOWN OBSERVATIONS AND POTENTIAL STRATEGIES**

# MARKET ASSESSMENT

## PHYSICAL ASSESSMENT

Are the physical conditions conducive to successful business activity?



## BUSINESS ENVIRONMENT

What kind of new anchors might be necessary to generate economic activity?



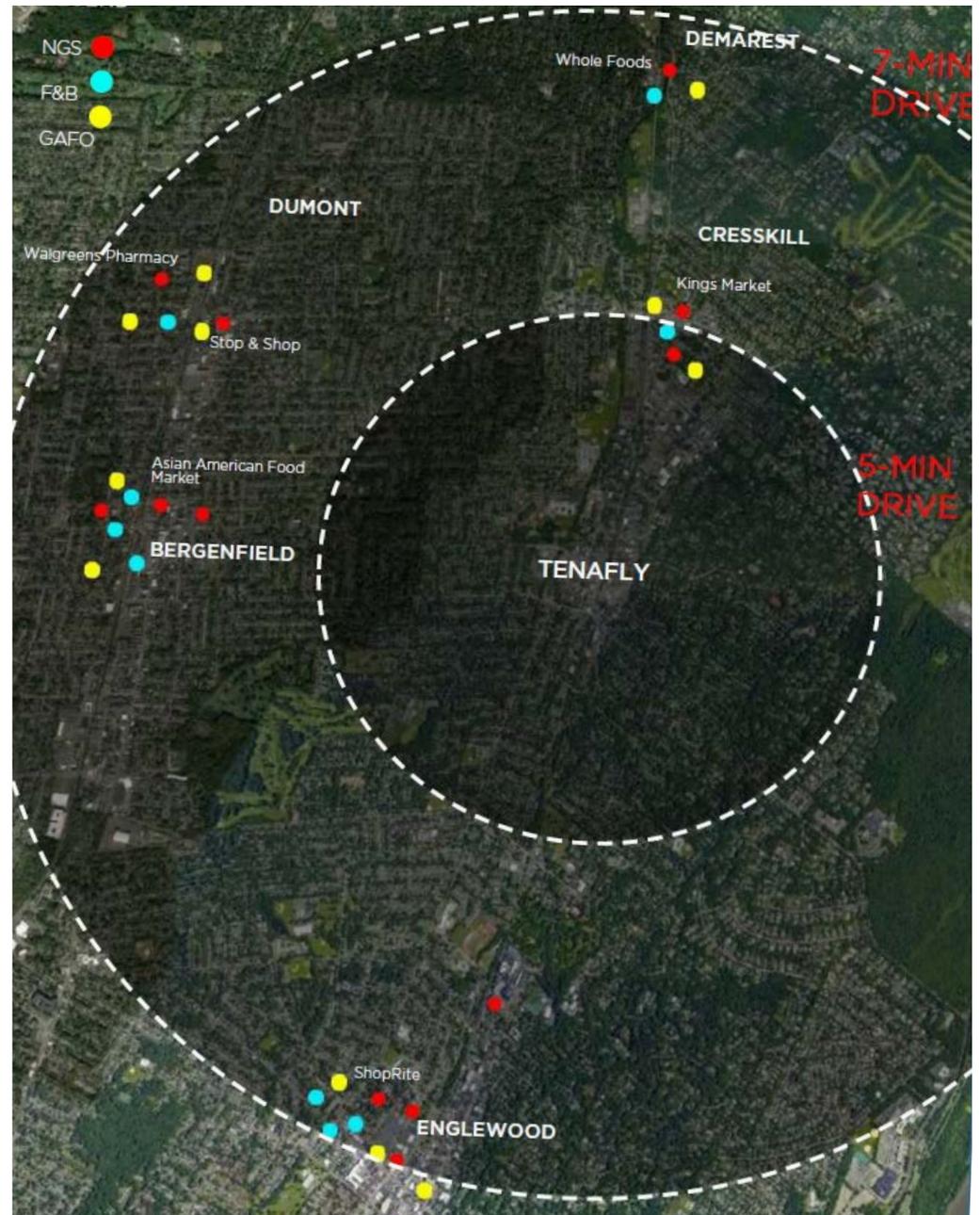
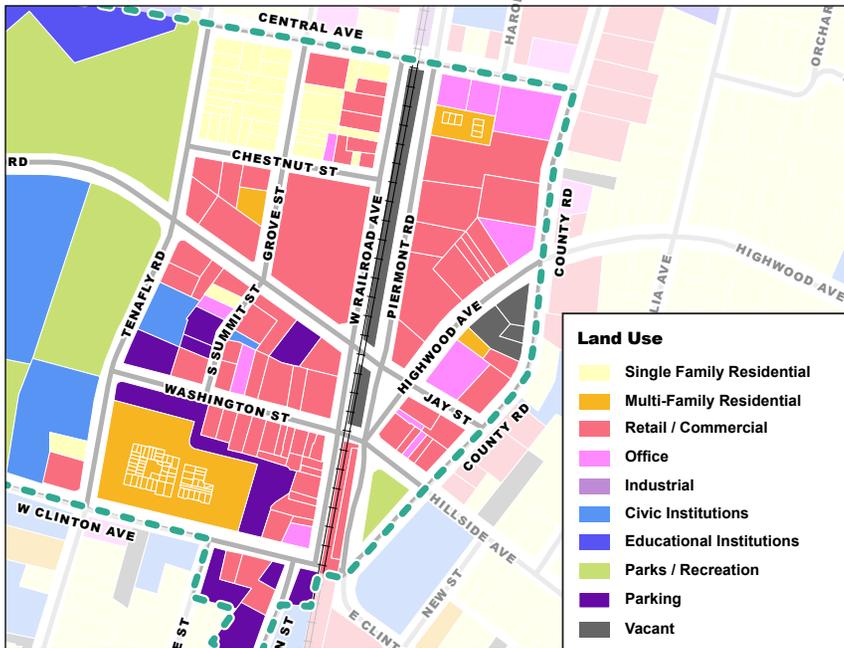
## ADMINISTRATIVE ASSESSMENT

Who serves as the primary downtown steward and how are they supported?



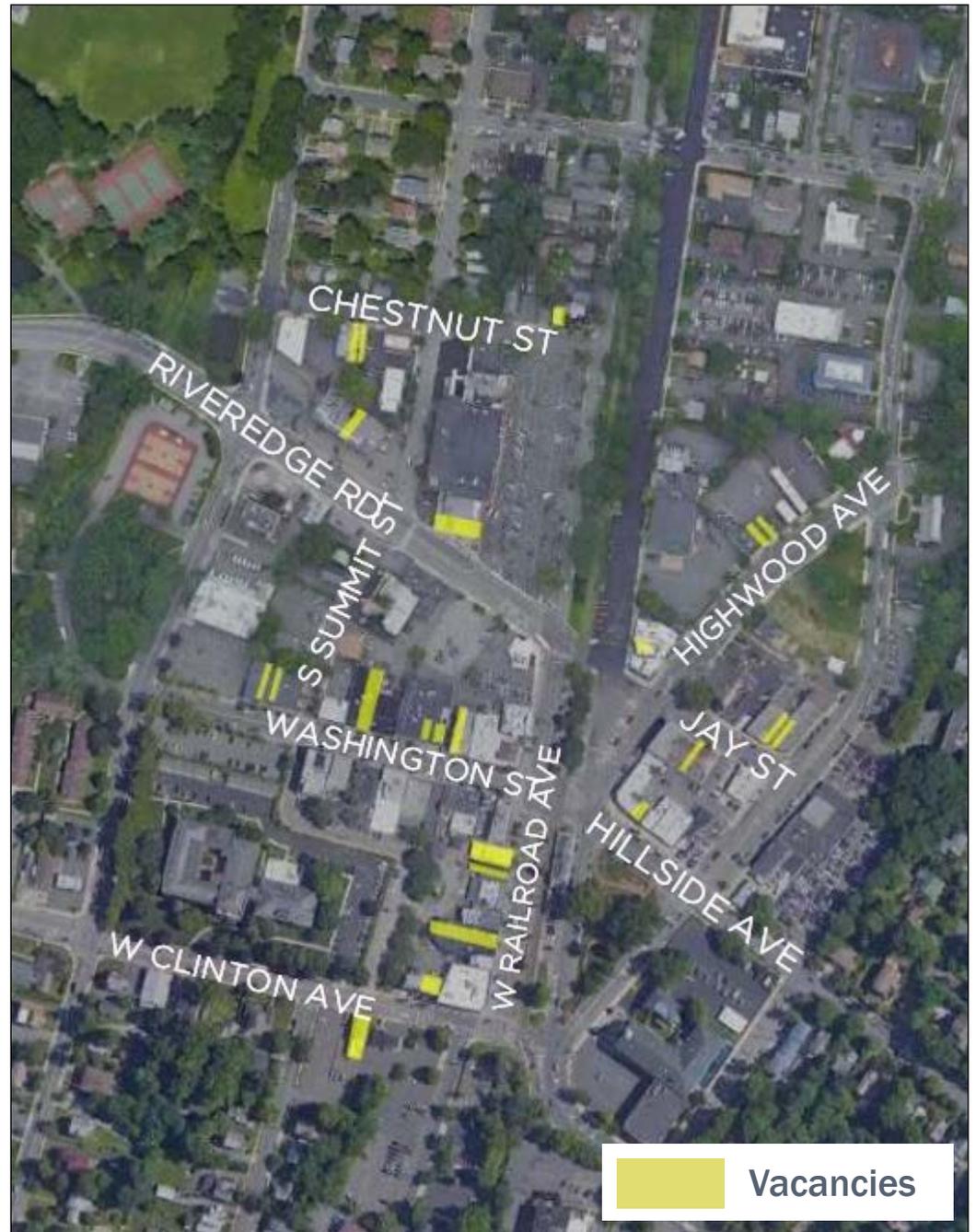
# TODAY'S RETAIL MARKET IS FAIRLY LIMITED

Total Number of Commercial Storefronts: 143



# VACANCIES ARE HIGH

- **23 vacant businesses observed throughout the downtown (17% rate).**
- **Vacancy rates of 10-12% would be considered normal in a traditional downtown environment.**
- **Downtown hasn't seen much development activity in the last 20 years and beyond.**



# MARKET ASSESSMENT TAKEAWAYS

## Some strategies to spur growth:

- **Make downtown more attractive, providing physical improvements for streetscape, parking, wayfinding & connections, etc.)**
- **Provide more experiential retail to compete with ecommerce**
- **Identify uses that the community wants.**
- **Consider opportunities for residential uses that will help to activate downtown and support businesses.**



# BIG IDEAS

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

## **Pedestrian and Vehicular Mobility**

- **Improve challenging intersections and make downtown more pedestrian friendly**

## **Parking**

- **Make parking more identifiable and accessible**

## **Development Opportunities**

- **Improve connections, wayfinding, and branding**

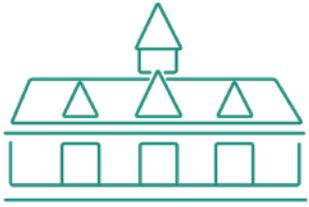
## **Buildings and Streetscape**

- **Improve downtown aesthetics (buildings, signage, landscaping, lighting)**

## **Arts, Culture and Community Life**

- **Identify opportunities for infill development in underutilized areas, keeping in scale with downtown context.**

- **Leverage NV Greenway - Gamechanger!**



**TENAFly**  
DOWNTOWN REVITALIZATION PLAN

## Pedestrian and Vehicular Mobility

Parking

Development Opportunities

Buildings, Urban Design and  
Signage

Arts, Culture and Community  
Life



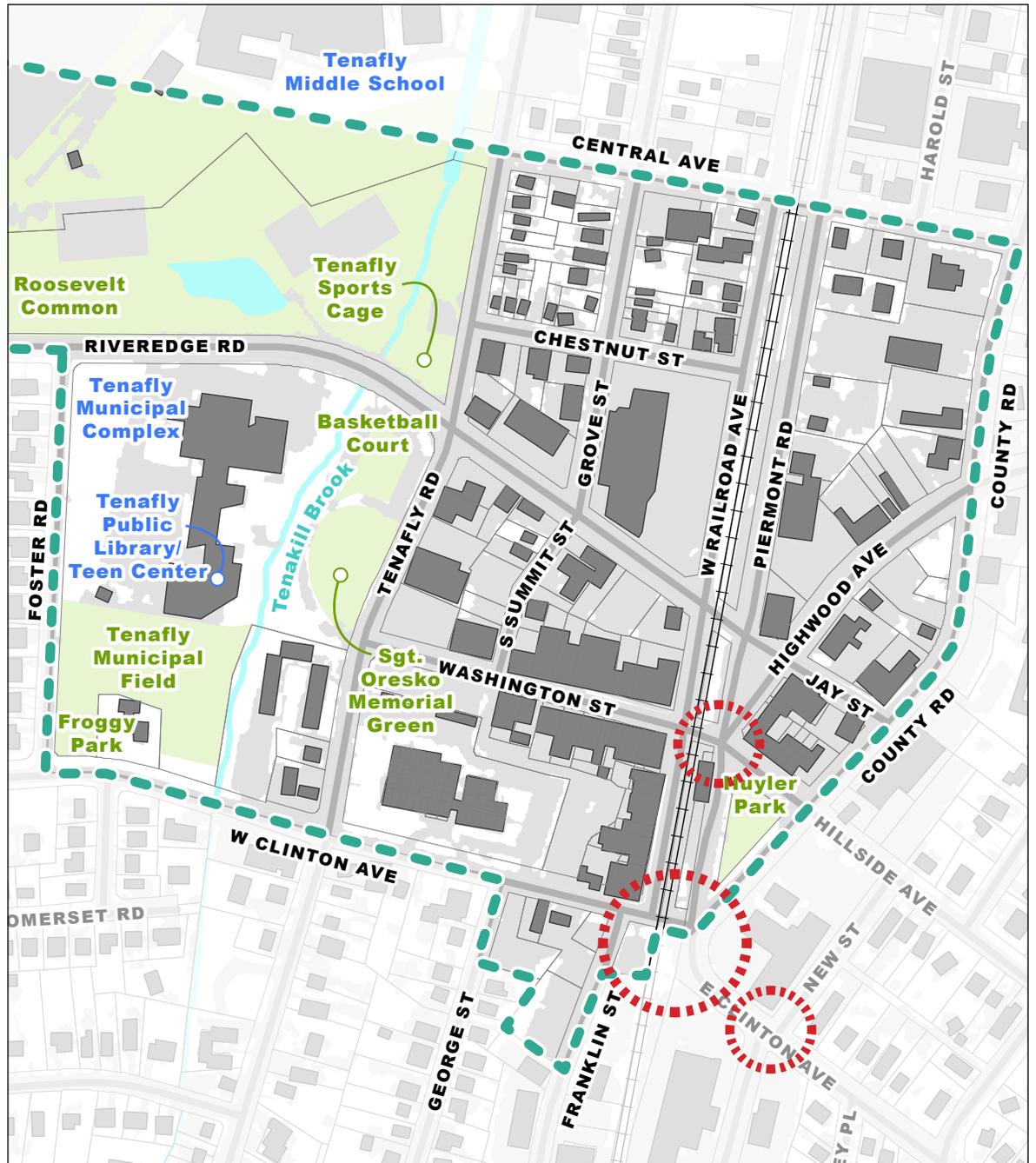
# MAKE THE RAILROAD LESS OF A BARRIER



- Improve connections to encourage “cross-shopping” and increased pedestrian activity
- Make it easier and safer to walk from one side of the tracks to the other

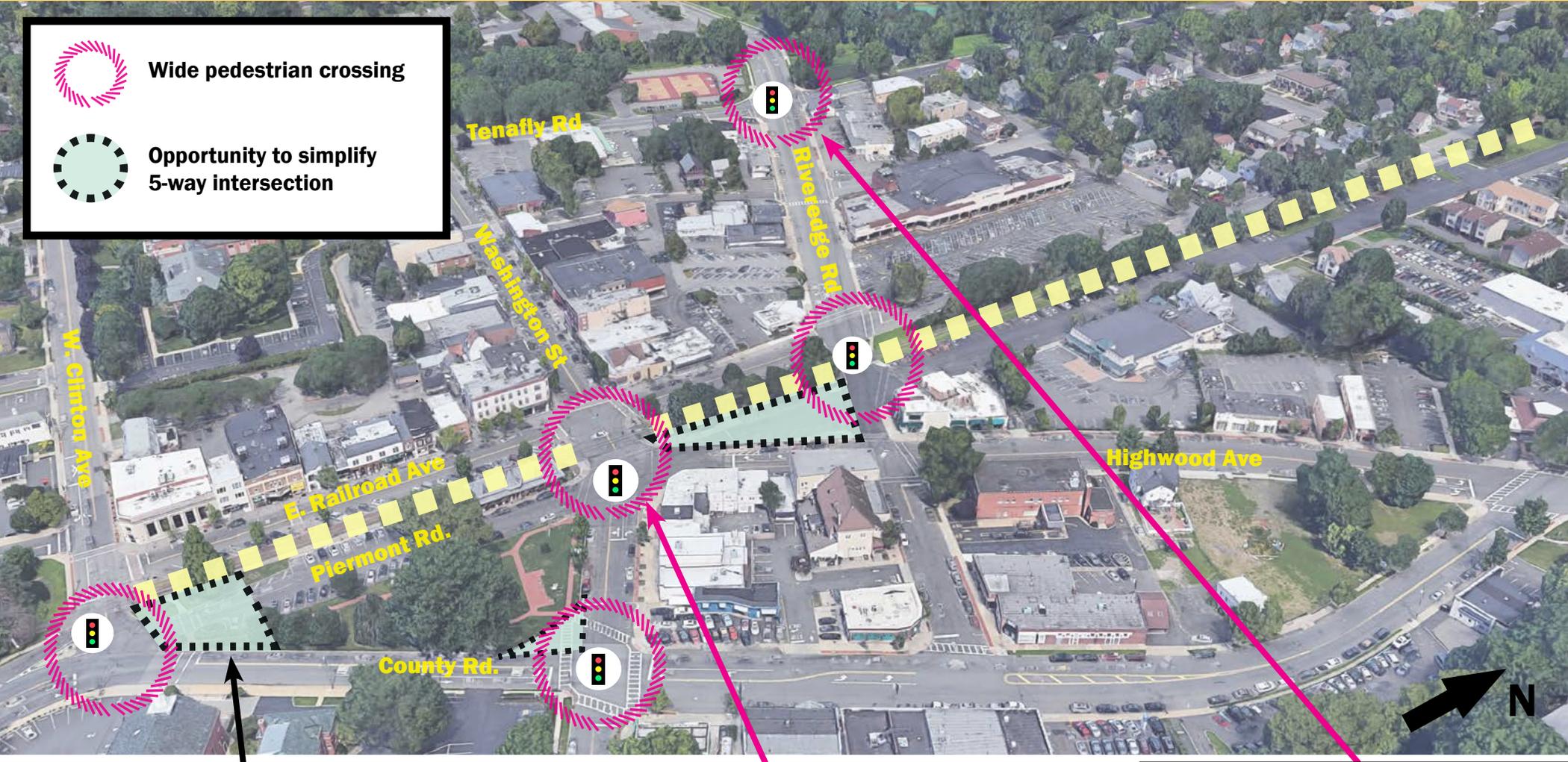
# CONGESTION ISSUES

- Not a new issue
- A traffic study was completed in 2012
- The study highlighted three intersections (circled in red).
- Recommendations were related to circulation improvements and better pedestrian linkages.

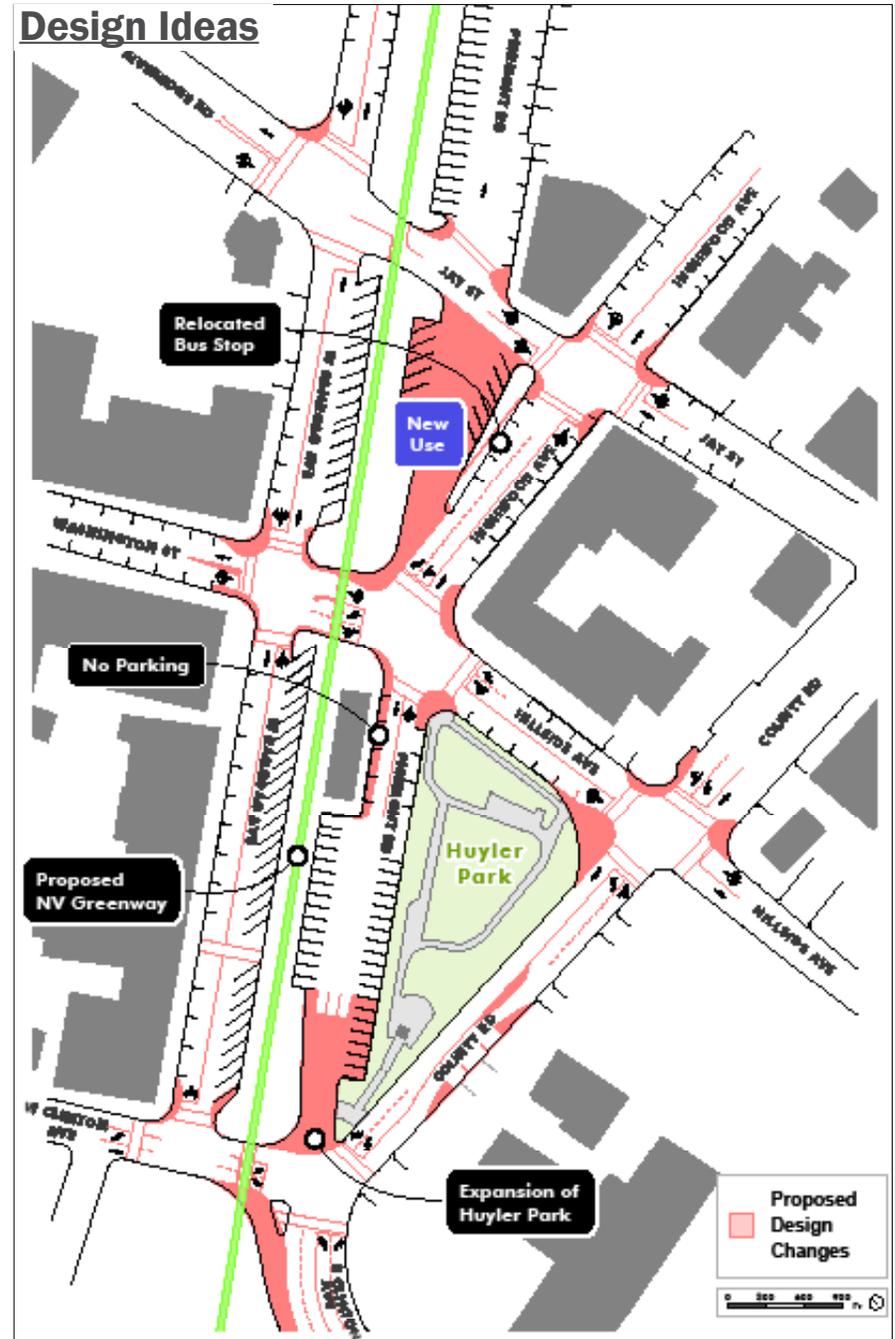
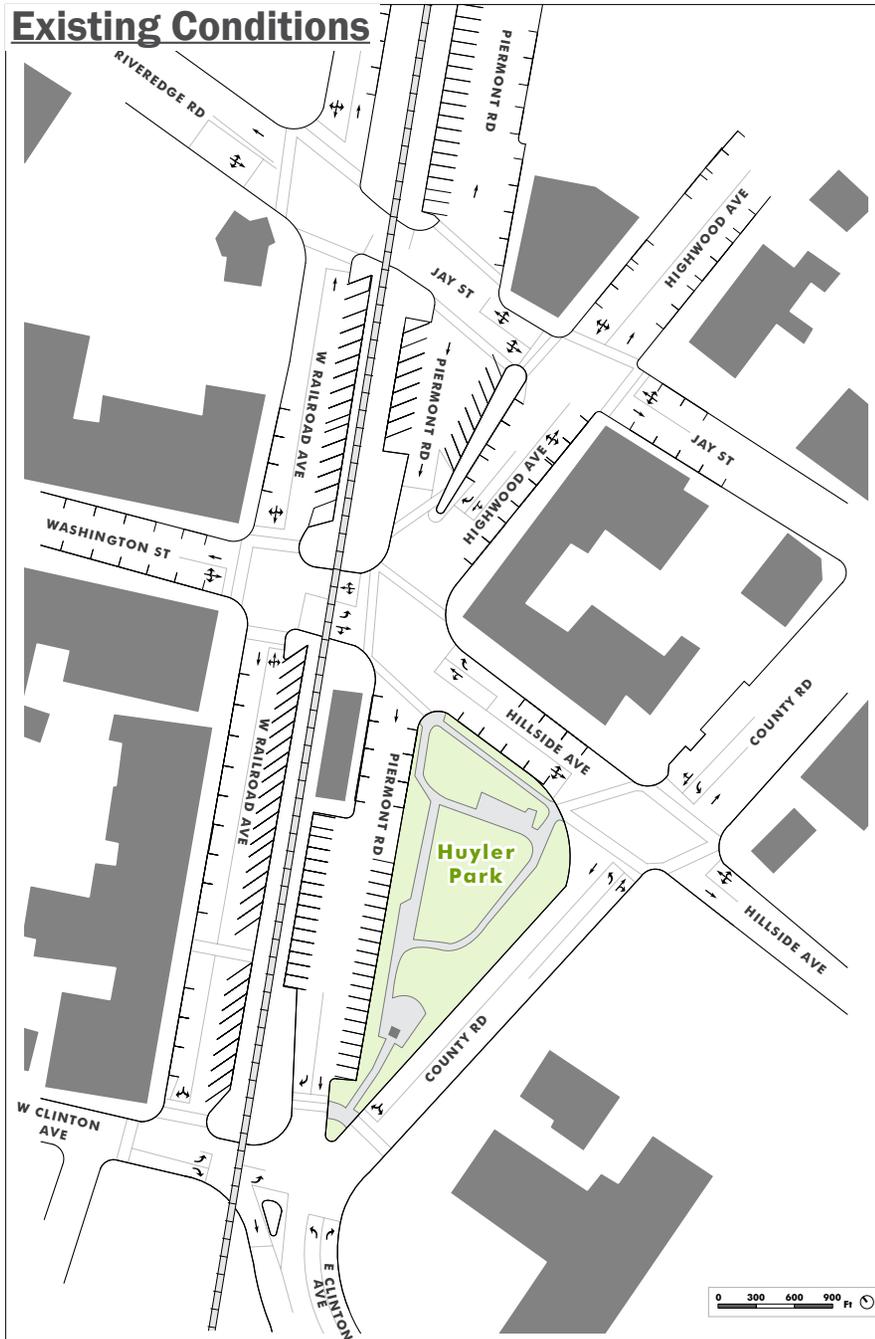


# SIMPLIFY 5-WAY INTERSECTIONS / MAKE INTERSECTIONS PED FRIENDLY

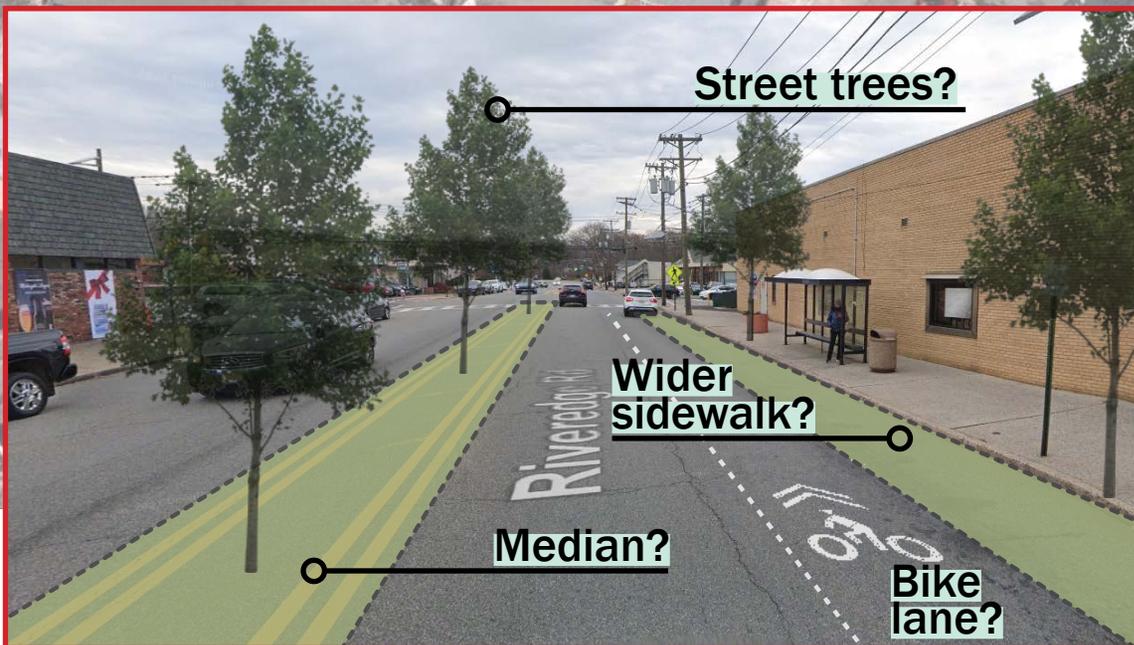
 Wide pedestrian crossing  
 Opportunity to simplify 5-way intersection



# PRELIMINARY IDEAS



# PRELIMINARY IDEAS



- 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.

## POLL QUESTIONS

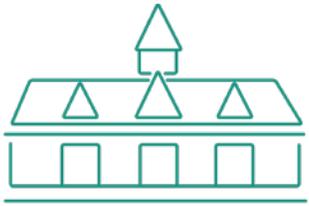
**How would you rate walkability of the downtown area from a scale of 1-5 (1 = unfriendly to pedestrians, 5 = walkers paradise)**

**If pedestrian conditions were improved, would you be more likely to visit and walk downtown?**

- A. Yes, this is needed, it would significantly improve the downtown experience
- B. It's important, but not a priority for me
- C. It's unnecessary, keep the roads the way they are.

**If traffic conditions were improved, would you be more likely to visit and walk downtown?**

- A. Yes, this is needed, it would significantly improve the downtown experience
- B. It's important, but not a priority for me
- C. It's unnecessary, keep the roads the way they are.



# TENAFLY

DOWNTOWN REVITALIZATION PLAN

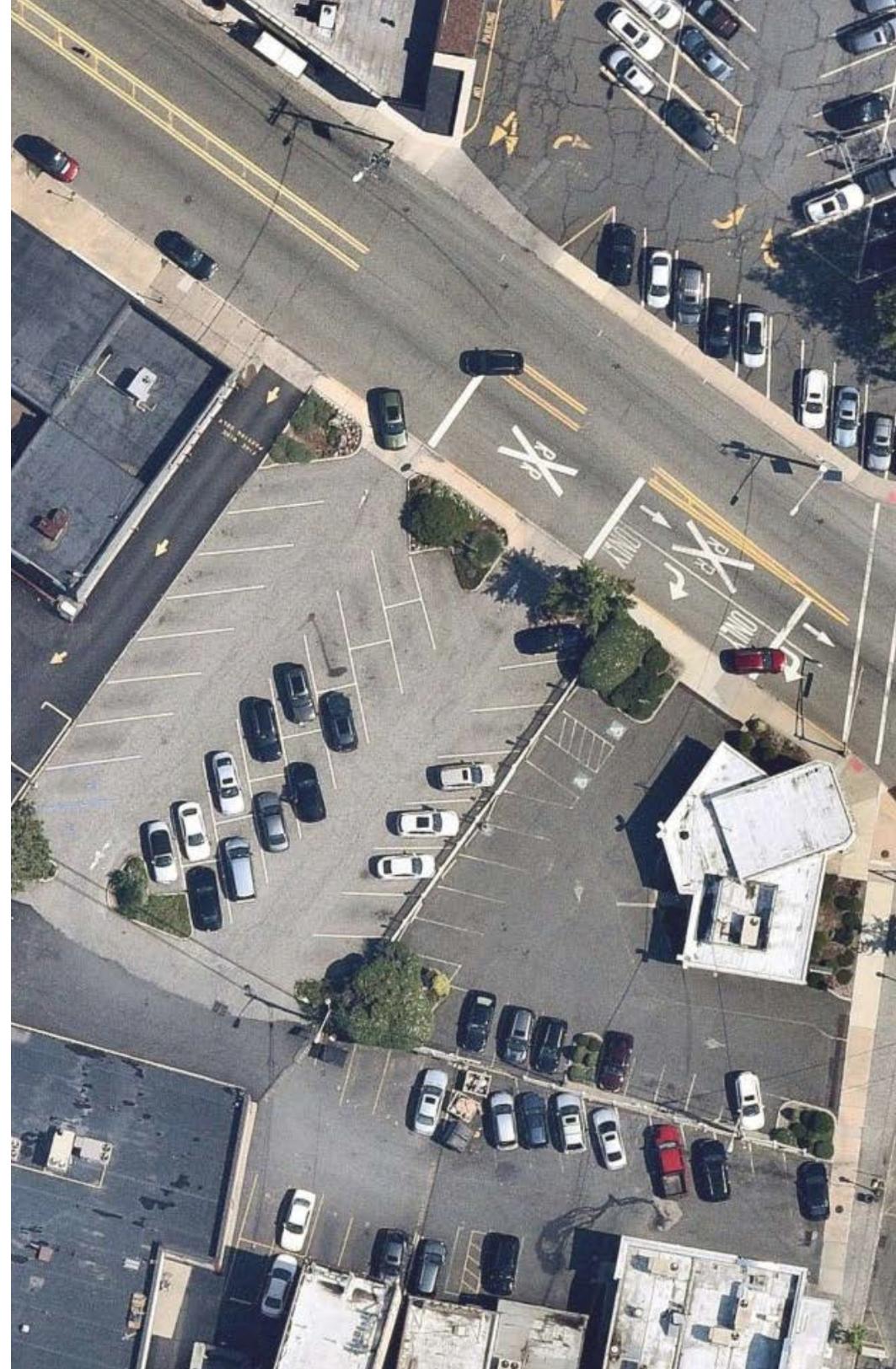
**Pedestrian and Vehicular  
Mobility**

**Parking**

**Development Opportunities**

**Buildings, Urban Design and  
Signage**

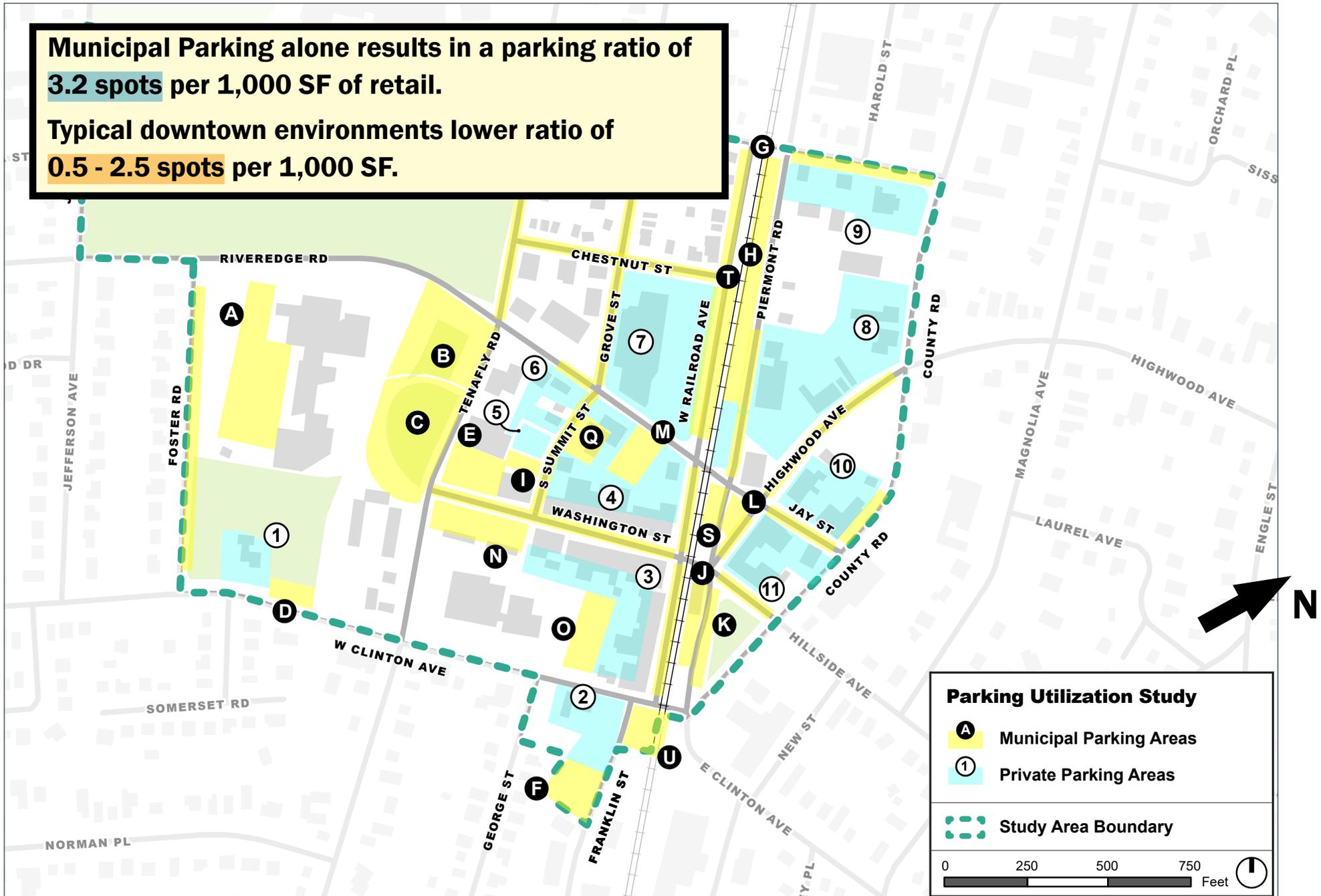
**Arts, Culture and Community  
Life**



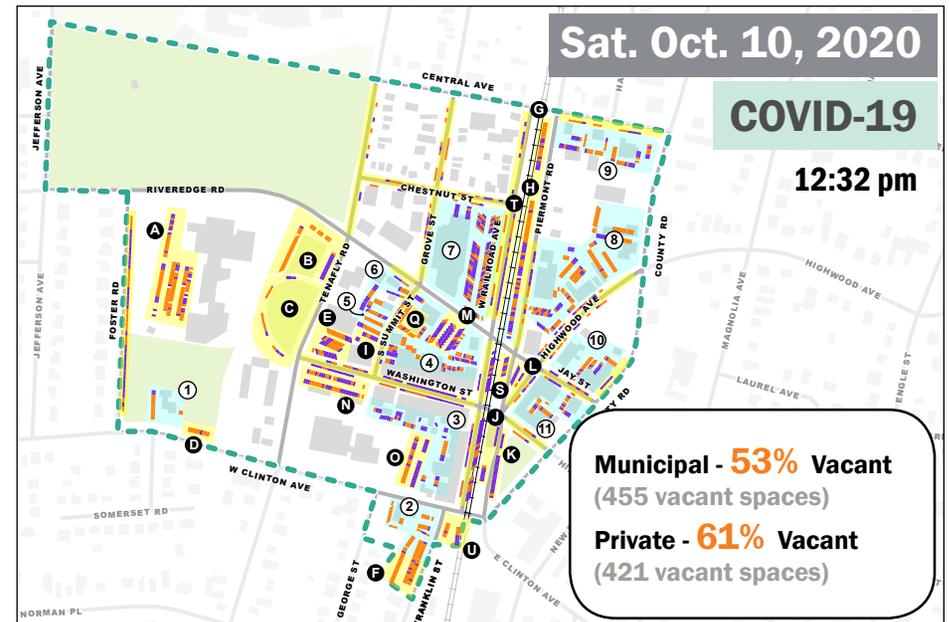
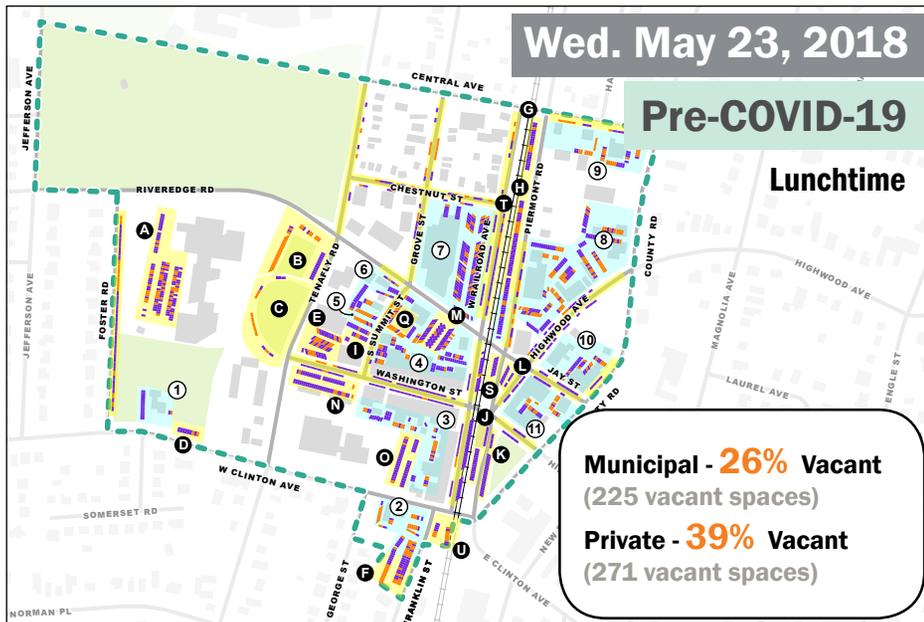
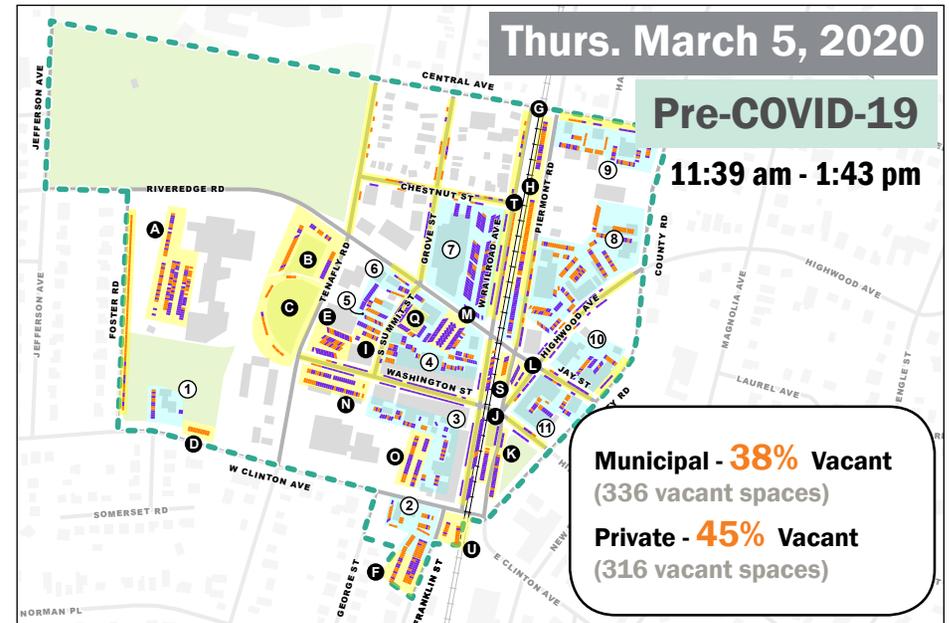
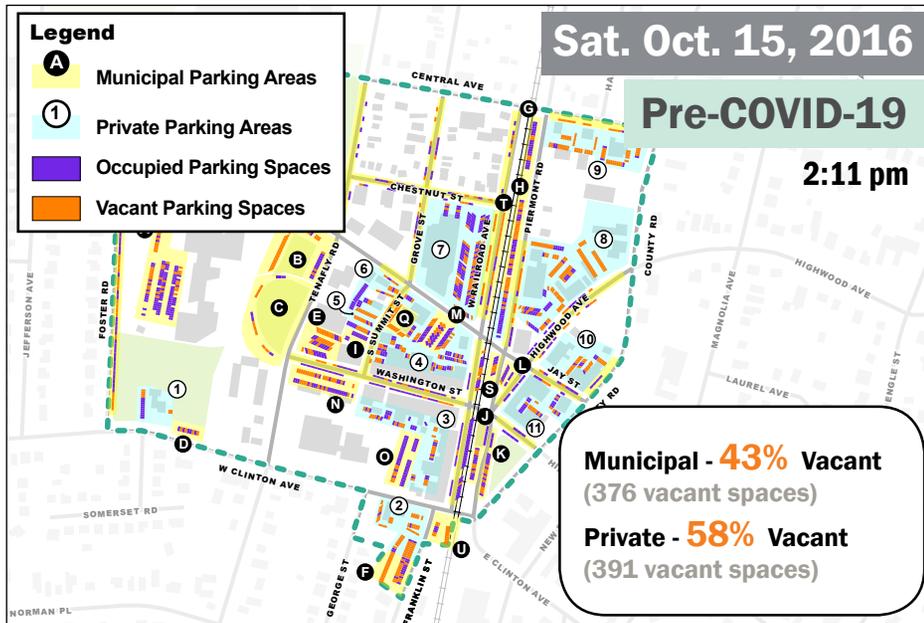
# MAKE PARKING MORE EFFICIENT

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.



# PARKING UTILIZATION STUDY



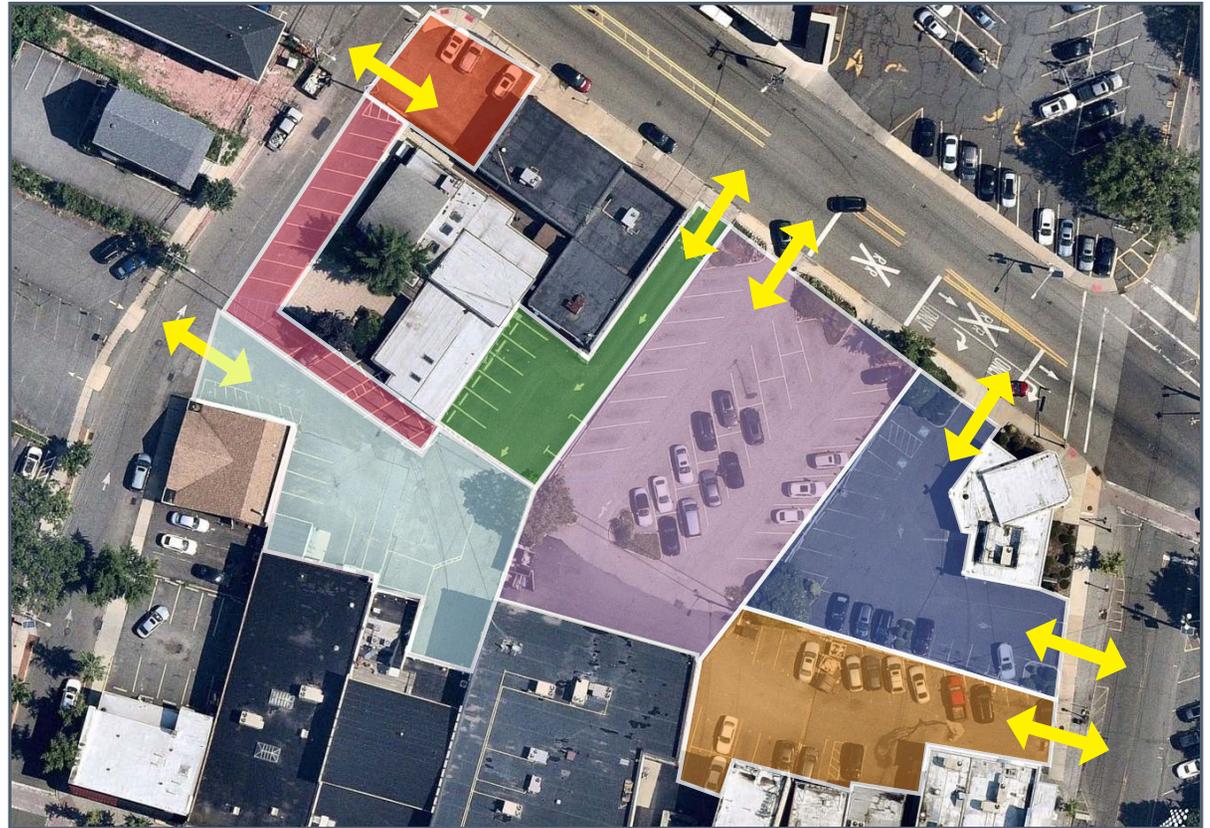
# SHARED PARKING

## Existing Conditions

- Inefficient layouts reduce the number of parking spaces available,
- Hard for shoppers to park once and patronize multiple stores.
- Driveways for each parking lot

## Shared Parking Lot

- Shared parking helps make parking more efficient (different uses have different peak periods)
- Increase in # of spaces
- Consolidates parking into easily identifiable and signed area.
- Requires collaboration from private owners. May require management by Borough.



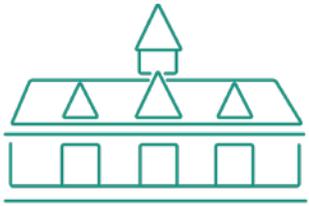
## POLL QUESTIONS

**Do you think parking is easy to find in the Downtown area?**

- A. Yes, I can almost always find a spot when I need one
- B. I can find a spot, but not always directly where I want to be
- C. Sometimes, it is difficult to find parking anywhere
- D. I can never find a spot.

**If parking were improved with some of the ideas mentioned, would it help to unlock downtown?**

- A. Yes, these are good ideas, I would spend more time downtown if it were easier to park.
- B. Something needs to be done but I don't like these ideas
- C. It's unnecessary, parking conditions are fine.
- D. I'm not sure, need to learn more...



# TENAFLY

**DOWNTOWN** REVITALIZATION PLAN

**Pedestrian and Vehicular  
Mobility**

**Parking**

**Development Opportunities**

**Buildings, Urban Design and  
Signage**

**Arts, Culture and Community  
Life**



# UNDERUTILIZED AREAS

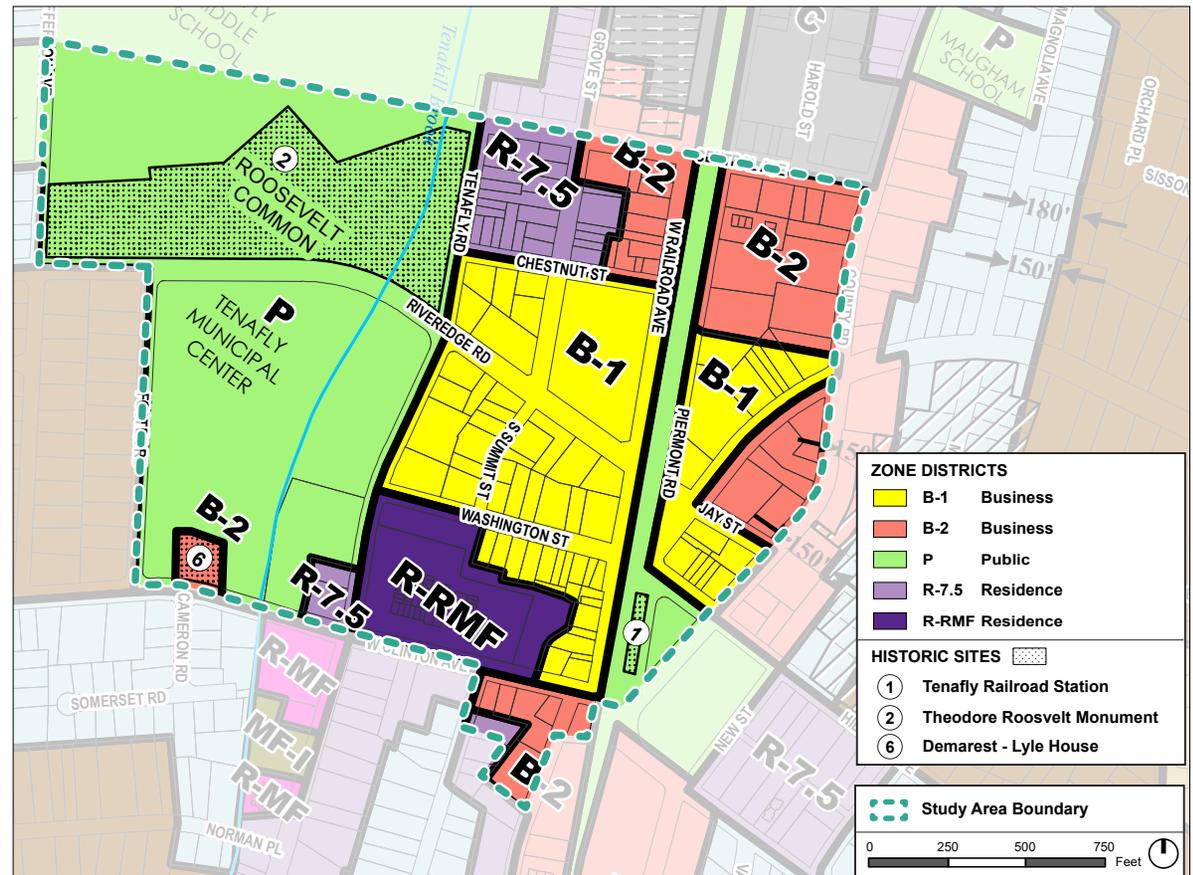
## MANY POSSIBLE STRATEGIES TO REUSE VACANT OR UNDERUTILIZED AREAS...



# ZONING AND DEVELOPMENT

## What uses are allowed in the downtown business zones?

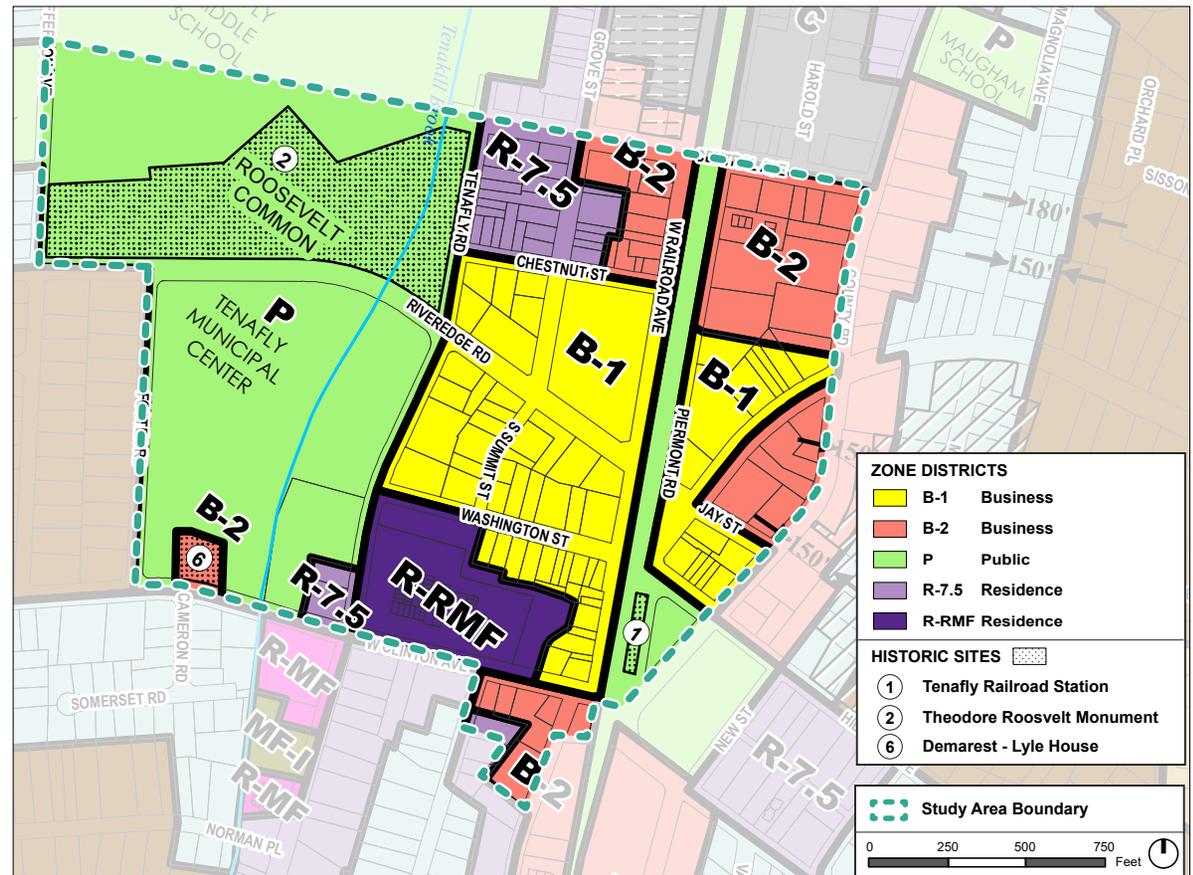
- Retail stores
- Personal service (e.g. salons)
- Offices,
- Restaurants, bars, delis
- Theaters
- Professional studios (e.g. dance, martial arts, music)
- Child-care facilities
- Health clubs
- Residential dwellings on upper floors.
- B-2 zone also allows hotels, museums, libraries, art galleries, vocational schools



**Tenafly's zoning code does NOT distinguish between chain stores and mom & pops.**

# ZONING AND DEVELOPMENT ISSUES AND OPPORTUNITIES

- Downtown zoning is flexible on uses and commercial parking
- Potential new uses:
  - Co-working space
  - Artisan workshops
  - Brewery/brewpub
- Maximum permitted height: 3 stories
- Parking is the biggest constraint for residential development
- Significant amount of Borough-owned property



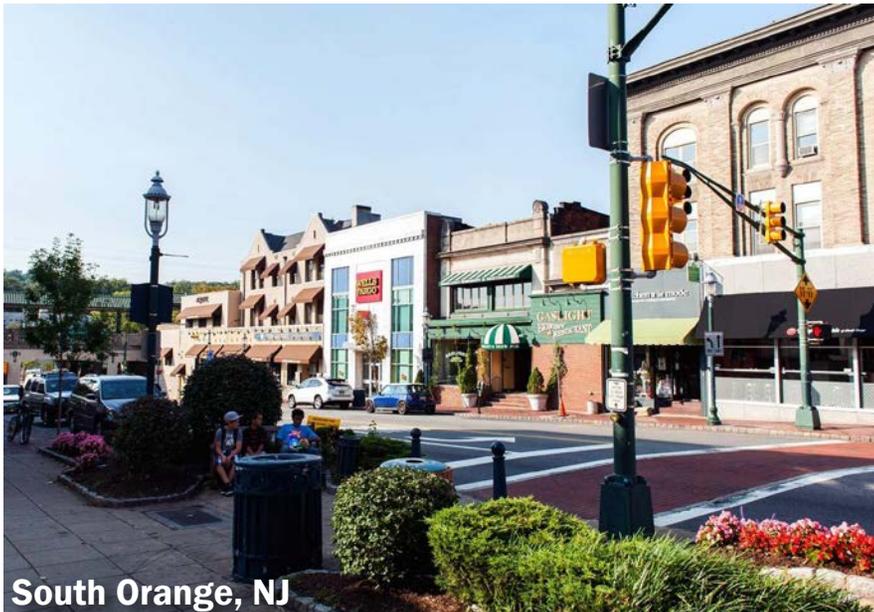
# DOWNTOWN LIVING: MORE ACTIVITY & ECONOMIC DEVELOPMENT



Maplewood, NJ



Ridgewood, NJ



South Orange, NJ



Red Bank, NJ

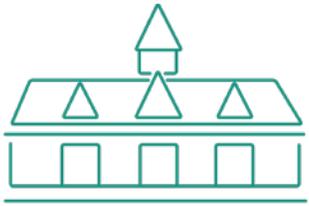
## POLL QUESTIONS

**What kind of businesses would you like to see more of in Downtown in the future?**

- A. Office space
- B. Places to shop
- C. Entertainment (movies, theater, etc)
- D. Dining
- E. Bars
- F. Education
- G. Health and personal services

**Downtown zoning currently allows for 3-story development. Do you think this height is appropriate?**

- A. I would consider slightly taller buildings if they were attractive and brought appropriate downtown uses
- B. I don't think building heights should be changed under any circumstance
- C. I'm not sure, it would depend on the situation, I need more information.



# TENAFLY

DOWNTOWN REVITALIZATION PLAN

Pedestrian and Vehicular  
Mobility

Parking

Development Opportunities

Buildings, Urban Design and  
Signage

Arts, Culture and Community  
Life



# STREETSCAPE - DETAILS MATTER... FOLLOW GOOD PRECEDENTS?



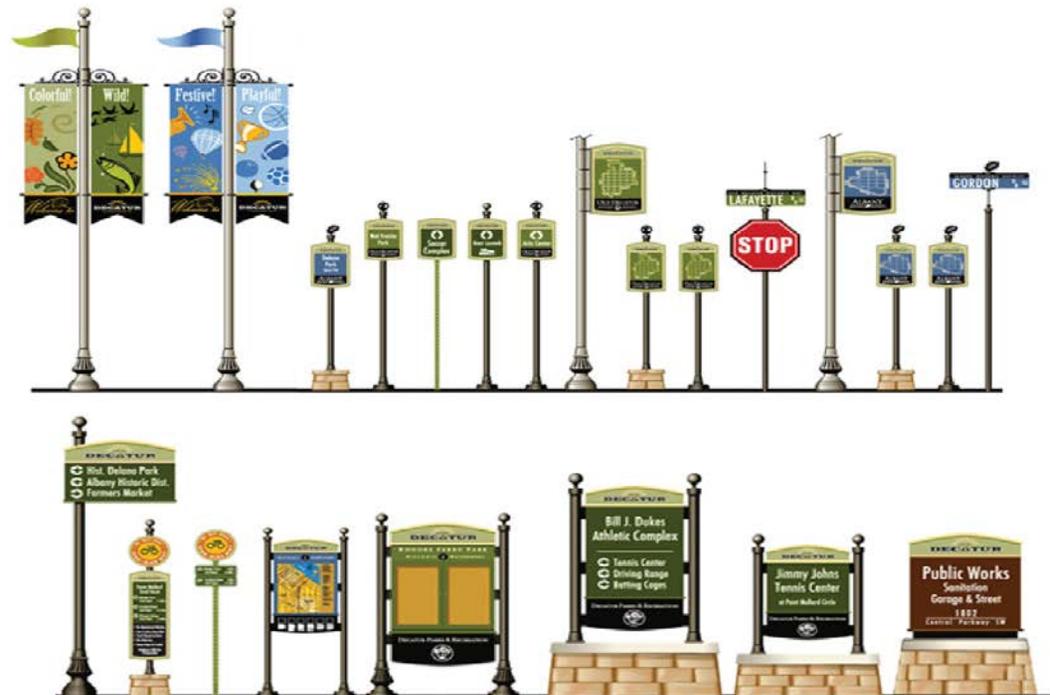
# POTENTIAL FOR DESIGN GUIDELINES



- Consider design guidelines for buildings and streetscape
- Guidelines could reflect existing historic style (e.g., station building)

# SIGNAGE COULD BE IMPROVED

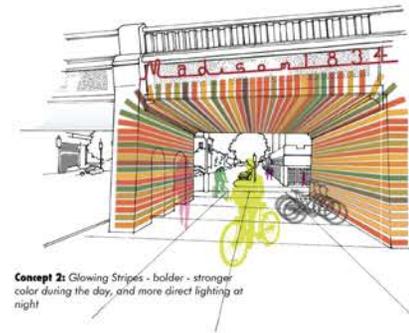
- Make it easier to navigate downtown and find parking
- Use consistent signage and branding
- Create a sense of place
- Gateway signage



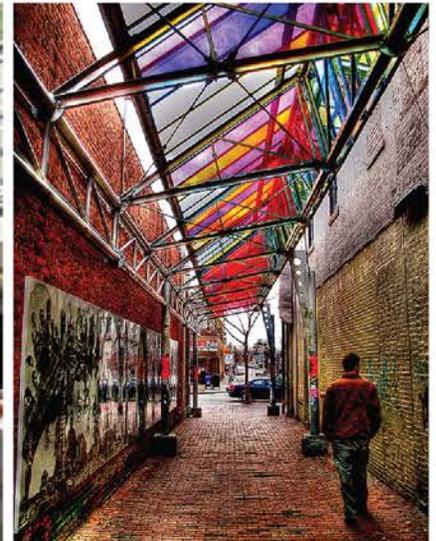
# PEDESTRIAN PATHWAYS - OPPORTUNITIES FOR DELIGHT?



during the day, and soft lighting at night



Concept 2: Glowing Stripes - bolder - stronger color during the day, and more direct lighting at night



# STREET FURNITURE - OPPORTUNITIES TO INNOVATE?



# OUTDOOR DINING: EXAMPLES



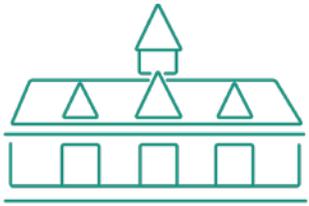
## POLL QUESTIONS

**Overall, how would you describe the look and feel of Downtown Tenafly compared to other downtowns you've visited (of a similar size)?**

- A. Better
- B. Same
- C. Worse
- D. Not sure

**What are the top three streetscape/urban design priorities the Downtown Plan should focus on improving or preserving?**

- A. Better sidewalks and crosswalks
- B. More trees and landscaping
- C. Improved lighting
- D. More Outdoor dining opportunities
- E. More bike routes and bike parking
- F. Improve building appearance and character
- G. Improve downtown signage and wayfinding
- H. Improve public spaces and community gathering areas
- I. Historic preservation



# TENAFly

**DOWNTOWN** REVITALIZATION PLAN

**Pedestrian and Vehicular  
Mobility**

**Parking**

**Development Opportunities**

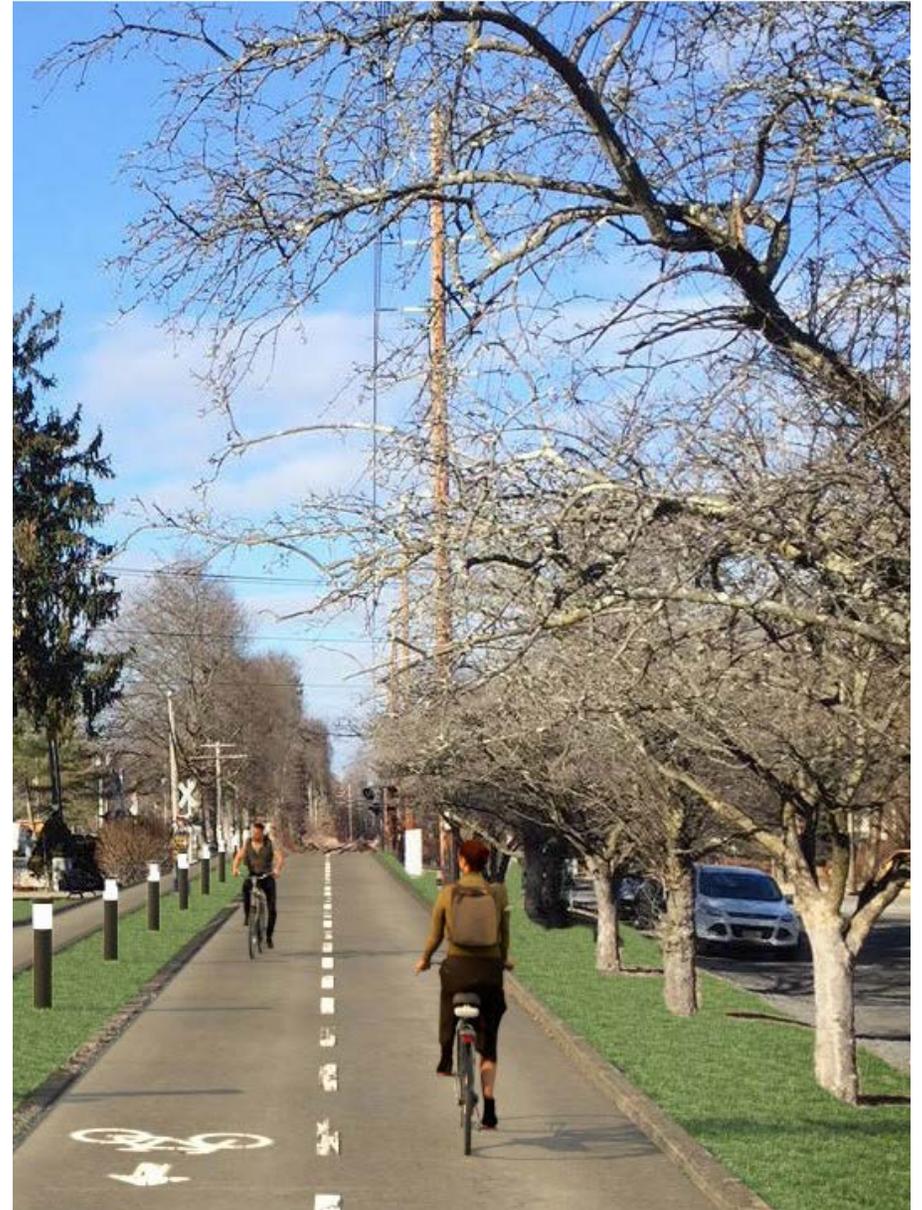
**Buildings, Urban Design and  
Signage**

**Arts, Culture and Community  
Life**



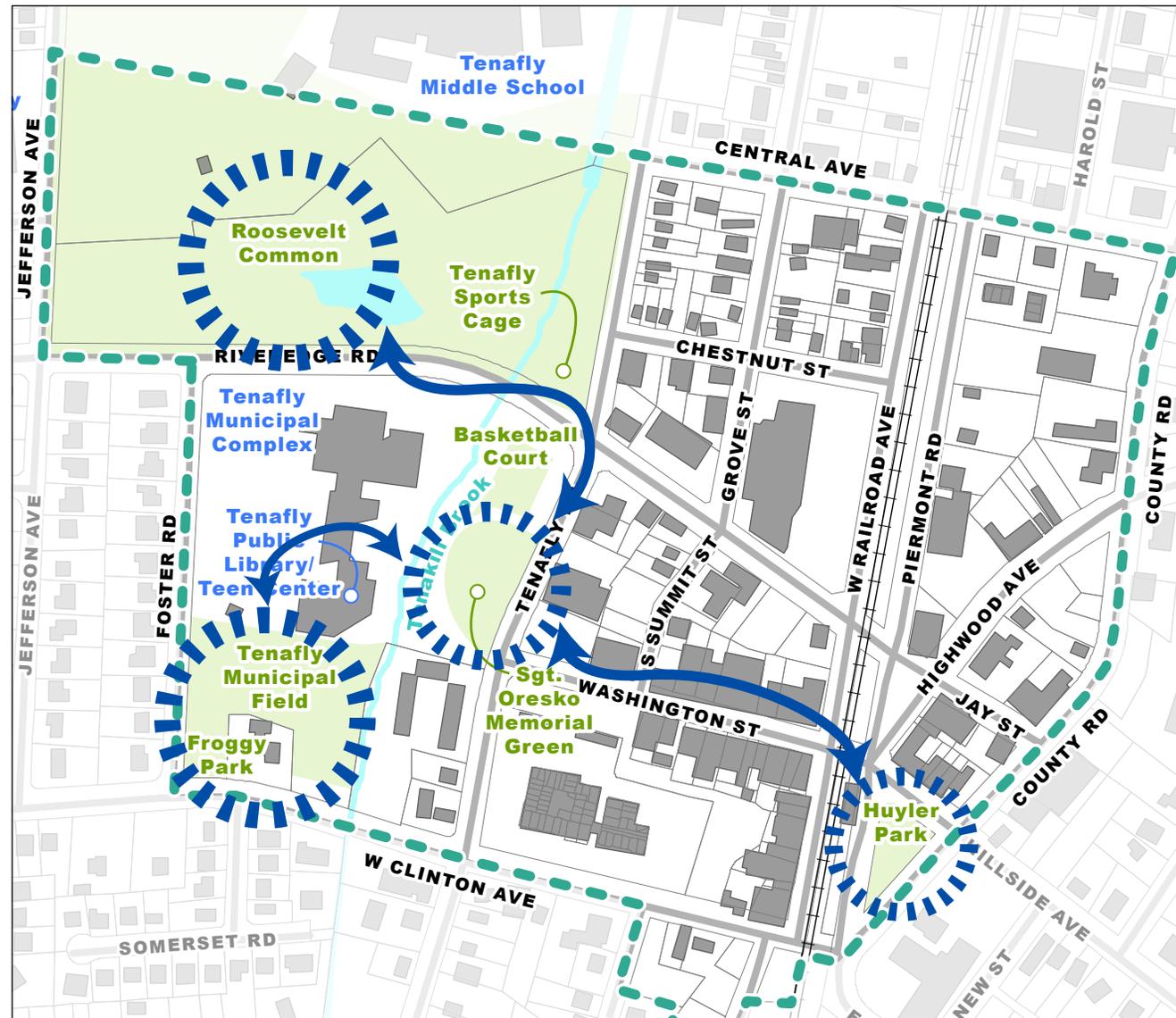
# NORTHERN VALLEY GREENWAY

- **Big idea: could be a game changer!**
- **Would bring visitors downtown and allow for related events and new activities (cultural, restaurants, etc.)**
- **Need for a comprehensive strategy to enable the project and maximize its benefits.**

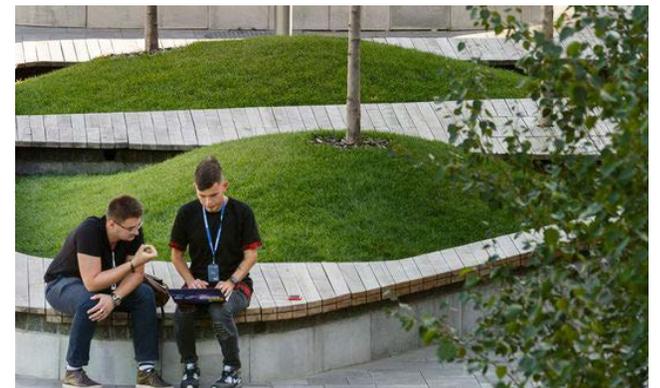
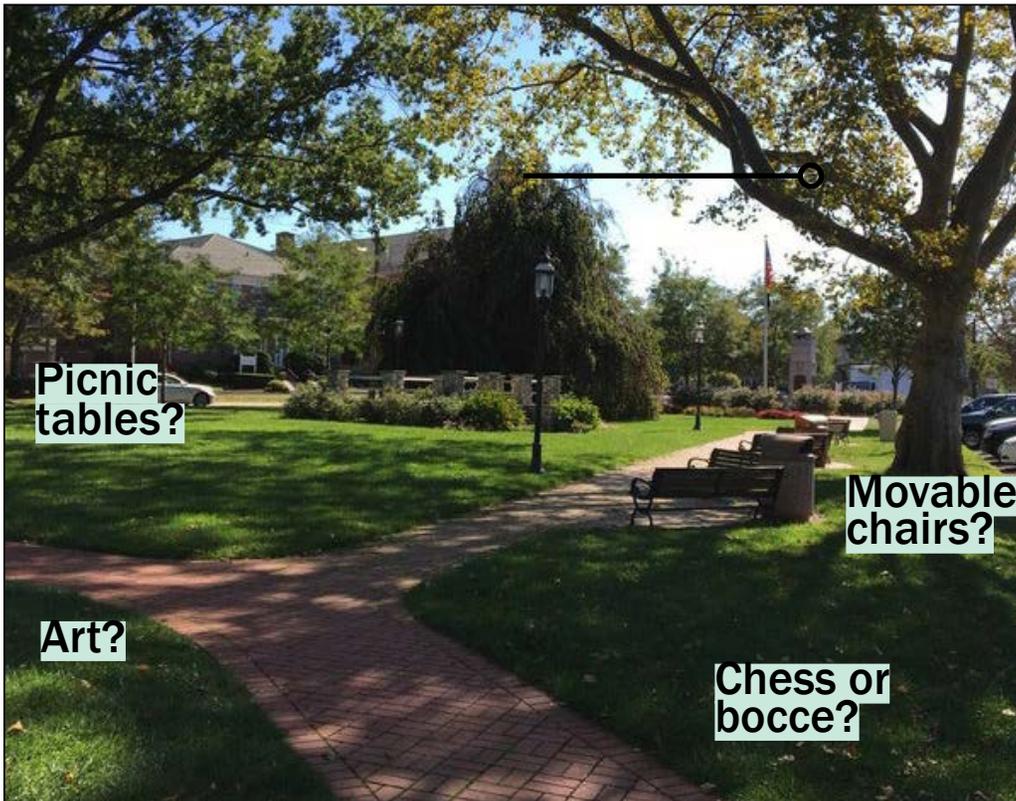


# CONNECT AND LEVERAGE EXISTING PARKS

- Improve paths that connect parks
  - Make it safe for pedestrians and bicyclists
  - Make it kid-friendly
  - Make it nicer
- Make parks more visible and attractive
- Add amenities that promote gathering (for teenagers, families, elderly, etc.)



# IMPROVE PUBLIC GATHERING AREAS



# UNIQUE TENAFLY ATTRACTIONS

- **Women's rights history**
- **African Art Museum (Society of African Missions)**
- **Parks and open spaces (e.g. Greenbrook Nature Sanctuary)**
- **Local sports facilities**
- **Opportunity to leverage these visitors into downtown patrons**



## POLL QUESTIONS

**Do you feel informed about what is going on in Downtown Tenafly?**

- A. Yes
- B. No
- C. Don't know

**From the list below, identify the top three most important issues regarding arts and entertainment in Downtown Tenafly:**

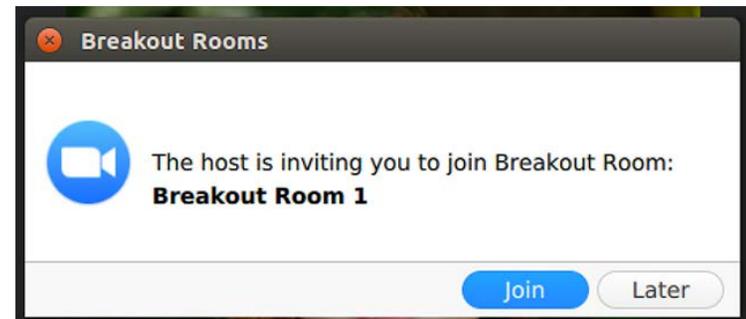
- A. Increased programming and marketing of arts and entertainment
- B. Increased public art
- C. Preservation of local history and legacy
- D. Find a cultural use to fill the movie theater space
- E. Creating new spaces for art exhibits and production
- F. Year-round and annual events and activities
- G. Attracting more out-of-town visitors/tourists
- H. Marketing and promotion of downtown events

# BREAKOUT GROUP DISCUSSION

- Discussion of priority issues and opportunities
- 40 Minutes
- Moderator from each group to “report back”



Follow the instructions that will appear on the screen.



# **BREAKOUT GROUP DISCUSSION**

- 1. Introduce yourself and say what you think Downtown's biggest asset is.**
- 2. Which ideas and issues should Tenafly prioritize in the short-term?**
- 3. What is a big idea you would like to see in the long term future?**

## WHAT'S NEXT

- **Public Survey & Ideas Wall (Live)**  
*Survey ends on October 17th.*
- **Public Workshop #2 (Date TBD)**  
*Will include preliminary recommendations.*
- **Check project website for updates:**  
[www.tenaflynj.org/542/Tenafly-Downtown-Revitalization-Plan](http://www.tenaflynj.org/542/Tenafly-Downtown-Revitalization-Plan)
- **Send Comments to:** [downtowncommittee@tenafly.net](mailto:downtowncommittee@tenafly.net)

Spread the word!



**THANK YOU!**

---

