



TENAFLY

DOWNTOWN REVITALIZATION PLAN



Final Report
May 2022



ACKNOWLEDGMENTS

Development of the Downtown Revitalization Plan was a collaborative process between the Borough of Tenafly, a Steering Committee, and a multi-disciplinary team of planners, retail experts and graphic designers, consisting of BFJ Planning, Streetsense and Perkins Eastman.

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- Daniel Zausner, Downtown Committee Member
- David Jang, Downtown Committee Member
- Mary Beth Wilmit, Borough Planning Board Chair
- Jeff Grossman, Borough Council President
- Craig Feinberg, Borough Planning Board Member
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INTRODUCTION

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. Tenafly has a variety of unique assets, such as a rich history, plentiful park and open spaces, historic and cultural resources, great educational institutions, and more. The plan looks to build upon and leverage these key assets as they set Tenafly apart from nearby areas.

The Plan is comprehensive, addressing a range of interrelated topics such as transportation and mobility, urban design, placemaking and branding, economic development, and community facilities and programming. It is action-focused, and provides a roadmap for 18 realistic projects, policies, and programs that together will help to make Downtown a better place to visit and unlock its potential for economic growth. Some of these projects can be done in the short term, while others can be done in the next 5-10 years as funding and administrative capacity permits.

The projects proposed were analyzed by the consultant team, vetted by the public and the Steering Committee, and presented to Borough Council. This Plan's suite of projects includes many programs and actions that are interrelated to strategically leverage available funding. With a fundamental focus on implementation, the Plan incorporates extensive discussions with various Borough and County staff and other agencies to ensure that the projects are supportive and complementary to the Borough's ongoing efforts.

The Steering Committee was instrumental in providing input and information to shape the Plan as well as reaching out to their broader constituent and social networks. The consultant team met with the Borough Council on multiple occasions to discuss strategies for implementation of the plan, both in the short-term and long-term actions to ensure momentum is maintained.

Feedback from the community was instrumental in the identification of seven priority revitalization strategies:



A PLAN GUIDED BY PUBLIC FEEDBACK

The Downtown Revitalization Plan is the product of a robust public engagement effort involving consensus-building among residents, business owners, students, community groups, and other stakeholders. The engagement process was structured to provide multiple opportunities for input and to encourage broad community participation from the entire community.

Due to the COVID-19 pandemic, the public outreach component utilized an online engagement process. In-person meetings and “hands-on” workshops were largely substituted with virtual events and interactive online tools. Two virtual public workshops were held alongside an online survey with an “ideas wall” for participants to provide open-ended comments. The consultant team also met with various stakeholder groups, including student groups from the middle and high school. Summaries of all public engagement activities can be found on the Borough’s website. The overall participation in the planning process was excellent and provided feedback that was instrumental in the formation of a vision and recommendations for the downtown.



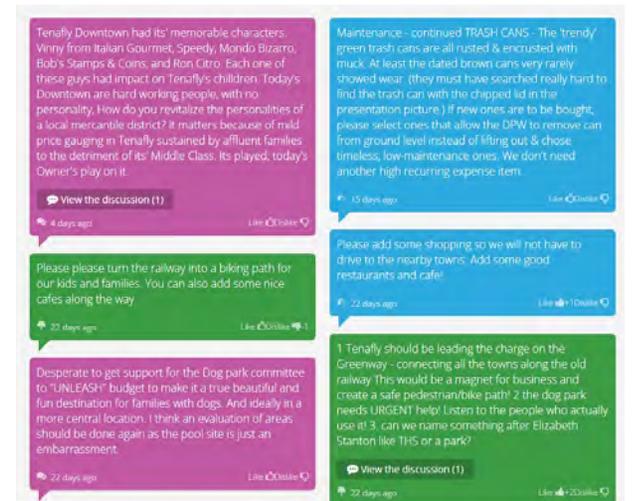
Middle school meeting



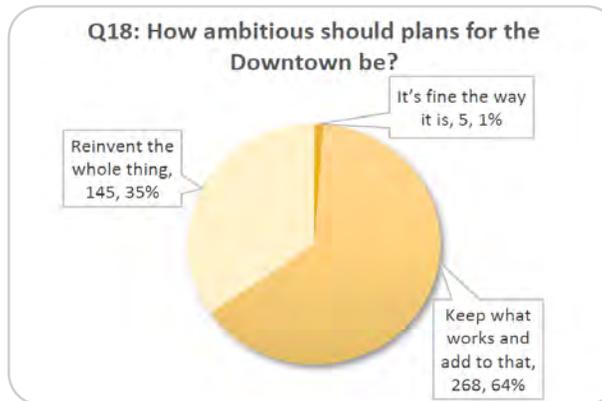
Meetings with THS and TMS students



Public Workshop #1 (Virtual)



Ideas Wall Comments (sample)



Public Survey Response

Project Website: www.tenaflynj.org/542/Tenafly-Downtown-Revitalization-Plan

PREVIOUS PLANNING EFFORTS

Although the Borough has not previously undertaken a standalone downtown study or plan, numerous planning efforts in Tenafly in recent years have addressed various issues and opportunities in the downtown, including the following:

Parking and Downtown Circulation Study (2012)

This study was undertaken in response to efforts by NJ Transit to utilize the CSX right-of-way to accommodate a proposed Northern Branch of the Hudson-Bergen Light Rail (HBLR). It was intended that the study identify improvements that could have been part of mitigation measures, to be financed by NJ Transit, if the Northern Branch were activated. Although the proposed light-rail extension was ultimately not pursued by NJ Transit, the study's recommendations sought to guide the Borough's own efforts to improve mobility conditions in the downtown. The study outlined a series of measures to reduce vehicular congestion, slow traffic, and create pedestrian plazas, all aimed at enhancing safety and overall attractiveness of the downtown. Many of the recommendations have not been implemented and still remain valid. Analysis in this plan came to many of the same conclusions with regard to necessary traffic improvements in the downtown area. A more detailed study is needed to implement traffic improvements discussed in this report (see Project #1).

Land Use Element and Master Plan Re-Examination Report (2013)

Tenafly last completed a comprehensive Master Plan in 1992, and since then has conducted periodic re-examination reports in 1999, 2005, 2012, and 2013. The most recent report, which also incorporated a Land Use Element, included policy language for the Central Business District that supports buildings oriented to street fronts, the creation of new pedestrian and

green spaces, permitting of a broad array of uses that complement the commercial character, and simplifying the development process. Specific recommendations for the B-1 district encompassing the downtown core include broadening the uses permitted (including permitting residential uses), eliminating outdated uses, and relaxing off-street parking requirements. These recommendations were implemented via ordinance revisions after the plan's adoption.

Housing Element and Fair Share Plan (2018)

This element of the Master Plan outlines the mechanisms that Tenafly will use to address its affordable housing obligation. Relevant to the downtown, the plan establishes as an affordable housing site the two lots at the south of the intersection of Highwood Avenue and County Road. Further, the Fair Share Plan proposes several affordable housing overlay districts in the downtown. These provisions were subsequently codified through the creation of new inclusionary zoning and overlay districts, as described in more detail below.

Northern Valley Greenway Technical Planning Assistance Report (2019)

This report was prepared on behalf of the Northern Valley Greenway Committee, a joint initiative involving representatives of the six municipalities that lie along the 7.4-mile inactive Northern Branch Corridor freight rail line: Tenafly, Cresskill, Demarest, Closter, Norwood, and Northvale. The railroad right-of-way, which is owned by CSX Corp., is envisioned as a recreational greenway for pedestrians and bicyclists. The longest stretch of the rail line is within Tenafly. The report found general feasibility for conversion to a greenway, and outlined a conceptual plan and next steps to advance the initiative.

Historic Preservation Element (2019)

The primary focus of this element of the Master Plan is on establishing a comprehensive inventory of the Borough's historic assets, several of which are located in the downtown area. The plan identifies four historic preservation goals for Tenafly: update the historic resources inventory to include National Register eligible properties, upgrade the status of the Roosevelt Common landscape by filing for a State Historic Preservation Office (SHPO) Certificate of Eligibility, designate the Laimbeer Estate among the Borough's historic properties (completed), and broadly to continue oversight of historic assets.

343 Tenafly Road Redevelopment Plan (2021)

In 2019, the Borough Council designated this property, located at the corner of Tenafly Road and West Clinton Avenue, as an Area in Need of Redevelopment, and authorized the Planning Board to prepare a Redevelopment Plan for this area. The primary goal of the Redevelopment Plan is to "facilitate the redevelopment of the site into a small-scale, neighborhood retail building and automotive fueling station which will serve the daily needs of local residents while also complementing the surrounding area." The only permitted uses in the plan are a convenience store in conjunction with a gas station. Redevelopment of the site is envisioned as providing a greater buffer to adjacent residential uses.

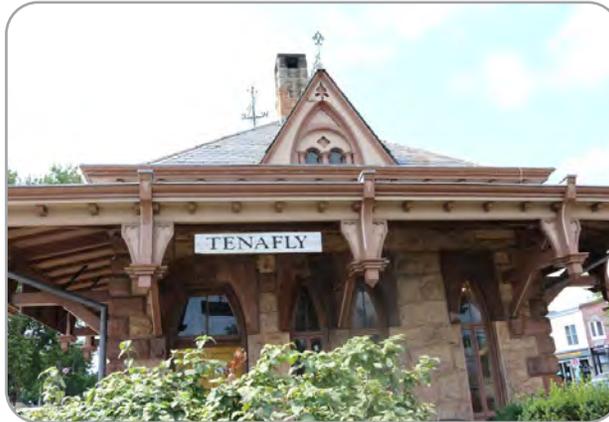
DOWNTOWN ISSUES AND OPPORTUNITIES

Tenaflly's residents enjoy a strategic location within the region, good transport links, top-tier schools, excellent recreation facilities and access to nature, as well as quality housing and an engaged community. Yet, the Downtown area falls short of residents' expectations. Although it features a number of great assets – from the elegant Washington Street, to the architecturally unique station building, to beautiful parks and key institutions – Downtown Tenaflly has remained mostly unchanged in the last few decades.

Through the inventory and analysis of existing conditions, public input at stakeholder events and via the public survey, and discussions with the Steering Committee and Borough staff, a clear picture emerged of Downtown's relative strengths and weaknesses. Understanding this baseline position helped to identify appropriate goals, strategies, and actions to spur meaningful and sustained revitalization.

Historic downtown with important civic and cultural uses

Downtown Tenaflly is a traditional, largely intact mixed-use environment characterized by beautiful and iconic buildings and public spaces. Washington Street and Railroad Avenue have a comfortable, pedestrian-oriented scale, with Huyler Park and the train station at the gateway. The Downtown is close to the municipal complex, senior center, Roosevelt Park, Sgt. Oresko Park, and other amenities, which offer great potential to attract visitors and residents of all ages. Downtown is also centrally located within Tenaflly, easy to get to from all neighborhoods.



Train Station



Washington Street



Public Library



Borough Hall



Railroad Ave



Senior Center

Disconnected downtown, traffic, and perceptions of safety

While the Downtown has a walkable core area centered around Washington Street and Railroad Avenue, the railroad tracks effectively split the Downtown area into two distinct neighborhood-serving districts, rather than one larger district with more robust offerings and a larger trade area. While the railroad is not active and the barrier fences have been removed, the separation between the east and west side is still evident. The width of crossings and the complicated roadway arrangement discourage cross-shopping by pedestrians and drivers alike. The railroad acts as a physical and psychological barrier, especially for the families with young children, seniors, and those with disabilities.

Congestion in the Downtown area, particularly along County Road during the peak hours (typically school pickup and drop-off periods), was an ongoing concern expressed by residents. One contributing factor to this is the slightly irregular geometry of intersections along Piermont Road. This Plan looks at opportunities to streamline these intersections, in part by removing two segments of Piermont Road. These segments are not essential to the circulation network, as Piermont Road is somewhat redundant with Railroad Avenue. Streamlining the intersections will also help to improve walkability by reducing crossing distances and providing more public space. These concepts are not new, but have never been implemented or fully tested with the public until now. Another recommendation previously proposed is the need to upgrade signals in the downtown area to improve coordination and responsiveness.

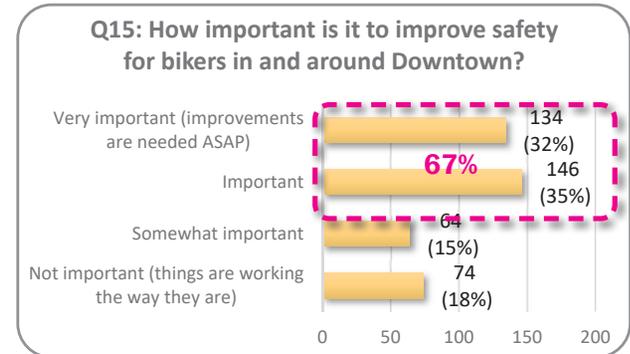
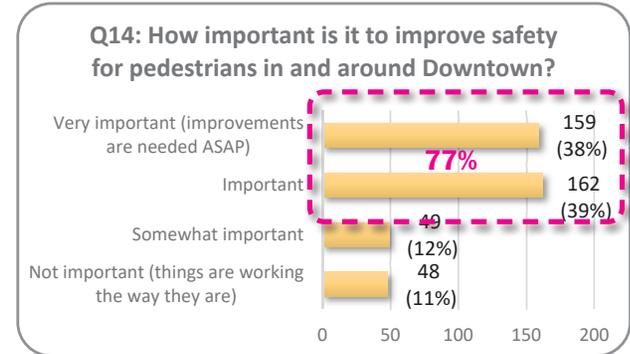
This Plan presents opportunities to create a more balanced circulation system that is more comfortable and inviting for pedestrians, easier for drivers to navigate, and a creates a place for bikes. Downtown will become a place to get to, rather than get through. For example, Riveredge Road is much wider than it needs to be, a dynamic that encourages drivers to speed. It is recommended that this roadway be right-



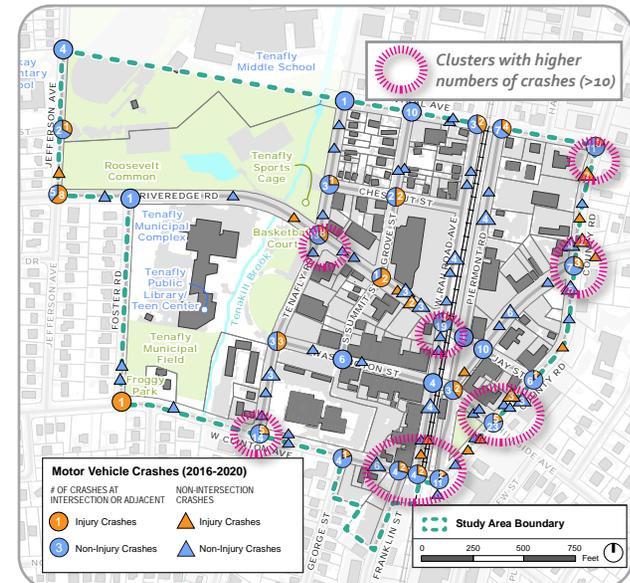
Complicated intersections



Wide crossings for pedestrians



Public survey responses



Motor Vehicle Crashes

Source: NJDOT Bureau of Transportation
Tenafly Downtown Revitalization Plan - 7

sized to slow down traffic, without reducing traffic flow. Reclaimed roadway could be used for bike lanes, landscaping, and other elements that will improve this important gateway to the downtown area.

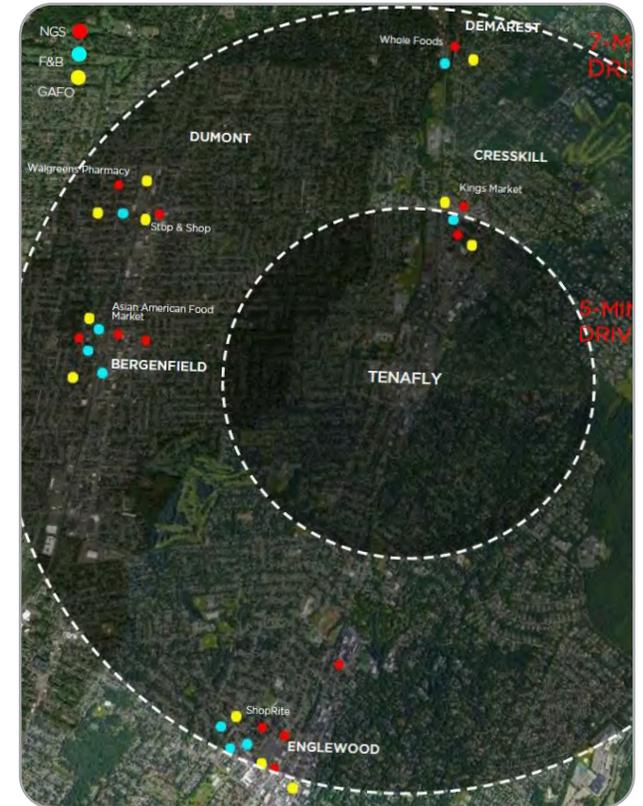
Need to fill storefronts and increase economic activity

The retail analysis conducted in the Plan found that large portions of the Downtown are characterized by empty retail spaces (17% vacancy rate in 2021). These empty spaces negatively affect street life and the potential for businesses to build a collective presence that can attract shoppers. The Borough should continue efforts to assist where possible in filling vacancies with uses supported by the community.

The retail analysis found that the demand for retail businesses is somewhat constrained. Significant competitive impacts of nearby retail clusters and shopping centers create natural limitations on how much retail Downtown Tenafly can support. The focus for the Borough should be on retail retention and improving the quality of tenant mix. The analysis indicated that there is some opportunity to grow services in the neighborhood goods and services category, which includes non-retail uses such as gyms/fitness. Many residents stated the need for



Vacancies in downtown area (2021)



Downtown's competition (primary and secondary markets)

Public Comments:

“Some kind of new “anchor” shop should somehow be attracted.”

“Need to provide adults and teenagers alike more places to hangout at.”

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

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

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

A sports bar, a bookstore.



Vacancy at movie theater, which was a downtown anchor

more things to do such as restaurants, bars, cafes, and other entertainment options. Residents also said that Downtown would be more attractive to visit if there were more outdoor dining options and if establishments stayed open past 6 p.m.

Physical conditions affecting downtown retail

The physical environment of a commercial district – streets, sidewalks, and storefronts/building facades – often forms a customer’s first impression and is therefore a critical element in creating a successful retail experience. While Downtown Tenafly has great bones and potential, many stakeholders expressed their negative impressions, including:

- Downtown buildings feel tired, many storefronts need a refresh, and signage needs to be more consistent.
- Downtown looks largely the same as it did 40 years ago.
- There aren’t many things to do Downtown. There is a need for more stores, restaurants, and nightlife.
- We need an anchor Downtown, especially after losing the movie theater.
- Downtown feels dark and unwelcoming at night.
- The area is car-dominated, and crossings are generally not welcoming.
- Intersections are confusing and can be congested; some avoid driving through Downtown during peak hours.

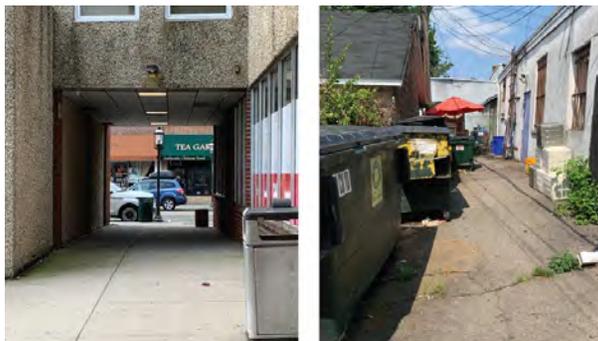
One strategy to improve perceptions would be to make the Downtown a more attractive destination that is convenient, accessible, and has multiple things to do. This would help to pull more people from outside of the Borough, thereby increasing the customer base. Projects in this Plan address opportunities to:

- Adjust streets, sidewalks, and parking areas to ensure that arrival/departure is hassle-free and that walking Downtown is comfortable.

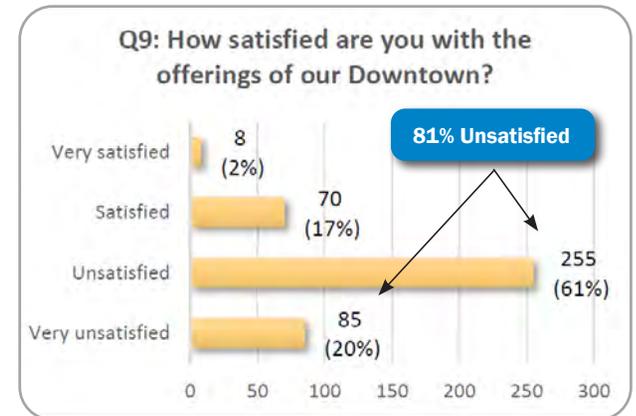
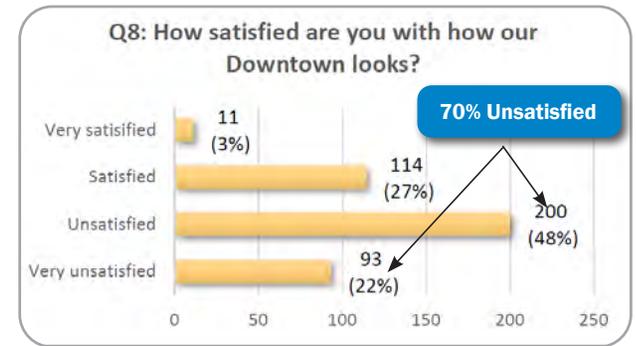
- Improve downtown aesthetics, to enhance the appeal, ambiance, and cleanliness of buildings and the public realm.
- Increase Downtown marketing, promotion, events, and activities to help grow visitation.
- Fill vacancies, including camouflage existing vacancies and/or supporting non-retail uses, such as services or businesses who offer non-consumer goods.
- Involve community partners (i.e. schools, local businesses, community groups) to build capacity for projects and encourage stakeholders to take more ownership in the Downtown area.



Opportunities to improve storefronts and signage



Opportunity to improve alleys to parking in rear

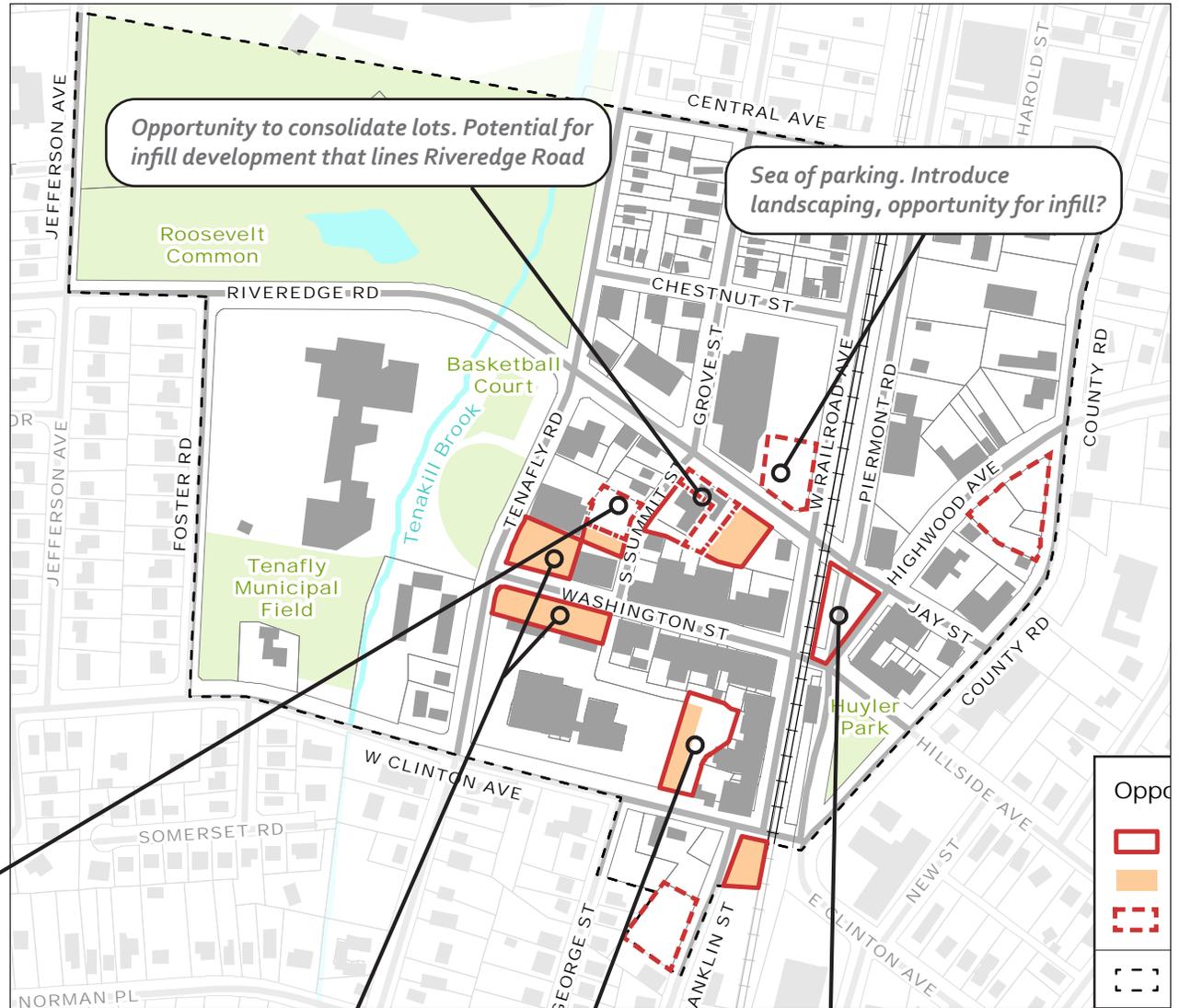


Public survey responses

Opportunities for some mixed-use development (housing over commercial)

There was general support in the community for providing some housing Downtown (over retail), provided the building scale is harmonious with the existing historic character and scale and that potential negative impacts can be managed. Downtown housing could also create opportunities for existing residents to downsize and stay in the area after their children have gone through the school system, and there is interest in the community in more senior housing. Providing more housing Downtown would have the benefit of increasing activity and providing a larger resident customer base to support current and future businesses.

This Plan discusses where there may be opportunities, either through zoning changes or to parking policies, to facilitate some new development. It also addresses longer-term opportunity sites to encourage mixed-use development which will add resident customers to the Downtown area. The Plan also encourages the development of building design guidelines to ensure that new buildings are of an excellent quality and are cohesive with the existing Downtown fabric.



Opportunity to improve S. Summit Street.



Is there a need for 2 large parking areas here?



Rear Parking Lot is underutilized



Park or plaza with concession space?

Make parking more identifiable and accessible

Generally, participants indicated that there is sufficient amount of available public parking. You only have to park once to walk to most of the Downtown area. The issue is that people generally want to park directly in front of where they are going.

A parking utilization survey found that municipal parking was generally underutilized during the day and on weekends, both before and during the COVID-19 pandemic. Downtown Tenaflly has a surplus of available parking for its size. Municipal parking alone results in a parking ratio of 3.2 spots per 1,000 square feet of retail. This is a higher ratio than most typical downtown environment (0.5 -2.5 spaces per 1,000 square feet). If on-street and private parking lots were included, the ratio would increase. For reference, Englewood, a competitor district to Tenaflly, has a ratio of 1.51 spaces per 1,000 square feet.

In some cases, inefficient layouts or hidden parking locations reduce the number of potential available parking spaces. Projects in this plan look at opportunities to make off-street lots more efficient, identifiable, and attractive to shoppers. While municipal lots are in the Borough's control, there are many privately owned off-street lots that could be better managed and integrated into a shared parking network. Attractive and well-designed streetscapes, in combination with parking lots that are well-connected and visible, will help to encourage "park and walk" behavior, which can increase shopper foot traffic and reduce vehicular congestion.

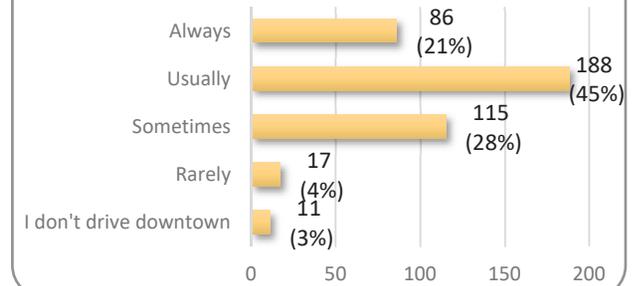


Post Office Lot

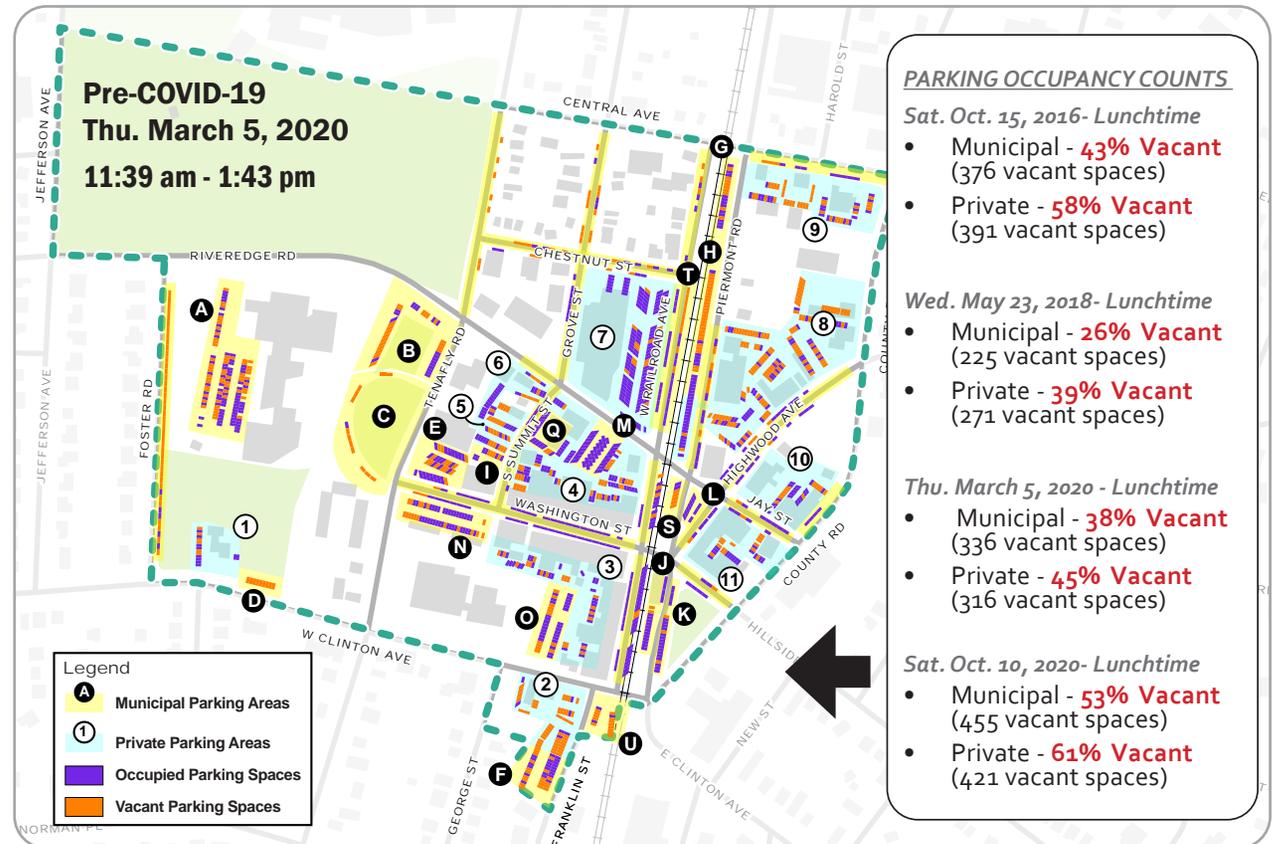


Disconnected parking areas

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



Public survey question



Parking occupancy counts pre- and during COVID-19 (using aerial imagery)

Improve connections, wayfinding, and branding

Quality-of-life improvements help to make living in and visiting a community more pleasant. Downtown Tenafly has opportunities to improve streetscapes, enhance and expand public open space, and improve the appearance of Downtown buildings. The projects in this Plan will help to make Downtown be a destination that residents and visitors alike can feel comfortable getting to and navigating for daily errands as well as a night out.

Downtown has numerous historic, cultural, civic, and educational assets, but it lacks a cohesive “brand” that can be communicated to potential visitors from throughout the region. In order to set itself apart, it is critical for Tenafly to identify what distinguishes its Downtown, and to effectively communicate that identity to prospective visitors. Residents have commented that a Downtown brand should be separate from the schools. Some participants suggested that a brand should point to Tenafly’s historic character but also use a contemporary style.



Signage needs to be updated



Good example of signage in downtown



Opportunity to improve alleys to parking in rear



Opportunity to improve wayfinding to parking areas



Sidewalk condition along S. Summit Street is unfriendly to pedestrians

Improve exiting parks and leverage the potential NV Greenway

Residents commented in the workshops and in the online survey that continued efforts are needed to improve bicycle and pedestrian connectivity and safety. Residents stressed the need for safe pathways connecting Downtown to schools as well as the surrounding neighborhoods. This plan introduces some opportunities to make biking to downtown and surrounding areas safer.

The Northern Valley Greenway is an initiative to create a state-of-the-art recreational pathway and linear park for walkers, joggers, and bicyclists in Bergen County's Northern Valley, a region of 15 municipalities between the Palisades and the Hackensack River. Tenafly sits at the southern end of the potential greenway, which would extend north for 7.4 miles through six municipalities. The trail would convert the unutilized Northern Branch Corridor railroad right-of-way (currently owned by CSX) into a non-motorized transportation and recreation opportunity.

The potential greenway could be a game-changer for Tenafly, in terms of supporting the local economy by providing a regional destination with a new customer base within the Downtown core. The project would also provide a new open space/recreation opportunity and would improve accessibility and safety for non-motorized travelers.

The effort is being led by the Northern Valley Greenway Committee (NVGC), an intermunicipal group tasked with advancing the initiative and the body specifically charged to serve as a forum for coordinating municipal, county, state, federal, and regional agency activities. A Technical Planning Assistance Report with a conceptual plan for the pathway can be found at www.northernvalleygreenway.org. While there is significant public interest in developing the NV Greenway, the project is still a long way from moving forward. Nevertheless, projects included in this Plan have considered the potential to dovetail and complement this effort should the trail come to fruition.



Opportunities to improve Huyler Park?

Public Comments:

“Why not make it @tenafly instagrammable.”

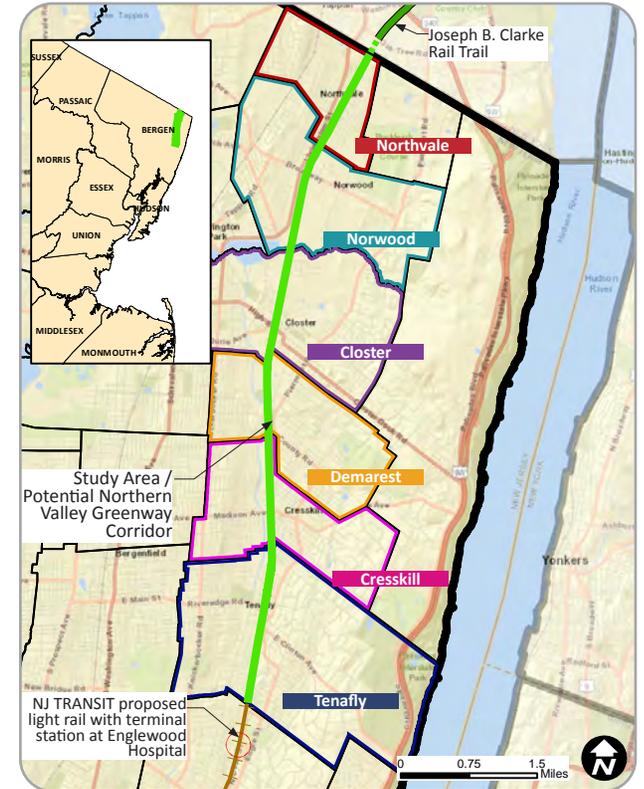
“Murals! ..add some beautiful color to the town ...”

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

“The Greenway would be a magnet for business and create a safe pedestrian/ bike path!”

“Plant as many native shade trees everywhere there is space”

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

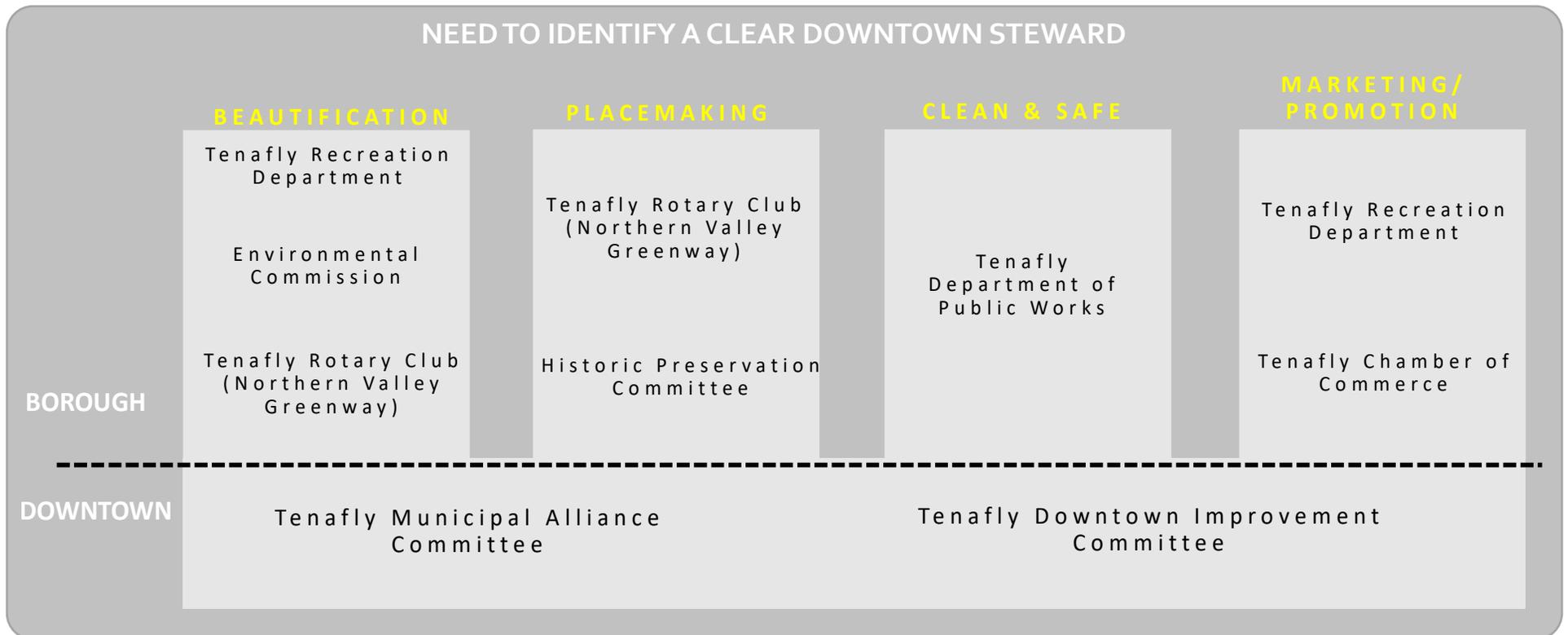
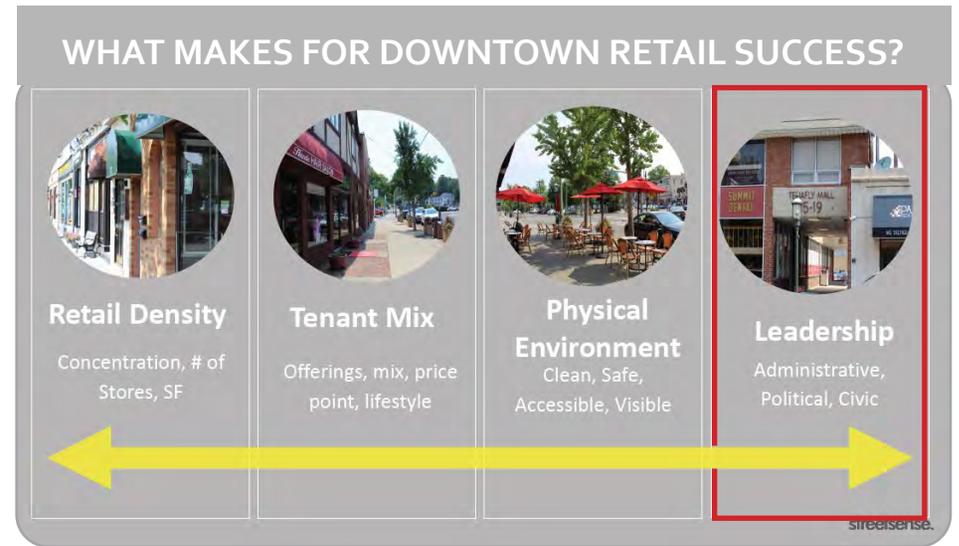


Proposed Northern Valley Greenway
Source: NV Greenway Technical Planning Assistance Report

Business support and downtown stewardship

In stakeholder discussions for this Plan, some people indicated that there is a perception that Tenafly is a difficult place to open a business. While conditions have changed over the years, perceptions persist. Although the Borough has already begun to address some of the regulatory barriers to investment, more work is needed to get the message out that Tenafly is open for business.

While there are many different opportunities to improve Downtown conditions, there is some uncertainty about who will be the steward of Downtown investments, activities, and beautification efforts. Some of the projects require ongoing management to help with events, programming, and marketing. Existing community-based organizations or committees are mostly borough-wide rather than Downtown-focused. While the Borough once had a Special Improvement District (SID), that proved to be an unsuccessful effort, and there appears to be little support to revive it. Unless another organization is proposed, responsibility for coordinating most of the proposed revitalization projects will fall to the Borough.



PROPOSED PROJECTS

To address the critical issues identified in the planning process, the Steering Committee developed 15 projects which will have the greatest benefit in revitalizing the Downtown area. The projects were analyzed by the consultant team, vetted by the public, and presented to Borough Council. This Plan's suite of projects includes many programs and actions that are interrelated to maximize coordination of efforts and leverage available funding. With a fundamental focus on implementation, the Downtown Revitalization Plan incorporates extensive discussions with various Borough staff and other agencies to ensure that the projects are supportive and complimentary to the Borough's ongoing efforts.

The proposed list of projects includes a mix of capital, planning, and operational (ongoing) projects. "Priority projects," are those measures proposed to begin within the next five years. Other projects are longer-term actions or those that can be done once others are achieved. Many of the projects in both categories have a phased approach for implementation so that they can be achieved in "bite-sized" chunks as administrative and public capacity permits. For example, some projects have both short- and long-term actions.

Costs included are rough estimates, based on available information at the time of the study. Detailed costs would come at a later time (i.e. by soliciting the private sector for proposals). While many projects can be undertaken by the Borough, some projects will require coordination with other public entities (e.g. Bergen County DPW, NJTransit, NJDOT), property owners, or community groups (i.e. the Chamber of Commerce and the Downtown Committee).



Priority Projects (Begin in next 5 years)

1. Piermont Corridor Enhancement
(1.1: Study and 1.2: long term implementation)
2. Downtown Branding, Signage, and Marketing Program
3. Downtown Design Guidelines and Zoning Changes
4. Streetscape Improvements and Clean Up Fund
5. Improve Downtown Lighting
6. Improve Two Alleys
7. Riveredge Road Mobility Enhancements
8. Washington Street – Open Street Events

9. Improve Outdoor Dining
10. Park Improvements

Other Projects

11. Public Parking Improvements
12. Electric Vehicle Stations
13. Safe Routes to Schools Study
14. Redevelopment Plan for 2 Areas
15. Provide Resources for Downtown Events and Economic Development

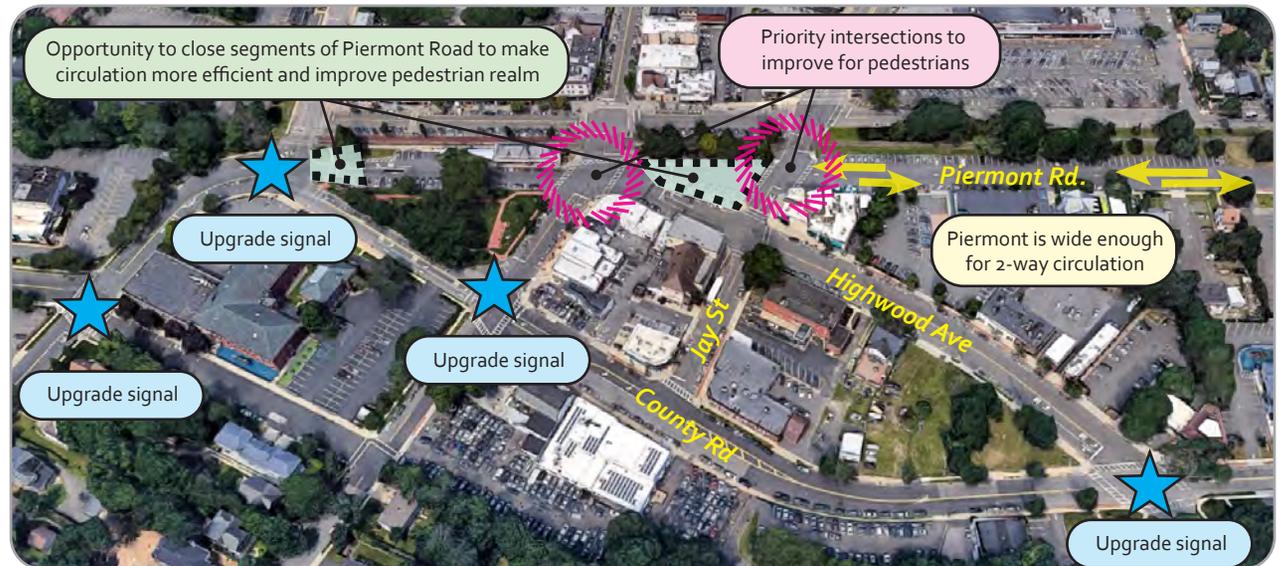
1\ Piermont Corridor Enhancement Study and Implementation

Priority Project
Pedestrian and Vehicular Mobility

Tenafly has a charming Downtown centered around the former train station and Huyler Park. The compact nature of Downtown makes it convenient to find various items within a short walking distance, theoretically allowing people to park once and walk from one destination to another. However, during the public outreach process, participants repeatedly stated that the current walking environment is not attractive, inviting, or comfortable for pedestrians. Some concerns identified include missing pedestrian signals, lack of pedestrian-scale lighting, sidewalks in disrepair, and wide streets that encourage speeding. Intersections are overly wide, built at a time when vehicular access was a main priority as opposed to streets built with all users in mind.

The first priority for pedestrian improvements is in areas east of the railroad tracks along the Piermont Road corridor. This side of the tracks is generally less friendly compared with the core Downtown area west of the tracks. The roads and intersections are much wider, and some have complicated intersections with long crossing distances. Based on analysis of crash data, intersections on the east side of the tracks tend to have higher crash rates compared with those on the west side of the tracks.

This Plan has identified multiple projects along the Piermont Road corridor which would help to improve safety, vehicular movement, walkability, and aesthetics in the downtown area. For example, it is recommended that the Borough study street closure of two segments of Piermont Road – at the bus stop and at the West Clinton Avenue intersection (at Huyler Park). Closing these two segments would help to improve vehicular circulation by streamlining overly complicated intersections, while the closed roadway segments could be better utilized for sidewalks and public space. The plan has also identified a need to address signal timing throughout downtown, and



Interrelated Projects around Piermont Road

Issues and Opportunities Addressed

- Improve the efficiency of the roadway by eliminating unnecessary segments from the network.
- Improve walkability and safety at unnecessarily wide intersections.
- Recapture unnecessary roadway for public use.
- Improve bus stop area.
- Create a sense of place with improvements at key entryways to the downtown.
- Draw residents and visitors into the downtown, thereby supporting and attracting business activity.

how it could be optimized both with or without these changes to the roadway. These signals are old and are generally not up to current standards.

Because these separate components along the corridor are all linked, it is necessary to think about a comprehensive approach. The Piermont Corridor Study would look at the following interrelated projects to determine feasibility, prepare cost estimates, and concept plans so that the Borough is in a position to act on discrete projects once the study is complete. Some of the projects (i.e. upgrading intersections) could be high cost items, the exact magnitude of which would require further study. Therefore, it is necessary to complete this study first so that the Borough has a clearer picture before implementing any specific improvement.

While some of the sub-projects identified would require a significant investment, there are numerous options and investment levels. Implementation can be done in 'bite size' pieces over the next 5-10 years.

PHASE 1: DEVELOP A PIERMONT CORRIDOR ENHANCEMENT STUDY

In Phase 1, the Borough would retain a professional engineer and transportation planner (through an RFP process) to develop a holistic plan for the corridor, which would include intersection improvements and designs for the bus stop area and concepts for Huyler Park. The study would also include concept plans and cost estimates for the roadway and signal improvements. For each intersection, the drawings would illustrate the placement of elements such as new bump-outs with ADA-compliant ramps, relocated drains, repainted crosswalks, relocated pedestrian signals, and other elements. The plan would also include meetings with NJDOT and NJTransit to coordinate potential changes to the bus stop and routes. It is understood that a more detailed level of engineered drawings (i.e. with surveys and elevations) would need to be done during the

implementation of each discrete project. The Piermont Corridor Enhancement Study would incorporate the following tasks:

Task 1. Traffic Counts and Modeling of Traffic Patterns

The first step in the process will be to conduct a traffic study of intersections in the area and then model traffic patterns so that alternative improvements can easily be tested and there is data to back up proposed signal timing adjustments. The County would require a traffic study of traffic to be done for any changes to County roads. This essential step would help to simulate and illustrate impacts of the various recommendations proposed in tasks 2-5. It would also provide for design-level analysis to set signal timing and phasing and evaluate capacity analysis and queuing within the study corridor. The traffic study should include:

- Traffic counts at 14 intersections
- Development of an existing condition model (Synchro)
- Development of three (3) future model scenarios
- Crash analysis is also recommended within the study area to assess type and severity of crashes
- Preparation of traffic report/summary of findings

Task 2. Improvement and Upgrades for Four Intersections

Three intersections along County Road: at Highwood Avenue, Hillside Avenue, and East Clinton Avenue (shown to the right) have been described as problematic, both from a vehicular and pedestrian standpoint. While these intersections are not on Piermont Road, they would be affected by other projects along the corridor and should be studied in tandem.

The signals, which are owned by Tenafly, are old and in need of upgrades to improve coordination and meet current standards. Signal coordination should be responsive in real-time to traffic volumes. They should



Tasks 1 & 2

also include preemption capabilities for emergency vehicles.

The Study should investigate the need for a fully-signalized intersection at East Clinton Avenue and Dean Street, which is currently regulated by a blinking light. This change would require a signal warrant study, which could incorporate traffic counts from this scope of work.

This task would conceptualize plans and cost estimates for necessary improvements at four intersections, including three along County Road and one at Dean Street and East Clinton Avenue. Signal changes may

also necessitate sidewalk upgrades. Plans would take into consideration potential roadway closures discussed in subsequent tasks.

Task 3. Closure of Piermont Road at Huyler Park/West

This aspect of the study would assess the potential closure of a portion of Piermont Road at the intersection with West Clinton Avenue. This change will improve the efficiency of the signal by removing the approach from Piermont Road, giving more green time to other legs.

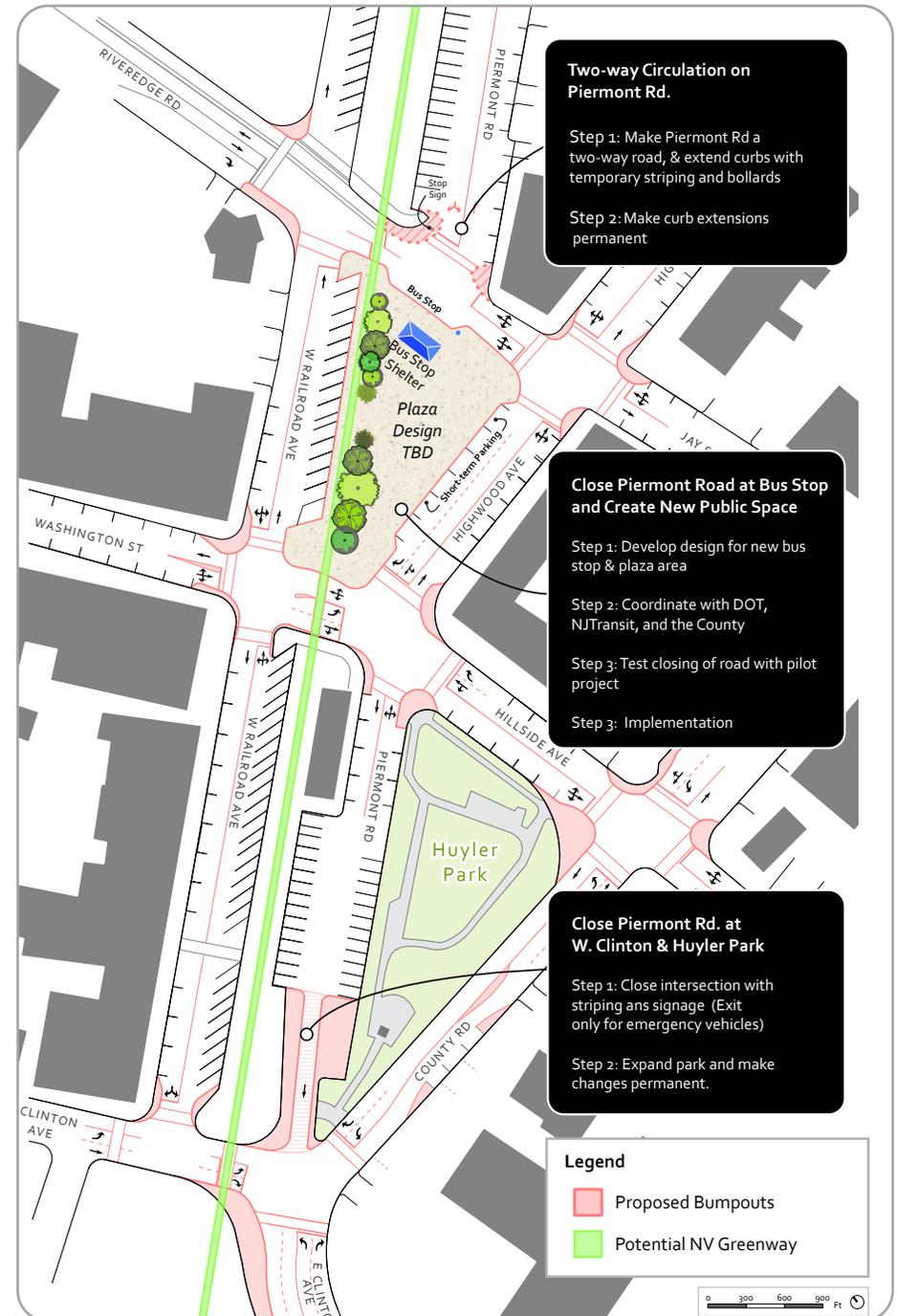
The closed leg of the intersection could be utilized to expand Huyler Park and add new amenities such as sidewalks, seating, landscaping, and lighting. It could also be used as a flexible space for public events like concerts and open markets. In the short term, this measure could be done as a pilot project with striping, signage, and bollards. This would help to assess impacts on traffic flow. The study should include cost estimates and a concept plan for closure of the intersection including proposed signal timings, and infrastructure improvements which may include a new signal for cars exiting the parking area and removal of the signal from the Piermont Road approach.

Planning for this street closure should include the Borough's emergency service providers as well as NJDOT and NJ Transit as it is an active bus route. Plans must also consider the potential conversion of Piermont Road north of Riveredge to two-way circulation (more information provided in Task 5).

Task 4. Closure of Piermont Road at Bus Stop

This road segment is currently used as a bus stop for NJ Transit Route 166 bus and short-term on-street parking. This portion of the study would look at the potential to close the bus stop area to vehicular traffic and rework the newly created plaza with an improved bus stop and other Downtown amenities. Traffic flow at the Piermont Road/Jay Street intersection would be improved by this action, with the conversion of a four-way intersection to three-way. The study will identify necessary roadway and signal changes and engineered drawings, and associated cost estimates for implementation.

The diagrams show how the bus stop and parking could be relocated to Jay Street and Highwood Avenue. In 2020, the Police Department met with a NJ Transit representative on-site to discuss this potential change, as was recommended in a 2012 study. NJ Transit confirmed that buses would be able to navigate through the potential new route, provided minor changes were made to on-street parking on Jay Street and Hillside Avenue. The final configuration of the bus stop and parking areas would need to be studied in consultation with NJ Transit and NJDOT.



Tasks 3, 4, 5, & 6

While a plan for the recaptured roadway has not been conceived, there are many uses that could fill the space. First, it is recommended that an improved bus stop be built to encourage more ridership at this station thereby helping to bring more activity downtown. The bus stop could be built with space for a concession. The remainder of the area could be a flexible open plaza or another public use to be determined in the future. The next step in this process would be to develop a plan for the bus stop area in consultation with the public.

Task 5. Conversion of Piermont Road to Two-Way Traffic

The study would assess the potential to convert Piermont Road north of Riveredge Road to two-way operation. This change is an opportunity to improve traffic flow to and from downtown, alleviate traffic from other corridors, and provide improved vehicular access to parcels in that area. The roadway has ample width to support two-way traffic. This element would involve a traffic impact analysis, recommendations for traffic controls at Piermont Road and West Railroad Avenue, and cost estimates for bump-outs to make crossings safer. Plans for this improvement would have to take into consideration the potential closure of Piermont Road at the bus stop.

The study should also consider the potential to change the parallel segment of West Railroad Avenue between Chestnut Street and Riveredge Road to one-way northbound with new diagonal public parking. This change in roadway direction could have two main benefits. First, it would reduce turning movements at West Railroad Avenue and Riveredge Road, thereby improving safety at an intersection which has the second highest crash incident rates in the downtown area. This intersection is currently controlled with a blinking light signal. Second, the new roadway design provides sufficient room to rework the 21 parallel parking spaces into 40 diagonal parking spaces, which doubles the amount of public parking at this location. Increasing parking availability allows for long term



Piermont Road - Conversion to 2-way

commuter/employee parking as well as parking for the NV Greenway should that be developed.

Task 6. Intersection Crossing Improvements

The study would identify high-priority intersection crossings that could be improved with permanent bump-outs to shorten pedestrian crossing distances, thus making it safer to cross roadways. The study would include concepts and cost estimates for bump-outs and other crossing enhancements at two intersections. In the future, the Borough may consider intersection improvements at other crossings in the downtown area.

Estimated Cost:

- ~\$200,000 to complete a study with 6 tasks identified above. Next step would be RFP process to identify consultant for work.



Wide crossings unfriendly to pedestrians



Curb Extension (bump-out) example

PHASE 2: IMPLEMENTATION

Once the Piermont Corridor Enhancement Study is complete, Tenafly could begin implementing the intersection improvements in a phased approach. Some of these projects can be done in the short term, while others can be done in the next 5-10 years as funding and administrative capacity permits.

It is important to consider how these projects align with other streetscape projects such as street furniture upgrades, lighting, and signage. By coordinating efforts on both the roadway and the streetscape, the Borough could ensure that the related projects work together to identify the best placement for both project elements.

1.2.A: Implement Upgrades for Three Intersections on County Road

The Borough will upgrade signals and intersections using concept plans prepared in the Piermont Corridor Enhancement Study as a guide. All signals should be coordinated and should include preemption capabilities for emergency vehicles.

Estimated Cost:

- ~\$200,000 - \$500,000 per intersection. Cost is highly variable and refined estimates would be determined in Project 1.1.

1.2.B: Build new signal at East Clinton and Dean Street

The Borough would upgrade signal and intersection using concept plans prepared in the Piermont Corridor Enhancement Study as a guide, assuming a traffic warrant study confirms need for signal.

Estimated Cost:

- ~\$200,000 - \$500,000 per intersection. Refined estimates to be determined in Project 1.1.

1.2.C: Close Piermont Road at West Clinton Avenue

After the plans for the corridor are complete, the Borough will be in a place to make signal changes and implement the roadway closure. The closure could be done at a low cost for an interim period to test out the project before improvements are made permanent. These tactical improvements would include striping and flexible bollards to mark the closure at both street ends. During this phase, only emergency vehicles could use this one-way southbound road as needed. Signage at all approaches would be needed to notify motorists of this change. This segment of Piermont Road is an active bus route and stop for NJ Transit Route 166 bus headed toward New York City. The Borough and NJ Transit would discuss the potential bus line rerouting options.

After this initial phase, downtown users and municipal departments will have an opportunity to acclimate to the expansion of Huyler Park and modified traffic circulation. The final phase is to expand Huyler Park by leveling the closed roadway segment to align with the grade of the existing park. Cost estimates and plans for this work would be completed in the Piermont Corridor Enhancement Study.

Estimated Cost:

- Phase 1 - Interim closure: \$25,000
- Phase 2 - Full implementation: About \$0.5-1+ million. Refined estimates to be determined in Project 1.1.

1.2.D: Close Piermont Road at Bus Stop and Redesign Station Area

This project would build upon preliminary plans completed in the Piermont Corridor Enhancement Study. This phase includes the hiring of an architect and engineer to develop a plan for a redesigned bus stop area at Piermont Road and Hillside Avenue. This project may include public meetings to help determine the future use and layout of a new public plaza with

an enhanced bus shelter. The cost would include the engineering drawings and cost estimates completed by a professional engineer, which would be used to acquire the necessary permits. Upon receiving the necessary approvals for the bus stop area, the Borough would start the construction process to create the redesigned bus stop area.

During this project, it is recommended that the Borough close the segment of Piermont Road as a pilot project, to ensure traffic flow is maintained before moving forward with the large capital expense.

Estimated Cost:

- Phase 1 - Redesign bus stop area: \$60,000
- Phase 2 - Full implementation: About \$0.5-1+ million. Refined estimates to be determined in Project 1.1.

1.2.E: Change Piermont Road to Two-Way and Improve Crosswalks

This project would implement recommended improvements for Piermont Road north of Riveredge Road. Implementation could be done fairly simply with striping and signage. At the Jay Street intersection, sidewalks should be widened in the short term with striping and bollards. In the long term, these sidewalk changes should be made permanent. Once the initial phase is complete, the Borough should monitor traffic conditions including the operation of nearby signalized intersections (i.e. at West Railroad Ave and Riveredge Road). In the future, the Borough should also consider changing the parallel segment of West Railroad Avenue between Chestnut Street and Riveredge Road to one-way northbound with new diagonal public parking.

Estimated Cost:

- Phase 1 – Conversion to 2-way with striping, signage, and signal timing: \$30,000
- Phase 2 – Conversion of segment of W. Railroad to 1-way: \$30,000

2\ Downtown Branding, Signage, and Marketing Program

Priority Project
Buildings and Streetscape

PROJECT OVERVIEW

Branding Downtown Tenafly would help define the Borough's unique identity for residents and visitors alike. Creating a brand that could be used in the new signage system, on marketing materials, and on various other streetscape elements, would give a more cohesive look to the area and enhance its sense of place. The brand should include graphic elements that align with the Downtown's character, highlight the Borough's history and landmarks such as the train station, and create a graphic vision for the future.

A well-designed signage and wayfinding system would improve the visual streetscape and offer directions while providing additional benefits to Downtown Tenafly, including:

- Enriching the visitor experience by creating a sense of place through branded identification and orientation information in the form of gateway signs, directional systems, directories, regulatory signs and even interpretive programs.
- Helping visitors and residents navigate parking, improve traffic flow, and ease the transition between car and pedestrian use.
- Reducing visual clutter with clear, consistent and on-brand information and identity.
- Making Tenafly more marketable by associating it with a "fresh," attractive and recognizable brand that identifies the historical aspect of the Borough.

The wayfinding system would target both vehicles and pedestrians. In fact, the signs would include vehicular and parking signage, as well as pedestrian directional signs and other elements like banners. Parking signs are particularly important, as many Downtown users indicated a lack of clarity on whether some parking areas are municipal or for private businesses. Signs for pedestrians, for example, would highlight Downtown's locations and assets, reachable within a short walk,



Existing municipal signage in downtown area

Issues and Opportunities Addressed

- Lack of a Downtown Tenafly brand.
- Lack of consistency in signage and wayfinding.
- Need for clarity on visitor parking locations and rules.
- Opportunity for enhanced pedestrian wayfinding between parking areas and Washington Street and Railroad Avenue.
- Potential to reinforce a sense of place through branded elements.

to make Tenafly an easily navigable destination place. Banners could be one of the elements to implement first, as the existing ones are outdated and deteriorated.

The action items included in this project can be implemented in various phases. The recommended approach for this multi-step strategy is described below.

PHASE 1: CREATE A BRANDING, SIGNAGE, AND WAYFINDING STRATEGY AND A MARKETING BROCHURE

The Borough would engage a graphic design firm to develop a comprehensive branding, signage and wayfinding strategy for Downtown. The design firm would work with the Borough to come up with branding options, with the involvement of a group of community and business members that would help the Borough identify the preferred design and provide input on priority locations. The effort would create a cohesive design strategy that outlines specific standards for signage, based on location, type, and intended user.

The effort would include a logo with a style palette and usage guidelines. It would also include production-ready designs for gateway signs, three different types of directional signs, trash receptacles, and other street fixtures in the downtown which need to be replaced. The brand could also be incorporated into new outdoor dining barriers (see project 18) and upgraded street furniture (see project 14).

This strategy would also include the creation of a 10-page welcome packet or slide deck for promotional purposes. This piece would be marketed to prospective business owners, including a primer on opportunities and the process of opening a business in Tenafly.

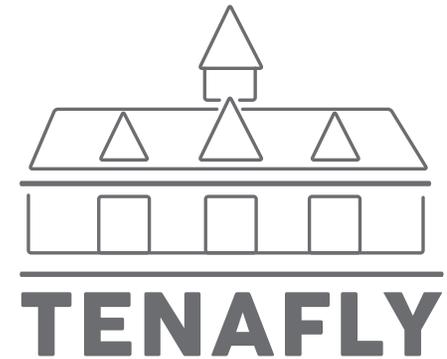
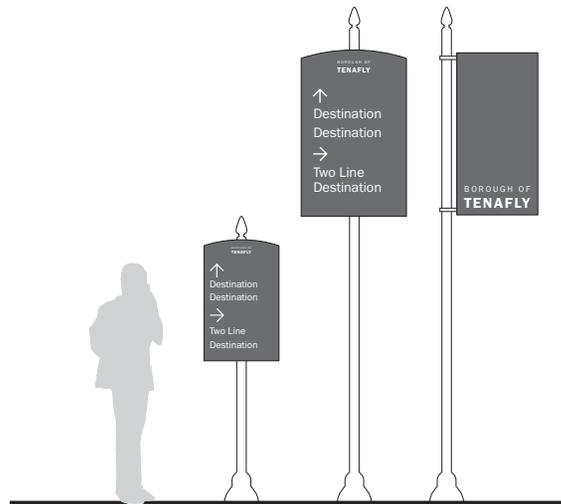
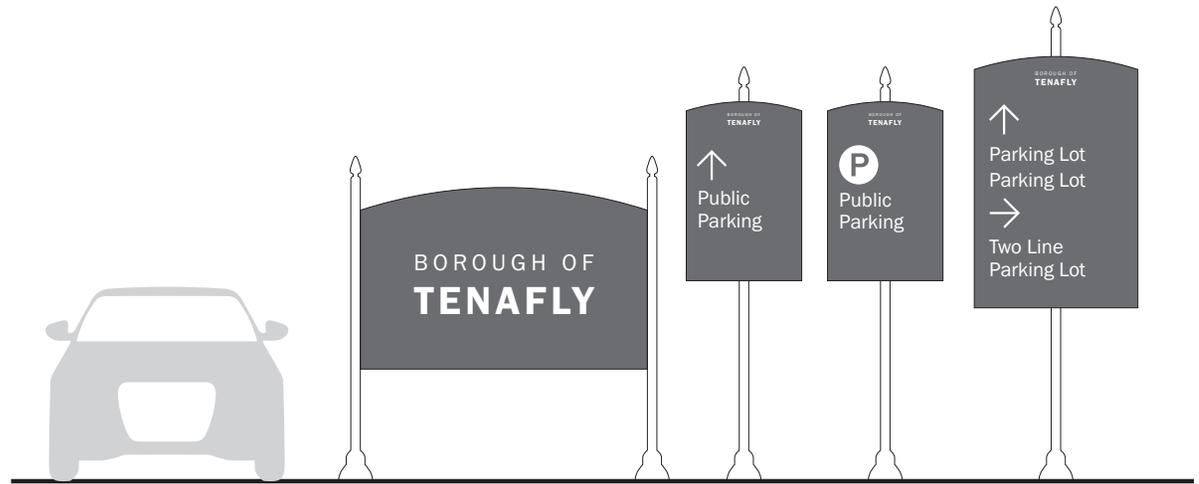


Illustration of what a branding program would entail (designs for logo, styles, signs, etc.)

Estimated Cost:

- Phase 1: Solicit Designer to Develop brand and Signage Program, and marketing brochure: \$50,000

PHASE 2: IMPLEMENT BRANDING AND SIGNAGE AT PRIORITY LOCATIONS

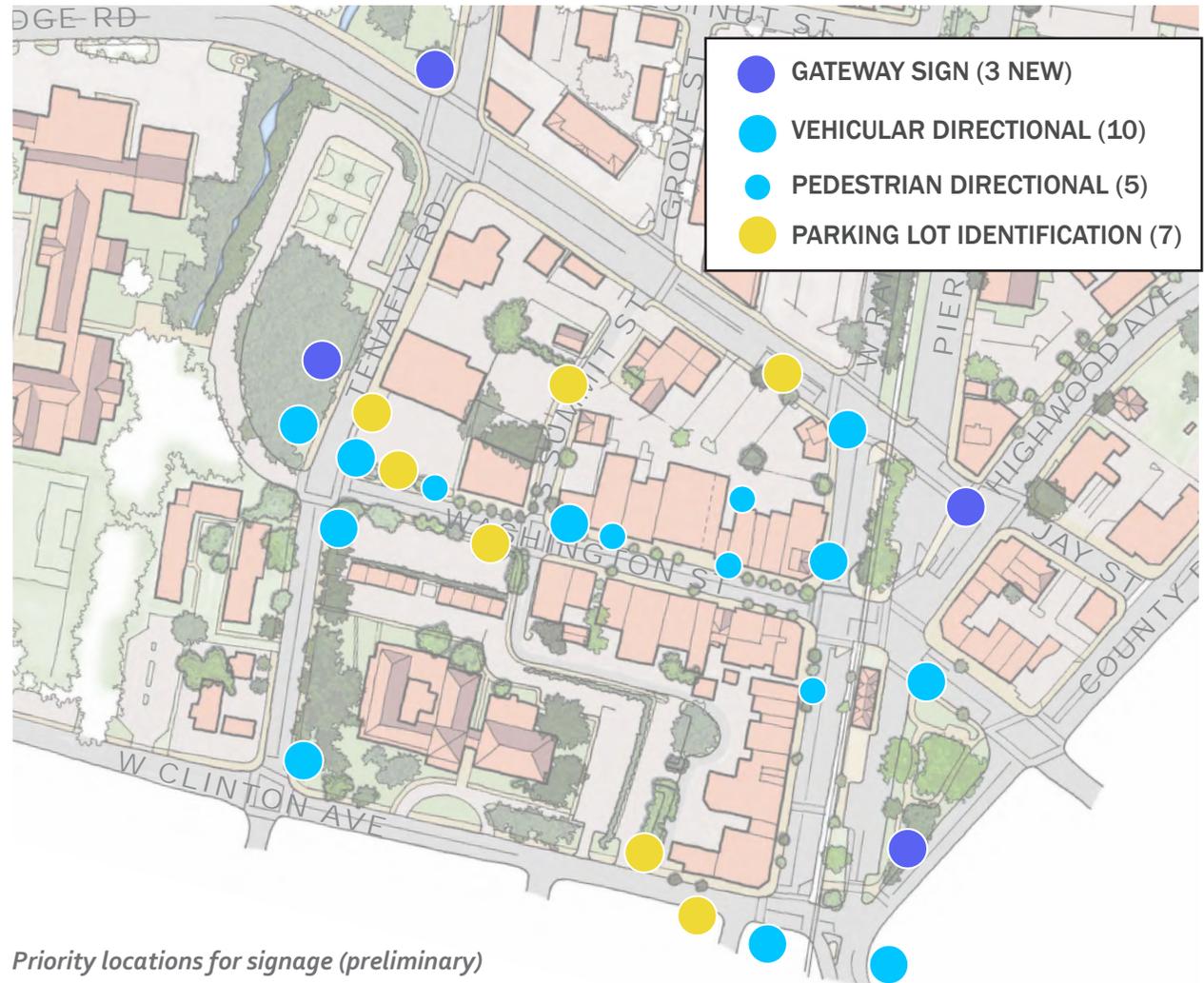
The branding, signage, and wayfinding strategy would include a phased implementation strategy that outlines the priority locations where new signs should be installed first. The figure to the right indicates where various signs could be located, with priority for gateways to the Downtown area and decision points for pedestrians and motorists. This map would be tested and finalized as part of this project, along with an identification of priority locations. Implementation could be staggered over a multi-year process in order of priority.

Another short-term, effective action is the installation of branded marketing banners using existing pole-mount hardware. Upgrading existing Downtown banners is an easy way to rejuvenate the visual experience and reinforce the sense of place. Branded graphics could promote upcoming events, holidays, or provide advertising opportunities for local businesses.

The Borough could choose to implement the signage campaign itself or retain a company that specializes in managing public space. This firm could be used to update pole-mounted signs or other seasonal signs on an as-needed basis.

Estimated Cost:

- Phase 2: Implement brand and signage at priority locations: \$100,000 (highly variable – based on number of signs, treatments, size, etc.).
- \$3,000 yearly funding for event signage.



Priority locations for signage (preliminary)

3 | Downtown Design Guidelines and Zoning Changes

Priority Project
Buildings and Streetscape

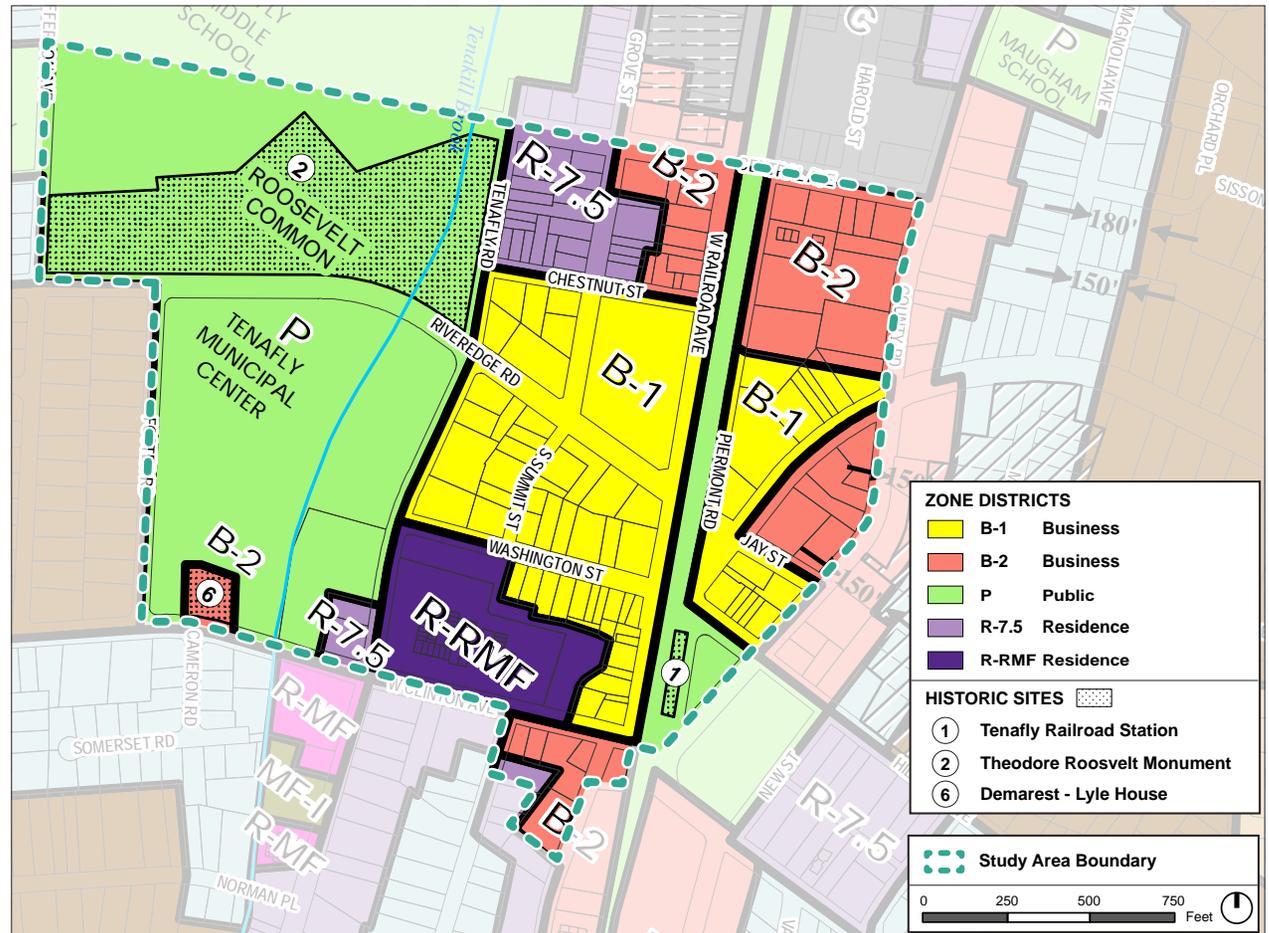
Public engagement for this Plan generated significant input on the types of uses and activities found Downtown. Participants in this process consistently cited a lack of variety of stores and restaurant choices as a priority. There was a general desire for more things to do and places to shop in Downtown Tenafly. Participants also were concerned about ongoing storefront vacancies, and generally agreed that having some housing options, provided it keeps within the existing downtown building scale and minimizes impact on the schools, could increase activity and provide a larger customer base for current as well as future businesses. Downtown housing could also create opportunities for existing residents to downsize and stay in the area after their children have gone through the school system.

This project includes zoning recommendations and other administrative recommendations that could be changed to support existing businesses and jump-start new business creation.

REVISIONS TO DOWNTOWN ZONING DISTRICTS

Downtown Uses

Tenafly's zoning regulations provide for a broad array of permitted uses in both downtown districts, the core (B-1) and the periphery (B-2). These include "experiential" uses that attract visitors and can compete with online shopping options, such as theaters, art galleries and museums, and fitness-related uses. In the B-1 district, the existing provisions are also fairly flexible in terms of setbacks and parking. No front or side yards are required, and off-street parking only has to be provided for new buildings or, in



Existing zoning in downtown area

Issues and Opportunities Addressed

- Need to reduce barriers for new development in downtown area.
- Support for more outdoor dining opportunities.
- Need for more consistency in building architecture and signage.

the case of food-related uses, only where the floor area is greater than the building being replaced.

However, there are opportunities to adjust the zoning provisions in the B-1 district to promote revitalization and new and expanded businesses. In terms of permitted uses, the Borough should consider allowing additional uses, currently permitted only in the B-2 zone, which can drive downtown activity: adult educational facilities, museums, art galleries, and libraries. In addition, several other uses should be considered for the B-1 district: tutoring and test preparation services, co-working space, artisan (small-scale) manufacturing, and breweries and/or brewpubs. Lastly, Tenafly should explore allowing more than one permitted use to occupy the same space. Examples include a retail shop that also offers classes or community events, a shop that sells limited food and beverages, or multiple small food vendors (i.e. food halls). Combining complementary uses in a single space can extend the range and time periods of activities and provide small, incubator spaces for start-up entrepreneurs.

Area and Bulk Provisions

There are several potential adjustments to area and bulk regulations that should be considered, including parking, which was identified as a key constraint to new development:

- Increase the maximum allowable building coverage requirement (40%), which may be limiting the potential for new infill development. Comparable communities permit building coverage of up to 80%-90% in their downtown cores, which is appropriate for pedestrian-oriented environments where off-street parking is not provided.
- Permit a building height of up to 4 stories in targeted locations. These include along Tenafly Road and West Railroad Avenue, where the width of the road and/or presence of the railroad tracks, as well as the lack of buildings on one side of the

street, limit potential visual impacts. Riveredge Road could also be considered for greater building height given its significant width. Building frontages on Washington Street should remain limited to 3 stories, to preserve its existing scale of development.

- Introduce greater flexibility in parking requirements:
 - o For new buildings, do not require parking for non-residential uses except for that portion of the building floor area greater than the building replaced. This provision is in place for food-related uses and should be extended to all commercial uses.
 - o Explore seeking a special area exception from the Residential Site Improvement Standards (RSIS) for multifamily residential to reflect a downtown environment. The RSIS standards are for garden apartments, which are not consistent with downtown multifamily development being built today. Tenafly is located in the State's Metropolitan Planning Area, which qualifies it to seek an exception, pursuant to NJAC § 5:21-3.5 Special area standards.
 - o Support parking management strategies such as shared parking among uses with different peak parking demand (e.g. professional office and residential) and off-site parking. For residential uses in particular, the Borough should consider allowing residents to purchase off-site parking permits for public lots.

Outdoor Dining

During the pandemic, outdoor dining emerged as a lifeline for the restaurant industry and was quickly embraced by many. Throughout the nation, communities have found that residents are supportive of making outdoor dining a permanent feature, recognizing its potential to activate public space, improve downtown vibrancy, and support local business. Tenafly should assess its existing provisions

for outdoor dining to facilitate its ongoing use on a seasonal basis, while ensuring pedestrian safety and high aesthetic value. Apart from regulatory changes, the Borough should support (potentially with funding) physical improvements to the public realm as well as investments by private business to provide outdoor dining in an attractive and uniform way.

Estimated Cost:

- \$20,000 to hire consultant to draft zoning changes and assist with implementation. Some aspects of this work could also be undertaken by Borough staff to minimize expenditures.

DESIGN GUIDELINES FOR FACADES AND SIGNAGE

Many residents expressed the need to improve the visual quality and establish a clear and attractive identity for the Downtown area. Residents also expressed the need to make building signage more consistent. This project would be to create a set of design guidelines, to ensure that future construction and expansion of existing buildings incorporates good design and construction; proper scale and relationship to other buildings in the area; consistency of materials, signage and lighting; efficient use of space; and layouts that minimize traffic impacts on the corridor.

The design guidelines would supplement the underlying zoning and building regulations. They would provide concepts, diagrams, and illustrations related to the compatible scope of architectural styles, street layout and building form, access and parking configurations, landscape design standards, lighting and signage standards, and other design concepts that Tenafly prefers in new development or building renovation. The diagrams in this section show examples of guidelines from other comparable communities.

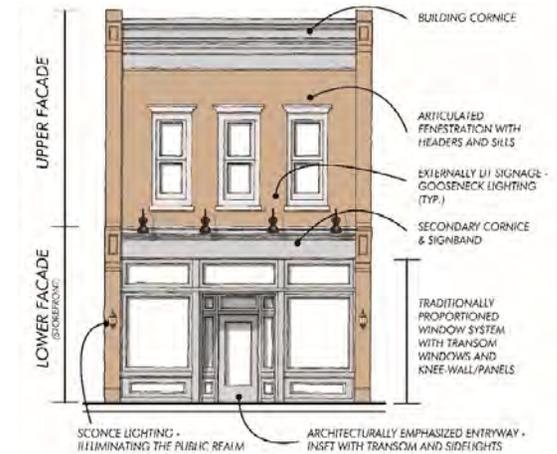
The guidelines are intended to be a user-friendly resource for property owners, Borough officials, and Planning Board members. They would be considered as part of the site plan approval process for any remodeling of existing buildings, building additions, or new construction. The guidelines would be interpreted on a site-by-site basis by the Planning Board. Guidelines for new construction may be more demanding than those for the upgrading or expansion of existing structures. The proposed design guidelines are not intended to be a burdensome layer of review for applicants. Rather, they provide residents, developers and design professionals with a complete picture of what to expect when appearing before land-use approval boards, thus simplifying and expediting the review, permit and development process. Applicants are more likely to “get it right” the first time by reviewing the guidelines, and therefore avoid expensive delays, public controversy, and project redesign.

Estimated Cost:

- \$50,000 to hire consultant to draft guidelines



Existing buildings and signage



Design guideline example



Design guideline examples

4\ Streetscape Improvements and Clean Up Fund

Many participants in the planning process mentioned that there are a lot of maintenance and clean-up needs in the Downtown area that could be easily addressed. This includes repainting of street furniture, power washing sidewalks, and replacing older street fixtures (i.e. broken trash receptacles), many of which are in bad shape. A clear message that emerged from the public outreach was that downtown looked “tired” and has an inconsistent look and feel.

This clean-up fund would ensure that quick, effective actions like sidewalk repair and light pole repainting are taken care of. The clean-up fund should be a yearly line-item in the municipal budget to help address these issues. Improvements could be implemented by the DPW or a third-party management company that could be hired on retainer.

The best place to start with this project is to create an inventory of the existing street furniture, identifying location and status. As opportunities for replacement and addition of street furniture come up, they should include downtown branding created in Project 2.

Estimated Cost:

- \$50,000 yearly budget line item for clean-up fund and furniture upgrades.

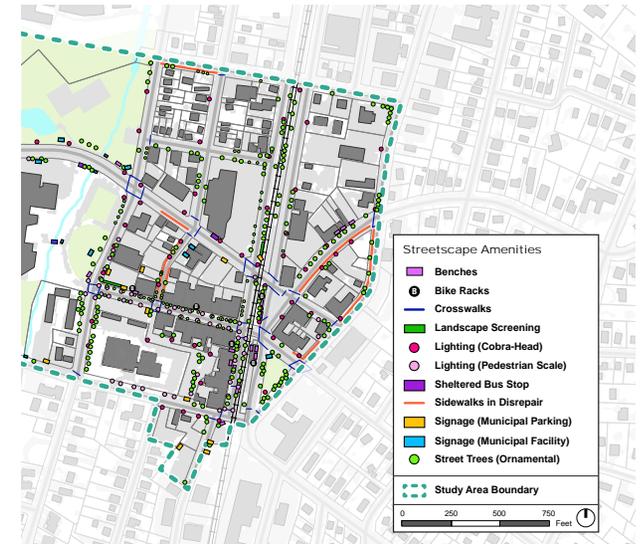
Issues and Opportunities Addressed

- Lack of consistency in street furniture.
- Improved look at pedestrian level.
- Reinforce a sense of place.
- Show attention to details.



Sidewalks/crossings in need of repair

Priority Project Buildings and Streetscape



Existing streetscape amenities



5\ Downtown Lighting

Priority Project
Buildings and Streetscape

Comments from the public indicate that the Downtown area isn't as attractive and welcoming in the evening. A major reason for this is that as a place gets dark, the perception of safety diminishes greatly. Improving lighting encourages people to stay Downtown for longer periods, go on a walk after dinner, and patronize stores late in the afternoons and in the evenings. This is one of the multiple strategies that seek to bring more people Downtown and increase foot traffic.

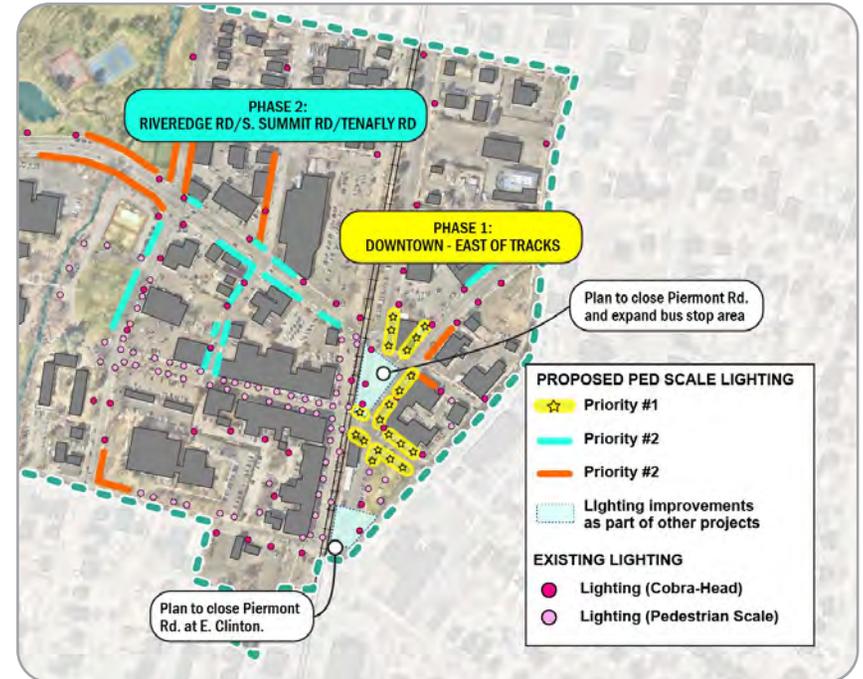
While some areas in Downtown Tenaflly are well-lit, such as Washington Street, others offer only roadway lighting poles, or no lights at all. Improving pedestrian-scaled lighting across the Downtown is a cost-effective, easy-to-implement project that can go a long way in attracting people to walk the Downtown streets, especially in the winter when the daylight hours are more limited.

PHASE 1: EXPAND DOWNTOWN LIGHTING (20 LIGHTS)

This phase would include the identification of priority areas for pedestrian-scaled lighting. Figure X shows priority areas, along with a phased approach which could be used as a guideline. It is recommended that lights be installed first in Downtown areas on the east side of the railroad tracks, which appear to be most in need. The Borough could purchase the same type of lampposts that are already in place elsewhere in the downtown, such as Washington Street. The Borough would have to work closely with PSE&G on this project to coordinate power and installation; the utility may also have specific fixtures that they recommend or discount. Installation of street lights should consider potential future improvements (as discussed throughout this Plan), in order to coordinate



Existing pedestrian-scaled lights (Washington Ave)



Priority areas for lighting downtown

construction with other projects that may alter the street design at particular locations.

Estimated Cost:

- ~\$160,000 for first 20 lights (estimated at ~\$8,000 per light including installation).

Issues and Opportunities Addressed

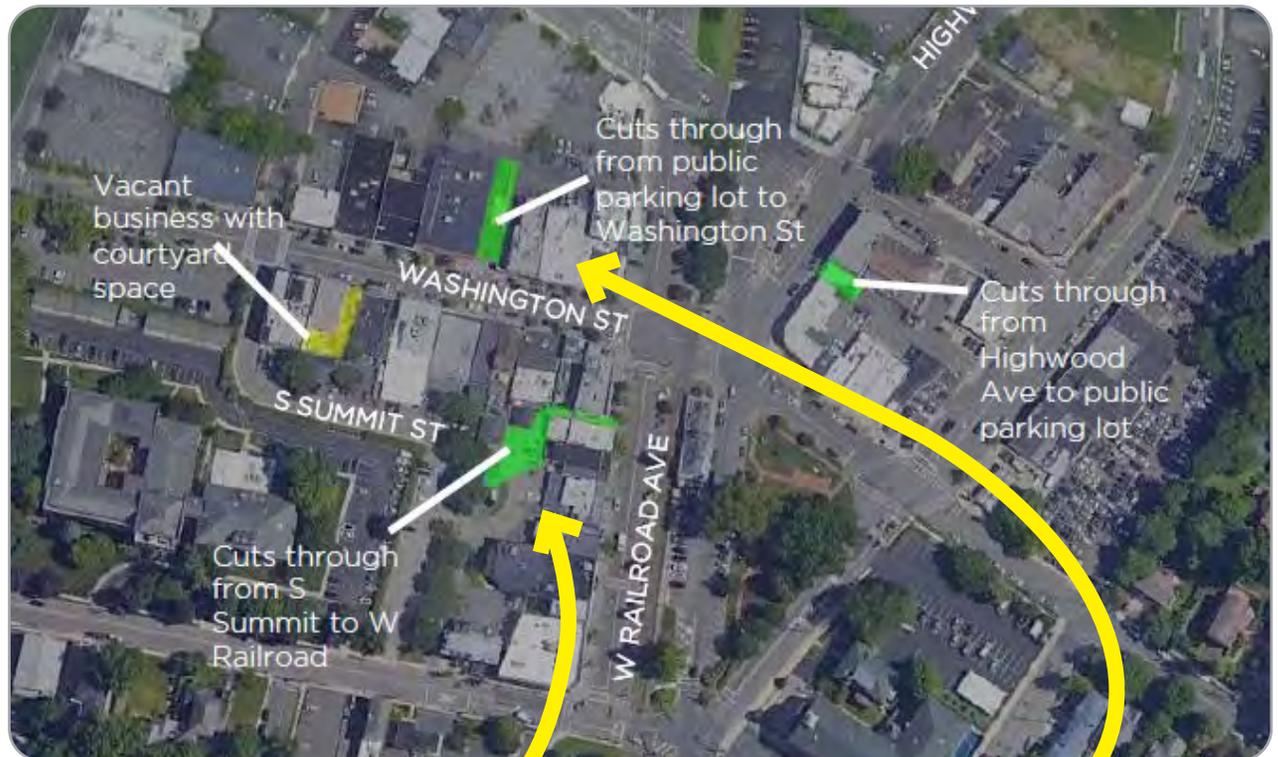
- Downtown feels very dark in evening.
- Reinforce a sense of place through better pedestrian-scale lighting and branded elements.
- Increase foot traffic outside regular hours.
- Improve perception of safety.

6\ Alley Enhancements

Priority Project
Buildings and Streetscape

Improving pedestrian-friendliness and access to parking areas were two recurring themes that emerged during public engagement sessions. The project team identified two alleys, both centrally located within the Downtown core, with great potential for addressing these concerns. As described below, improvements to these two alleys would also provide renovated attention to building aesthetics, reinforce a sense of place, and make better use of off-street parking areas which are conveniently located, yet hidden from the street.

One alley is located on Railroad Avenue opposite Café Angelique (next to old Lazzara's.) This alley provides direct access to the Lot O parking area, which is generally underutilized. This alleyway is in need of lighting and clean-up, especially behind the stores. The clean-up would include removal of fences in the back area which prevent easy access. The second alley is located adjacent to CVS, providing direct access to the Lot M parking area. While this area is in better condition, it is in a central location and is more widely used, and could use some enhancements to make it a more pleasant place to walk.

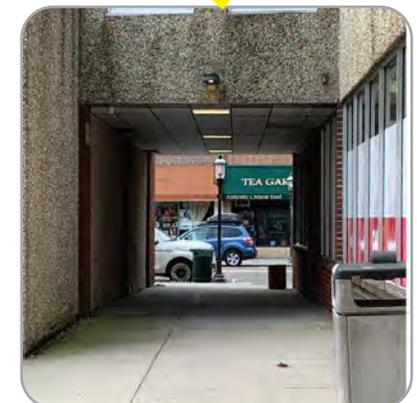


Issues and Opportunities Addressed

- Improve pedestrian access to “back of the store” municipal parking areas.
- Increase visibility of parking areas.
- Improve Downtown’s aesthetics.
- Engage students and other groups into art projects.



Connections to parking areas



Both alleys are privately owned, therefore this would have to be a public-private partnership. The Borough could work with respective property owners to fund improvements as well as work out arrangements for regular maintenance and upkeep.

The alley improvement project could include a variety of elements and, at a minimum, new lighting fixtures and gateway and wayfinding signage (see project 7) that directs people from the parking areas to the alleys, and vice versa. A mural element in the alleys would further enhance the spaces and make it interesting for visitors to pass and stop by, which would increase foot traffic in these two centrally located areas of the Downtown. Murals were widely supported during the outreach for this Plan.

There are many opportunities that could stem from the alley improvement project. In general, this is a great opportunity for Tenafly residents to take some ownership of the Downtown area. For example, the school district could be involved in the effort and create a student project/competition related to art in the alleys (murals or other arts activities). Alternatively, a wall could be given to high school seniors to update on a yearly basis. There is a strong tradition of student art in the high and middle schools. There are examples of mural competitions where the winning students provide inspiration for a painting theme, which is executed by local artists. Another idea could be to involve the senior adult community in some capacity.

Estimated Cost:

- Phase 1: Fund to improve alleys (\$20,000 per alley)
- Funding available through New Jersey State Council on the Arts (NJSCA)

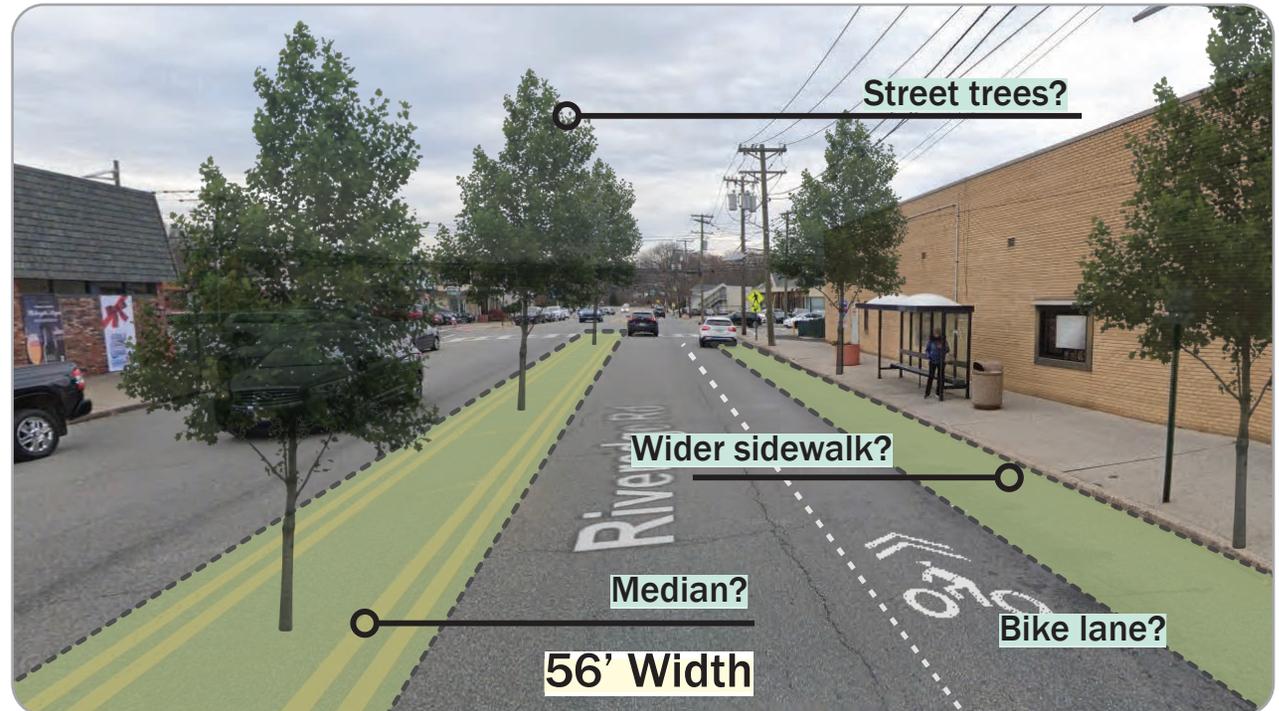


Concepts to make alleys a more pedestrian friendly gateway to downtown core

7\ Riveredge Road Mobility Enhancements

Priority Project
Pedestrian and Vehicular Mobility

Riveredge Road serves as a direct gateway into the heart of Downtown Tenaflly from the west. Roosevelt Common, the Middle School, the Municipal Complex (including the library, recreation fields, and Teen Center), Tenaflly Senior Center, and numerous businesses can all be found along the corridor. As a result, Tenaflly residents of all ages and abilities frequent Riveredge Road at all times of the day. The corridor is overly wide for the Downtown context, and its generous width encourages vehicles to drive at faster speeds than appropriate, making the road unwelcoming for pedestrians and bicyclists. The intersections at Tenaflly Road and West Railroad Avenue are also two areas with the highest crash incident rates within the study area. Public outreach participants supported the idea of redesigning the corridor to make it more pedestrian- and bicycle-friendly, as well as other landscaping elements to make it a more attractive gateway to the Downtown area. Improving east-west bicycle connectivity would also dovetail with the Northern Valley Greenway, should that project come to fruition. Proposed changes would



Issues and Opportunities Addressed

- Improve the conditions and safety of the pedestrian and bicycle environment.
- Enhance connections to downtown from schools, Roosevelt Commons, and the municipal complex.
- Create an attractive gateway into Downtown from the west.



Potential for Riveredge Road:

- 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.

have little to no impact on congestion, as existing vehicular capacity would be maintained.

This project includes both short- and long-term solutions to make the street safer for all users. In the short-term, the Borough could transform the street with bicycle lanes with striping and bollards alone. Intersection crossing distances could also be narrowed with striping and bollards. These solutions are tactical improvements that would allow the community to acclimate to the changes. The next phase of this project would formalize the changes with permanent curb extensions and medians with landscaping. The Borough could apply for grants to assist with the capital costs.

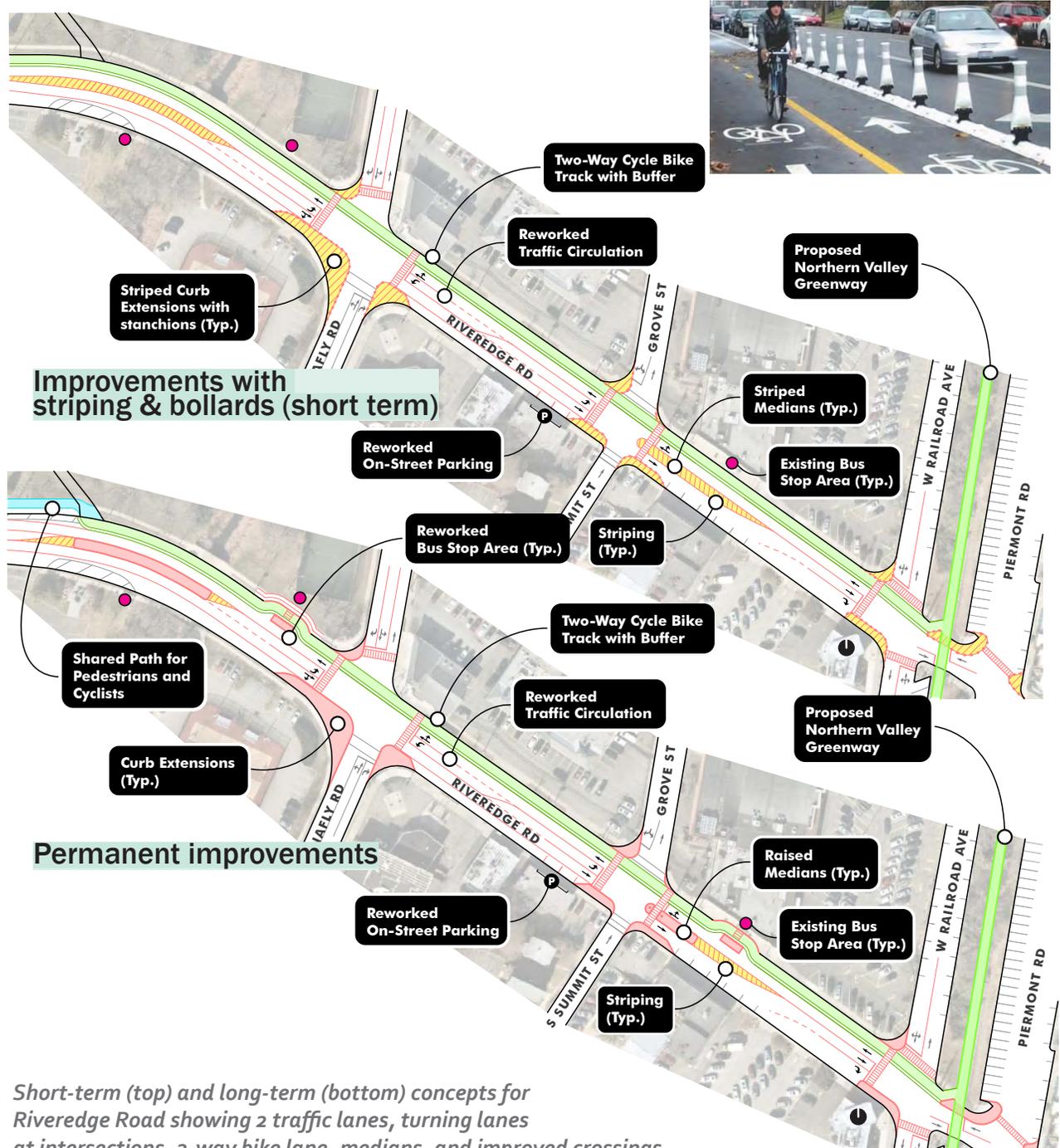
Both short- and long-term planning would need to be done in consultation with Bergen County DPW, Tenafly DPW, NJTransit (for bus stops), and the Borough's emergency providers. Implementation of striping could be done by Tenafly DPW.

Phase 1: Solicit an engineer to create engineered drawings and cost estimates

The first phase of this project includes hiring an engineer to develop drawings for the stretch of Riveredge Road from Jefferson Avenue to West Railroad Avenue. Figure X shows an option with a two-way bike lane and a buffer along the northern portion of Riveredge Road. Along Roosevelt Common, the two-way track could be located off the street and next to the sidewalk. At the intersections, there would be striped curb extensions with stanchions that assist with shortening the crossing distance for pedestrians. Striped medians could be added to certain portions of the road where there is excess roadway area left over. Lastly, striping of existing lanes would need to be adjusted to accommodate the new features.

Estimated Cost:

- \$30,000 for engineered drawings and cost estimates
- \$50,000 to redesign road with striping, bollards, and bike lane



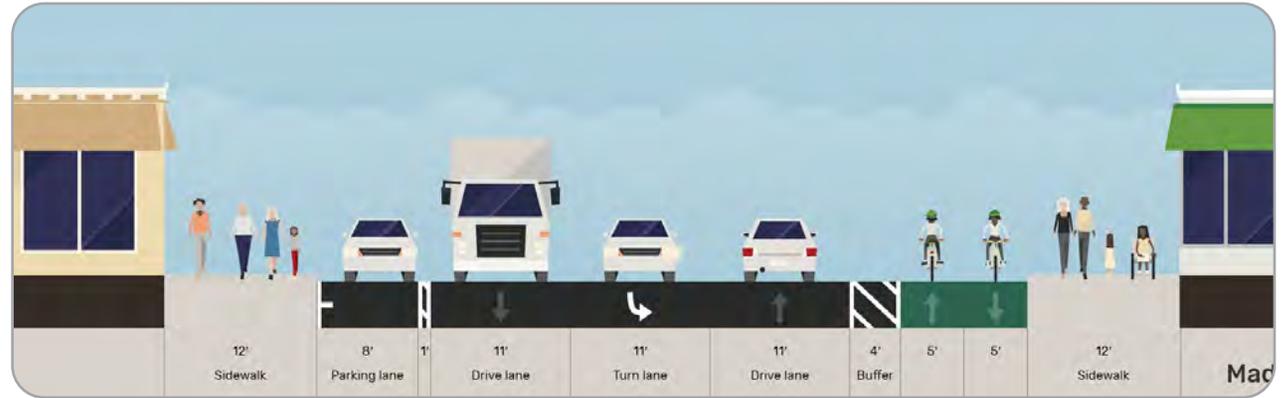
Short-term (top) and long-term (bottom) concepts for Riveredge Road showing 2 traffic lanes, turning lanes at intersections, 2-way bike lane, medians, and improved crossings.

Phase 2: Implement permanent medians and curb extensions

The Borough would monitor the striping improvements to see if any modifications needed to be made to ensure safety. Permanent improvements would include the two-way bike lane, curbs, and landscaping. At the bus stop locations, the bike track would be designed to create a safe stop for bus riders and a continuous path for cyclists. Once the bike track approaches Roosevelt Common, the path will be relocated onto the park level as a shared path for pedestrians and cyclists. The striped curb extensions with stanchions would be replaced with permanent curb extensions, including ADA-compliant ramps. Lastly, the striped medians would become permanently raised medians with landscaping. The landscaping would assist with making this entryway into Downtown Tenafly more attractive.

Estimated Cost:

- Phase 2 – \$200,000.
Funding available from NJ Department of Transportation and Safe Routes to School Program



Street section shows how 2-way bike lane and left turn lane can be accommodated with a 56' street width.



Riveredge Road

8\ Washington Street – Open Street Events

Priority Project
Parks, Events, and Programming

Washington Street can be considered Tenafly's Downtown "Main Street." The charming commercial corridor provides residents and visitors a space to shop, eat, and gather. Since it doesn't serve a major circulation function other than providing access to shops, cars generally travel at pedestrian-friendly speeds. The downside to this aspect is that people don't naturally traverse Washington Street unless they are going downtown. One of the strategies in this Plan is to bring more activity to Washington Street and tap into its unfulfilled potential

This project focuses on the opportunities to make this street a more vibrant public space by creating a "sense of place." A phased approach to improve Washington Street would start with a low-cost project – closing off the street for one or two events a year. For example, there could be an event in the spring and in the fall. Closing Washington Street between Railroad Avenue and South Summit Street would allow for adequate vehicular circulation and access to the parking areas at Washington Street's western end.

The concept of "Open Streets," which means closing streets to traffic, became increasingly popular as communities realized the importance of outdoor space in challenging pandemic times. Reclaiming space from vehicular traffic brings benefits to the community as a whole: kids and teenagers can safely gather without the threat of moving vehicles, increased foot traffic brings more revenues to businesses, and a greater sense of place and community is created in the Downtown.

Implementation of this project is a low-cost but effective way to encourage people to visit Downtown. Initial capital cost would involve purchasing barriers to close down the street at South Summit Street and West Railroad Avenue as well as signage that advertises the street closure. The Borough could work

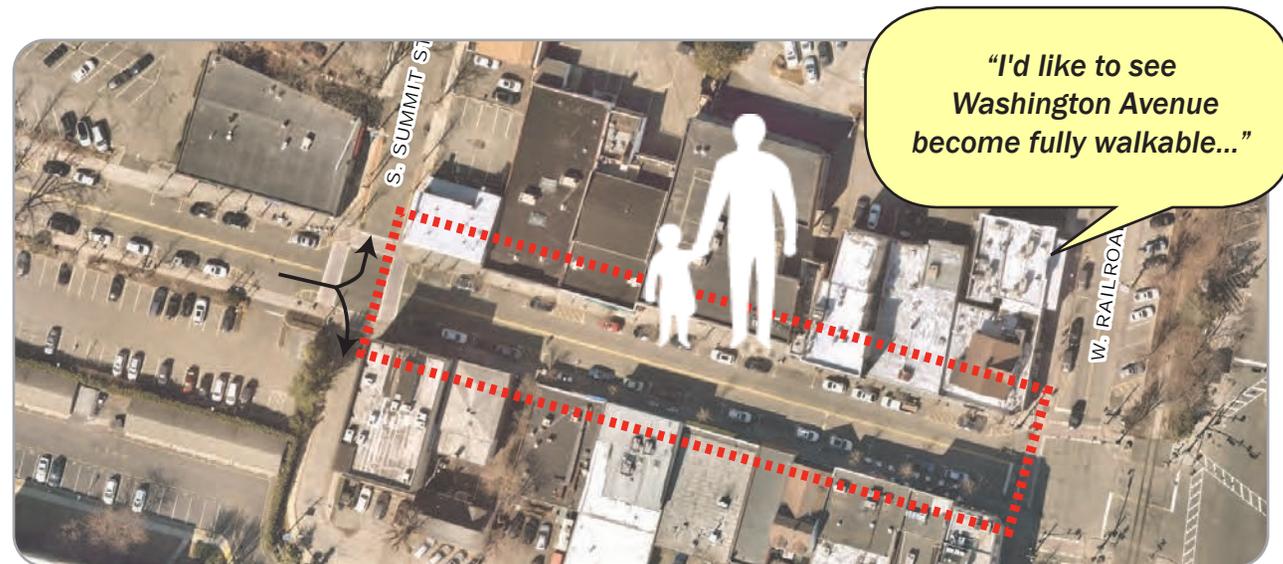
with property owners to provide necessary elements for gathering areas (benches, movable chairs, etc.) and also seating areas dedicated to stores that are interested in participating. The advertising signage could potentially be branded when the Downtown branding strategy is completed. Ongoing costs include staff hours for placing and removing the barriers.

The Open Street program along Washington Street should be advertised through the Borough's media channels. If a Downtown Manager is hired (see project 15), that position could lead this project, and potentially expand it, pairing the program with community events, kids' activities, and more.

Closing Washington Street to traffic for special weekend can pave the way into implementing more creative activities in this key area of the Downtown. If the Open Street days are successful, the Borough (through the Downtown Manager) could develop

Issues and Opportunities Addressed

- Draw residents and out-of-town visitors to downtown.
- Increase foot traffic.
- Encourage more people to patronize downtown businesses.
- Provide a safe gathering space for kids and families to enjoy.
- Leverage Washington St as a prominent public space.
- Build momentum for future events in the downtown.



additional programs such as a yearly or bi-yearly painting of Washington Street. To do this, the Borough could create a design competition, where artists and students would participate by submitting their design ideas. Eventually, the winning design would be implemented along Washington Street, making it a colorful and unique space.

The addition of artistic elements throughout the Downtown (not limited to this project, but also murals, public art, etc.), paired with events such as Open Street Days, can create attract out-of-towners and put Tenafly on the map.

In the long term, should this be successful, the Borough could consider more events or other actions to further transform Washington Street into an attractive, successful public space surrounded by retail activities. For example, the Borough could consider permanently transforming a portion of the street into a shared street, where pedestrians and bikers are prioritized over cars. This step is more ambitious and would involve capital improvements to redesign the street. This long-term action would also dovetail with the Northern Valley Greenway, if implemented, creating a destination to visit on what could be a remarkable pedestrian and bicycling network.

Estimated Cost:

- \$4,000 per year for signage, bollards, staffing, etc.
- \$10,000 to paint Washington Street



Example of painted street



Shared street concept



Arts event turns Main Street into a community canvas (Riverhead, NY)



Example of a "Main Street" festival

9\ Improve Outdoor Dining

The outdoor dining program provided a lifeline for many food and beverage businesses of downtowns throughout the country during the pandemic. Tenaflly was no exception, with many restaurants and cafes offering their customers the opportunity to dine outside. From a placemaking perspective, outdoor dining has become an essential piece of successful downtowns because the pedestrian experience is enriched by the presence of more people outside, enjoying the public space – and food and drinks – and transforming streets into public spaces.

Outdoor dining programs have received overwhelming public support, and more and more municipalities have formalized regulations to ensure the program stays in place even after the pandemic. During the public outreach process, many Tenaflly residents mentioned the outdoor dining program as something positive for the Downtown. However, they also highlighted how the standard DOT jersey barriers diminishes the appeal of outdoor dining setups.

This project would improve the look of outdoor dining by providing Downtown businesses with Tenaflly-branded movable barriers that are more aesthetically attractive and that would better fit the surrounding environment. The barriers would still provide protection from the incoming traffic but could also incorporate other features such as planters and plants that can create an extra buffer from the street.

Design of the barriers could be created with input from businesses and interested stakeholders, as well as the Borough's Downtown Committee, which could facilitate this project by coordinating the different parties. As described in project #7, the barriers could incorporate the new logo and brand for Downtown. Once the design is decided (which could leave some flexibility for business customization), the Borough would estimate the number of barriers to order based

on how many businesses are interested and potential future restaurant establishments. The photos to the right provide some examples of outdoor dining barriers that feature creative and visually appealing designs and components.

Estimated Cost:

- \$40,000 for design and purchase of barriers

Issues and Opportunities Addressed

- Activate street edge.
- Create consistency in streetscape design.
- Incentivize businesses to upgrade their look.
- Provide an expanded, safe gathering space for customers.
- Draw residents and out-of-town visitors to Downtown.

Priority Project Parks, Events, and Programming



Existing sidewalk dining (with jersey barriers)



Example of Branded Barrier Made with Planters

10\ Park Improvements

Downtown parks are some of Tenafly's greatest assets. While most downtowns feature a largely urban environment, with very few green spaces, Downtown Tenafly has three prominent parks within walking distance from one another. While this public space is a great asset to build upon, during public engagement sessions with Tenafly students and residents, it emerged that Huyler and Oresko Parks are not well utilized by the community. Both are passive parks, with landscaping, monuments, walking paths, and a few seating areas. Residents seemed generally supportive of changes to make these parks more enticing to visit.

Phase 1: Short-Term Sgt. Oresko Park Enhancements

Oresko Park sits in a key downtown location, just across Washington Street and steps away from the library, the youth center, and senior housing, making it a perfect gathering space for all ages. Additionally, a walking path passing through the park connects the municipal complex to the Downtown core (Washington

Issues and Opportunities Addressed

- Better utilize existing parks.
- Encourage people of all ages to spend more time Downtown.
- Provide improved public spaces for people to gather.
- Create better connections between Downtown assets.
- Give Downtown parks a fresh look.

Street). As a starting point, Oresko Park could benefit from the addition of new benches, which could be purchased by the Borough at a relatively low cost. This initial improvement could serve as a showcase for the park, as more people would start utilizing this great facility and understand the potential for improvement. The Borough has recently purchased new benches for Huyler Park, and these models could be used in Oresko Park as well.

Estimated Cost:

- \$40,000 for new benches

Phase 2: Long-term Plan for Sgt. Oresko Park

In a second phase, the Borough could consider drafting a concept plan for a park redesign. The new design would look at how to complement the park's existing passive function with some new amenities. Opportunities should be explored that would make the park more of a destination and contributing element to the downtown area. For example, some green space could be reclaimed from the semi-circular road that cuts through the park; a new walking path could be added in a way that orients and directs users towards Washington Street and its shops; or other additional park amenities could be explored. There is also an opportunity to better connect to a cleaned up Tenakill Brook, which is hidden behind the park. Another opportunity would be to relocate the dog park to this area, should the dog park at the old swim club be moved. This use would bring more people to the downtown area, but it is an idea that would need to be explored with the surrounding community, particularly the senior community at the Tenafly House.

Estimated Cost:

- \$60,000 for a concept plan for park

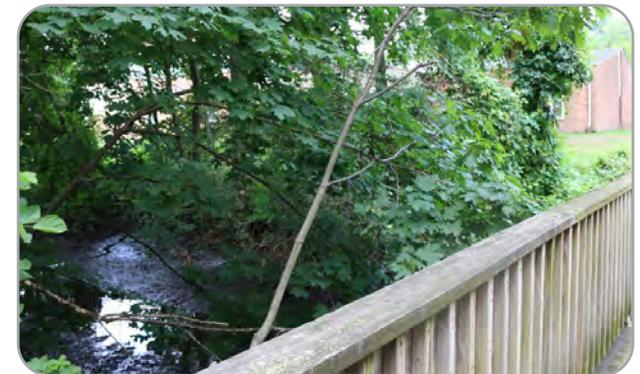
Priority Project Parks, Events, and Programming



Huyler Park



Sgt. Oresko Park



Tenakill Creek

Phase 3: Wi-Fi in Two Parks

The two most centrally located downtown parks, Huyler and Oresko Parks, have the potential to attract more users by implementing a few simple improvements. Public engagement sessions highlighted that some Tenafly residents and students would like to spend more time in the downtown parks if more amenities were to be added.

Providing free internet coverage in Huyler and Oresko Parks would likely increase the utilization of these two public assets and incentivize people to spend more time in the Downtown area. A complementary recommendation of adding more benches in Oresko Park would also help attract more people to sit and relax in the parks. Additionally, students could take advantage of the free Wi-Fi coverage to do homework after school.

The network would provide blanket coverage in the two parks and would be advertised through signage at the park entrances and in other targeted areas. The equipment would include a base router at the two locations that will connect to a network of Wi-Fi repeaters that ensure reliable connectivity. The network could also be adaptable for future expansions.



Concept showing potential improvements at Sgt. Oresko Park

11\ Public Parking Improvements

Despite there being numerous off-street lots, occupancy surveys and feedback from stakeholders indicate that off street lots are generally underutilized compared to on-street spaces. While the condition of lots vary, some have areas that are not clearly delineated or organized, and some are poorly maintained and need reinvestment. Some of the parking lots are situated directly adjacent to the sidewalk, which detracts from aesthetic quality and is unfriendly to pedestrians.

In general, lots should be well defined and have visually reinforced edges to present a clean, orderly appearance. Improving the overall quality would help improve the convenience and safety of the lots, as well as their attractiveness and perceptions of security. When parking areas are located in the front

of buildings, they should be continuously screened by a low wall, an ornamental fence, or hedge. The visual appearance of parking areas can also be improved through lighting, landscaping treatments, and proper screening of service and utility areas, including dumpsters.

It is recommended that the Borough pursue strategies to share parking as much as possible to consolidate parking areas and allow them to be used more efficiently. Sharing parking between different uses is more efficient than having a parking space assigned to a specific use. It also reduces the number of driveways and makes access for users more predictable. Efficient sharing of spaces can allow parking requirements to be reduced significantly.

This project presents strategies to improve some of the main off-street parking areas in the Downtown area. It should be noted that for the privately owned parking areas or mid-block walkways, the Borough would need to work with individual property owners should they agree to participate. While this is a hurdle, such improvements have significant potential to enhance both the aesthetics and pedestrian circulation for the Downtown area, and are important actions for the Borough to pursue.

Issues and Opportunities Addressed

- Make parking areas more attractive options for visitors.
- Some parking areas are underutilized during most times.
- Opportunity to consolidate adjacent parking areas that are disconnected.
- Residential uses in the downtown would need overnight parking.
- Need for improved wayfinding signage to parking areas.
- Opportunity to improve pathways to parking areas.

Other Project Parking



PROJECT 11.1: IMPROVE PARKING LOTS

CVS and Senior Center Parking Lots (Lots M & Q)

This combined parking area is the largest and most central parking facility in the Downtown area. This project proposes a number of streetscape enhancements that will improve the convenience and safety of the highly visible lots, as well as their attractiveness, security, and drainage.

As can be seen in the graphic to the right, the municipal parking lot is surrounded by several private parking areas which are somewhat disconnected, each with their own driveway. As can be seen in the second figure, if parking areas were consolidated, you could achieve a higher number of spaces and coordinate access, thereby having fewer driveways, which benefits the surrounding roadway network. The combined lot could be improved with landscaping to improve the visual quality of the area and to filter runoff from impervious surfaces. In addition, the midblock walkway adjacent to CVS could be improved with lighting and other streetscape improvements to create an enhanced pedestrian route from the parking lot to the shops and restaurants on Washington Street. This is discussed in project 6.

The Borough should work with property owners to reconfigure the lot, which would require milling, paving, restriping, and improved landscaping. In order to facilitate these improvements, the Borough would likely have to assume responsibility for facility improvements and ongoing maintenance. In addition, should there be any redevelopment of private parking areas, as part of site plan approval, the Borough can encourage applicants to integrate or link parking areas with neighboring properties. Efficient sharing of spaces can allow parking requirements to be reduced significantly. Addressing shared parking in this manner could be done piecemeal as individual property owners choose to improve their properties, or through the creation of a larger redevelopment plan for the



Ownership of parking lots around CVS Lot (6 separate lots and driveways)

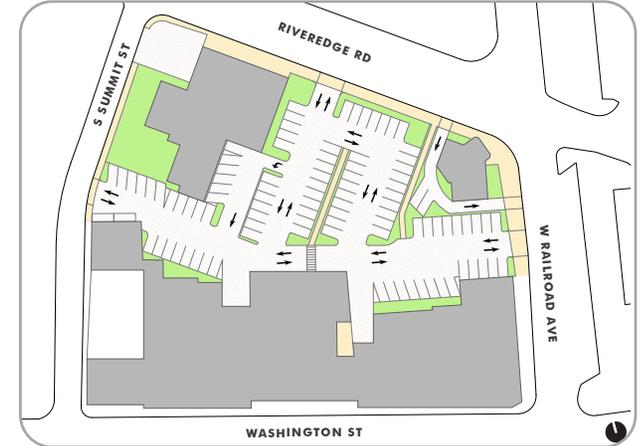
surrounding areas. This redevelopment opportunity is discussed further in Project 14.

Estimated Cost: ~\$300,000 to consolidate municipal lot with surrounding private parking areas. Parking lot construction costs on average between \$2.50 and \$7 per square foot for both materials and labor.

South Summit Lot (Lot I)

While conveniently located in the core downtown area, this lot is generally underutilized, partially due to the condition of the lot and lack of signage. This lot is also adjacent to a private parking area for the CVS/Tenafly Mall (17-19 Washington Street) which is also rarely utilized. The Borough should work with the property owner to reconfigure the lot, which would require milling, paving, restriping, sidewalks, and improved landscaping. In order to facilitate these improvements, the Borough would likely have to assume responsibility for facility improvements and ongoing maintenance.

There may also be an opportunity for some infill development in this area, to help revitalize the South Summit Street corridor. This could be done as an individual project or as part of a redevelopment plan, potentially linking to other underutilized sites on



Concept showing what a shared lot could look like



CVS Parking Lot

Washington Street and Tenafly Road such as the Post Office Parking Area. This redevelopment opportunity is discussed further in Project 14.

Estimated Cost: ~\$100,000 to consolidate municipal lot with adjacent private parking area. Parking lot construction costs on average between \$2.50 and \$7 per square foot for both materials and labor.

Lot O

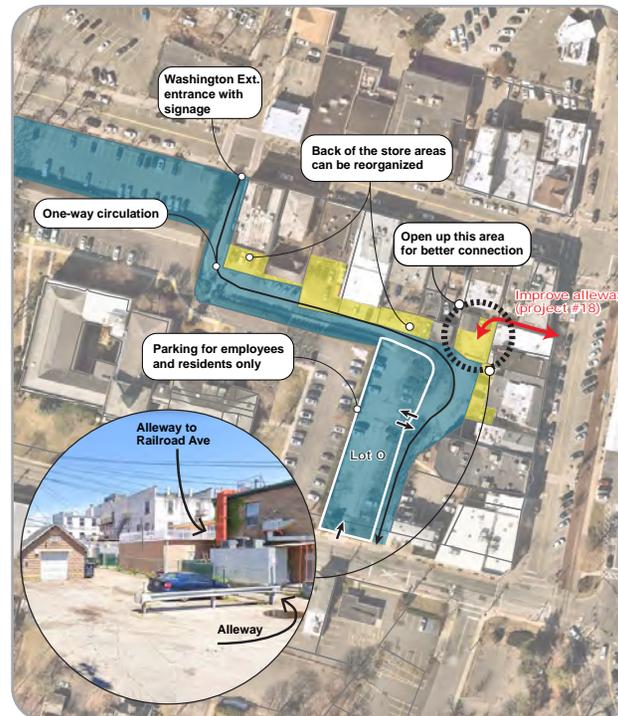
This lot is located along South Summit Street behind Railroad Avenue. While conveniently located, it is generally underutilized due to it being hidden behind buildings, as well as the unpleasant mid-block connection to Railroad Avenue. To improve this area,



Parking on S. Summit Street

the Borough can work with private property owners to better integrate the parking area with the rear entrances to lots on Railroad Avenue. A previous study found that Lot O could be expanded as part of a redesign, to increase capacity by 15-20 spaces, and this recommendation should be pursued. The Borough can also work with property owners to clean up rear parking areas, in particular, those leading to the mid-block alley to Railroad Avenue.

Because of its location, Lot O is a good opportunity for employee parking and potentially parking for residents in the Downtown area, two users which have different peak parking periods. If resident parking were allowed in these areas, it would help to reduce a major barrier to Downtown mixed-use development



Conditions around Lot O

– how to accommodate parking for residents on small parcel sizes.

Estimated Cost:

- ~\$100,000 to improve and expand Lot O

PROJECT 11.2: IMPLEMENT PAYMENT-IN-LIEU-OF PARKING (PILOP) PROGRAM TO ENCOURAGE DOWNTOWN MIXED-USE REDEVELOPMENT

Owners of Downtown lots interested in redeveloping their property for mixed use face a major hurdle – how to satisfy the zoning code’s parking requirements for residential development. Most of the parcels Downtown are relatively small and narrow, making on-site parking difficult to accommodate. Without building structured parking, which is exorbitantly expensive, existing owners would be hard-pressed to build a reasonable 3-story mixed use building while accommodating enough parking with surface parking. Practically speaking, parking requirements are more of a constraint to development than bulk and height zoning controls.

While parking is a major constraint for redevelopment, there appears to be an oversupply of municipal parking in the Downtown area. A review of Downtown parking utilization during peak periods (both during and before the COVID-19 pandemic) found that parking is generally underutilized. The public survey confirmed that most residents feel they can find parking downtown, perhaps not always directly in front of the store they’re going to. Some lots are rarely used, such as Lots J and O.

Payment-in-Lieu-of Parking (PILOP)

This project recommends that the Borough implement a Payment-in-Lieu-of Parking (PILOP) program which would open up municipal parking spaces to help satisfy parking requirements for redevelopment in the Downtown area. A PILOP program would enable property owners to pay a fee in lieu of providing on-site parking. If there is inadequate on-site parking, a property owner could apply for a parking waiver for all or part of the parking spaces that would need to be provided as per zoning. If the waiver is granted, the property owner pays a one-time fee for each parking space that is waived. In effect, the municipality takes over the responsibility for providing parking for that use. The fees could be put into a dedicated municipal fund for upgrading parking facilities or other Downtown mobility improvements.

Both Lot J (18 spaces) and Lot O (40 spaces) appear to be reasonable opportunities to convert free municipal parking into permit-only parking. Both are typically underutilized during the day. They are also within close walking distance to potential redevelopment sites that could occur along Railroad Avenue or Franklin Street. A reasonable approach might be to first start with Lot J, and then consider lot O when Lot J is fully subscribed.

Parking in these lots would be shared and not assigned to any particular building or unit. In this way, the parking facilities can be utilized more efficiently. Tenants of the property would then be allowed to purchase parking permits from the Borough at a nominal cost, which would cover the administrative and maintenance costs of the parking space. The permits would help to ensure that parking lots are only utilized by authorized individuals.

The Borough can maximize use of the permit parking facilities by also selling permits to Downtown employees. Downtown employees and residents have different parking utilization patterns, with employees typically needing parking during the day whereas residential parking demand peaks in the evening.

For a 40-space lot, for example, the Borough could sell 40 permits to residents and up to 20 permits to Downtown employees, based on the assumption that more than 50% of the residents' cars leave during the day. A more conservative approach could be to start with an assumption that 33% of the spaces would open during the day. Utilization could then be monitored to see if additional employee parking permits could be issued. Using the conservative approach, Lot J could accommodate 24 permits (18 for residents and 6 for employees) and Lot O could accommodate 53 permits (40 for residents and 13 for employees).

Based on occupancy surveys undertaken by BFJ Planning at apartment buildings in the region, not all residents come home at 5 p.m. or 6 p.m., while not all Downtown employees leave their place of work at 6 p.m. As long as the pool of parkers is large enough, it can be expected that the sharing can occur organically, i.e. without any restrictions as to the time that an employee has to vacate the parking spaces. This pattern can also be monitored.

PILOP Fees

The simplest way to calculate fees for parking would be to consider the average cost to the Borough for the construction of a parking space. Surface parking typically costs roughly \$5,000 - \$10,000 per space. Given that the spaces would be shared and that more permits may be sold than spaces provided, it would be reasonable to provide a discount on this figure. A PILOP fee of \$6,000 - \$8,000 per space would be

reasonable. For comparison, the City of Hackensack has a PILOP fee, with the following costs per space based on type of user.

Assuming a price per space of \$8,000, fully utilizing Lot J's 18 spaces in a PILOP program would contribute \$144,000 to a downtown parking or mobility fund (not including monthly parking permit payments). Lot O's 40 spaces would amount to \$320,000, again, minus monthly payments.

Management of Employee/Resident Parking Facilities

In order to park in the resident parking facilities, residents would purchase permits from the Borough. A nominal charge might be \$25/month, or whatever the Borough is currently charging for employee parking. If these lots were fully booked, assuming 133% of capacity at \$25 per month, Lot J's residential permits would contribute \$7,200 and Lot O's residential permits would contribute \$16,000 yearly.

Permits could be monitored with a dashboard sticker or a gated system if needed. Stickers, clear signage, and regular enforcement would be the easiest place to start. Eventually the permits could become virtual and enforcement would be based on license plate readers.

Hackensack PILOP Fees:	
Affordable rental residential unit	\$2,500
Market rate rental residential unit	\$5,000
Commercial/retail/office lease unit	\$TBD
For sale condominium unit	\$9,000

Source: City of Hackensack Zoning Code, accessed at <https://ecode360.com/31984667>

12\ Electric Vehicle Stations

There has been a growing shift in electric vehicle (EV) ownership due its many benefits, including less reliance on nonrenewable energy, reduction of carbon dioxide emissions, and improved air quality. Tenaflly has the opportunity to implement EV charging stations at key Downtown locations for public use. Residents and visitors with EVs would be able to recharge their vehicles while shopping, dining, or working in the Downtown, further enhancing local consumer spending. These charging stations could also fill a gap in the network of public chargers, drawing passersby that may be traveling across the region and opting for charging their vehicle during a stop in Tenaflly.

To begin, the Borough could install two EV charging stations at highly visible parking locations in the Downtown, such as near Huyler Park. As the chargers will be a public amenity, it is recommended to install them in municipal parking lots. The recommended chargers are “Level 2” because they are capable to fully charge within about 3 hours.

Issues and Opportunities Addressed

- Progress towards sustainability goals.
- Provide a public amenity that supports electric vehicle ownership.
- Attract more residents and visitors into the Downtown.

This project is expected to have little to no capital expenditure, as grant funding is available to municipalities for the purchase and installation of EV charging stations. Potential funding sources include:

- NJ Department of Environmental Protection, It Pay\$ to Plug In Grant Program <https://nj.gov/dep/drivegreen/plugin.html>
- NJ Board of Public Utilities, Electric Vehicle Tourism Program
- NJ Board of Public Utilities, Clean Fleet Electric Vehicle Incentive Program

In the future, the Borough could work with private property owners to create additional locations for EV charging stations throughout Tenaflly, especially for uses like hotels and multifamily buildings. New commercial, multifamily, and mixed-use development would be subject to state requirements for minimum EV charging spaces.

Other Project Parking



*Examples of EV charging stations in municipal lots/
on-street parking areas*

13\ Safe Routes to Schools Study

Tenafly's Middle and High School are located near the Downtown and next to residential neighborhoods. However, only a small fraction of students walk or bike to school (either by themselves or accompanied by family members). During community engagement sessions, students and their parents expressed the desire to walk and bike more if streets were safer. Speeding cars, for instance, were frequently mentioned as one of the concerns around the schools and the Downtown.

If streetscape conditions were improved, parents would feel more comfortable allowing their school-aged children to travel to school on foot or by bike. Creating better connections from the schools to Downtown would:

- Encourage more families to walk or bike rather than drive
- Improve the lifestyle of the whole family
- Reduce greenhouse gas emissions
- Create a safer environment for middle and high school-aged students to walk or bike to school
- Encourage students to patronize downtown businesses after school

This project could be pursued by the Borough or the School District, either of which could apply for federal funding under the Safe Routes to School (SRTS) program, administered by NJDOT. The program provides financial assistance for municipalities to implement projects dedicated to making safer walking or biking paths to travel to school. It could assist with infrastructure (i.e., installation of sidewalks or crosswalks) and non-infrastructure-related projects (i.e., student lessons on pedestrian and bicycle safety). This project would not require any capital expenditure for the Borough; it would only require the time and effort to fill out and submit the grant application.

If the Borough or School District is awarded the SRTS grant, it may open up other funding opportunities to assist in implementation of other priority safety projects, such as many projects identified in this Plan.

Estimated Cost:

- \$60,000 for Safe Routes to School Study. Project sponsor could be Board of Education. Grants available from NJ Department of Transportation.

Other Project Pedestrian and Vehicular Mobility



Issues and Opportunities Addressed

- Create a safer and more comfortable walking and biking environment for all students to travel to school.
- Reduce the number of vehicles on the roads during school drop-off periods, thus reducing traffic congestion and air pollution.
- Encourage students to patronize the Downtown after school.

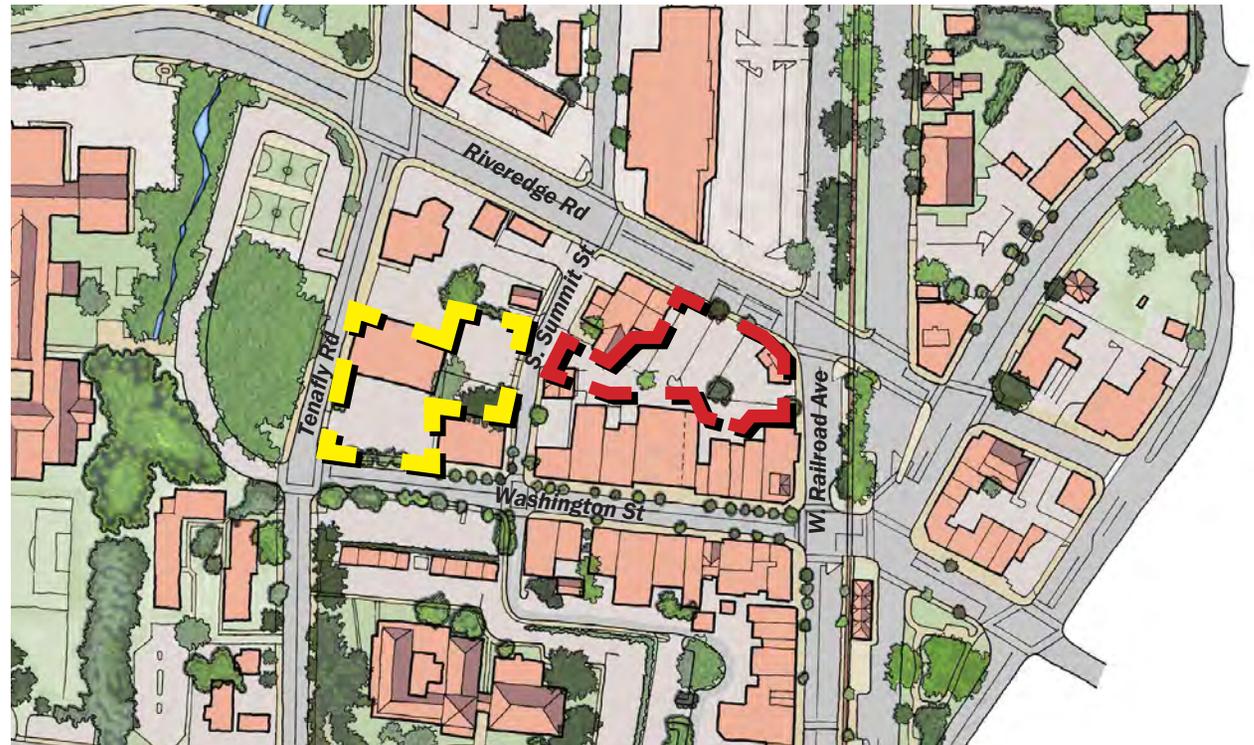
14\ Redevelopment Plan for 2 Areas

Other Project Development Opportunities

The downtown area is relatively built out, and due to the predominance of small parcels, infill and redevelopment opportunities are limited. Comments received from the public indicated that there was some support for growth in the downtown area, in particular, for community-serving uses such as restaurants, cafes, and some night-time activities. There was also some support for bringing some residential uses downtown in order to bring more activity and customers to the downtown and provide for a more diverse mix of housing in the Borough.

Issues and Opportunities Addressed

- Desire for new commercial uses such as dining, cafes, and nightlife.
- Opportunity to revitalize and knit together downtown with infill development.
- Opportunity to consolidate individual parking areas into a more cohesive parking network.
- Potential to provide some residential and senior living that will diversify residential mix and increase the downtown customer base.
- Strategically utilize Borough-owned properties.
- Opportunity to enhance the senior center.



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

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

Redevelopment and rehabilitation through the New Jersey Local Redevelopment and Housing Law (LRHL) are procedural planning tools that can help municipalities encourage revitalization of properties experiencing vacancy, deterioration, or other adverse conditions created by marketplace variations. Adopted redevelopment plans and neighborhood revitalization plans can set specific goals and standards to achieve the Borough's vision for revitalization. Design guidance would be codified to ensure that development enhances the streetscape and building forms complement the surrounding streetscape.

This Plan identifies two opportunity areas in which the Borough can proactively support contextually-appropriate development that will help to activate the downtown with desired mixed uses, while improving parking and walking conditions. Both of these areas center around Borough-owned properties. However, the Borough could consider including private owners, if interested, to collaborate in a municipally-led redevelopment process. The first step for the Borough would be to conduct a preliminary investigation to determine if the areas constitute an "area in need of redevelopment" pursuant to the LRHL (N.J.S.A. 40A:12A-1 et seq). This would just be the first step in the process, which would be Borough-controlled, considering it owns all or most of the sites being studied.

Post Office Parking Lot

This parking facility, located on the corner of Tenafly Road and Washington Street, is rarely fully occupied. There is also a surface parking area across the street. Redeveloping this area would help to create a prominent bookend to the downtown core area from the west. The Village also owns an isolated parking area on Summit Street, which could be considered in a larger redevelopment strategy. The Borough could also work with adjacent property owners, including the USPS, if interested, to create a more cohesive development parcel. There may also be an opportunity



Site 1 (Post Office lot and surrounding areas): Ownership and parcel information



Concept for potential mixed-use redevelopment with shared parking area

Mixed-use redevelopment concept with shared parking structure

for some small infill development in this area, to help revitalize the South Summit Street corridor.

The concept plans on the following page show ownership, parcel sizes, and a potential building layout illustrating what a development could look like if parcels were assembled, making for a more cohesive development which consolidates scattered parking areas into a central lot. Options are shown with a surface parking lot as well as a structured lot (garage), which would connect Tenafly Road to South Summit Street. It is anticipated that any development would be at a relatively modest scale (3 stories), in keeping with the village-scale. However, it is reasonable to consider 4 stories on Tenafly Road given the wider road width. Future redevelopment planning could rationalize and redesign these areas for greater efficiency and potential open space, including for outdoor dining. The uses, densities, architectural guidelines, public space, and parking would all be considered by the Borough as part of the redevelopment plan process.



Site 12 (CVS lot, Senior Center, and surrounding areas): Ownership and parcel information

CVS Parking Lot and Senior Center

This parking lot is the largest and most central parking facility in the downtown. As discussed in Project 11, the municipal parking area is surrounded by several private parking lots which are somewhat disconnected, each with their own driveway. If the parking areas were consolidated, it would create for a more cohesive municipal parking area with fewer curb cuts, which would improve walkability along the roadways. Project 11 discusses an approach where the Borough could work with adjacent property owners to manage a consolidated lot. A similar approach could be achieved through the creation of a redevelopment plan. The redevelopment plan would also help to plan for potential mixed-use infill development along Riveredge Road as well as for a new senior center. It is recommended that any redevelopment include senior housing to capitalize on the proximity of the senior center as well as nearby parks and the library.



Examples of attractive downtown buildings in NJ

It is recommended that before the redevelopment process starts, the Borough develop a strategy which addresses:

Which sites should be focused on first? Discuss with key team members, including Borough officials, the Borough attorney, and the consulting planner to determine whether the Borough wishes to pursue the designation of one or more redevelopment areas and, if so, which sites should be considered first.

Consensus Building: Preliminarily identify whether there is likely to be concern from the property owners, the public, or other stakeholders or groups and develop approaches to discuss and hopefully address or mitigate those concerns. Meld those approaches into a strategy for consensus building in support of the project.

Non-condemnation or Condemnation: Will the designation sought be under a non-condemnation pathway or the condemnation pathway? It is anticipated that the Borough would not pursue a condemnation pathway but would work with adjacent property owners that choose to opt-in to the process.

Affordable Housing Compliance Considerations: Any potential impacts to the Borough's Judgment of Compliance and Repose and the overall affordable housing compliance strategy should be considered. The Borough currently has a 528-unit unmet need, of which 55 units have been planned for via overlay zoning, yielding a remainder of 473 unmet need units that have not been formally planned for in terms of location. It is noted that some of the existing affordable housing overlay units are in the downtown core and could be incorporated in potential redevelopment areas to facilitate development of inclusionary affordable housing projects.

The chart to the right summarizes the major steps and considerations for the redevelopment process. It is important to note that this process would be controlled by the Borough, and there are many opportunities for public and Council input before any site would begin the development process.

Assuming that the area is designated as an area in need of redevelopment, it is recommended that initial conversations with developers be commenced to generate interest in the area and obtain feedback from the developers to help inform the content and approach set forth within the redevelopment plan. The Borough may seek letters of interest and qualifications, or issue a request for proposals, from interested developers at this time. The Borough may wish to select or partner with a redeveloper prior to the preparation of the redevelopment plan so that the Borough can obtain escrow to fund the preparation of the redevelopment plan in its entirety.

After the redevelopment process outlined below is complete, the Borough would be in a position to formally designate a redeveloper for the project. The redeveloper would then have to submit a site plan to the Planning Board and other necessary agencies for permits and approvals.

Estimated Costs:

- Phase 1: Area in Need Study for 2 Areas: \$50,000
- Phase 2: Redevelopment Plan for Post Office Lot: \$150,000
- Phase 2: Redevelopment Plan for CVS Lot: \$150,000

Redevelopment Plan Process (Simplified)



15\ Provide Resources for Events and Economic Development

As this Plan outlines a fairly ambitious path to reinvigorate downtown Tenafly, it is clear that the Borough needs a dedicated staff person to coordinate the implementation of many of the projects. With the exception of the Tenafly Downtown Improvement Committee, no other entities or organizations focus only on the downtown; there is no clear steward for Downtown Tenafly. Many downtowns have a Special Improvement District (SID) that covers that role, managing events, beautification efforts, and business retention and attraction, among other downtown-related activities. Tenafly does not have such an entity, and therefore all downtown-related projects would need to be coordinated by Borough staff. Hiring a dedicated person, even if on a part-time basis, to manage Downtown revitalization efforts would go a long way toward making this Plan a reality.

15.1: Hire Staff to Manage Downtown Events, Public Space and Economic Development Strategies

A Downtown Manager would be responsible for working with Borough staff, businesses, organizations and other entities to plan, market, and implement downtown events and activities. The public fully supported the idea of having more regular events and programming in the Downtown, which would also attract more out-of-towners and increase Downtown spending. Among the projects described in this Plan, activities such as the Washington Street Open Street events, alley murals, and outdoor dining improvements would be managed by the Downtown Manager.

This staff person would also work to promote Downtown economic development. Attracting new business to Downtown Tenafly is not an easy task. Competition in nearby towns is strong, in part because other downtown may have a SID that does this type of

business outreach. Downtown Tenafly has potential to fill vacancies and improve offerings if a marketing and outreach strategy is put into place and implemented by dedicated economic development staff.

Estimated Cost:

- ~80,000-\$100,000/year to hire part- or full-time downtown manager to promote economic development and oversee downtown programming

15.2: Community calendar app

With more events organized, Tenafly could adopt a community calendar app that shows upcoming events and advertises Downtown businesses-related activities. The app could also include public programs and other resources for the community. The Downtown Manager would coordinate with Borough staff and downtown businesses to include all events and advertise the app in many ways.

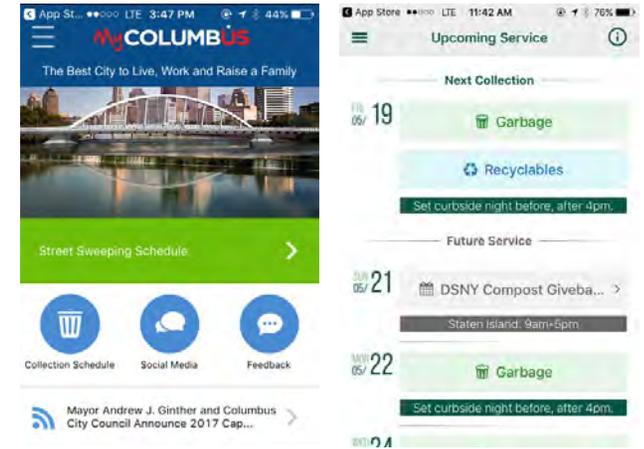
Estimated Cost:

- ~\$5,000 per year to subscribe to service and develop community calendar app

Issues and Opportunities Addressed

- Need for a clear Downtown steward.
- Need for more programming and events.
- Economic development and business recruitment.

Other Project Parks, Events, and Programming



Example of community calendar app/site to promote local events and businesses



IMPLEMENTATION

The Plan identifies 15 discreet projects to advance, and implement the various recommendations put forth in the plan. In approaching these actions, the implementation strategy breaks them up into phased, achievable pieces so that the recommendations can be tackled over time, with the plan's overall success not dependent on a single large project. In addition, the phased, "bite-size" approach is meant to minimize potential disruption to businesses and downtown

users from some major capital projects. Lastly, it is anticipated that such major projects will require additional analysis and public engagement. Thus, this plan represents the beginning of a long-term downtown revitalization process that will continue to involve the community's voices. To help the Borough prioritize its implementation efforts, these actions are laid out in the Project Implementation Agenda Matrix according to short-, medium-, and long-term timeframes.

#	Project	Estimated Cost		
		Priority Project (Years 1-5)	Other Project (Medium Term)	Other Project (Long Term)
1.1	PIERMONT CORRIDOR ENHANCEMENT - STUDY			
	• Piermont Corridor Enhancement Plan	\$200,000		
1.2	PIERMONT CORRIDOR ENHANCEMENT - IMPLEMENTATION			
1.2.A	Upgrade 3 Signals on County Road	(~250,000 per intersection)*		
1.2.B	Build new signal at East Clinton and Dean Street		High*	
1.2.C	Close Piermont Road @ Huyler Park/West Clinton			
	• Phase 1: Close intersection with striping and signage	\$25,000*		
	• Phase 2: Curb adjustments/expansion of park.		High (\$0.5M+)*	
1.2.D	Close Piermont Road at Bus Stop and Redesign Station Area			
	• Phase 1 - Design for bus stop area		\$60,000*	
	• Phase 2 - Full implementation			High (\$0.5M+)*
1.2.E	Change Piermont Road to Two-Way and Improve Crosswalks			
	• Phase 1 – Conversion to 2-way with striping, signage, and signal timing	\$30,000		
	• Phase 2 – Conversion of segment of W. Railroad to 1-way			\$30,000
2	BRANDING, SIGNAGE, AND MARKETING PROGRAM			
2.1	• Phase 1: Develop brand, signage, and welcome packet	\$50,000		
2.2	• Phase 2: Replace Pole-mounted banners	\$5,000		
2.3	• Phase 3: Implement brand and signage at priority locations		\$100,000*	

Transportation/Mobility	Parking	Development Opportunities	Streetscape & Parks	Management
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* - Costs will be refined as part of a preceding project

PROJECT LIST (CONTINUED)

#	Project	Estimated Cost		
		Priority Project (Years 1-5)	Other Project (Medium Term)	Other Project (Long Term)
3	DOWNTOWN DESIGN GUIDELINES AND ZONING CHANGES			
3.1	• Phase 1: Design guidelines for facades and signage	\$50,000		
3.2	• Phase 2: Hire consultant to draft minor zoning changes	\$20,000		
4	STREETSCAPE IMPROVEMENTS AND CLEAN-UP FUND			
4.1	• Phase 1: Clean-up Fund	\$50,000		
4.2	• Phase 2: Upgrade street furniture (bike racks, trash cans, etc.)		\$100,000	
5	DOWNTOWN LIGHTING			
5.1	• Phase 1: Expand downtown lighting to Piermont Road Corridor (20 lights)	\$160,000		
5.1	• Phase 2: Downtown lighting on Riveredge Road & Tenafly Road			\$160,000
6	ALLEY ENHANCEMENTS			
6.1	• Phase 1 - Improve alley on Railroad Ave (to Lot O)	\$20,000		
6.2	• Phase 2 - Improve alley to CVS Lot	\$20,000		
7	RIVEREDGE ROAD MOBILITY ENHANCEMENTS			
7.1	• Phase 1: Engineered drawing and cost estimates	\$40,000		
7.2	• Phase 2: Redesign road with striping, bollards, and bike lane		\$50,000	
7.3	• Phase 3: Medians and curb extensions			\$200,000
8	WASHINGTON ST. OPEN SPACE			
8.1	• Phase 1: Funds for signage, bollards, staffing, etc.	\$5,000		
8.2	• Phase 2: Paint Washington Street		\$10,000	
9	IMPROVE OUTDOOR DINING			
9.1	• Phase 1: Purchase Downtown Tenafly branded moveable barriers	\$40,000		
10	PARK IMPROVEMENTS			
10.1	• Phase 1: Plan for Oresko Park	\$60,000		
10.2	• Phase 2: Wi-Fi in 2 parks			\$TBD

Transportation/Mobility	Parking	Development Opportunities	Streetscape & Parks	Management
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* - Costs will be refined as part of a preceding project

PROJECT LIST (CONTINUED)

#	Project	Estimated Cost		
		Priority Project (Years 1-5)	Other Project (Medium Term)	Other Project (Long Term)
11	PUBLIC PARKING IMPROVEMENTS			
11.1	• Phase 1: Shared Parking at CVS Lot		~\$300,000	
11.2	• Phase 2: Shared Parking at S. Summit Lot		~\$100,000	
12	ELECTRIC VEHICLE STATIONS			
12.1	• Phase 1: Install 2 EV charging stations downtown (grants avail.)			TBD
13	SAFE ROUTES TO SCHOOLS STUDY			
13.1	• Phase 1: Conduct Study (grants avail.)		\$60,000	
14	REDEVELOPMENT PLAN FOR 2 AREAS			
14.4	• Phase 1: Area in Need Study for 2 Areas		\$50,000	
14.2	• Phase 2: Redevelopment Plan for Post Office Lot			\$150,000
14.3	• Phase 2: Redevelopment Plan for CVS Lot			\$150,000
15	STAFF FOR DOWNTOWN EVENTS & ECONOMIC DEVELOPMENT			
15.1	• Phase 1: Hire part- or full-time downtown manager to oversee downtown programming		80,000	
15.2	• Phase 2: Community calendar app		~\$5,000/yr	

Transportation/Mobility	Parking	Development Opportunities	Streetscape & Parks	Management
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* - Costs will be refined as part of a preceding project