

The Borough of Prospect Park, NJ

NOVEMBER 2024



Strategic Community Vision Plan



RUTGERS-NEW BRUNSWICK

**Edward J. Bloustein School
of Planning and Public Policy**
Alan M. Voorhees Transportation Center



NJTPA

**NORTH JERSEY
TRANSPORTATION
PLANNING AUTHORITY**

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About The Vibrant Communities Initiative

The Vibrant Communities Initiative is a partnership with the Voorhees Transportation Center at Rutgers University. The Vibrant Communities Initiative provides targeted support to municipalities, counties, and community organizations in the NJTPA region through technical assistance, placemaking projects, information resources, and applied research. This effort promotes economic development, highlights cultural and historic resources, and engages communities in opportunities to enhance the quality of life for all residents while building strong, vibrant communities.

The Vibrant Communities Initiative continues the mission of municipal capacity building originally advanced through the Together North Jersey Initiative. Since the Together North Jersey grant ended in 2015, NJTPA and VTC have continued advancing the TNJ Plan goals by providing technical assistance to communities. This work continues with a new name and focus. This effort advances the themes from the NJTPA Plan 2050 and supports the development of the next Long Range Transportation Plan (LRTP), which is scheduled for adoption in FY 2026.

NJTPA Vibrant Places Program

Through funding from the North Jersey Transportation Planning Authority (NJTPA), the Vibrant Places Program leverages the power of placemaking to strengthen connections between people and places, enhancing the social, physical, and economic fabric in communities across the region.

Placemaking is the application of community planning that integrates arts, culture, and other community assets to attract new investment and strengthen the local economy. It is a sustainable form of economic development that links job creation to specific places by enhancing public spaces, streets, and other community amenities. The Vibrant Places Program supports and advances placemaking projects with a focus on disadvantaged communities and diverse stakeholders. The Vibrant Places Program is supported by NJDCA through market analysis and subject matter expertise.

Project Overview

The NJTPA's Vibrant Places Program provided technical assistance to the Borough of Prospect Park to develop a Vision Plan for the North 8th Street corridor. The Borough requested that the Vision Plan focus on placemaking strategies that could apply to revitalizing and strengthening North 8th Street. With the support of Passaic County, the Vibrant Places team developed this Vision Plan, including recommended strategies that, when implemented, can ensure North 8th Street is pedestrian-friendly, economically vibrant, and meets the community's needs. The Vision Plan supports the Borough's goals of establishing a mixed-use, inclusive village corridor and improving quality of life and community pride.

The Vision Plan was developed by the Vibrant Places Program project team through the completion of several tasks:

- **Task 1: Context Research and Review of Local Plans and Documents.** The NJTPA team reviewed relevant plans, documents, and case studies and conducted an in-person site visit.
- **Task 2: Public and Stakeholder Engagement.** The team conducted several outreach efforts to collect local opinions on the corridor, including two stakeholder group meetings, a community questionnaire, and a pop-up parklet event.
- **Task 3: Create a Strategic Community Vision Plan.** The team compiled, analyzed, and developed recommendations and strategies that the Borough of Prospect Park may use to build a more vibrant local corridor.

What is a Community Vision Plan?

A Community Vision Plan engages with community members and local stakeholders to reimagine and reinvent public spaces that work for the community. Community vision plans include a variety of potential projects or strategies that a community may implement. Visioning plans often include aspects of placemaking, as the placemaking process fosters the development of unique, engaging, and culturally relevant spaces. Placemaking strategies also support economic development efforts in commercial areas.

About the Project Area

The Borough of Prospect Park

Formed in 1901, the Borough of Prospect Park is a small municipality, about one half square mile. It is located in the eastern portion of Passaic County, approximately 15-20 miles west of Manhattan, NY. The north/northeastern portion of the Borough is dominated by the former Tilcon Quarry property, which covers over 25 percent of its total area (~80 acres), and Hofstra Park, which covers an additional 23 acres. While the central portion of the municipality is relatively flat, the southern portion runs along a significant elevation, and several of the roads within the Borough are steep. As a result, portions of the municipality have excellent views of the nearby cities. From 2009 to 2010, the Borough’s population increased by about five percent but steadily declined until at least 2019. As of 2023, the population is 6,245 (U.S. Census). Borough officials have described Prospect Park’s residents as somewhat transient in that they see many immigrants moving through the Borough for a few years. This description fits with the US Census report indicating that 38 percent of residents are foreign-born, and 37 percent of houses are owner-occupied.

Prospect Park has diverse eateries and “mom-and-pop” businesses, the majority of which are located along North 8th and North 9th Streets. There are also several houses of worship, with three located on Haledon Avenue (Passaic County Route No. 504) and four in other areas of the Borough. The focus of this Community Vision Plan is the segment of North 8th Street (Passaic County Route No. 657) between Haledon Avenue and Planten Avenue. This area consists of restaurants, new and old retail, a small convenience store, and several vacant storefronts. Included in this plan are strategies to activate this space and encourage the development of community amenities, additional retail, specialty services, and entertainment. As a result, North 8th Street could become the community’s center of activity and increase visitation, especially from pedestrians.

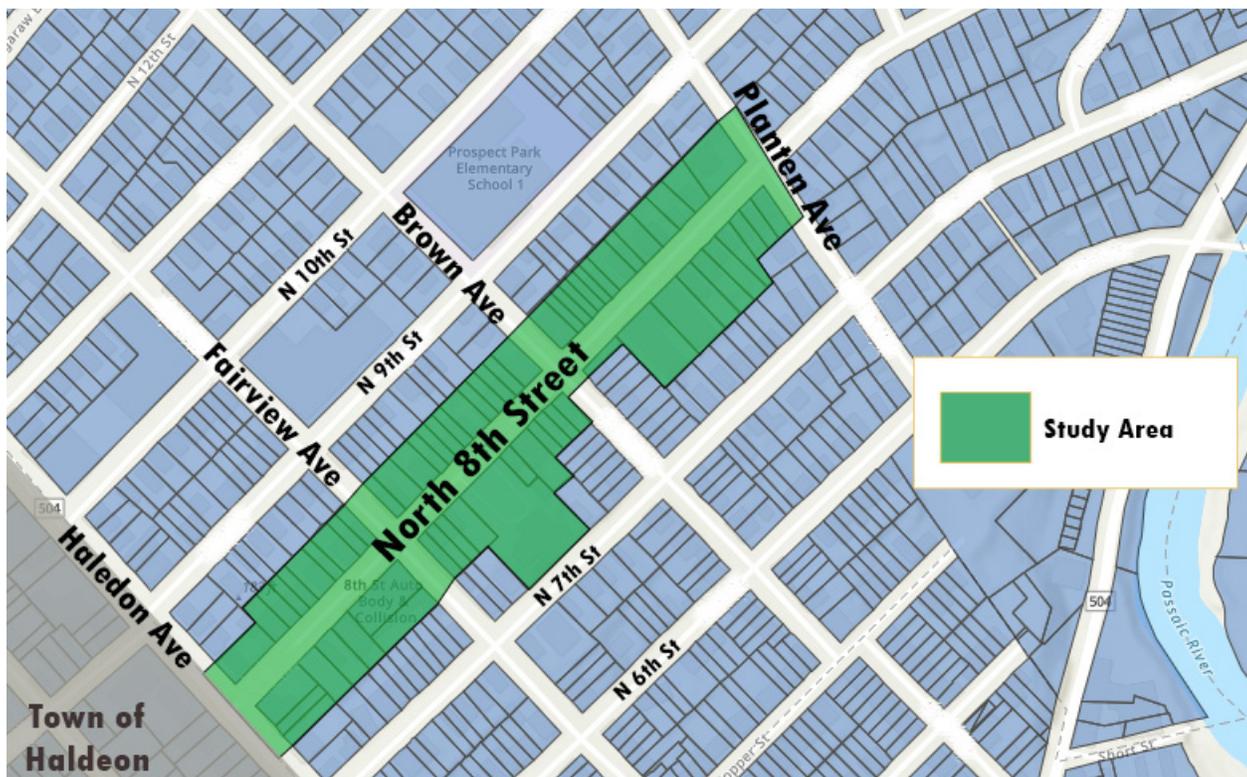
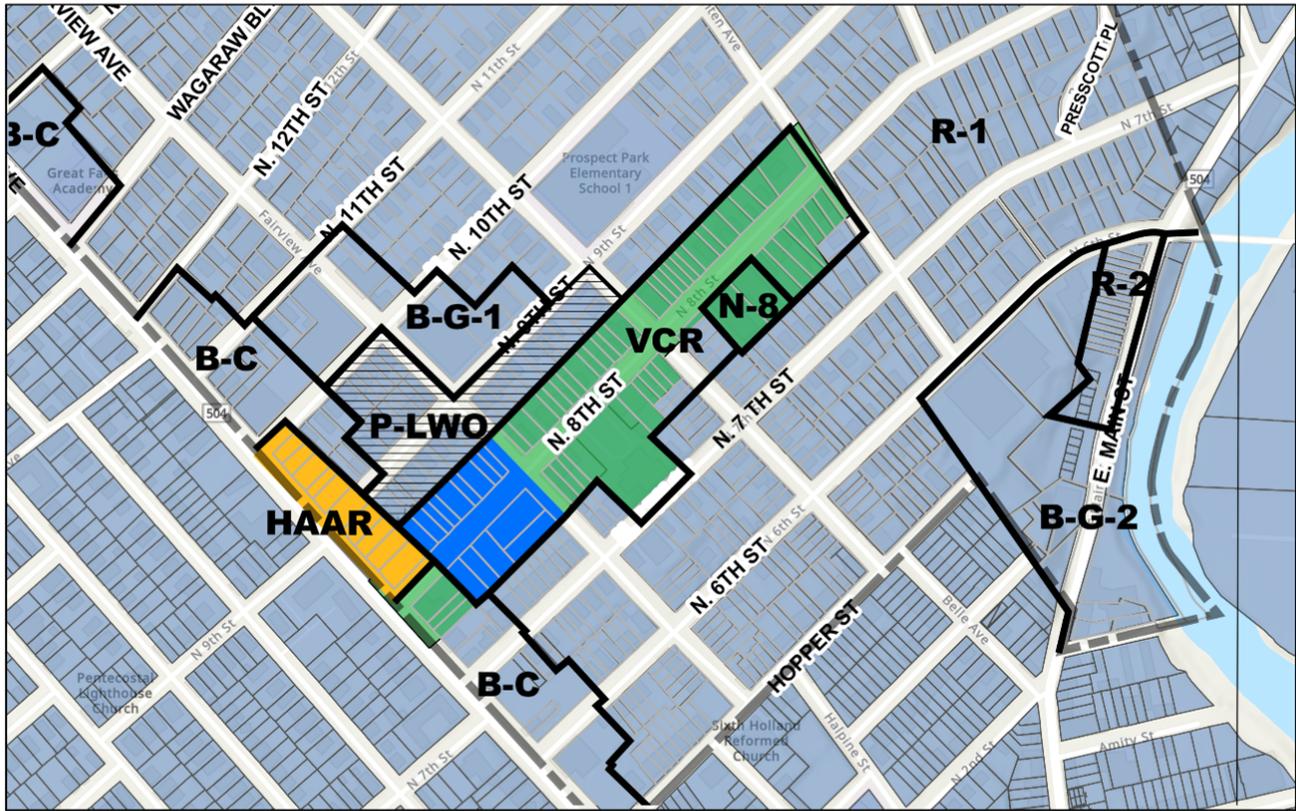


FIGURE 1. THE STUDY AREA, BETWEEN HALEDON AVENUE AND PLANTEN AVENUE, IS LOCATED IN THE SOUTHWEST OF THE BOROUGH OF PROSPECT PARK.

Prospect Park Zoning Map



Future Land Use Designations		Q-R	Quarry Redevelopment Area		Roadways/Driveways	0	0.03	0.07	0.13 mi
B-C	Community Business	R	Recreation & Open Space		Tax Parcels	0	0.05	0.1	0.2 km
B-G-1	General Business-1	R-1	Residence-1		Change from B-C to HAAR	Esri Community Maps Contributors, New Jersey Office of GIS, © OpenStreetMap, Microsoft, Esri, TomTom, Garmin, SafeGraph,			
B-G-2	General Business-2	R-2	Townhouse		Change from B-C to VCR	Zoning data from RicciPlanning, LLC 2021			
HAAR	Haledon Ave. Adaptive Reuse	VCR	Village Commercial/Residential						
N-8	North Eighth Street Redevelopment Area								
P-LWO	Professional/Live-Work Overlay								

FIGURE 2. EXCERPT OF THE ZONING MAP WITH PROPOSED CHANGES FROM THE 2021 MASTER PLAN REEXAMINATION REPORT.

In 2021, the Prospect Park Planning Board adopted the 2021 Master Plan Reexamination Report and proceeded to implement several zoning and land-use recommendations that resulted from the study. Figure 2 illustrates the area located between Haledon Avenue and Fairview Avenue, which was rezoned from B-C, or Community Business zoning, to VCR, or Village commercial/residential. Building regulations for VCR were also updated, increasing the maximum building height from 2.5 stories to 5 stories and 60 feet. Presently, the strip of North 8th Avenue from Haledon Avenue to Planten Avenue is zoned for Village Commercial/Residential. According to the Borough of Prospect Park, the village commercial residential district has been established to cultivate a “vibrant village/main street area” with a variety of businesses and services intermingled with residential areas.

Two lots between Brown Avenue and Planten Avenue have been designated as a North 8th Street Redevelopment Area or an area in need of non-condemnation redevelopment as determined through N.J.S.A. 40A:12A-7 of the Redevelopment Law. The ordinance passed in 2018 resulted in a redevelopment plan for the lots and ultimately led to the adaptive reuse of two buildings into apartments and commercial spaces.

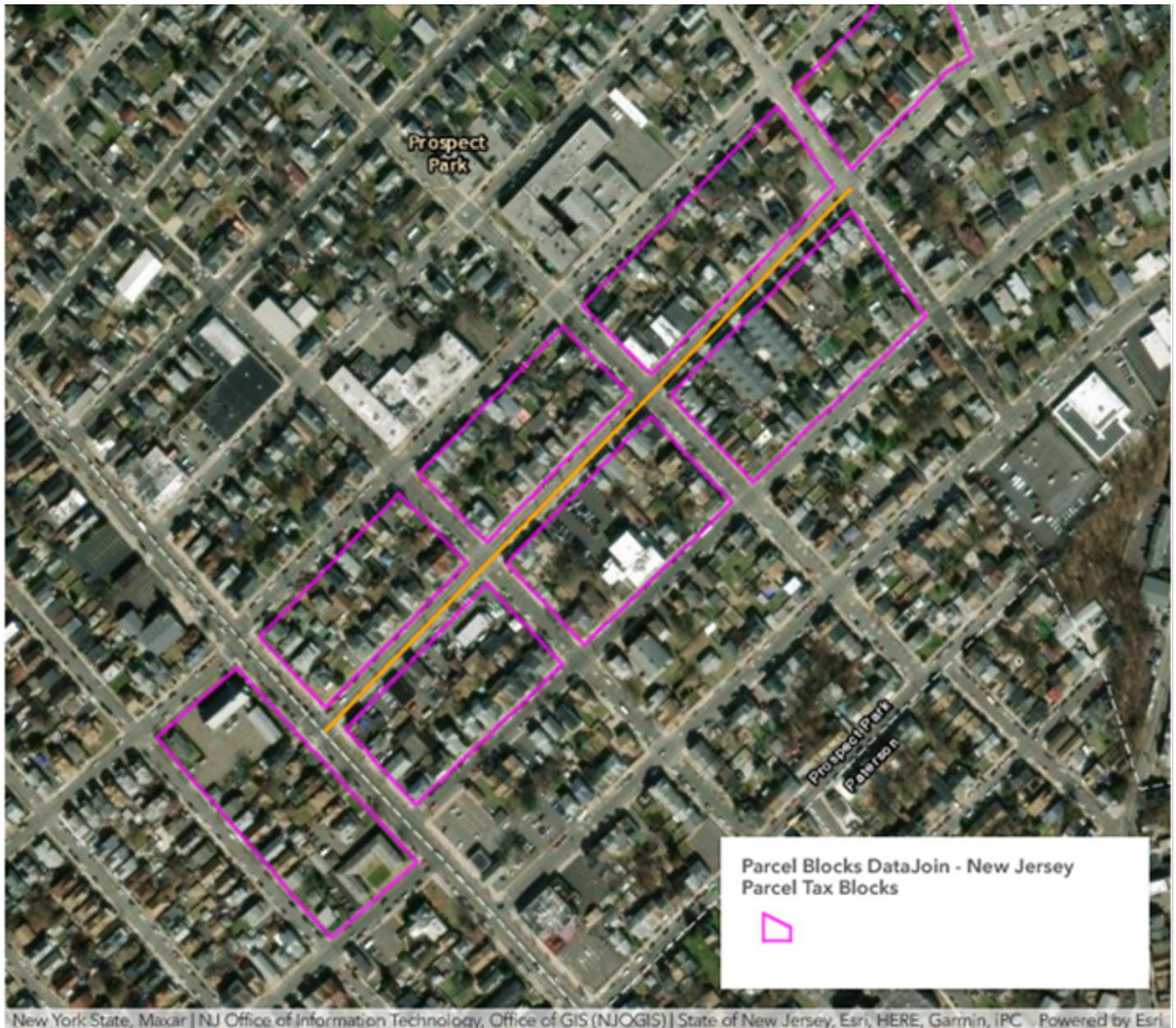


FIGURE 3. MAP OF PARCEL BLOCKS ADJACENT TO THE STUDY AREA. PRODUCED BY TRANSIT FRIENDLY DATA APPLICATION.

North 8th Street and the one-quarter mile surrounding it is 98 percent housing, while the remaining is a mix of restaurants, stores and other commercial services. The housing types are mostly multifamily or high-density dwellings. There are also two automobile supply and service stores, one of which is closed and will be the site for a new Borough parking lot.

The MOD IV parcels, located adjacent to the study area, include just under three acres of vacant land. However, some of these parcels are located in neighboring municipalities which may be a notable constraint when thinking about improving or expanding public spaces and amenities. Fortunately, the current zoning overlays surrounding the study area present opportunities to incorporate a mix of uses and multipurpose structures, something that can be further enhanced by rezoning certain areas.

Planning Process

Plan Review and Case Example Research

The project team conducted a review of relevant municipal, county, state, and regional documents to understand the existing planning and regulatory framework in the Borough of Prospect Park. The team reviewed planning and zoning documents from several county and regional entities to identify the overall goals and challenges for each jurisdiction. The plan review helps put the Borough of Prospect Park in context within each of these jurisdictions. Despite its small population and land area, Prospect Park was mentioned or noted at least once in the following plans:

- 2021 Master Plan Reexamination Report, Prospect Park (2021)
- Transportation Alternatives Set-Aside Program 2023: North 8th Street Streetscape Improvement Application
- Moving Passaic County: Transportation Element of the Passaic County Master Plan (2012)
- Green Stormwater Infrastructure Element of the Passaic County Master Plan (2018)
- Borough of Prospect Park, County of Passaic Ordinance No. 2021-15
- 333 North 8th Street Parking Lot Concept Plan

The plan review yielded valuable information about the desired and necessary changes Borough officials would like to see in their community. Their Master Plan Reexamination focused on developing redevelopment plans that include attracting specialty stores to meet their residents' needs while discouraging strip commercial developments. There was also a particular focus on creating safe recreational areas for residents by closing certain streets and redeveloping the Tilcon Quarry site into housing and green space and connecting it to the rest of the Borough.

The Borough's dedication to these goals was reinforced by its application to the Transportation Alternatives Set-Aside Program in 2023. In this application, the Borough sought quality-of-life improvements along North 8th Street, including beautification efforts, sidewalk improvements, installing bike infrastructure, and road markings. This report revisits several elements of the TAP application.

Given the Borough's small geographic footprint and the unique character of the study area, initial case examples focus on principles of placemaking rather than specific examples. The community outreach efforts, including a stakeholder meeting and a public questionnaire, helped inform how residents envision their future and identify their top priorities. The four most relevant principles of placemaking, as defined by Project for Public Spaces, were identified as potential strategies for Borough officials to explore. Specific case examples were identified via the stakeholder group's participation in the project.

Stakeholder Engagement

The project team worked with the Borough Administrator to identify key stakeholders who live and work in the North 8th Street corridor. The group was composed of Borough and County officials, business owners, developers, property managers, nonprofit agencies, and school representatives.

TABLE 1. LIST OF MEMBERS OF PROSPECT PARK’S STAKEHOLDER GROUP.

Mohamed Khairullah	Mayor, Borough of Prospect Park
Intashan Chowdhury	Borough Administrator, Prospect Park
Mohammed Hussain	Council Member, Prospect Park
Daniel Cabrera	Economic Development/Parking Director, Borough of Prospect Park
Walter Richmond	Officer-in-Charge Prospect Park Police & Parking
Arsalan Gilani	Municipal Engineer, Borough of Prospect Park
Daniel Hauben	Special Projects Planner
Andras Holzmann	Director of Planning, Passaic County Planning & Economic Development
Adam Bradford	Supervising Planner, Passaic County Planning & Economic Development
Hayat Jaludi	Principal of Al-Hikmah Elementary School
Liz Rodriguez	New Hope Community Ministries
Jorge Arturo Barahona	Tucanes Restaurant and Prospect Park resident
John Bleeker	Bleeker Architectural Group and resident
Blythe Eaman	Director, Environmental & Sustainability Planning, NJTPA
Jeffrey Perlman	Senior Director, Planning, NJTPA

Meeting #1: March 25, 2024.

The first stakeholder meeting was held on Monday, March 25, 2024. The purpose of the kickoff meeting was to introduce the project and provide an overview of what placemaking is, the goals for the meeting, and the planned questionnaire and pop-up parklet event. This was followed by a brainstorming session to get the groups' thoughts and opinions on some potential improvements to North 8th Street to inform the Community Vision Plan recommendations. Some key takeaways from this meeting include:

- North 8th Street, or Passaic County Route No. 657, operates as a through route for many travelers. Sometimes, this has a negative impact on traffic along the corridor. With deliberate and thoughtful branding, some people traveling through might be enticed to revisit the Borough by making a memorable impression. The branding can and should reflect cultural values and evoke community pride by celebrating its diverse population.
- The Borough's diversity is another strength because it has attracted a nice variety of businesses. However, stakeholders voiced the need for façade maintenance and improvement, better street trees, and additional beautification, including more public art.
- Montclair and other North Jersey municipalities were mentioned as examples of what the Borough of Prospect Park can strive to emulate, particularly when it comes to art in public places and traffic calming. There was consensus that traffic calming measures like bump-outs can make a place safer while also adding more space for public use and that a combination of one or all such measures can help draw people to North 8th Street.

The complete Jamboard from the Stakeholder Group meeting can be found in Appendix A.

Meeting #2: June 14, 2024.

The second Stakeholder Group meeting took place on June 14, 2024, to collect feedback on the initial proposed recommendations. The project team presented each recommendation and provided images and case examples of similar local contexts and scales. Attendees included the Passaic County Director of Planning and the Municipal Planner for the Borough, who is both a resident and has worked as a consultant on previous projects for the Borough.

The stakeholders' expertise and local knowledge helped fine-tune some aspects of the recommendations, including the following notable points:

- The county is aware of the midblock crossing in front of the Al-Hikmah school and is open to suggesting that the County Engineer install bump-outs and restripe the crosswalk.
- The County is currently working with PSEG to update all existing pedestrian-scale lighting to LED bulbs along North 8th Street. Additionally, the stakeholders believed it necessary for the Borough to conduct a lighting audit.
- There was agreement about the need for additional guidance to locate funding sources to guide future

suggestions.

Public outreach activities

Public outreach activities for this Vision Plan included an online public questionnaire and a pop-up parklet event on Saturday, May 11, 2024. The public questionnaire collected information on why individuals visit the corridor, what improvements they would like to see, and what concerns they have for the area. The questionnaire was provided in English, Bengali, Arabic, and Spanish and was circulated by the Borough Administrator through the Borough's social media and stakeholder members' networks. The Borough Administrator also utilized the Borough's CodeRED Alert system, which sends short notifications to subscribers' cell phones. All feedback and data were compiled, analyzed, and used to inform recommendations. The summary report for the online questionnaire is included in Appendix C. Some key findings are outlined below:

- Almost 80 percent of respondents were residents of Prospect Park
- The second greatest concern for North 8th Street is that there is “not enough to do”
- Respondents requested “cleaner streets, trees, chairs, tables, benches, banners, more plants, lights during winter”
- 75 percent of respondents believe that a greater variety of businesses would encourage them to visit North 8th Street in Prospect Park, and 67 percent believe more and better public spaces would encourage them to visit
- The most popular requests for stores and services were specialty stores like convenience stores and boutiques. The second most popular was a request for a “Third Place”, or a place of community building, such as a community center.
- The least popular reason for visiting North 8th Street is socializing, recreation and religious services.

In addition, the project team organized a temporary popup parklet event on Saturday, May 11, inviting residents to visit and learn more about the project. In addition to offering a glimpse of possible placemaking improvements to Prospect Park, the event was an opportunity for team members and stakeholders to interact directly with residents and learn more about their vision of Prospect Park's future. A description of planning processes, activities, and lessons learned are included in Appendix B.



FIGURE 4. THE TEMPORARY PARKLET LOCATED ALONG NORTH 8TH STREET.

NJDCA Market Analysis

Local Planning Services of the New Jersey Department of Community Affairs conducted a market analysis using ESRI, to determine the population characteristics of communities located in and around the economic corridor, North 8th Street in Prospect Park. The analysis found that the area around North 8th Street in Prospect Park is diverse with families of all kinds (single, married, with kids, without kids), an almost even spread across age groups, and a shared priority of education. The socioeconomic levels of households differ, from young renters working overtime and supplementing with public assistance to older homeowners with an above US average household budget. Within a five- and ten-minute walk, households are seeking affordable restaurants and groceries, strong educational support or services, affordable apparel and services, and personal care products and services. It is important to note that households closest to the center of downtown have more limited discretionary spending. To address the needs of these households, stores, services, and support should be affordable. Additionally, recreation and entertainment opportunities should be offered for free or at low-cost whenever possible.

Market Analysis Methodology

Market analysis was conducted for three areas: within a five-minute walk, a ten-minute walk, and a fifteen-minute walk to North 8th Street (the street address for A&D Appliance was used as a pseudo center of the street). Separating the economic behavior of residents by location can assist with determining how best to develop North 8th Street. The locations were analyzed using the U.S. Census American Community Survey, and a profile describing each was prepared by an ESRI Business Analyst. Full Community profiles are included in Appendix D.

TABLE 2. DEMOGRAPHICS OF THE THREE STUDY AREAS AROUND NORTH 8TH STREET BETWEEN HALEDON AND PLANTEN AVENUE.

	5-minute walk	10-minute walk	15-minute walk
Median Household income	\$52,592	\$54,762	\$57,673
Median Age	31.5	31.6	31.3

**Figures from ESRI forecast for 2023, American Community Survey 2017-2021. Acquired using ESRI Business Analyst*

ESRI Tapestry Segments

The Vibrant Places team utilized ESRI's Tapestry segments to better forecast and analyze shifts in markets and growth in new markets. ESRI defines 67 distinct markets that group neighborhoods of similar demographics, behavior, socioeconomic status, and geographic features. ESRI organizes these markets within 14 LifeMode groups, each sharing a common experience like immigration status or a demographic trait. The analysis conducted by the NJ Department of Consumer Affairs utilizes these segments to represent the types of markets located near North 8th Street in Prospect Park. Three distinct markets are represented within a 15-minute walk from North 8th Street: Diverse Convergence, Fresh Ambitions, and City Lights. Beyond these profiles, there are two LifeMode Groups: Next Wave, which is a group of young, hardworking families who live in urban spaces and prioritize spending for youth and personal appearance, and Middle Ground, which includes millennials, single or married, who have attended college and who utilize the internet often. The profiles are further described below:

- **Diverse Convergence (31.2%)**- A subsection of the Next Wave LifeMode Group, Diverse Convergence represents neighborhoods located in dense urban and suburban areas, often in New York and New Jersey. This group has a high rate of foreign-born individuals, with 1 in 4 households being linguistically isolated. Most households reside in multi-unit apartment buildings and are a mix of young families, married couples, and single-parent families. ESRI characterizes this population as “hardworking consumers, striving to get ahead,” which is reflected in the higher-than-average (US average) labor force participation. The median household income is \$46,500. With lower socioeconomic means, households classified within Diverse Convergence have tighter budgets, look for ways to save, and purchase affordable but stylish items. Most purchases reflect an interest in providing for their children and their children's needs.
- **Fresh Ambitions (23.5%)**—Also a subsection in the Next Wave LifeMode Group, Fresh Ambitions represents young families, many of them immigrants, with working-class jobs and lower median household incomes (\$26,700). These hardworking households pay a large portion of their salary on rent and utilize public assistance and social security to supplement their income. Similarly to Diverse Convergence, households classified as Fresh Ambitions are focused on providing for their children.
- **City Lights (15.8%)**—Organized within the Middle Ground LifeMode Group, City Lights represents a variety of single and married families, with or without children, who own or rent single-family homes, apartments, and townhomes. Labor force participation is also higher than average for these households, reflecting a population that works hard to support their families. Budgeting is also an important aspect of balancing work and life for this economic group.

Consumer Behavior

The Bureau of Labor Statistics creates a spending potential index (SPI) for various types of expenditures to represent the 'demand' of that expenditure in relation to the national average. Indices lower than 100 mean the spending potential is lower than the national average; values greater than 100 mean the spending potential is greater than the national average. While limited in its ability to represent actual demand, the SPI for households within a five- and ten-minute walk of North 8th St. can be used to indicate potential demand for certain services and expenditures in this downtown area.

Consumer Behavior: Food

The consumer behavior of residents within a five- and ten-minute walk differs slightly regarding food. "Food at home" refers to food purchased at grocery stores (typically eaten at home), and "food away from home" refers to food eaten at restaurants. Households in a five-minute walk radius have lower than average SPIs for Food (both at home and away from home), which indicates a demand for affordable groceries and casual restaurants. Households within a ten-minute walk radius have greater than average SPIs, which indicates a demand for slightly higher-scale dining and groceries.

TABLE 3. BREAKDOWN OF 2023 FOOD EXPENDITURES FOR 5 AND 10- MINUTE AREA.

Walk time	Expenditures	Spending Potential Index (U.S. Average=100)	Average Amount Spent	Total Amount Spent
5-minute	Food at home	96	\$46,543.10	\$2,250,827
5-minute	Food away from home	94	\$3,848.56	\$1,198,687
10-minute	Food at home	110	\$7,482.37	\$7,931,315
10-minute	Food away from home	107	\$3,989.51	\$4,228,878

**Figures from ESRI forecasts for 2023, using Consumer Expenditure Surveys 2018 and 2019, Bureau of Labor Statistics*

Consumer Behavior: Additional Expenditures

Comparing the spending potential of different expenditures can indicate what residents prioritize within their household budget. In the case of households within a five-minute walk, education has the highest spending potential, which is 12 percent above the national average. The Vibrant places team can infer, then, that residents living around North 8th Street, put their money into education and prioritize it over other expenditures like entertainment, recreation, and apparel and services. After education, the next highest SPI is for Apparel and services, followed by Personal Care products and Services

TABLE 4. BREAKDOWN OF HOUSEHOLD BUDGET EXPENDITURES- 5-MINUTE WALK.

Expenditure	Spending Potential Index (U.S. Average = 100)	Average Amount Spent	Total Amount Spent
Apparel and Services	99	\$2,169.78	\$746,405
Entertainment and Recreation	88	\$3,339.45	\$1,148,770
Personal Care Products & Services	93	\$892.13	\$396,892
Education	112	\$2,017.03	\$693,859

**Figures from ESRI forecasts for 2022, using Consumer Expenditure Surveys 2018 and 2019, Bureau of Labor Statistics*

Households within a ten-minute walk also prioritize education, though their spending potential is 24 percent greater than the national average. The prioritization of other expenditures is also the same: Apparel and Services, Personal Care Products and services, and Entertainment and Recreation.

TABLE 5. BREAKDOWN OF HOUSEHOLD BUDGET EXPENDITURES- 10-MINUTE WALK.

Expenditure	Spending Potential Index (U.S. Average = 100)	Average Amount Spent	Total Amount Spent
Apparel and Services	113	\$2,493.13	\$2,642,720
Entertainment and Recreation	99	\$3,737.75	\$3,962,017
Personal Care Products & Services	106	\$1,010.16	\$1,070,769
Education	124	\$2,215.66	\$2,348,602

**Figures from ESRI forecasts for 2022, using Consumer Expenditure Surveys 2018 and 2019, Bureau of Labor Statistics*

Goals for North 8th Street

The project team drew on the Task 1 Plan Review, the market analysis, the community survey, and feedback from the Stakeholder Group input to identify a set of goals for the Borough of Prospect Park to move towards. The results from the community survey also contributed to the Vibrant Places team understanding of what Prospect Park residents would like to see and engage in along North 8th Street:

- 1. To create a sense of place.** The Borough would like to see North 8th Street serve as a downtown commercial center and community hub that reflects the vibrancy of the local culture. The corridor should be a major destination for Prospect Park residents while also attracting visitors from nearby towns and the surrounding region. Providing a vibrant, unique, and well-maintained corridor will encourage people to linger, socialize, and frequent businesses rather than quickly passing through.
- 2. To foster a localized and vibrant economic center.** The Borough seeks to improve the existing businesses along North 8th Street through continued business support, responsive problem solving, and façade improvements. The Borough also wishes to attract new services and amenities that will serve existing residents and encourage increased visitation to the area.
- 3. To improve the pedestrian experience.** The Borough strives to make North 8th Street a place where people feel safe walking along and to with their families. By improving the walkability of North 8th Street, Prospect Park hopes to make the corridor a more desirable destination for individuals of all ages. Traffic calming, bicycle and pedestrian infrastructure, and programs to promote biking and walking will increase foot traffic in the area, adding to the area's vibrancy, improving perceptions of safety, and bringing potential customers into the area.

A note on parking

This Vision Plan is based on placemaking principles; therefore, including detailed recommendations regarding the need for and the location of increased parking is out of scope. We recognize that the Prospect Park Borough has invested in a new residential parking lot, which will be built at the old automotive shop lot on the corner of Planten and North 8th Street. This significant investment signals that the Borough is already aware of the residents' need for and perception of a lack of adequate parking. This plan, therefore, focuses on efforts to improve placemaking that can, hopefully, encourage pedestrian activity, transit usage, and cycling, while also reducing parking demand for the North 8th Street corridor. However, if the Borough plans to pursue additional parking investments, it should continue to gather information through a parking demand study that could assist in developing specific recommendations for future parking opportunities.

Recommendations for North 8th Street

This report presents a suite of strategies to achieve the identified goals for North 8th Street. A handful of low-cost, high-impact strategies are identified as “catalytic initiatives” as part of Strategy #1. These can be implemented by Prospect Park with limited resources and in the near term (six months to a year). These “early wins” can assist the Borough in building and maintaining momentum. They’ll provide Prospect Park with clear starting points and actions that are low cost and have a low time commitment but can have an effective impact on the activation and vitalization of North 8th Street.

Following the implementation of the “catalytic initiatives,” Prospect Park may consider other actions that further the goal of placemaking along the corridor. The longer-term recommendations delineated in Strategies 2 through 7 provide potential actions Prospect Park can pick and choose from for future projects and efforts over the years.

1. Undertake “Catalytic Initiatives”

Once implemented, these early-win initiatives will help to showcase the value of Prospect Park’s placemaking efforts and provide a foundation for pursuing more long-term, resource-intensive opportunities. They will also provide opportunities for experimentation before committing to more resource-intensive and permanent interventions.

1.1 Designate North 8th Street as a Rehabilitation Area

Many of the properties along North 8th Street in the study area are small, have narrow street frontages, and are under different owners. This pattern of development was established when the area was initially built. However, the Borough’s vision of North 8th Street as a destination for residents and visitors will require additional action to unlock its full potential. To create opportunities for more diverse retail, public space, and residences, the Borough should consider designating the area along North 8th Street between Haledon Avenue and Planten Avenue as an area in need of rehabilitation.

A municipality can delineate any area within a municipality as an “area in need of rehabilitation” if the area qualifies under one or more of the criteria set forth in the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-5. Qualifications can include if an area is in a deteriorated/substandard condition, or simply an area where most of the housing stock is at least 50 years old, or if much of the water and sewer infrastructure is at least 50 years old and in need of repair. The designation:

- allows a municipality to utilize the powers of the Local Redevelopment and Housing Law, such as offering short-term tax exemptions and other financial incentives found in the Five-Year Tax Exemption and Abatement Law.
- permits the Borough to craft individual development plans for interested property owners, thus giving the Borough more influence over the design of any new development.

Together, the tax exemptions and enhanced influence over the design of development will encourage existing and future property owners to purchase adjacent properties and merge smaller lots, allowing for a greater diversity of retail and residential areas. Additional discussion of this, along with other Land Use strategies, are included in Section 5.



FIGURE 5. TWO ADJACENT LOTS IN PROSPECT PARK WERE DESIGNATED AS PROPERTIES IN NEED OF REHABILITATION; NOW THEY ARE HOME TO HOUSING AND RETAIL

1.2 Launch Beautification Campaign

Simple steps can convey to residents, visitors, and potential investors that North 8th Street is a well-managed street where community life and business activity can thrive. Signage, public art, and a borough gateway can improve a sense of community identity and ownership in the short term. A Beautification Campaign can be funded by the municipality or through a partnership with local businesses, resident volunteers, and other organizations, such as a formal downtown Business Improvement District (see Strategy 6) or an ad-hoc Beautification Committee (see Strategy 2.4).

However, the Borough can start small by launching a Beautification Campaign with a call for volunteers in the community who want to tackle some small, low-cost aesthetic improvements. The Borough can provide some logistical and financial assistance, such as the use of a room for meetings or a small budget for starter projects, such as small planting projects like flower beds along the street or large planters in front of storefronts to attract pedestrians. Over time this group of volunteers can continue to grow and self-organize into a formal Borough of Prospect Park Beautification Committee capable of tackling more sophisticated, high-impact initiatives, such as:

- **Installing Gateway signage:** Install a temporary or permanent welcome sign to signify to visitors that they are entering the North 8th Street economic area. This sign could be located at the corner of North 8th Street and Planten Avenue or at the intersection of Haledon and North 8th Street.
- **Branded Banners:** Banners can be added to the lamp posts on both sides of North 8th Street to enhance the corridor’s visual identity and display Prospect Park branding
- **Beautify Electrical boxes and other empty surfaces:** Paint or wrap cold-looking surfaces with designs. Consider utilizing local artists or student artists for designs.

These strategies are discussed further in Strategy 2.

1.3 Continue to Experiment with Street Demonstrations

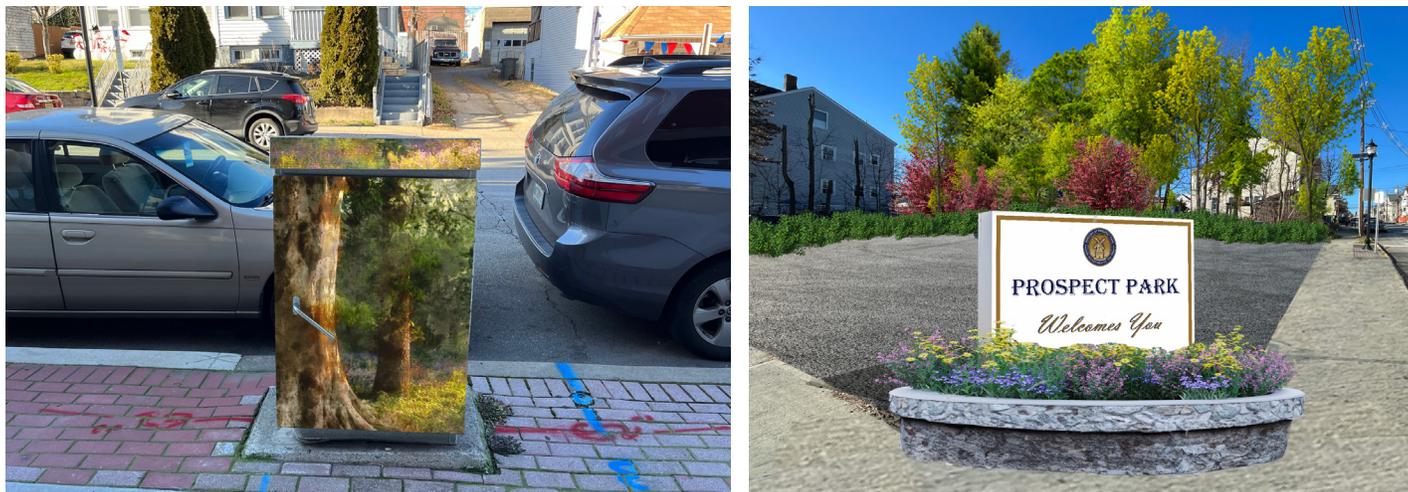


FIGURE 6. RENDERINGS CREATED BY PROJECT TEAM TO ILLUSTRATE POSSIBLE ELECTRICAL BOX WRAPPINGS (LEFT) AND GATEWAY SIGNAGE (RIGHT).

One of the most important ways to invigorate downtown is to create activity. Activity fosters a sense of place and gives people (residents and visitors) a reason to be there beyond just a quick errand or a cup of coffee. Hosting a series of events downtown can foster a sense of innovation and excitement in the community. A great way to do that is to innovate the way the Borough uses its space downtown, such as repurposing streets and parking spaces to host various events and activities. During the development of this plan, the project team worked with the Borough to execute a pop-up parklet demonstration (see previous description of public outreach and figure 7) . The event was very well-received by the community members who participated, many of whom had small children who stopped to play games and engage in arts and crafts in the parklet. Continuing to activate the space in this way can provide recreational and social opportunities for residents and visitors. The Borough should build on the enthusiasm created by this demonstration by:

- **Executing Additional Parklet Demos.** Like the pop-up parklet implemented on May 11, 2014, the Borough should continue to experiment with temporary parklets along North 8th Street. This can be an efficient and inexpensive way to determine the best location for future permanent structures. Additionally, parklets assist with space activation. The Borough can work with the NJTPA to acquire necessary tools and materials from their demonstration library.
- **Hosting street festivals or fairs with tents and vendors.** The closure of North 8th Street awards the Borough a significant amount of additional space to use. Tents for local organizations or local vendors can be set up on the street to utilize this space fully.
- **Hosting Concerts.** Mini concerts or local band performances located on North 8th Street, will require the space an Open Street provides. The stage may be set up in the center of the street or alongside the sidewalk, and visitors can bring seating to watch.

Additional discussion of these strategies is included in Section 3 and 4.



FIGURE 7. CHILDREN AT PLAY DURING THE POP-UP PARKLET EVENT HOSTED BY THE PROJECT TEAM IN MAY, 2024

2. Improve Mobility and Pedestrian Safety along North 8th Street

North 8th Street, Passaic County Route No. 657, is characterized by high speeds, occasional passage of large trucks, and cut-through traffic, all of which pose serious challenges to improving pedestrian safety and vitality. As a minor urban arterial, North 8th Street is also quite wide. Wide lanes have been shown to typically encourage higher driving speeds because of the perceived room for error and the absence of obstacles.

Crash data from the New Jersey Division of Highway Traffic Safety’s Numetric web application shows that on North 8th Street, from January 2010 to April 4, 2024, there were 232 crashes within the study area. Of those crashes, there were no fatal crashes, one suspected serious injury, and 13 suspected minor injuries. Twenty percent of all crashes were deemed a possible injury, while nearly 74 percent had no apparent injury. In addition, 2010-2021 crash data from the New Jersey Department of Transportation showed that crashes at intersections accounted for 39 percent of all crashes on all County Roads in the state, but in the North 8th Street study area, crashes at intersections accounted for 50 percent of all crashes during the same period.

Traffic calming solutions that are appropriate to the scale and context of North 8th Street could help Prospect Park achieve a safe and well-connected pedestrian network that would enable residents and visitors to get around the Borough safely without relying only on driving. In addition to pedestrian infrastructure, traffic calming solutions that promote lower speeds for all drivers can lead to a decrease in cut-through traffic, particularly heavy vehicles.

There are a variety of strategies available to the Borough of Prospect Park that can improve the safety of its intersections and pedestrian crossings. The following section outlines the safety improvements applicable to each intersection and crossing. Addressing pedestrian safety along North 8th Street will require various efforts and actions that may not be immediately feasible. Some lower-cost and quicker projects may be selected as starting points to build upon.

2.1.1 North 8th Street and Fairview Avenue

The intersection of North 8th Street and Fairview Avenue is the only intersection in the study area without a traffic light, and it accounts for approximately 30 percent of all crashes in the area. Even though state law demands that pedestrians have the right of way at all crosswalks, the lack of a traffic light at this intersection means that drivers are not forced to stop because it is only a two-way stop. Additionally, there are very few clues that drivers should slow down and yield to pedestrians. The intersection also features standard crosswalk striping, a design that is considered lower visibility. To move towards a safer intersection, the Borough may consider:

- **Implementing crosswalk improvements:** Instead of traditional restriping, the Borough should consider painting crosswalks with contrasting colors. They should use larger, more visible patterns (such as continental, zebra, or ladder striping) or replace painted crosswalks with thermoplastic tape, which is highly reflective, more durable than paint, and can be more cost-effective in the long run.

North 8th Street Study Area and Target Intersections in Prospect Park, NJ.

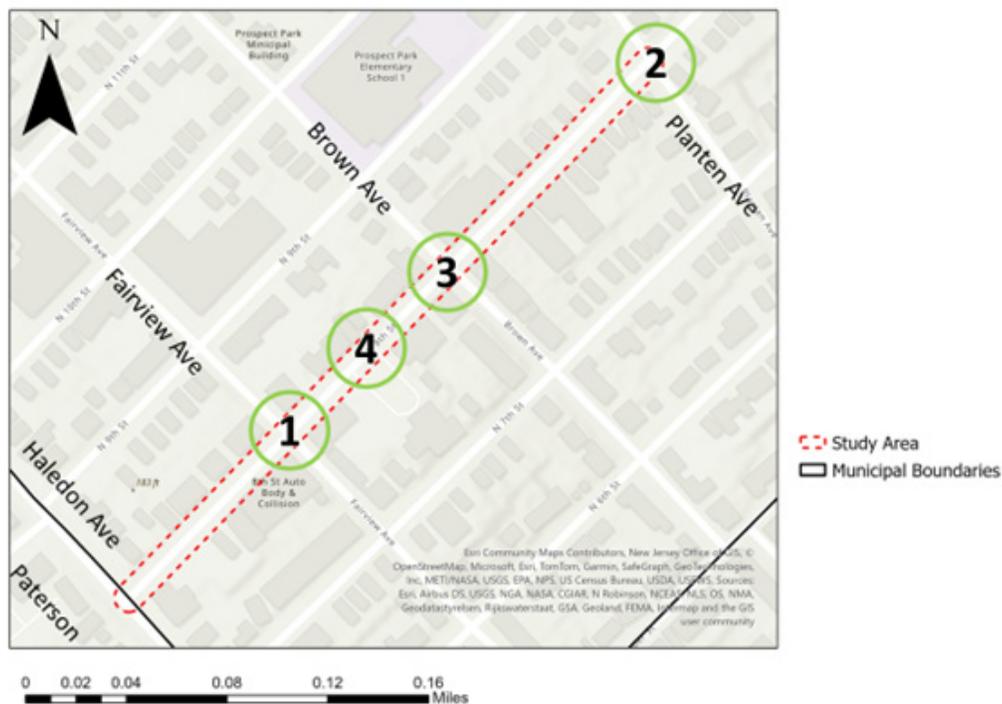


FIGURE 9. MAP OF TARGETED INTERSECTIONS WITHIN THE STUDY CORRIDOR IN PROSPECT PARK, NJ. MAP CREATED WITH ARCGIS BY PROJECT TEAM.

- **Adding an RRFB** is an essential safety feature for pedestrians. An RRFB is a traffic control device designed to increase driver awareness of pedestrians crossing roadways at marked midblock crossings or uncontrolled intersections. The beacons consist of rectangular shaped amber light emitting diodes (LEDs) installed below pedestrian warning signs.
- **Adding speed limit feedback signs:** Speed limit feedback signs are electronic signs that display a driver’s speed if they are traveling five MPH over the speed limit. The Borough can place these strategically to encourage drivers to slow down in certain areas.
- **Adding curb extensions:** Curb extensions are physical modifications of the street corner that extend sidewalks and shorten pedestrian crossings. Extending curbs at this unsignalized intersection would increase visibility, shorten crossing distances, and slow traffic by narrowing the effective roadway.



FIGURE 10. THE INTERSECTION OF NORTH 8TH STREET AND FAIRVIEW AVENUE.

2.1.2. North 8th Street and Planten Avenue

Twenty-two percent of crashes within the study area occurred at or near the intersection of North 8th Street and Planten Avenue, which is located at the eastern terminus of the study area. The minor streets at this intersection are slightly askew and do not form 90-degree angles, which may make curb extensions challenging. This intersection also sees a high volume of heavy truck movement as it is the primary and most direct truck route to the quarry. Beyond the noise and air pollution they cause, large trucks increase the risk of serious injury or fatal crashes with other road users and increase the wear-and-tear to infrastructure (paint and asphalt in particular, but also curbs, signs, lights, and more). They also require more space than private vehicles.

To move towards a safer intersection, the Borough may consider:

- **Increase visibility of Stop Bar:** Because of the intersection's unique geometry, turning vehicles require more room to maneuver. Therefore, to provide enough space to turn, the stop bars are marked at locations further back from the intersection than one would find at standard intersections. The stop bars and crosswalks at this intersection would benefit from increased maintenance to retain their vital visibility, as described in the recommendations above.
- **Crosswalk Improvements:** As above, the Borough should consider painting crosswalks with contrasting colors. They should also use larger, more visible patterns (such as continental, zebra, or ladder striping) or replace painted crosswalks with thermoplastic tape, which is highly reflective, more durable than paint, and can be more cost-effective in the long run.



FIGURE 11. DISTANCE AND VISIBILITY FROM BEHIND THE STOP BAR APPROACHING THE INTERSECTION WITH NORTH 8TH STREET FROM THE NORTHERN SEGMENT OF PLANTEN AVENUE.



FIGURE 12. FROM THE SOUTHWEST CORNER OF THE INTERSECTION, LOOKING NORTH, ARE FADED AND BARELY VISIBLE MARKED CROSSWALKS AND TRAVEL LANES. ADA WARNING PADS ARE PRESENT, BUT ARE NOT POSITIONED CORRECTLY IN ORDER TO PROVIDE PHYSICAL CUES TO BLIND INDIVIDUALS.

2.1.3 North 8th Street and Brown Avenue

The intersection of two major roads, North 8th Street and Brown Avenue, has the most pedestrian crashes of any intersection in the study area. Two bus stops are located on either side of this intersection and is located near the highest concentration of commercial activities. This intersection also features loading zones, short-term parking, faded crosswalks, and road striping. To warn motorists of pedestrians, a crossing sign is located a few feet before the crosswalk, though it is blocked by a NJ TRANSIT bus stop sign (as depicted in Figure 13) and is located too close to the crossing to be effective. According to the FHWA, pedestrian crossing signs should be placed 20-50 feet before a crosswalk and reinforced with additional pavement markings.



FIGURE 13. SEVERAL ROAD SIGNS ARE LOCATED IN THE NO PARKING ZONE NEAR THE INTERSECTION OF NORTH 8TH STREET AND BROWN AVENUE.

Given its vicinity to the existing commercial core, this intersection is the de facto “center” of the study area for this report. When making improvements to this intersection, the Borough can incorporate both safety and destination-defining placemaking strategies, such as raised crosswalks, gateway treatments, special signage, uniform design and color schemes, and more. To move towards a safer intersection, the Borough may consider the following:

- **Implement an intersection mural:** Given this intersection’s central location on the corridor, the Borough can consider an intersection mural that is reflective of the spirit and culture of the community. By doing so, the intersection can also become a symbolic or reflective piece, depending on the context. Given this intersection’s location as the de facto “center,” a colorful mural would enhance a sense that visitors have arrived at the destination. If an intersection mural is not possible, the borough can consider the previously discussed crosswalk improvements.
- **Implement curb extensions:** Curb extensions would be particularly useful at this intersection because they would provide additional space for bus stop improvements and amenities.



FIGURE 14. VIEW OF THE INTERSECTION OF NORTH 8TH STREET AND BROWN AVENUE FROM THE NORTHWEST CORNER.

2.1.4 Al-Hikmah Midblock Crossing

The only midblock crossing in the study area is in front of the Al-Hikmah Elementary School, between Fairview Avenue and Brown Avenue. While this block is not especially longer than average block sizes, the high volume of adult and child pedestrians at regular intervals during the school year, along with the school's proximity to several homes, warrants the mid-block crossing. However, this crosswalk is unsignalized, which can discourage pedestrians from using it, and offers little incentive for drivers to slow down or stop for people waiting to cross. In addition, the pedestrian crossing signs are located within a few feet of the crosswalk, which does not provide adequate warning time for drivers, and the pedestrian crossing sign on the southern (daylit) side is obstructed by a "no parking" sign, as shown in Figure 15.

The faded crosswalk paint at this midblock crossing diminishes visibility, although the striping is a higher visibility design than present elsewhere in the study area. To move towards a safer mid-block crossing, the Borough should consider:

- **Implementing raised crosswalk design:** Raised crosswalks are particularly effective for a midblock crossing such as this one. Raised crosswalks combine the benefits of speed bumps, humps, or tables to encourage drivers to slow down, which is essential given the volume of student crossings at this mid-block location. In addition, the Borough can use thermoplastic tape, which is highly reflective and more durable than paint and can be more cost-effective in the long run.
- **Installing an RRFB:** As described above, this intersection treatment is as effective as traffic lights in stopping traffic, but rather than a fixed cycle, the light is activated only when pedestrians are about to cross. Given that the volume of pedestrian traffic is particularly high only at certain times of day (school dismissal and arrival), this would be a worthwhile investment for pedestrian safety.
- **Consider curb extensions:** As described above, curb extensions at this location would provide additional safety improvements for pedestrians and students by shortening the crossing distance and increasing visibility.
- **Improved daylighting:** This intersection would benefit from improved daylighting. On the northern edge of the road, on-street parking is delineated up to a few feet away from the crosswalk. Although the southern edge of the road has a large section designated as "no parking," there are no physical barriers to prevent vehicles from stopping there and obstructing the view of pedestrians. Structural implementations can help to keep cars from stopping in these locations.



FIGURE 15. VIEW OF THE MARKED MIDBLOCK CROSSWALK FROM THE SOUTHERN EDGE OF NORTH 8TH STREET. NOTE THE ON-STREET PARKING ON THE OPPOSITE SIDE AND THE OBSTRUCTED PEDESTRIAN SIGN IN FRONT OF THE BLUE TRASH CAN.

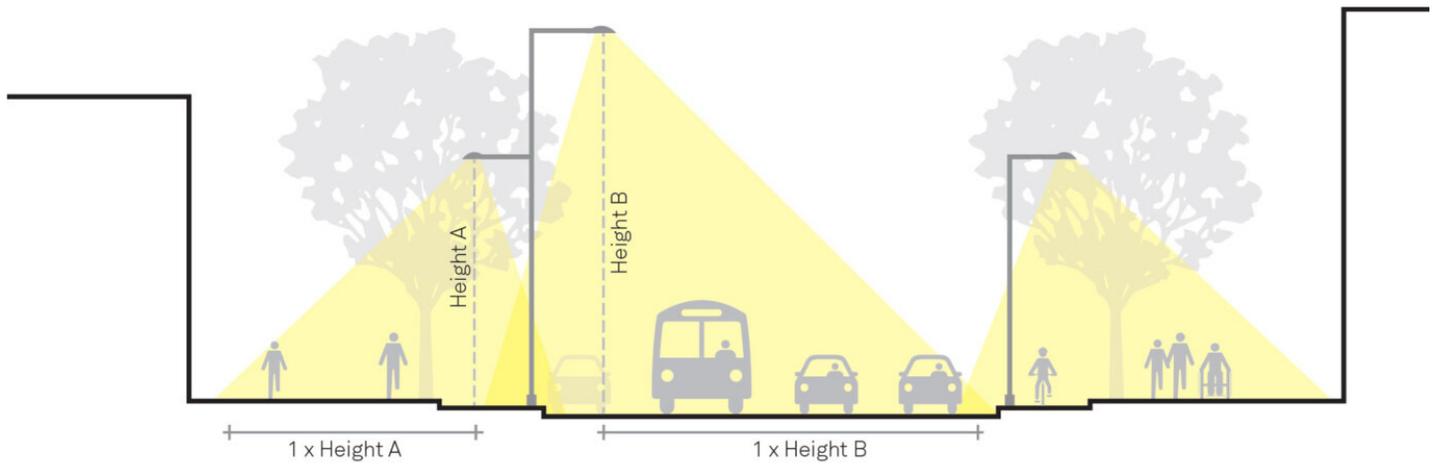
2.2 Improve Lighting on North 8th Street

Most urban roads have lights that are designed to illuminate the entire road between sidewalks to increase visibility for drivers. However, these lights typically don't shine on the sidewalks, making visibility of pedestrians difficult at nighttime. Furthermore, it is hard for drivers' eyes to adjust to the difference in lighting between the road and the sidewalk, which can present conflicts at intersections. According to FHWA, pedestrian scale lighting can reduce pedestrian crashes by up to 42 percent, making it another tool that can improve safety and encourage more people to walk by:

- Increasing sense of safety by reducing dark/shadowy areas.
- Helping pedestrians orient themselves by highlighting landmarks, street signs, and entryways.
- Improving visibility of pedestrians at crossings and intersections.
- Adding a vertical element to increase drivers' alertness.
- Improving streetscape aesthetics by selecting a design that improves the character of the street.

The project team noted some pedestrian-scale lighting during the site visit to North 8th Street, but there is room to improve the light network. Moving forward, the Borough may:

- **Undertake a lighting study** to identify the full suite of practical and efficient solutions to meet the Borough's needs.
- **Consider installing additional lighting or adjusting the pattern of lighting** near existing or proposed bus stops, at the midblock crossing in front of the school, and in other areas where the Borough wishes to expand public amenities or spaces for events (as per the following recommendations).



The spacing between light poles is typically 2.5–3 times the height of the fixture. A single row of light poles might be sufficient for a narrow street, while wider streets will require multiple rows.

FIGURE 16. GRAPHIC SHOWING AREAS ILLUMINATED BY DIFFERENT LIGHTING PLACEMENTS, GLOBAL DESIGNING CITIES INITIATIVE.

2.3. Conduct a Road Sign Audit

The Borough may wish to conduct a road sign audit in the future to ensure that there is both adequate and clear signage indicating the presence of pedestrians. There are currently pedestrian crossing signs on North 8th

Street to alert drivers, however, their effectiveness may be undermined by the large number of other signs that

may overwhelm drivers or cause them to disregard signs altogether. Limiting sign pollution and placing visible yield or stop signs before crossings can reduce pedestrian crashes.

2.4. Increase Public Transit Use and Improve Amenities

The Study Area has two bus stops at the intersection of North 8th Street and Brown Avenue, serving both directions of the NJ TRANSIT 744 bus, which appears to serve commuters primarily. During peak hours, 5:56-9:04 AM and 4:05-6:50 PM, the bus’s headway is about 30 minutes, while off-peak headways are nearly 70 minutes. Additionally, the NJ TRANSIT timetable lists the 744 stops as North 8th Street and Planten Avenue, one block east of the existing bus stop. As of 2022, 4.7 percent of residents use public transportation as their primary means of transportation to work.

Given the Borough’s vision for North 8th Street, increasing transit use can be an effective way to reduce congestion and implement creative placemaking strategies, both on the sidewalk and the roadway. Longer-term impacts of increasing transit use as a primary travel mode might include reducing air and noise pollution, reducing car ownership, and increasing the demand for more innovative multimodal infrastructure projects.

To facilitate a greater shift to public transit use, the Borough may choose to implement some of the following strategies:

Logistics Evaluation of Current bus schedule and residents’ transportation patterns: To learn more about residents’ travel needs, the Borough can survey residents and ask where they need to go when they need to go, and what other obstacles or limitations to the current schedule keep people from replacing one or more car trips with a bus trip. Contingent on the evaluation, the Borough should follow up with

NJ TRANSIT.

- **Schedule optimization:** the Borough can work with NJ TRANSIT, the County, municipalities, and possibly employment centers to revise the schedule and route to maximize ridership. The 744 bus serves customers between the suburban portion of Passaic County in Wayne and the increasingly urban route to Passaic City. Any schedule changes should reflect the regional needs and will require working closely with Prospect Park’s neighbors.

Infrastructure improvements for Prospect Park to consider:

- **Updating visible signage** with clear, accurate schedules and timetables. The bus stops in the study area are not easy to identify because the current signage is not distinct from the rest of the road signs. Printed schedules with route information and other network wayfinding available at bus stop locations can assist riders in easily finding route information without a smartphone or internet-capable device.
- **Improving bus stop amenities**, such as trash cans, lighting, seating, or a leaning bar, as illustrated in Figure 19. These amenities are essential to a well-designed streetscape and play a key role in making travel by public transportation more comfortable and safer. Incorporating bicycle infrastructure, such as bike parking and a small repair toolkit and air pump, provides improved access to public transit by facilitating first and last-mile connectivity.
- **Creating Bus shelters.** Currently, there is not adequate space for bus shelters where the bus stops are located. Providing shelters would require extending the sidewalk or relocating the stop to an area with more space, such as near the proposed parking lot at North 8th Street and Planten Avenue. While NJ TRANSIT will cover the costs of installing bus stop amenities, municipalities are responsible for cleaning and maintenance. The stop location is generally decided by the municipalities and presented to NJ TRANSIT, but County roads may require additional approval.

3. Improve the Aesthetics of North 8th Street

The appearance of North 8th Street was identified as one of the greatest concerns among community survey respondents. Aesthetic improvements can contribute to placemaking by developing a unique and clear identity for the space. The following strategies and methods may assist the Borough of Prospect Park in developing a



FIGURE 17. A LEANING BAR AT A BUS STOP FROM BLOOMBERG’S CITY LAB.

clear visual identity that is aesthetically pleasing, cohesive, and reflective of the community.

3.1 Develop a Unique Visual Identity

Consistent visual cues along North 8th Street can help indicate its identity as a community destination. These visual cues, or a defined “visual language,” can include fonts, colors, and logos, as well as visual motifs present along the roadway. North 8th Street’s visual identity can be a branch of Prospect Park’s current logo and colors or can be designed to reflect the current community present in the area. A consistent visual identity has the potential to strengthen local pride and celebrate its uniqueness. Creating a visual language to be used throughout North 8th Street will assist with establishing the corridor as an economic ‘main street.’

Strategies for developing a visual identity:

- **Build off an existing logo.** Prospect Park’s logo can be used as a base for North 8th Street branding and visual identity. Consider utilizing the color palette or visual components to build a new identity specific to the economic strip. If Prospect Park chooses to create a logo and visual language specific to North 8th Street, the logo should be simple, easy to understand, and reflective of the neighborhood characteristics that set it apart from other communities.
- **Co-create a new visual identity.** To acquire public buy-in for a new design, Prospect Park could solicit ideas from residents as a community engagement activity. For example, a logo design competition can get individuals of all ages involved and will particularly engage local artists.



FIGURE 18. HIGHLAND PARK, NJ ENLISTED A DESIGN FIRM TO DEVELOP A VISUAL IDENTITY FOR THEIR DOWNTOWN SIGNS AND BANNERS. THE FINAL DESIGN WAS INTENDED TO "CAPTURE A SPIRIT THAT IS ECLECTIC, CREATIVE AND FRIENDLY," WHILE ALSO REFLECTING THE DIVERSITY OF THE AREA. SOURCE: CLOUD GESHAH (LEFT) MYCENTRALJERSEY(RIGHT).

- **Utilize a private consultant.** There are various private consultants that will create a visual identity utilizing community input and design expertise. However, this option can be cost prohibitive.



FIGURE 19. VISUAL IDENTITIES CAN REFLECT ASPECTS OF PROSPECT PARK, SUCH AS CULTURAL DIVERSITY AND INCLUSION.

3.2 Establish a Gateway or Gateways

As mentioned in the catalytic Initiatives, Gateway treatments use visual cues and physical alterations to alert drivers to a change in street type and often encourage drivers to slow down in anticipation of pedestrian activity. Additionally, gateways “can help instill a sense of place, supporting placemaking and downtown development” (NJTPA, 2021, p. 49).

If the Borough would like to establish a Gateway for North 8th Street, a strategic choice of location is at the corner of North 8th Street and Planten Avenue, where the proposed public parking lot will be located. The borough may be able to utilize space in or around the parking lot for landscaping along with the chosen gateway feature. Additionally, this location will allow visitors to park and walk downtown. A gateway could also be located at the intersection of Haledon and North 8th Street as it is the western entrance into the economic strip.

Once the Gateway location is selected, the Borough could Install a welcome sign, a plaque, or a mural to indicate to visitors where the economic center begins. The selected feature should be consistent with the recommended visual identity and indicate that this is an area for economic activity. Banners, created and hung above a street are inexpensive and simple options for gateways (see Figure 22).



FIGURE 20. GATEWAYS CAN BE SIMPLE, LIKE NEW BRUNSWICK, NJ'S BANNER INDICATING THE DOWNTOWN.

3.3 Install North 8th Street Banners

In meetings and in-person conversations, stakeholders and residents requested banner poles to be added along the segment of North 8th Street. Several individuals pointed to nearby downtowns that have decorated banners as a goal for the area. Banners can be added to the lamp posts that currently line North 8th Street on both sides and can be added to any additional lighting (proposed in the previous recommendations). To keep the design consistent with the visual identity, the Borough should incorporate the town colors, images, and fonts into the banners.



FIGURE 21. GATEWAYS CAN BE MADE PERMANENT THROUGH SIGNAGE, LIKE DOWNTOWN TOTAWA'S SIGN PICTURED ABOVE.

Banners can be used in several ways:

- Create a cohesive “downtown” area. Banners with the area’s visual identity can contribute to its overall aesthetic.
- Celebrate seasons and holidays with changing banners
- Celebrate “local heroes” or show community pride



HOMETOWN HEROES BANNER PROGRAM

APPLY NOW!

Applications for the 2022 Linden Hometown Heroes Banner Program are now available!

The banners will hang on lightstands in the Linden Uptown Business District beginning in November. This program is free for Linden Military Veterans and their families.

Deadline for applications with required credentials is Friday, October 7th, 2022.

Summer applications will be accepted on a first-come, first-served basis, until the limit for 2022 is reached.

For an application, please visit: Linden SID, 463 N Wood Ave, Linden, NJ
 Monday - Thursday 10am - 2pm
 Or Phone: 908.718.5831
 Or Email: sid@uptownlinden.com

City of Linden
 NEW JERSEY
 Community Identity Program

FIGURE 22. SOMERVILLE, NJ’S BANNERS ENCOURAGE VISITORS TO ‘SHOP, DINE AND EXPLORE’ (LEFT). OTHER BANNER DESIGNS CAN CELEBRATE A HOLIDAY OR SHARE COMMUNITY PRIDE, LIKE THE HOMETOWN HEROES PROGRAM IMPLEMENTED BY LINDEN, NJ. (RIGHT)

3.4 Install Public Art

Incorporating art into the streetscape provides similar benefits to landscaping and developing a visual identity. Art helps to connect communities, celebrate wins, and memorialize challenges; each effect a benefit to North 8th Street and its identity. Art installations can also double as community activities and promote community buy-in if the art is collaboratively designed. Art installations can take several forms, including:

- **Beautifying electrical boxes.** Electrical boxes are necessary parts of the streetscape along North 8th Street. However, the current condition of the boxes detracts from the overall aesthetic. Public art can address this by beautifying cold-looking surfaces with paintings or wrapping them with a design. In some communities, electrical boxes showcase similar images or colors to connect the effort throughout the area. In other communities, electrical boxes showcase elementary school kids' designs and drawings. The Borough of Prospect Park may decide to expand this recommendation to other parts of the Borough, as it is a simple, quick, and effective effort to improve streetscape aesthetics.
- **Creating a community mural.** Several walls along North 8th Street would benefit from a mural. Murals often represent the local community, its strengths, or the business or organization located within the building. Community murals, while most often painted onto walls, may also be used as a traffic-calming strategy when painted in the roadway or sidewalk space. Mural designs can be developed through community engagement activities and working with local artists and property owners.



FIGURE 23. HOBOKEN, NJ ELECTRICAL BOX DESIGN (LEFT). THE ELECTRICAL BOX LOCATED ALONG NORTH 8TH, A POTENTIAL LOCATION FOR AN ART INSTALLATION (RIGHT)

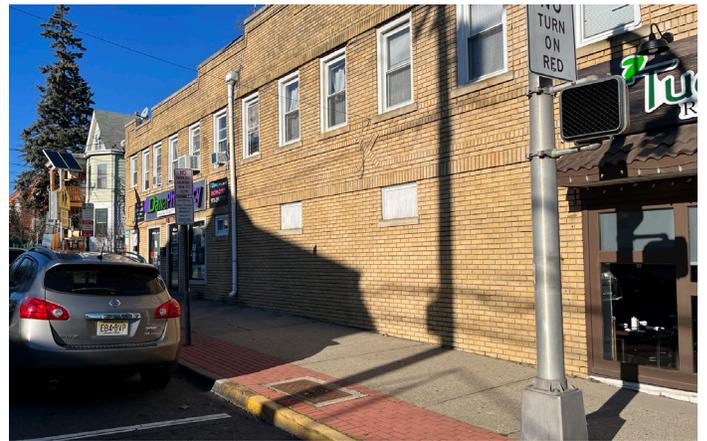


FIGURE 24. RESTAURANT MURAL- MONTCLAIR, NJ (LEFT) AND POTENTIAL LOCATION FOR A RESTAURANT MURAL (RIGHT)

3.5 Improve Landscaping and Increase Greenery

The stretch of road along North 8th Street can benefit from aesthetic improvements. As a part of the previously recommended Beautification Campaign, Prospect Park may wish to add small plants, landscaping, and street trees to the area. Because North 8th Street is primarily concrete, pavement, or sidewalk, greenery can promote feelings of calmness and welcome. The cost of landscaping, with materials and maintenance, can be a challenge, but several methods can help to reduce the cost:

- **Create a Beautification Committee:** Establishing a beautification committee for North 8th Street can ensure the maintenance of current and future landscaping and gardening efforts and can run the beautification campaign. Denville, NJ, currently utilizes interested volunteers to run and participate in their own town's Beautification Committee. Volunteers meet once or twice a week to weed, plant, and water gardens in the area. Their program also provides education to volunteers about native plants, gardening skills, and other gardening resources. In the case of Prospect Park, a beautification committee can install and maintain planters filled with flowering annuals throughout the town and encourage residents to volunteer their time to help maintain them.
- **Delegate landscape maintenance through local sponsorship:** Local businesses or stores can sponsor segments of the road, a planter's box, or a tree. Businesses can be recognized with a small plaque or sign.
- **Implement an Adopt-a-tree Program:** Several New Jersey towns utilize this concept, in which individuals or groups have a chance to 'adopt' a tree and are responsible for its maintenance. In Flemington, NJ, this program is hosted through the Flemington Borough Shade Tree Commission, and all costs of materials and planting are waived using the municipal budget.
- **Host an annual or biannual neighborhood planting day:** Hosting a neighborhood planting event can allow residents to take pride in nature along North 8th Street. Highland Park, NJ, hosts a two-day neighborhood planting event in which volunteers are assigned to a planter and given materials and plants to beautify it. This activity may also be combined with other community efforts, like a fair, festival, or celebration.



FIGURE 25. MILLBURN'S TOWNSHIP BEAUTIFICATION LEAGUE INC. KEEPS DOWNTOWN MILLBURN FULL OF LUSH AND VIBRANT FLOWERS (LEFT). PLANTERS PLACED BETWEEN THE SIDEWALK AND ROADWAY IN TOTOWA, NJ, HAVE THE ADDED BENEFIT OF PROVIDING A SENSE OF SAFETY FOR PEDESTRIANS (RIGHT).

4. Create Social Spaces on North 8th Street

Squares and parks can offer excellent spaces for socializing, resting, and playing if they are designed thoughtfully. These spaces can also act as a “third place” for Borough residents and visitors who are seeking a place outside of their home and their work. Third places are spaces separate from your home (first) and your work (second) and offer a space for gathering, socializing, and building social connections. Research has found that interactions within third places can help strengthen bridging ties, which is beneficial for health and well-being and building trust in communities.

When possible, creating small, multi-use destinations in the form of pop-up structures, mini parks, and outdoor seating along North 8th Street can improve access to a third place for residents and visitors of various ages.

4.1. Implement Open Streets for Community Events

While the physical roadway along North 8th Street is primarily used for transportation, it holds significant potential as a community space. By implementing ‘open streets,’ we can transform this area, closing it to cars and trucks and opening it up for a variety of community events. This initiative can breathe new life into North 8th Street.

According to community survey results, socializing and recreation are the least popular reasons people *currently* visit North 8th Street. However, many survey respondents requested additional recreation and socializing opportunities for the area; aside from parking, the lack of activity was the most popular ‘greatest

concern' about North 8th Street. Reimagining the use of the street through open streets and various events and activities can assist with activating the space and providing recreational and socializing opportunities for residents and visitors. This transformation has the potential to significantly increase community interaction and engagement on North 8th Street.

As North 8th Street is a county road, any open streets will require county permission and will most likely be restricted to a few hours at a time. However, even temporarily closing the street and establishing an Open Street for the Borough can increase visitation and create a greater sense of community. The Borough can use the Open Street to implement some of the activity recommendations mentioned in Section 4.



FIGURE 26. NEW BRUNSWICK HAS HOSTED SEVERAL CYCLOVIAS ALONG THE MAIN ECONOMIC STREET, GEORGE STREET (SOURCE: NBTOMORROW.ORG).

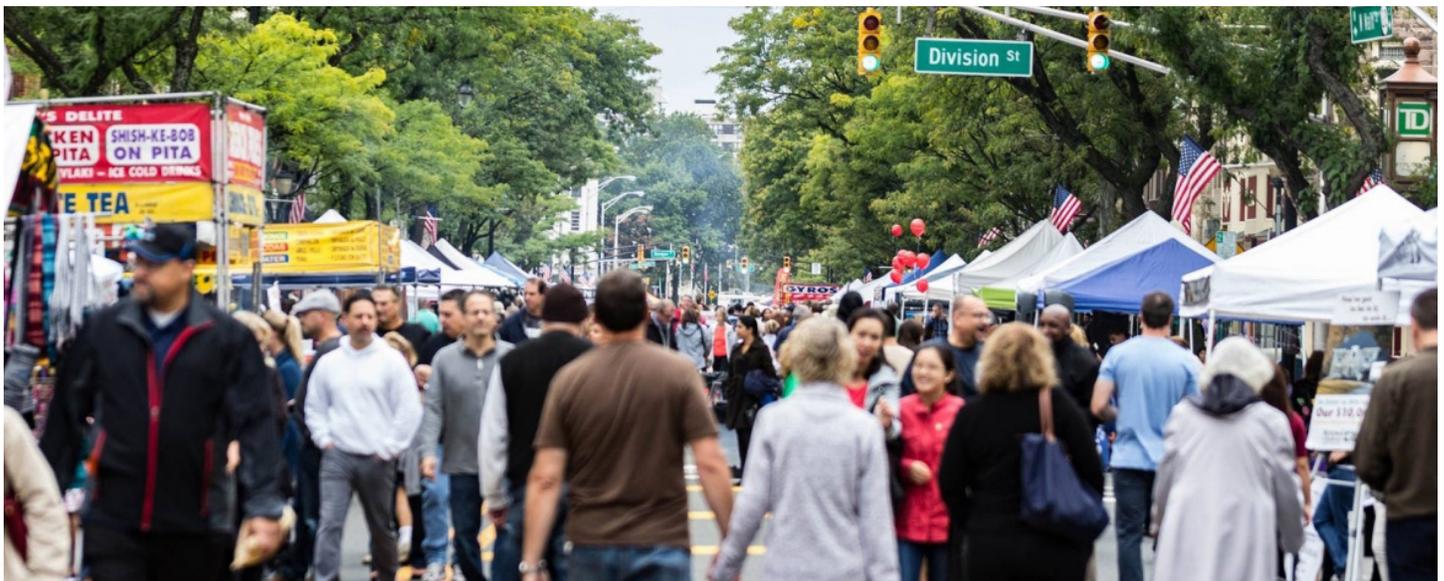


FIGURE 27. SOMERVILLE, NJ, CLOSES MAIN STREET (COUNTY ROUTE 28) TEMPORARILY FOR STREET FESTIVALS. SOURCE: MYCENTRALJERSEY

4.2 Increase seasonal outdoor seating through pop-up parklets and outdoor dining

Spaces, squares, and parks all act as settings for socializing and recreation. Adding seating to these areas further signifies to individuals that this area is for lingering and, therefore, available for socializing. Seasonal outdoor seating, to be used during the warmer months, allows visitors to enjoy the weather as they socialize. Often, municipalities will install Pop-up Parklets and outdoor dining in the summer months, like New Brunswick, which allows outdoor dining for restaurants throughout the summer. While outdoor dining will require the restaurant to maintain the space, Pop-up parklets can be hosted by the municipality for anyone to enjoy.

The design of these spaces should take into consideration all ages, particularly the needs of young adults, adults, and older adults. Visitors to the Pop-Up Parklet on May 11 were excited about the possibility of future parklets. Several visitors who were participating with their children explained that if this resource were available every Saturday, “I would bring the kids here every week.” Prospect Park may consider implementing a pop-up parklet occasionally throughout the summer. In addition, the Borough may consider:

- **Updating the pop-up parklet and outdoor dining application:** The current temporary pop-up application for Prospect Park, available on the municipal website, was created during the COVID-19 pandemic and would benefit from updates. New language can explain the purpose of outdoor dining spaces for restaurants and design codes for parklets and dining spaces. The NJTPA’s Parklet guidance document, available for download on the NJTPA website, can help further develop a comprehensive parklet and outdoor dining space process. The Borough may also decide on a fee for outdoor restaurant dining, as the current outdoor dining application waived all fees. Additional revenue collected from restaurants can be used to implement other improvements on North 8th Street.
- **Allowing for and encouraging space-conscious outdoor dining:** The space on sidewalks along North 8th Street is somewhat limited in terms of the space available for local restaurants. Therefore, outdoor dining should be designed with space-saving in mind. A bagel store in Totowa has half of a picnic table facing the store façade, which reduces the space necessary for outdoor seating. Little Greek, a restaurant in Totowa, has created outdoor dining with a simple corner barrier. The Borough may encourage these business improvements by allowing outdoor picnic tables and benches to be present on the right of way. The Borough may also outline these space-saving options in a webinar or informational session.



FIGURE 28. HALF OF A PICNIC TABLE IN TOTOWA, NJ SOURCE: GOOGLE MAPS.

4.3 Install Pocket Parks for Permanent Outdoor Seating

In addition to restaurant outdoor dining, public spaces can also benefit from creating seating options. Creating free and accessible seating options can establish a sense of community by providing a third place for people of all ages.

- **Determine Available Space for Pocket Parks:** Pocket Parks are small parks built on challenging-to-develop, irregularly shaped empty lots. These miniature parks can provide greenery, a place to relax and help beautify empty spaces. North 8th Street would benefit from one or two pocket parks along the segment, especially if paired with public seating. The Borough of Prospect Park could consider which lots along the roadway are challenging to develop or sell, are under-utilized, and are suitable for greenery.
- **Consider Community Benefit Agreements:** As Prospect Park will be installing a new public parking lot, there is an opportunity to require a greenspace component of that contract through a Community Benefit Agreement (CBA). This may also be done for other development projects.



FIGURE 29. TOTOWA, NJ. MINI DINING WITH A SIMPLE BARRIER SOURCE: GOOGLE MAPS

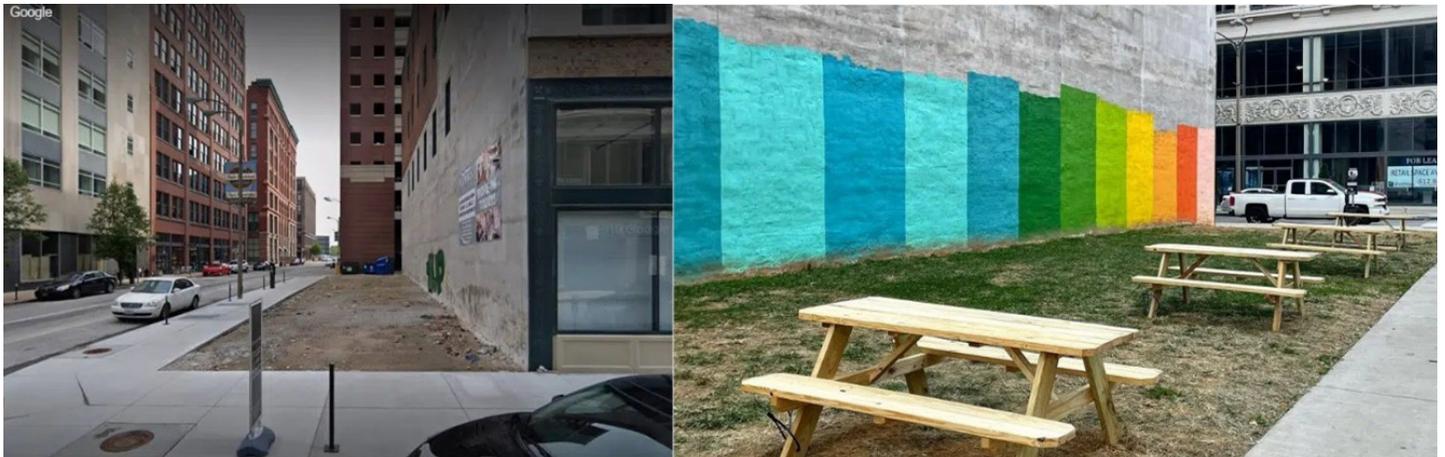


FIGURE 30. A POCKET PARK IN ST. LOUIS, MO (BLUE ZONES.COM).

5. Establish North 8th Street as a Place for Events

Activities, cultural events, and programming can help activate and populate outdoor spaces along North 8th Street. Space activation has a myriad of benefits, including an increased feeling of safety and security, healthier social settings, and more activity for sustaining local restaurants and retail.

As the household budget for recreational expenses is lower than the national average (See previously described DCA market analysis), Prospect Park should invest in low-cost or free activities for all ages. The community survey results provided in the appendix can be used to determine what cultural offering would be most helpful in and along North 8th Street.

5.1 Host Large-scale Community Events on North 8th Street

Hosting engaging and interesting performances or events along the street may activate the space and encourage more people to visit. Some community survey respondents indicated that community events would encourage them to visit North 8th Street more often. Prospect Park has hosted a few festivals, parades, fairs, and community events in recent years; however, many of these activities take place in the municipal building or at a local school building. Bringing these events outside to the street can help enliven North 8th Street and establish it as a destination. Some ideas for large-scale events include:

- **Street festivals or fairs with tents and vendors.** The closure of North 8th Street awards the Borough a significant amount of additional space to use. Tents for local organizations or local vendors can be set up on the street to utilize this space fully. This type of event could be done in conjunction with an open street closure, as described above.
- **Concerts.** Mini concerts or local band performances can take place along North 8th Street, either in pop-up parklets, during open street events, or in a community space (such as the new parking lot). The stage may be set up in the center of the street or alongside the sidewalk, and visitors can bring seating to watch.
- **Cyclovia.** Cyclovia, or ciclovía, is an Open Streets concept that has its roots in Bogota, Colombia. To provide additional space for fitness, Colombia closes these streets to automobiles once a week for a specific amount of time. Beginning in the 70s, the concept has grown, and now many of Colombia's ciclovías include local vendors, fitness classes, and yoga sessions. The concept has become widely known and is seen in countries across the globe. In the United States, cyclovías have also become car-free festivals intended to illustrate and exemplify the benefits of non-automotive spaces. The programming has been implemented in New Jersey cities, including New Brunswick, Trenton, and Princeton.

5.2 Host Workshops, Classes, and Educational Events

Survey respondents requested that classes and educational events be offered along North 8th Street. The NJDCA economic analysis also found that populations residing in and around North 8th Street have a higher than national average spending propensity for education. If the Borough is able to, or interested in, providing more educational opportunities along the street, the Borough can conduct further research to determine what types of classes or subjects are in demand for residents. Potential events include:

- **Book readings.** Outdoor book readings for children or adult book clubs hosted by local nonprofits can activate spaces.
- **Language conversation coffee houses.** The Borough has great linguistic diversity, which can be further celebrated and appreciated through language specific meet ups like language conversation coffee houses.
- **Skill-sharing events.** Residents of the Borough may wish to share some of their own knowledge and skills by leading their own skill-sharing workshops. For example, the local chef of Tucanes may wish to lead a cooking class, or a high school drama student may want to lead an acting class. Encouraging these types of events can help to increase residents' sense of belonging and community.



FIGURE 31. A PUBLIC LIBRARY OFTEN HOSTS OUTDOOR READING EVENTS LIKE THE ONE PICTURED. IN PROSPECT PARK, AN ORGANIZATION OR NONPROFIT MAY BE AN APPROPRIATE ALTERNATIVE HOST.

5.3 Build or Establish a Community Space for Festivals, Fairs and Cultural Events

If Prospect Park wishes to establish the segment of North 8th Street as a central meeting and socializing area, the Borough might want to work to establish an identifiable community space for activities and events in this corridor – a place where people know to go to see what’s happening in town. The proposed parking lot at the corner of Haledon Ave and North 8th Street could be used occasionally as a community gathering space. There are several potential lots that would also work well as community gathering spaces, though the Borough would be required to acquire these locations. For Example, The Borough of Highland Park received a grant from the New Jersey Department of Community Affairs (DCA) in 2019 to outfit their public parking lot with a wooden pavilion, picnic tables, lighting, and electricity. The location is used weekly for the Highland Park Farmers’ Market and is also used for various fairs and local events.



FIGURE 32. PAVILION IN HIGHLAND PARK SOURCE: MYCENTRALJERSEY.COM.

Once established, this community space can also be a central location for stationary activities, in addition to events and classes, such as:

- **A community information kiosk:** A centralized location with information about upcoming events and activities can further support activation efforts. A well-defined and consistent location for event postings, local news, and information can keep residents informed and may increase participation.

- **“Little Free Library” Installations:** Small collections of publicly accessible books, often called Little Free Libraries, can act as a resource for visitors and residents alike. The miniature neighborhood libraries allow visitors to take and leave a book and have become popular in recent years across the country. The website Little Free Libraries has resources regarding how to construct, start, and maintain the library. The library itself can be funded and maintained by residents, organizations, or the Borough. Little libraries may also be stationed next to or in social spaces like public parks. By pairing the library with available seating, visitors will be more inclined to mill about in the area with their books. The Borough of Prospect Park can encourage residents and business owners to create a “Little Free Library” by creating an ordinance dictating the process and detailing design restrictions.
- **Publicly accessible yard games:** North 8th Street does not have space for an entire recreational field or a new park. However, small, publicly accessible yard games can engage young kids (and adults). The children who attended the Pop-Up Parklet destination were verbal about their love for yard games. Throughout the four-hour event, children played with jumbo-sized Jenga and Connect 4 and drew on the sidewalks with chalk. Some games may be able to withstand all weather and can be kept outside. However, many will require maintenance and shelter. Prospect Park can continue to borrow games from the NJTPA demonstration library and engage with the community to determine which game would be the best investment.

6. Support the Local Economy

With the placemaking strategies outlined above, Prospect Park’s North 8th Street has the potential to become a destination for shoppers, diners, and visitors. Currently, there are four retail establishments and five restaurants/cafes that serve mostly local clientele (numbers collected from site visit 2024). As previously



FIGURE 33. AN EXAMPLE OF A SIDEWALK LIBRARY FASHIONED OUT OF AN OLD NEWSPAPER DISPENSER. SOURCE: PINTEREST.COM

mentioned, community survey results indicated that there is a significant demand for additional businesses and services along North 8th Street. If the Borough wants to see the business community grow and thrive over time, there are a few ways to support the local economy better and create a fertile ground for new business development.

6.1 Coordinate More Formally with Business Community

Numerous municipalities throughout New Jersey have successfully established organizations that empower businesses in a district to coordinate efforts and advance their collective interests. Table 6 below describes a few of the frameworks that are typically deployed, ranging from less to more formal organizations. As a small downtown, Prospect Park may not need a business improvement district or a chamber of commerce. Instead, the Borough may consider creating a business development committee, which does not require participation fees from businesses. This committee can be a group of local business owners and will focus on building connections and implementing programming to strengthen the street’s economy. Establishing a business coordination framework, like a business development committee, will also benefit North 8th Street by increasing accountability for the areas’ progress.

TABLE 6. POTENTIAL FRAMEWORKS FOR COORDINATING VISIONING EFFORTS

<u>Activist model:</u>	A motivated citizen or business owner takes it upon themselves to promote the corridor, organize activities, and create social media pages for the area. This is the least sustainable of the models as it relies on the continued commitment of a specific individual or group of individuals.
<u>Business Development Committee</u>	A committee that is typically appointed by the municipal governing body and acts as a formal liaison between businesses and the municipal government. These committees are effectively free for businesses but tend to have less impact because they need a source of funding for activities.
<u>Chamber of Commerce:</u>	A non-profit organization that advocates for the interests of member businesses. Several local chambers of commerce are active across New Jersey, including in the neighboring Township of Nutley. The chamber charges businesses with up to 10 employees an annual membership fee of \$160, with fees increasing for larger businesses. Chambers of commerce tend to focus on assisting member businesses rather than improving a commercial district.

<p><u>Business Improvement District (BID):</u></p>	<p>A Business Improvement District (BID), also known as a Special or Downtown Improvement District, is a defined area, generally in a downtown or mixed-use corridor, that is authorized by state law and created by a local ordinance to collect a special assessment on the commercial properties and businesses in that area. The BID allows businesses to share in the cost of special events, business promotion, security, maintenance, or other improvements and activities.</p>
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6.2 Launch Public Shopping Campaigns

The economic corridor along North 8th Street is relatively small and home to a select few businesses and services. According to the community survey, many residents are seeking entertainment, a sense of community, and a place to socialize. While additional restaurants, businesses, and services may help to fill these needs, several businesses and restaurants along the street could benefit from increased awareness to help build a local customer base. Examples of these campaigns include:

- **‘Shop Local’ campaigns and small business Saturdays.** Business owners can determine what discounts or incentives they would like to offer participants and show their support with “shop local” logos.
- **Dine In Prospect Park.** Dunellen, NJ, a square mile downtown, hosts a smaller version of a traditional restaurant week called Dine in Dunellen. Instead of organizing tickets and prices across all restaurants, Dunellen allows each restaurant to choose what discount or benefit to offer.

6.3 Promote Prospect Park as a Place to Do Business

A particularly large portion of community survey respondents and stakeholders said that expanded business and services along the North 8th Street corridor would encourage them to visit the area more frequently. The types of businesses and services requested include convenience stores, pharmacies, specialty stores like ice cream parlors and beauty stores, groceries, and affordable dining options. Additional stores and services can meet the needs of the community by providing daily shopping, places to gather, and entertainment. Prospect Park should invest in business development efforts that will encourage bringing affordable businesses and services to North 8th Street.

The Borough (and the Business development committee, once established) could undertake some simple activities that provide additional forms of support for attracting new businesses to North 8th Street, including:

- **Offer a ‘Doing business in Prospect Park’ online toolkit:** An online toolkit with all necessary information and application materials for prospective businesses and services. These resources may be maintained and developed by the business development Committee or another governing body.
- **Construct a Virtual Resource Center: Encourage** local business growth by advertising grant opportunities and providing an information hub for technical assistance, business classes, and entrepreneurial opportunities. Many of these resources are available throughout the state, but business owners are often not aware of the opportunities. A targeted information hub for Prospect Park businesses could help close the existing information gap.

7. Land Use and Zoning Changes

North 8th Street's current land use and zoning may be limiting its growth, while the current building stock and lot sizes may not be sufficient for larger businesses or stores, such as grocery stores. If Prospect Park wishes to pursue a development effort that will accommodate diverse retail and commercial services, the following recommendations should be considered:

7.1 Designate Properties along North 8th Street as an Area in Need of Rehabilitation

As mentioned in the “Catalytic Initiatives” described previously, many of the properties along North 8th Street in the study area are small, have narrow street frontages, and are under different owners. This pattern of development was established when the area was initially built. However, the Borough's vision of North 8th Street as a destination for residents and visitors will require additional action to unlock its full potential. To create opportunities for more diverse retail, public space, and residences, the Borough should consider designating the area along North 8th Street between Haledon Avenue and Planten Avenue as an area in need of rehabilitation.

A formal rehabilitation designation should be considered if an area is in a deteriorated/substandard condition, if most of the housing stock is at least 50 years old, or if much of the water and sewer infrastructure is at least 50 years old and in need of repair. The designation allows a municipality to utilize the powers of the Local Redevelopment and Housing Law, such as offering short-term tax exemptions and other financial incentives found in the Five-Year Tax Exemption and Abatement Law. It also permits the Borough to craft individual development plans for interested property owners, thus giving the Borough more influence over the design of any new development. Together, the tax exemptions and enhanced influence over the design of development will encourage existing and future property owners to purchase adjacent properties and merge smaller lots, allowing for a greater diversity of retail and residential areas.

7.2 Develop a Downtown Development Incentives Plan

To further bolster the economic growth of North 8th Street, Prospect Park should consider developing a formal Downtown Development Incentive Plan (or Policy) that customizes a suite of incentives that are most appropriate and most beneficial to the Borough's downtown redevelopment. Having a formal, clear, publicly available plan for these incentives will create predictability for developers and assist the Borough in making the most efficient use of its resources when supporting new development projects.

Economic development incentives are financial and nonfinancial support to help promote real estate projects and business growth downtown. They can take very different forms based on resources, composition, past experiences, and economic development partners. There are a myriad of tools and creative incentives that can be used by a town to promote healthy and vibrant economic development, including:

- Tax abatements
- Reduced or waived fees
- Public infrastructure upgrades

- Reduced land cost
- Façade programs
- Fast-track permitting
- Density bonuses

In addition, developers in Prospect Park may be eligible for other incentives through various economic zones and initiatives. For example, Prospect Park may apply for

- The New Jersey Neighborhood Preservation Program
- Neighborhood revitalization tax credits
- Low-income housing tax credits

These incentives play an important role in supporting development as these projects expand the tax base, increase property values, and add amenities that improve the quality of life and provide long-term benefits to the community.

7.3 Design Guidelines for Development and Redevelopment

One issue mentioned in the first stakeholder meeting was the poor physical condition of many buildings along North 8th Street and the need for façade improvements or cleaning in many buildings. As rehabilitation plans proceed, Prospect Park may consider creating design guidelines to ensure any development is consistent with



FIGURE 34. A VISUAL EXAMPLE OF FACADE IMPROVEMENTS SOURCE: JIM LEGGIT DRAWING.

the desired character of the neighborhood. These guidelines can include requirements such as what colors or materials must be used in new construction or renovations or what kinds of sidewalk amenities can be installed. The Borough can establish an Architectural or Design review board/committee that has the authority to establish rules and guidelines that developers must follow.

Future Steps

The recommendations included in this report can be used by the Borough of Prospect Park as a toolkit of potential strategies and methods for placemaking. In addition to these recommendations, Prospect Park may also utilize various public resources to support further its movement towards a more vibrant North 8th Street.

Beyond providing technical support from the Vibrant Places Program, the NJTPA can offer the Borough a variety of resources, guides, and programs. For more information and guidance on developing a new ordinance for outdoor dining, consider reviewing the Guidebook to Parklet Planning, available for download from the NJTPA website. To learn more about creating a local safety plan, refer to the MPO's website for details about what this entails and how the NJTPA can assist. To stay up to date on relevant funding opportunities or programs offered by the NJTPA, follow their website to receive announcements.

Prospect Park may also consider working with the local Transportation Management Association, EZ Ride. EZ Ride provides technical assistance for municipalities, such as walkable community workshops, and assists with demonstration projects. These types of programs can act as a beginning step toward improving pedestrian experiences and safety. The assistance can also support the implementation of some transportation recommendations outlined in this report.

State and local funding is available to assist with the implementation of the identified strategies. Projects will be eligible for different types of funding, depending on the action and intended goal. Additional site-specific options, particularly around the area of the school on North 8th Street, can be explored via the Safe Routes to School Grant Program.

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[What are third places? How do I find one? - Vox](#)

Appendices (See following pages)

Appendix A: Advisory Meeting Notes

Appendix B: Parklet Summary and Feedback

Appendix C: Public Questionnaire Summary

Appendix D: NJDCA Market Analysis Report



**BOROUGH OF PROSPECT PARK TECHNICAL ASSISTANCE
Stakeholder Group Meeting Notes
Kickoff Meeting – March 25, 2024**

Agenda

- Welcome and Introductions
- Project Background – A Case for Placemaking
- Public Engagement Activities
- Brainstorming Session
- Project Schedule Review

Attendees

Mayor Khairullah	Borough of Prospect Park
Intashan Chowdhury	Borough of Prospect Park
M Hussain	Borough of Prospect Park
D Cabrera	Borough of Prospect Park
W Richmond	Prospect Park Police & Parking
Dan Hauben	DMR Arhchitects
Hayat Jaludi	Al-Hikmah School
Liz	New Hope Community Ministries
n/a	Tucanes Restaurant
Arsalan Gilani	Fastech Consulting Engineers
n/a	Bleeker Architectural Group
Adam Bradford	Passaic County
Blythe Eamen	NJTPA
Jeff Perlman	NJTPA
Kiara Ryan	VTC
Miriam Salerno	VTC
Jacob Thompson	VTC
Mary Topp	VTC

Summary

The main goal of the kickoff meeting was to introduce the project and provide an overview of what placemaking is, our goals for the evening, and the planned questionnaire and pop-up parklet event. This was followed by a brainstorming session to get the groups’ thoughts and opinions on some potential improvements to North 8th Street to inform the Community Vision Plan recommendations. The stakeholders were asked to consider the following:

- What are other downtowns or main streets they’ve enjoyed spending time in, and why?
- What makes North 8th Street unique? What are its strengths or assets?

- What improvements would they like to see along North 8th Street?
- Does North 8th Street serve as a cultural and commercial center? If not, what is missing? (Thinking beyond just businesses, consider events, arts, performances, etc.)

The brainstorming session was very productive, and all the stakeholders' ideas are listed below and can be viewed in the attached image. The findings from the kickoff meeting will inform the recommendations made in the Borough of Prospect Park's Community Vision Plan.

Being a County Road, North 8th Street gets a lot of traffic, and while that can present some problems, it is also a strength, in that many people have to go through Prospect Park en route to somewhere else. With deliberate and thoughtful branding, some people traveling through might be enticed to revisit the Borough, by making a memorable impression. The branding can and should reflect the cultural values and evoke community pride by celebrating its diverse population.

The Borough's diversity is another strength, because it has attracted a nice variety of businesses. However, stakeholders voiced the need for façade maintenance and improvement, better street trees, addressing the plethora of electric cables, and additional beautification, such as more public art.

Brainstorming Session

1. Branding/visibility
 - a. Celebrate and highlight community diversity
 - b. Gateway treatments
 - c. Banner poles for events and special messaging
2. Beautification
 - a. Pedestrian-scale lighting
 - b. Façade renovations
 - c. Signage upgrades (for businesses)
 - d. Consistent tree plantings
 - e. Seasonal plants
 - f. Window painting
3. Expand outdoor/public space
 - a. Park space for kids
 - b. Popup structures
 - c. Outdoor seating
4. Traffic calming – prioritizing pedestrian safety
 - a. Alternate route for quarry trucks
 - b. Intersection improvements
 - c. Painted crosswalks
 - d. Temporary road closures
 - e. Improve traffic signals
5. Bid Development – Look at Belleville

What are other downtowns or main streets they've enjoyed spending time in, and why?

- Edgewater



- Hoboken
- Highland Park
- Jersey City
- Montclair
- Passaic
- Ridgewood
- Totowa



What are other downtowns or main streets that you've enjoyed spending time in? Why?



Hoboken did a thoughtful job making it more joyous to see functional devices colored with art - creating a destination. Brings some color!

As a teacher - see a spacious park for the students. When they have activities they bring kids to another town. Having a park for them to play soccer, basketball, sports, etc.

Implement some traffic calming on North 8th street. A lot of people are coming and going quickly. Need more pedestrian safety.

Sidewalk bumpouts in Highland Park and they use them to place seating for people. also give permits to musicians to perform on those bump outs. People hang out.

Jersey City - painted crosswalks. Add some vibrancy and color.

HP blocked off portions of streets in the warm season to put tables for dining for people to sit and eat, restaurants can use.

make the painting of crosswalks a community event.

Pop up curb bumpouts to create a temporary traffic calming.

Ridgewood - likes to see open space, air and sky, and no cables block visibility. North 8th has a lot of electrical cables... can we put them underground?

More outdoor seating for people in the nice weather. Light entertainment, jazz, local vendors, arts, etc.

Edgewater - popular destination for young people, NYC skyline views.

Totowa

Montclair - love the lights, the streets and the restaurants.

Montclair

Lisa Lee working on painted crosswalks in Passaic

What makes North 8th street unique?

What are the strengths or assets?

Branding and programming.

create something that creates "vibe" - make it popular and people want to visit it. Like lighting.

Put pictures on banners, use what is there... put up photos on light poles.

Put decor in the potted plants, etc

have kids paint in windows for the holidays

Need some banner poles that can be added with content over the year. Make it feel like a warm, small, tight knit community.

Wrap the poles during holidays to make them pop with color and whatever season it is.

Community mural

Need to think about how we would implement these ideas - Business Improvement District.

Need a plan for maintenance

It is a County road and gets a lot of traffic - people have to go through North 8th. They will pass and see it!



Nice mix of businesses and houses

Can see New York City on a clear night/day!

North 8th street has diversity - businesses from different countries. A nice variety of businesses.

If you're traveling on N 8th St, you have to go through Prospect Park to reach your destination

Outdoor seating

What improvements would you like to see along North 8th Street?

Including an outdoor space, live entertainment, local vendors- especially in the Spring as a celebration of the end of winter. We want people to drive to Prospect Park.

curb or pop-outs, for temporary traffic calming - integrated with temporary sculptures or art

Inconsistent tree types and placement. This can interfere with pedestrians and other sidewalk users.



Traffic calming. Prioritizing pedestrian safety can make it a more vibrant place

Gateway treatment highlighting community

Interest in some road closures or space closures for kids to walk around

More lights, more greenery, brighter walk signs etc.

Light poles with names of the students have graduated from highschool

beautification of the storefronts- signage and condition of the businesses

plants with decoration based on the season

Banner poles for events or special messaging

Painted crosswalks, public art like art on electrical boxes- to welcome people

beautification of front yards

Better trash removal - trash piles up in the bins. Can be emptied more often

Business Improvement District to implement changes and maintain aesthetic

Inter electricity and other cables

"Vibey"- lights on the street- a destination

telephone poles decorations based on the season

window painting on businesses

'awesome restaurants'- want people to be walking around.

Improved intersections

More consistency of tree planting.

Think North 8th serves as a cultural and commercial center?

If not, what is it missing?

Think beyond just types of businesses... events, arts, performances, etc!

As a teacher - see a spacious park for the students. When they have activities they bring kids to another town. Having a park for them to play soccer, basketball, sports, etc.

Branding/visibility highlighting/celebrating residents and community diversity



More outdoor seating for people in the nice weather. Light entertainment, jazz, local vendors, arts, etc.

Need to refresh the look of North 8th Street - better trees, streetscapes.

Beautification of the storefronts can play a major role too. Look into some kind of pilot program or grant funding to incentivize business owners and residents to improve their fronts.

Businesses are worried because there is not enough parking on the street.

Try to identify alternative routes for quarry trucks but that is difficult right now.

Pop-up structures, temporary traffic calming projects can be public events to draw residents and make it a community event.

Lights (pedestrian-scale) to improve experience when walking, especially at night or dark months.

"Face lift," freshen up the street. Building facades have faded paint, trees are old and look unhealthy. If you make it look nicer, it will be more attractive to visit.

Brighten up the gateway intersections.

Give county the specific names of intersections that need improvements - they are working on intersections throughout the county.

Need better parking options.

Prospect Park Parklet Demonstration Event Process Overview and Feedback Memo



June 2024

Prepared by: Alan M. Voorhees Transportation Center, Rutgers University

Prepared for: North Jersey Transportation Planning Authority (NJTPA)

The TNJ team, along with Rutgers POET, hosted Prospect Park’s first Pop-up Parklet along North 8th Street on May 11th from 12-4 PM. The purpose of the temporary demonstration was to invite residents to visit, enjoy and hang out in a parklet and learn more about the project. In addition to offering a glimpse of possible improvements to Prospect Park, the event was an opportunity for team members and stakeholders to interact directly with residents and learn more about their vision of Prospect Park’s future.

Planning Process:

- Pop-Up parklet selected as a potential in-person demonstration.
- Selected location for the parklet and requested permission from the building owner
- Held two logistic preparation meetings with Borough staff, Public Works staff and NJTPA design specialist.
- Acquired materials through NJTPA lending library (picked up from location by Public Works staff)
- Created supporting materials: printed surveys, marketing materials, flyers, welcome signage, coloring pages, volunteer information outlines
- Recruited additional volunteers through NJTPA UpNext program and Rutgers Bloustein school of planning and public policy student workers.

Design Process:

- Gathered opinions on various design options through the community survey
- Utilized design expertise from NJTPA
- Presented 3 design options to Borough staff
- Design expert led installation of the parklet day of

Material List:

- | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ○ 4 turf mats ○ 4 free-standing delineators with base ○ 1 outdoor push broom ○ 1 park bench ○ 1 picnic table ○ 6 plastic jersey barriers ○ Artificial Hanging planters (all 4) ○ 2 Large Artificial Palm Trees |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

- Outdoor Rug
- 24 Interlocking Deck Tiles
- Sidewalk chalk set
- bookshelf cart
- Books
- Printed coloring pages for independent activity
- Colored Pencils
- tape
- Tablecloths
- Jenga
- connect 4, Bean bag game
- A-frame sign with printed "Welcome" sign. Rain option poster
- Tent
- Printed Surveys
- Printed Survey Codes (with tinyurl)
- Clear signage stands

Day of Schedule:

Date: Saturday, May 11

Arrival time: 10:00 AM

Where: The Lofts at Park – 312-316 N 8th St, Prospect Park, NJ 07508

Event: Set up a parklet to engage the public and showcase the potential of parklets to reimagine how public space is used. Parklet will include seating, games, books, sidewalk chalk, and promotional information about the project and additional resources.

Goals:

- Collect feedback about the parklet; direct people to the Qualtrics questionnaire if they haven't already completed it.
- Collect information on what types of spaces, amenities, and events residents would like to see in their community.

Roles

Role 1. Engagement, provide guidance to student worker as needed, traffic/ transportation expertise.

Role 2. Engagement, plan development expertise, placemaking expertise.

Role 3. Engagement, logistics assistance, general assistance.

Role 4. provides UpNext guidance as needed, engagement, placemaking.

Role 5.- Lead parklet set up, engagement, NJTPA representative.

Role 6.- Engagement, program expertise, placemaking expertise, NJTPA representative.

Role 7. – Student worker, to provide translation for Bengali speakers.

Schedule:

Friday May 10th @ 11:00 AM- Prospect Park team to pick up materials from *100 Academy Street, Jersey City, NJ 07306*

(P.P. contact: Contact name, DPW- *phone number*)

(Hudson TMA contact: Contact name, *phone number*)

May 11th

10:00 AM – Team members arrive at P.P. and Begin Parklet Set Up (lead by NJTPA design expert)

Parking: Borough Hall parking lot! It's in the rear of 106 Brown Avenue, Prospect Park.

DPW arrive at site to unload items (contact: *contact number*)

- Layout pre-designed parklet
- Cover traffic jersey barriers
- Layout paper surveys, QR codes, informational materials

12 PM- 4 PM -- Pop-up Parklet

VTC team to provide guidance to UpNext Volunteers as needed

Encourage filling out of surveys

Provide additional information about the current Vibrant Places Program project

4PM- DPW arrives/ Clean-up of materials/ packing up of materials.

May 13th – **11:00 AM**- Prospect Park Team to return materials to *100 Academy Street, Jersey City, NJ 07306*

Volunteer Information Provided:

Additional volunteers were recruited through NJTPA’s UpNext program and Rutgers Edward J. Bloustein school of Planning and Public Policy. Volunteers with bilingual skills were prioritized. Volunteers were given a brief run-down of the event and provided the following information.

- **What:** The Vibrant Communities Initiative team is in the process of developing a community placemaking plan for North 8th Street (between Haledon and Planten Ave). Placemaking is the process of implementing various strategies, programming, and aesthetic changes to develop a stronger sense of identity, and use of an area. This temporary pop-up parklet is one type of placemaking strategy that could be included in the final placemaking plans. We are hosting this parklet to give residents and the public a better sense of how placemaking may fit in Prospect Park. Feedback from this event, as well as from the community survey, will be incorporated into the final placemaking plan and set of recommendations.
- **Who:** This project is possible through technical assistance support from North Jersey Transportation Planning Authority’s Vibrant Communities Initiative (*This is the last project under the previous name: Together North Jersey’s Vibrant Places Program*). Rutgers- Public Outreach and Engagement Team (Rutgers- POET) contributes technical assistance to the project through research, workshop hosting, public engagement, and strategic planning.
- **Where:** This Community Placemaking Plan will focus on the economic segment on North 8th Street between Haledon Ave and Planten Ave.
- **When:** This parklet is only temporary and will be open on May 11th from 12-4 PM. The Vibrant Communities Initiative programming will continue until July 2024. Following analysis of the community survey and stakeholder feedback, a final report will be available to the public.
- **How:** To share your feedback, please take one of our surveys. If you want to learn more, visit the NJTPA Vibrant Communities Initiative Hub
- **What will this project do/ Why is it important?:** The final report will include a set of recommendations and strategies that are context specific to Prospect Park and the surrounding area. The report will also include a list of potential funding opportunities to make these recommendations possible. Often, reports like this placemaking plan, can significantly assist with grant applications.

- Questions to Ask Parklet Visitors:
 - What kind of things would you like to see around here? Is there anything missing?
 - How do you like to spend your time in this area?
 - What do you think about the parklet? What do you like? What do you have concerns about?
 - Do you think this parklet could be here long-term?
 - How do you feel about the parking situation?

Feedback/ public thoughts:

- The interactive games were successful, kids visiting the parklet jumped in. One NJTPA staff noted that this is unusual, but suggests that children felt very welcomed by the space/
- One individual noted that she appreciated the jersey barriers, as it helped keep her grandchildren safe.
- A grandmother, visiting with her two children exclaimed that she would bring her grandchildren there everyday if the pop-up parklet was permanent.
- Other visitors shared that they think the parklet is great for the kids, especially as there is a lack of potential activities in the area.
- One adult explained that school aged children used to travel to the pizzeria after school to hang out, but it is currently under construction and so young adults have few places to socialize.
- A volunteer who works with Prospect Park Borough through the recreation program explained that there is a variety of recreational activity, but it is all located in Hofstra Park. They also suggested adding little libraries along the road as many of the children they work with have limited access to books.
- Several children engaged with the illustration activities and were excited to draw. Most ignored the drawing prompt and instead drew what they wanted. A teen explained that it was a bit too open-ended and that they felt overwhelmed.
- While several groups of teens walked past the parklet and seemed to have interest, none chose to explore. This could be a result of the great number of children, the police presence, or the lack of a ‘teen’ focused space.

Lessons learned:

Highlights

- It was very helpful to have a solid contact from the municipality (DPW) and made the whole process very smooth.

- Refreshments- having Tucanes (local restaurant) there gave some credibility and some anchoring into the community. However, some were uncertain if the food was free and accessible to everyone, signage may address this in the future.
- The centralized location was great as it allowed individuals to get food and come back to eat
- Smooth clean up
- Extending the carpet onto the sidewalk made it more welcoming
- Box cutter is an important tool to have
- After visitors engaged with the drawing activity, it was great to have the drawings posted along the jersey barrier

Challenges

- It was challenging to keep the carpet down and it was a bit of a tripping hazard. The team recommends bringing tape for the future.
- We had limited offerings for teenagers. It is possible that it was not welcoming for this age group. This makes sense as most of the space was devoted to the games- teenagers or young adults often want a place to sit and hang out.

Future Efforts

- If Prospect Park chooses to host another pop up parklet, volunteers should track attendance and type of engagement to determine what draws people in and how best to engage people.
- While signage and decorations were obvious from the parklet side of the street, some pedestrians walking on the opposite side had trouble seeing what the event was. In the future, Prospect Park should utilize signs or balloons to highlight the parklet from the opposite side of the street.
- Recommend that volunteers record their thoughts and feedback. Each individual will have their own perspective and experience as they volunteer in the space, collecting this information will be helpful for expanding an understanding of what works.
- Consider how public officials may impact visitors to the parklet (police presence can either increase feelings of safety or increase feelings of being watched)
- A seating nook could create a space for adults (and young adults)/ specifically on the edge of the parklet.
- Consider dividing the spaces for age groups- café tables would be great for building an adult section

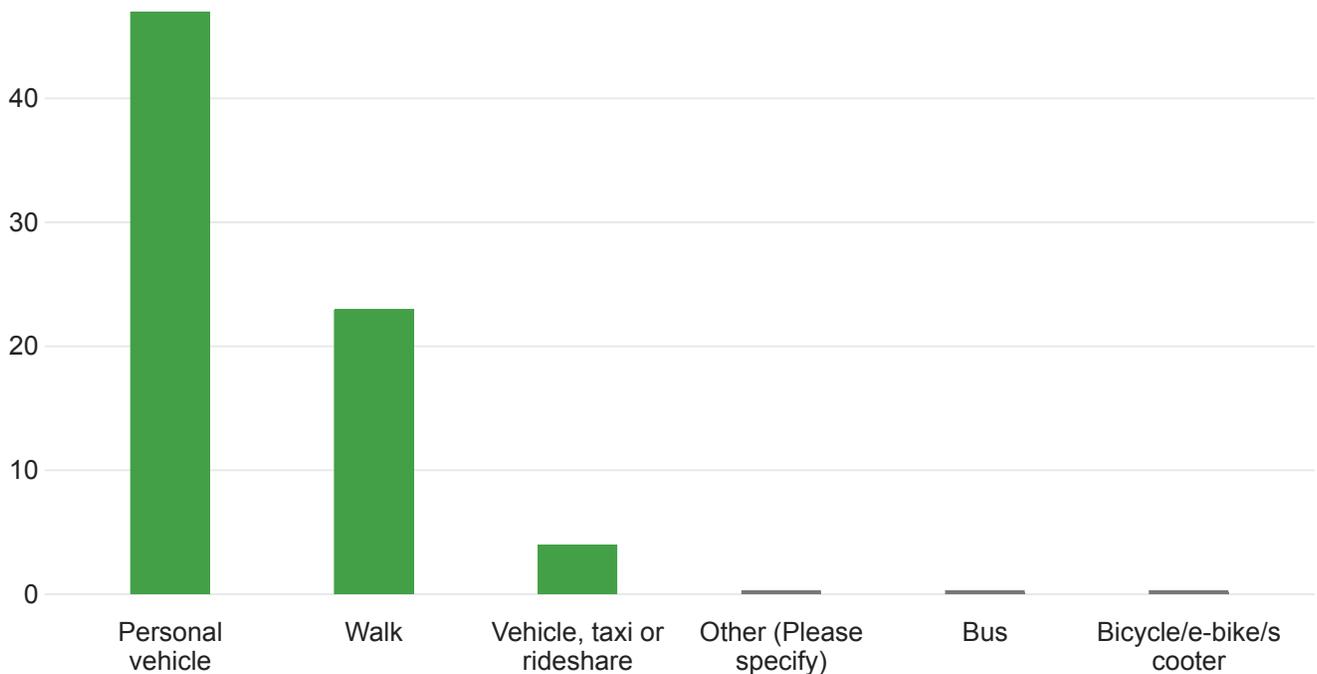
Prospect Park Placemaking Survey

April 2nd- May 15th, 2024

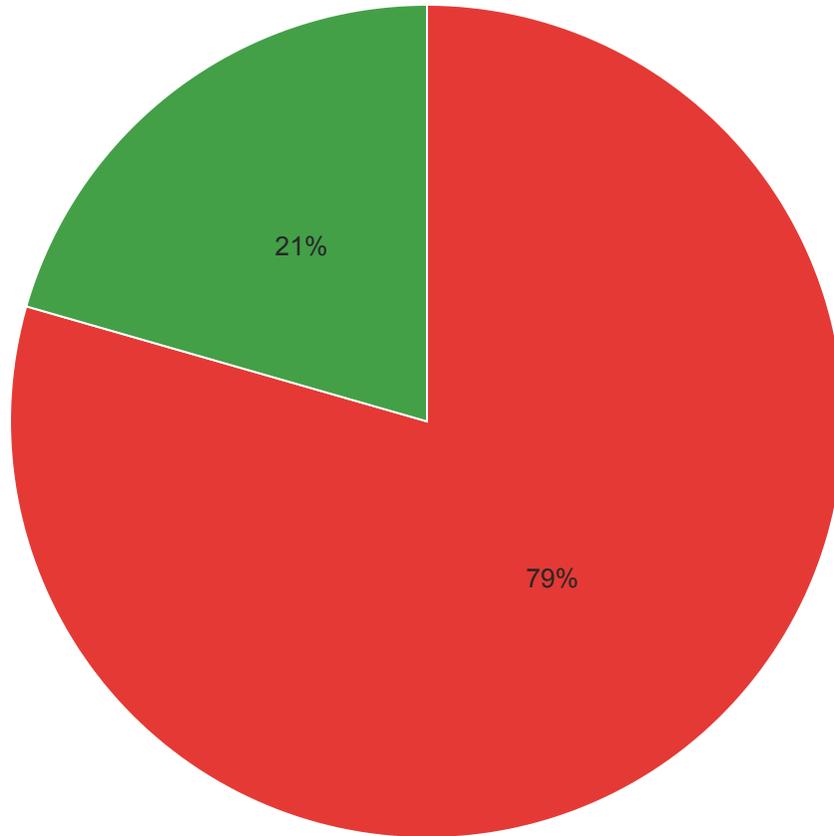
Q1 - What is your relationship to Prospect Park? (Select all that apply.) - Selected Choice

Field	Choice Count
I live in Prospect Park	70
I work in Prospect Park	5
I own/manage a business in Prospect Park	5
I visit Prospect Park	5
Other	3

Q2 - What mode of transportation do you most frequently use to travel to North 8th Street in Prospect Park? - Selected Choice



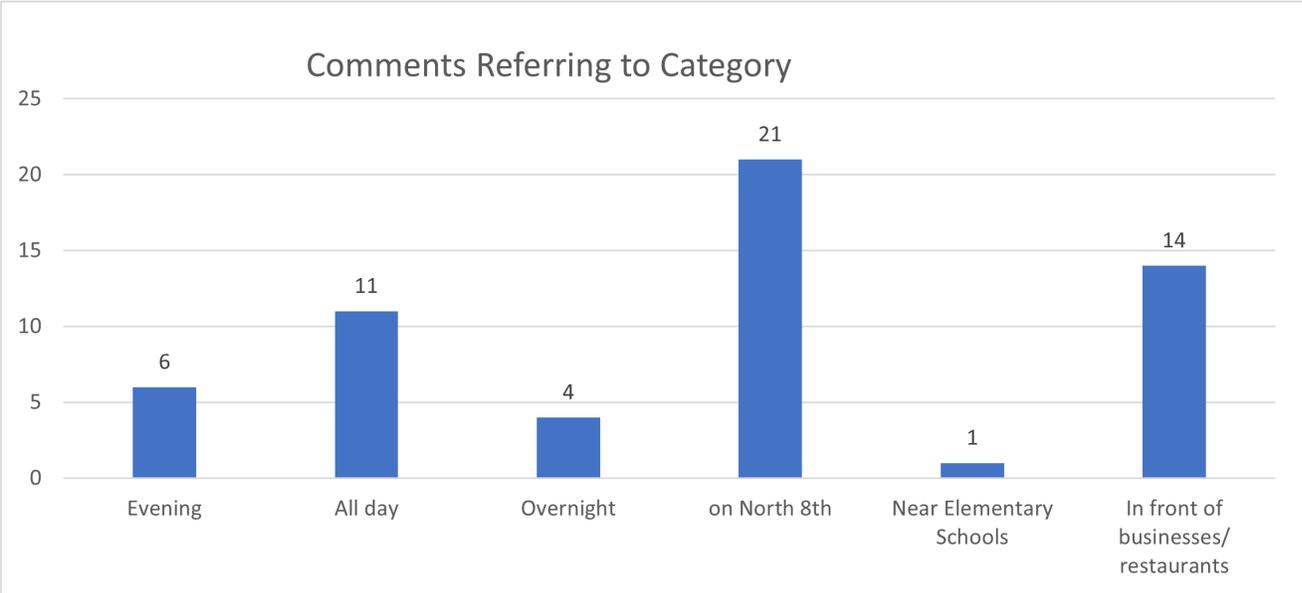
Parking N 8th Street - Do you think there is adequate parking in and around North 8th Street?



● No ● Yes

Q4. Please tell us when and where you have trouble parking.

The most common responses were made into categories. The total represents the number of comments that refer to the category. One comment can be captured in multiple categories.



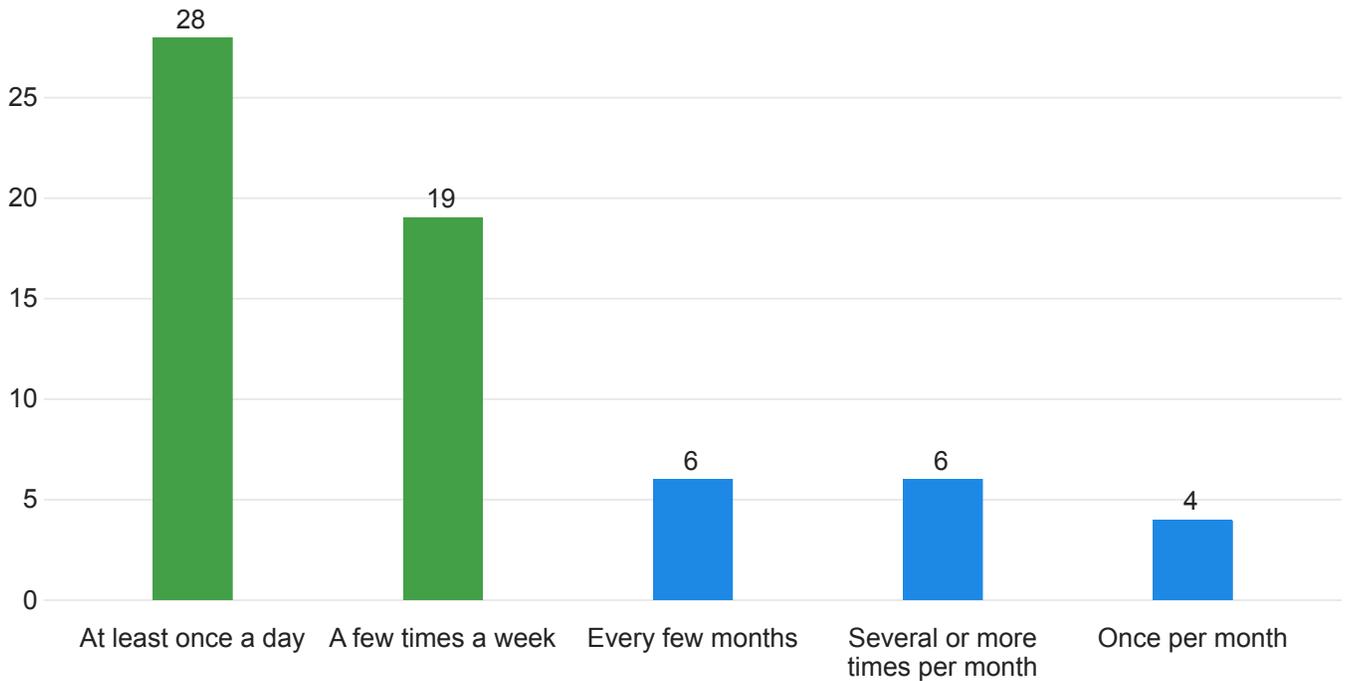
The perception of parking in Prospect Park seems to be that there is not enough spots and not enough enforcement of the spots available. Several individuals wrote in all capitals and utilized many exclamation points. This confirms the belief that residents are very adamant about more parking. However, the extent to which parking is a problem seems to differ. For some respondents, parking anywhere is always an issue. However, several respondents had more nuanced answers: parking in the evening is particularly challenging, as well as overnight parking. Most parking issues occur on North 8th street in front of businesses and restaurants. Some respondents expressed frustration that they are unable to park to get food, use a service, or visit family. Two respondents expressed that they feel it is an enforcement issue, and that stricter requirements would keep parking available for residents and for individuals with disabilities.

Some key examples:

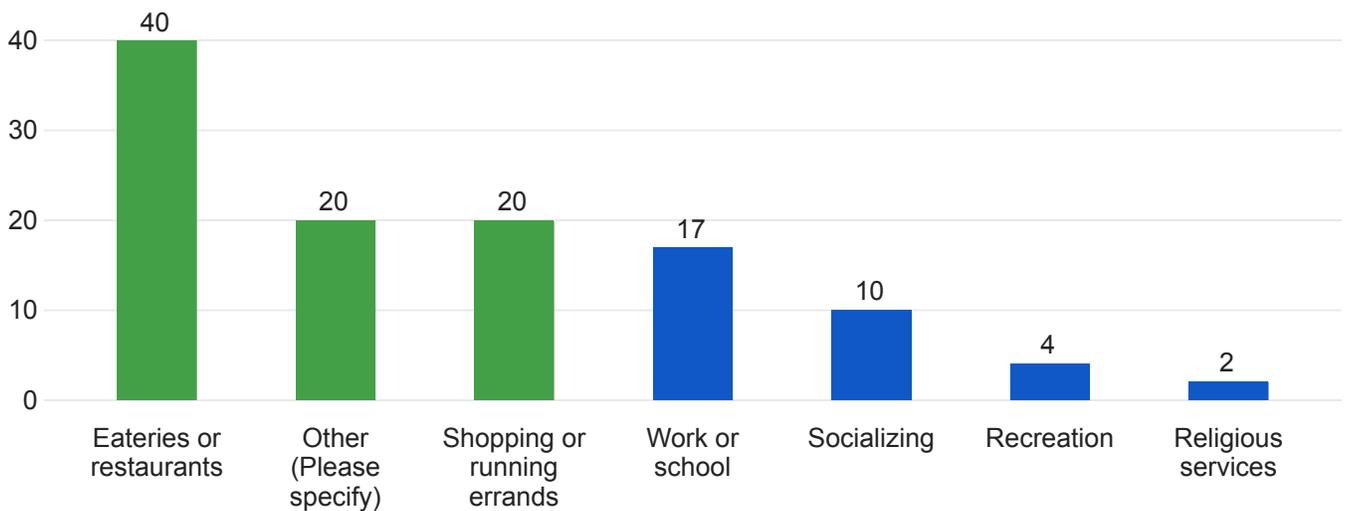
"SHOULD ENFORCE EVERYONE TO USE THEIR DRIVEWAYS IF THEY OWN THE PROPERTY!!!!!!!!!!!!!!"

"There are never spots, people double-park all the time to pick up takeout"

Q5 - How often do you visit North 8th Street?

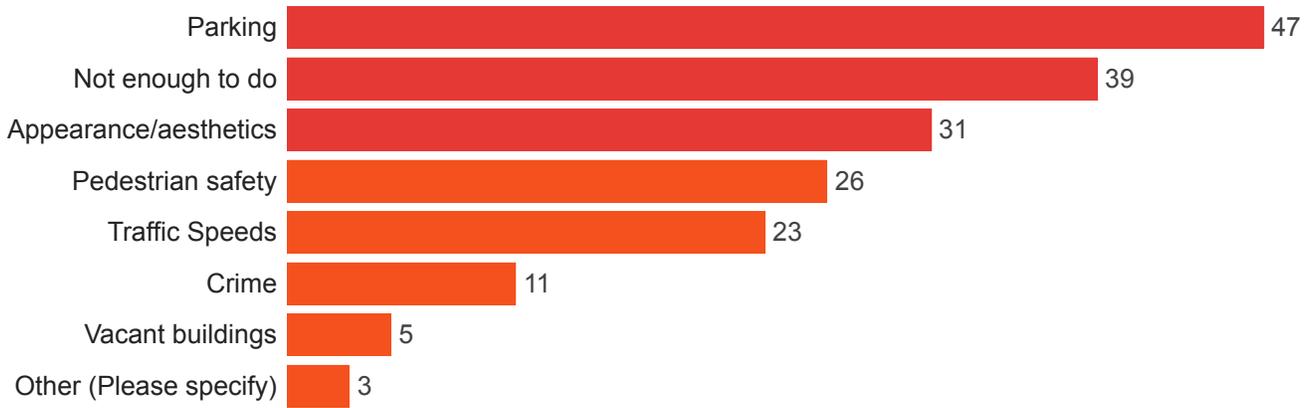


Q6 - Why do you visit North 8th Street? (Select all that apply.) - Selected Choice



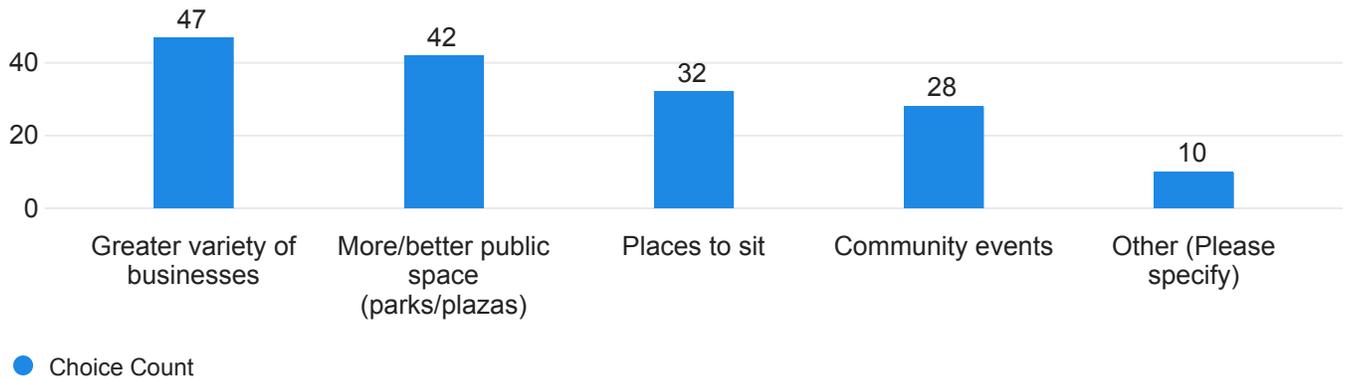
Q6 is a select all that apply, so many respondents selected other along with other options. Some of the written-in options include: 'passing through' "I live there" and "using services" (specifically a dog wash).

Q7 - What are your greatest concerns about North 8th Street in Prospect Park? (Select all that apply.) - Selected Choice



Q7 other responses include: "People not curbing dogs and people not respecting handicap parking of residents that we pay for", "noise"

Q8 - What improvements would encourage you to visit downtown Prospect Park? (Select all that apply.) - Selected Choice



Q8, Other, written in responses include: "More **parking**, more garbage cans and bags for dog owners", "nothing but **parking** is needed", "make it a one-way", "Encourage people to use their own driveways so the ones that don't have one can parch their cars close home specially the ones like me that works overnight and struggle to find where to **park** at 3 am", "More traffic cameras , more security", "**parking**", "Better **parking**, a community pools for my 8 grandchildren would be ideal", "**parking**" "more cultural events", "Please allow for more public transportation i.e buses and perhaps allow for bike paths in the area. The car dependency is going to kill the town."

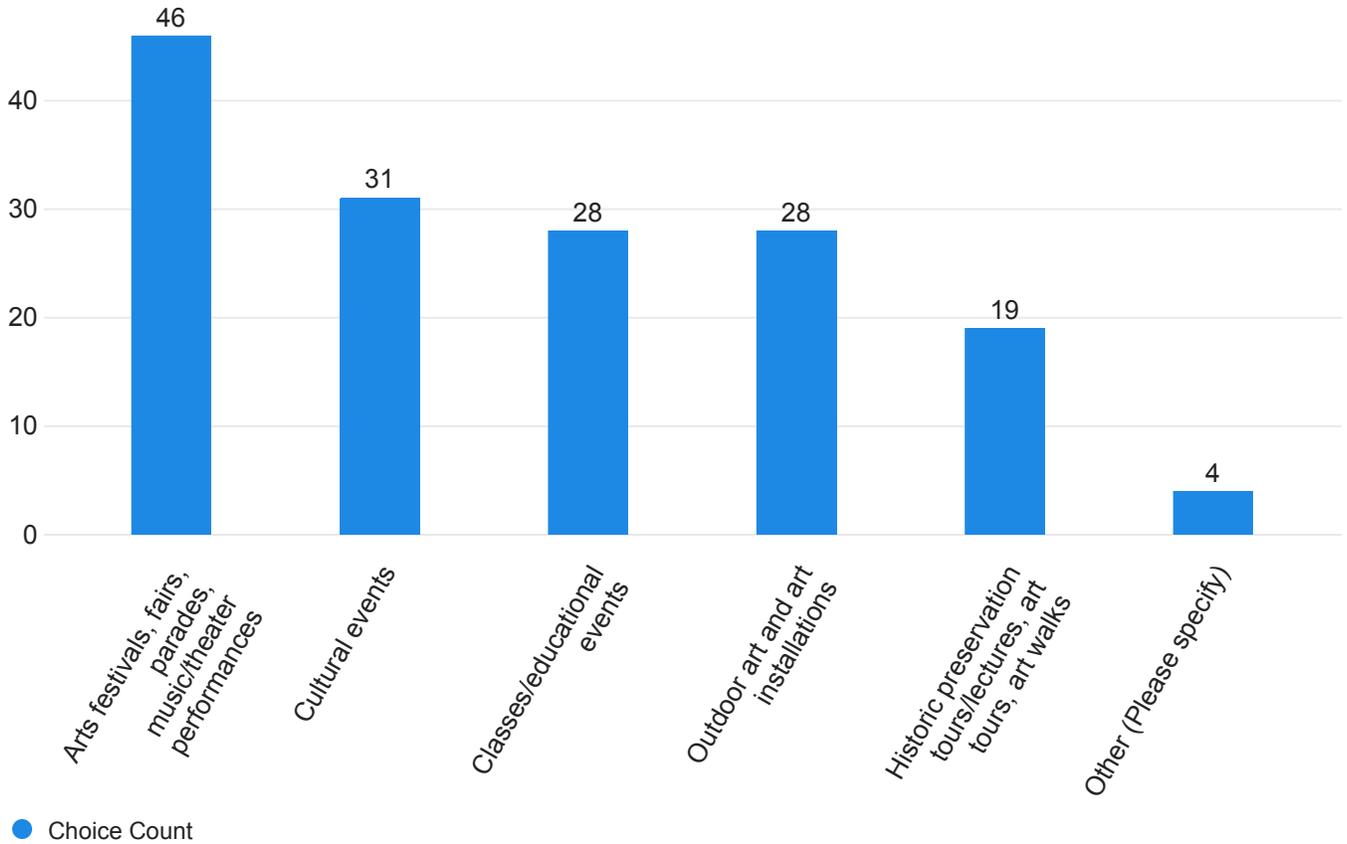
Q9 - visual question - Which of these types of parklets and/or street activations would you like to see around downtown Prospect Park?
(Select all that apply.)



0 10 20 30 40

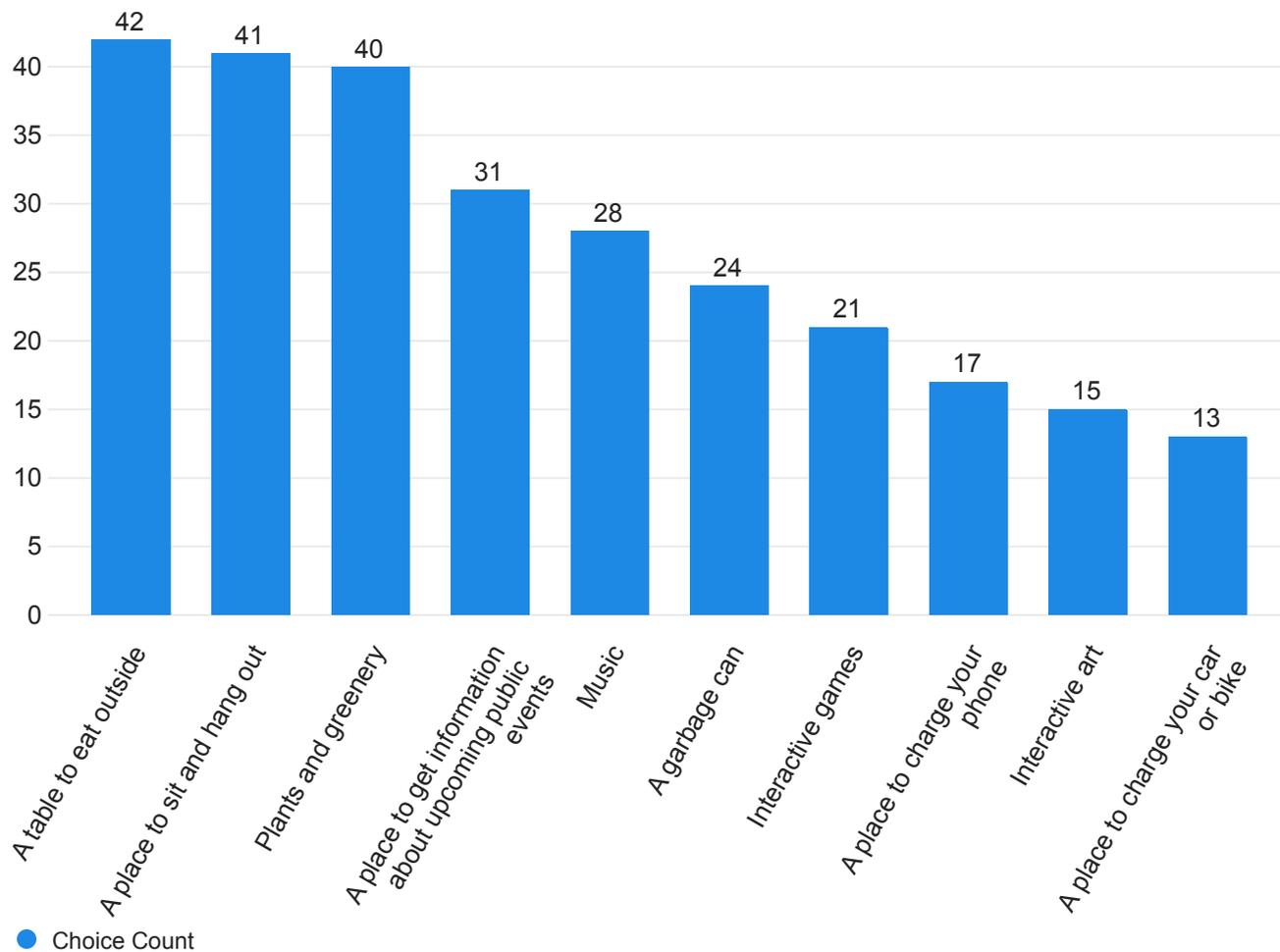
● Choice Count

Q9 - What types of cultural offerings would you like to see in and along North 8th street in Prospect Park? (Select all that apply.) - Selected Choice



Q9- Other: "Don't do any of this stuff and just lower my taxes", "free educational kids activities"

Q10 - When visiting North 8th street, what kind of amenities/activities would you like to see? (Select all that apply.)



Q11 - What kinds of stores or services would you like to see along North 8th Street? (Please specify.)

Requests	Number of comments mentioning request
Third Place/ Community Building	15
Specialty Stores (convenience, boutique, services)	18
Restuarants	9
Grocery/ Produce	8
Parking	6

The responses to Q11 range in their subjects. The chart above illustrates how many comments referred to a specific request.

The most mentioned request was for **specialty stores or services**. These included nail salons, pharmacies, beauty supply stores, convenience stores, laundromats, and ice cream parlors. The specificity of these store recommendation reflect a need for North 8th Street to serve the needs of the residents.

The second most mentioned request was for a **Third place**, or a sense of community building. Respondents asked for cafes, a place for kids to hang out, libraries, and cultural events; all efforts that can assist in the building and strengthening of a community. While they take several forms, each of these comments are asking for a place apart from home and school or work, where they can come, sit and socialize.

The third most frequent request: **more restaurants**. Some respondents specified affordable foods, 'less expensive than Tucanes', and mentioned McDonalds as an example.

Takeaways: Respondents would like stores and services along North 8th street that can help to develop a 'third place' and serve the needs of the immediate area through specialty services and affordable dining.

Q12 - What else would you like to tell us about improving North 8th Street?

Topic	Number of comments related to topic
Related to Parking	7
Pedestrian Improvements	4
Increased Enforcement	4
Street furniture	3
Third Place	3
Business Development	3
Housing Aesthetics	3
Bus Options	2
Road/ Infrastructure Chang	1

Many of the comments were related in some way to parking. Some included potential solutions like residential parking passes and creating a public parking lot. Other comments asked for improved streetscape aesthetics, whether through the addition of street furniture, or the improvement of housing aesthetics. A few comments asked for safer pedestrian crossings, increased enforcement of truck routes and of parking restrictions, and the development of a third place for children and families.

Appendix D. NJDCA Market Analysis Report

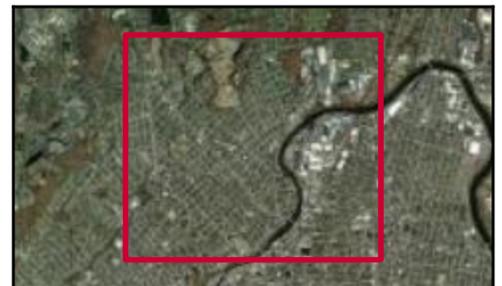
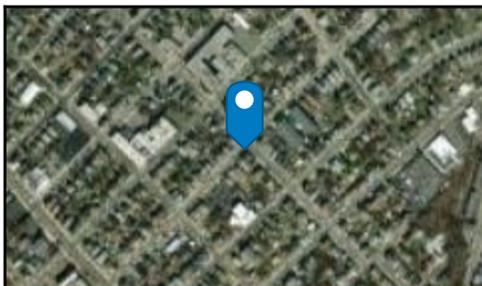
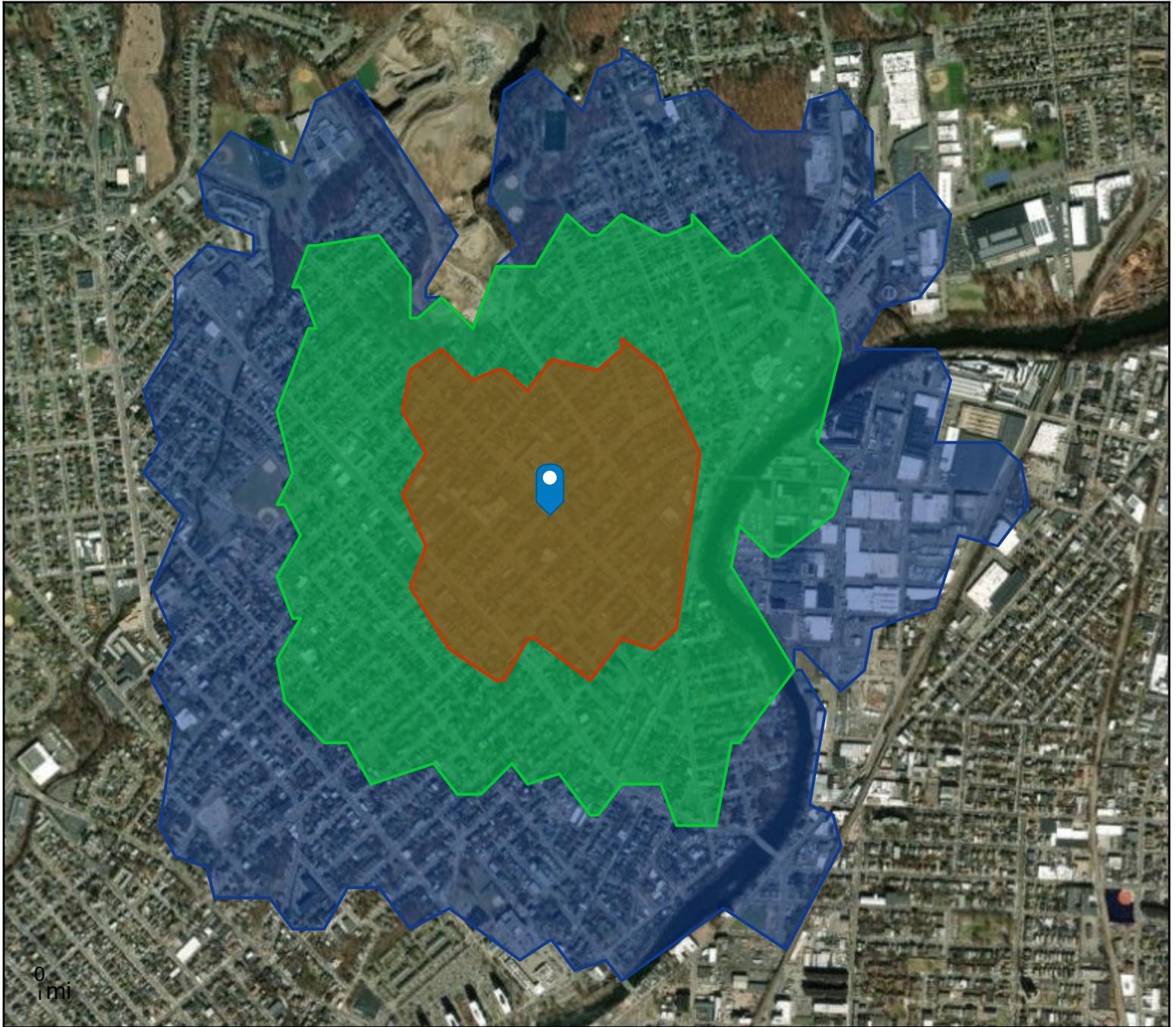
Contents:

- Walk-time map (5-minute, 10-minute, 15-minute)
- Community Summary
- Business Locator
- Tapestry Segmentation Area Profile (15-minute walk radius)
- ESRI Tapestry Segmentation: Diverse Convergence
- ESRI Tapestry Segmentation: Fresh Ambitions
- ESRI Tapestry Segmentation: City Lights
- Retail Demand by Industry (15-minute walk radius)
- Household Budget Expenditures (5-minute, 10-minute, 15-minute walk radii)

Site Map

67-81 Brown Ave, Haledon, New Jersey, 07508
Walk time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 40.93348
Longitude: -74.17224



COMMUNITY SUMMARY

67-81 Brown Ave, Haledon, New Jersey, 07508
Walk time of 5 minutes



21.5%
Services



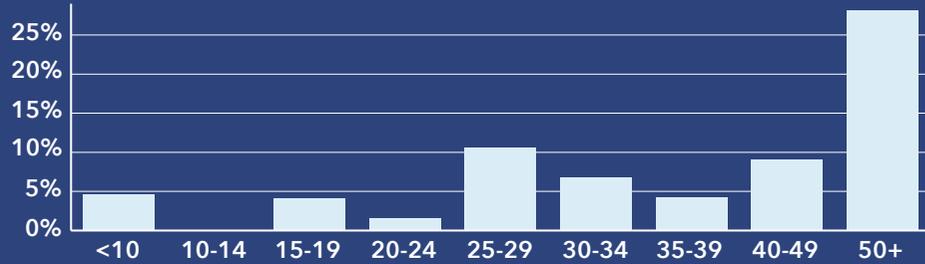
35.8%
Blue Collar



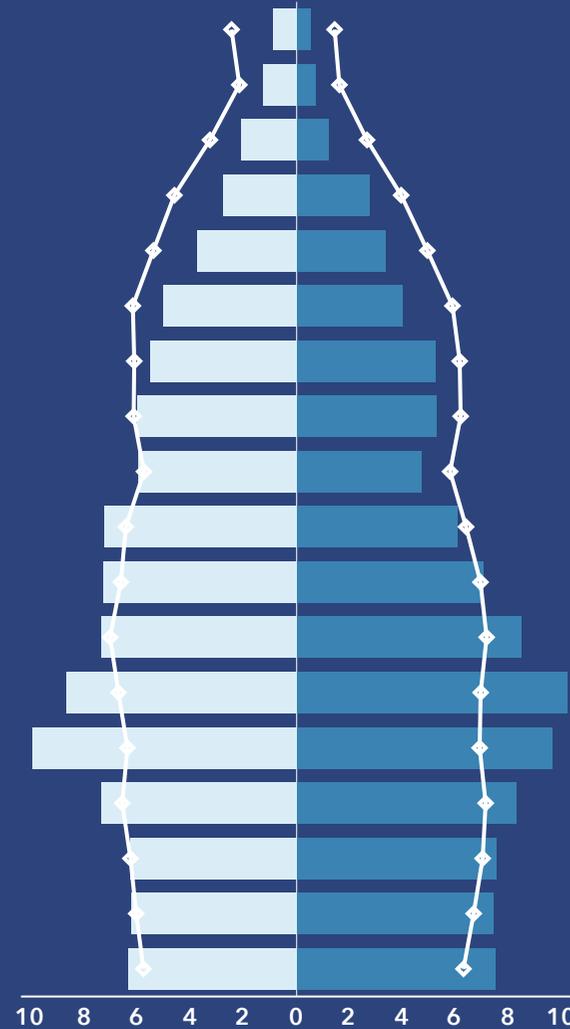
42.7%
White Collar

4,430	0.75%	3.29	87.0	31.5	\$52,592	\$323,810	\$25,399	25.1%	65.2%	9.7%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+

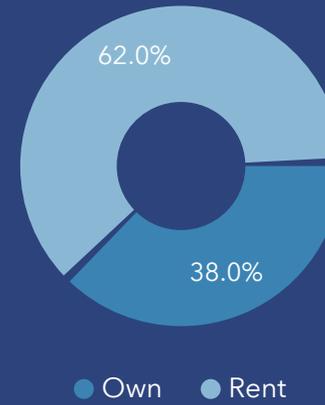
Mortgage as Percent of Salary



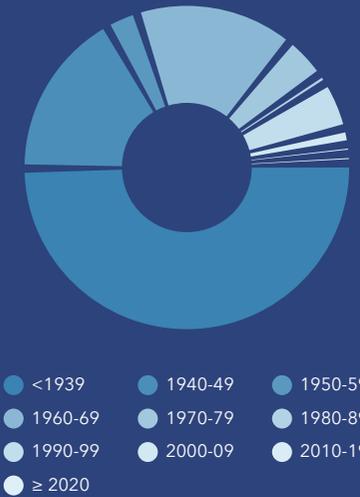
Age Profile: 5 Year Increments



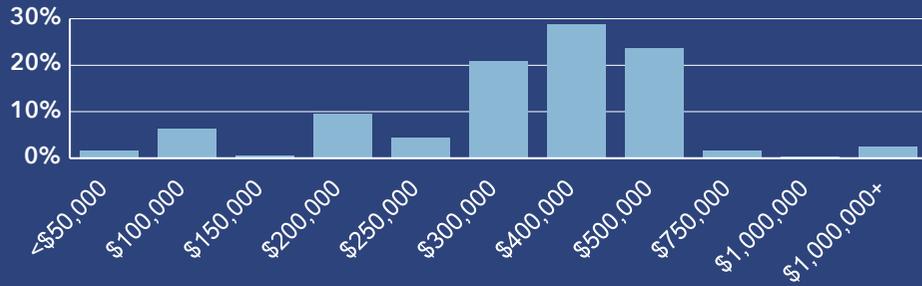
Home Ownership



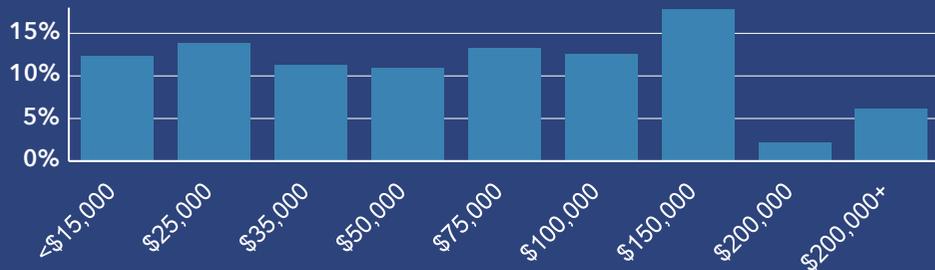
Housing: Year Built



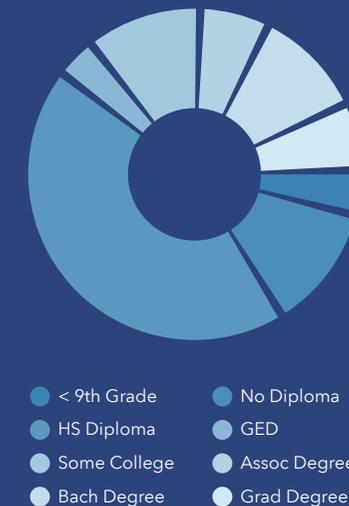
Home Value



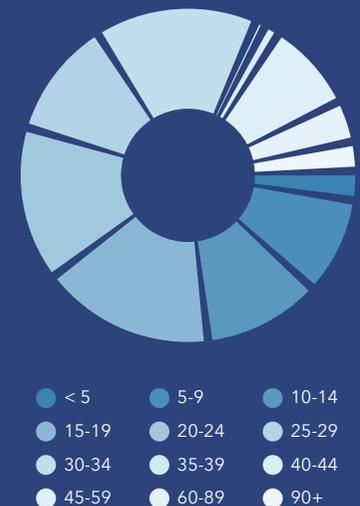
Household Income



Educational Attainment



Commute Time: Minutes



Dots show comparison to **Passaic County**

Source: This infographic contains data provided by Esri (2023), ACS (2017-2021).

COMMUNITY SUMMARY

67-81 Brown Ave, Haledon, New Jersey, 07508
Walk time of 10 minutes



20.9%
Services



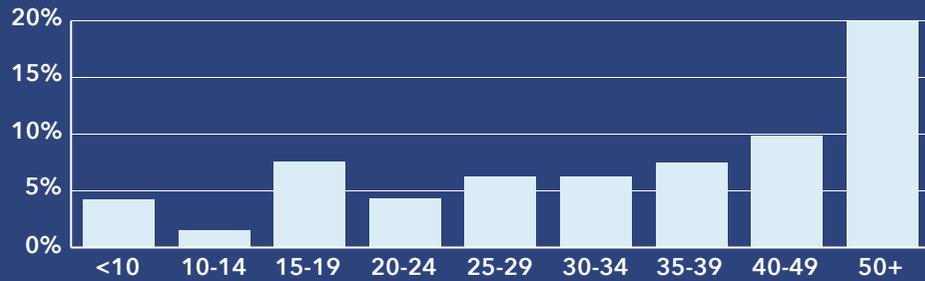
33.9%
Blue Collar



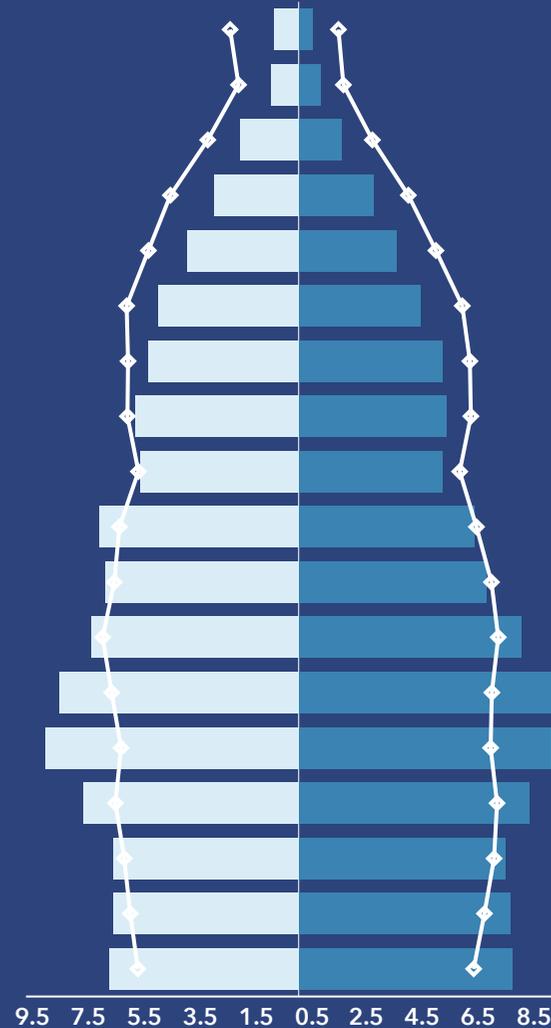
45.2%
White Collar

12,632	0.04%	3.23	86.7	31.6	\$54,762	\$353,628	\$29,210	26.1%	63.8%	10.1%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+

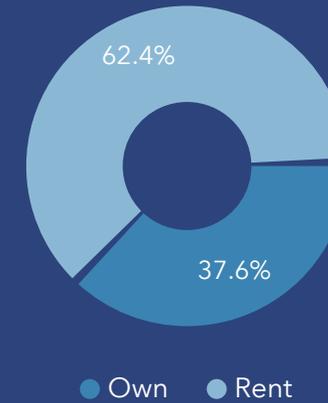
Mortgage as Percent of Salary



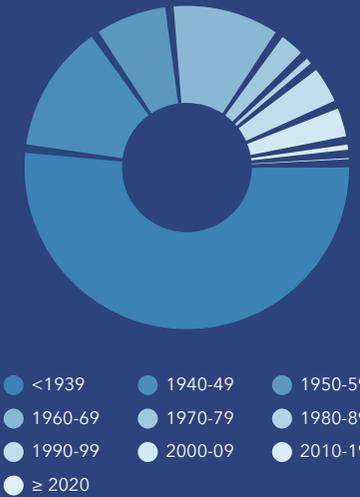
Age Profile: 5 Year Increments



Home Ownership



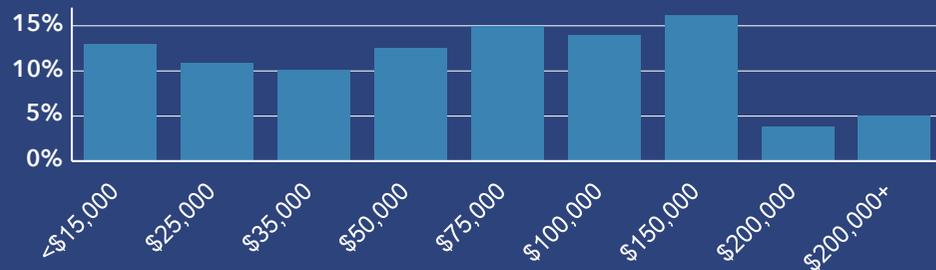
Housing: Year Built



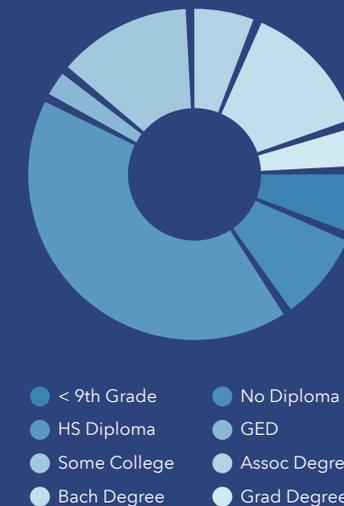
Home Value



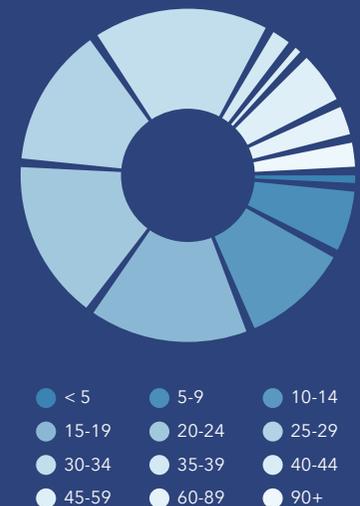
Household Income



Educational Attainment



Commute Time: Minutes



Dots show comparison to

Passaic County

Source: This infographic contains data provided by Esri (2023), ACS (2017-2021).

COMMUNITY SUMMARY

67-81 Brown Ave, Haledon, New Jersey, 07508
Walk time of 15 minutes



22.7%
Services



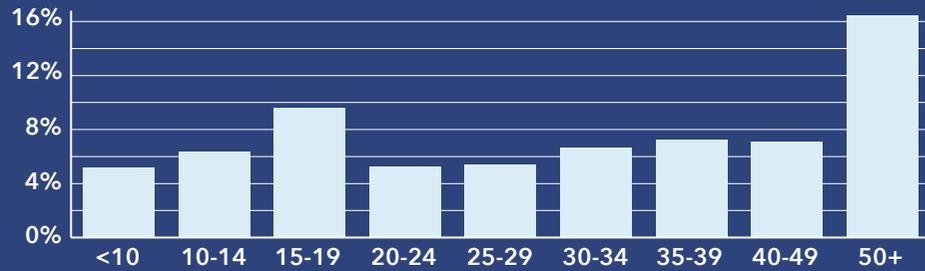
31.0%
Blue Collar



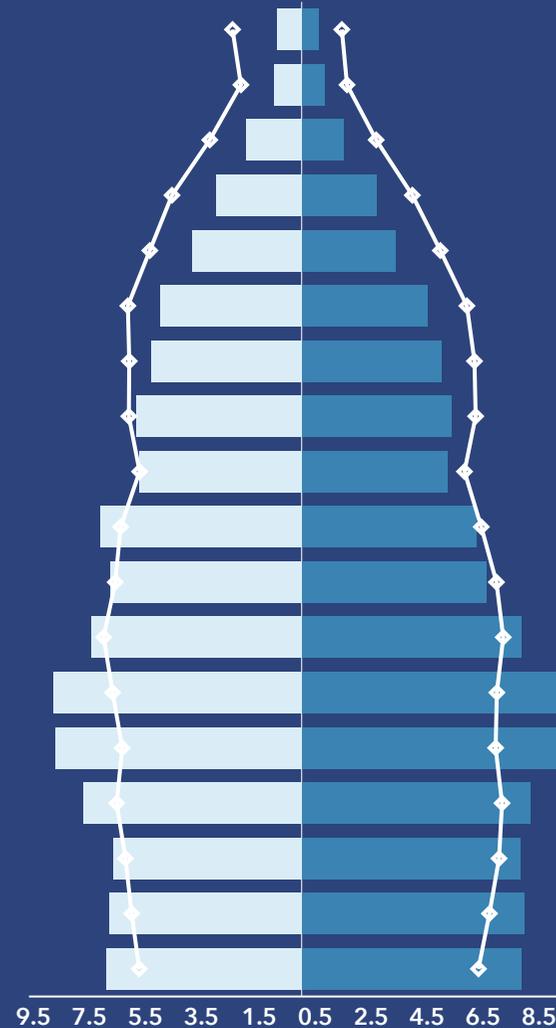
46.3%
White Collar

21,236	0.06%	3.18	86.8	31.3	\$57,673	\$346,202	\$33,794	26.7%	63.5%	9.9%
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+

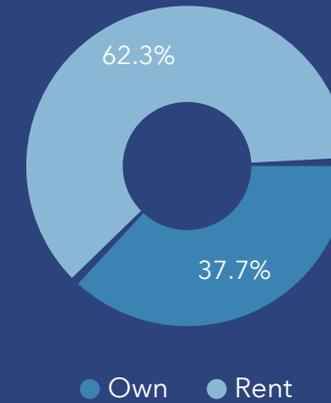
Mortgage as Percent of Salary



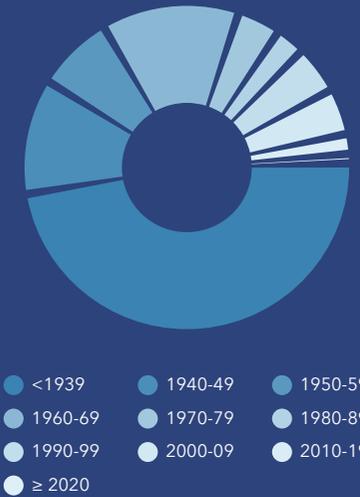
Age Profile: 5 Year Increments



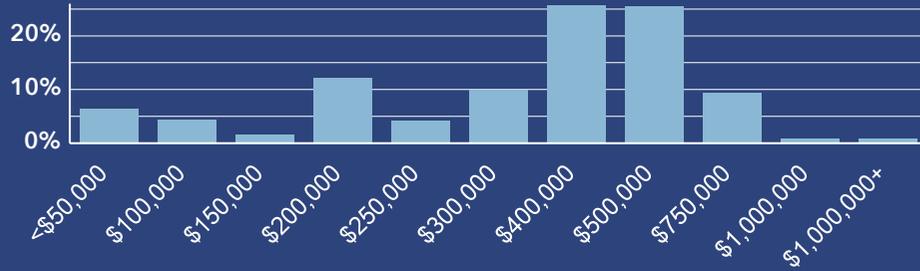
Home Ownership



Housing: Year Built



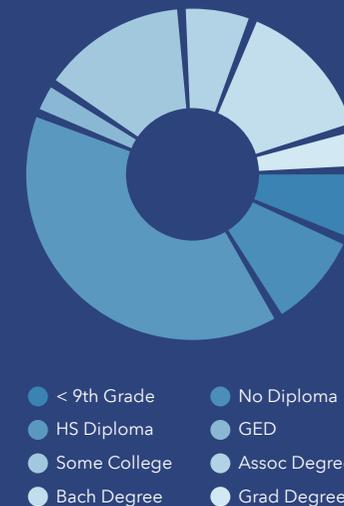
Home Value



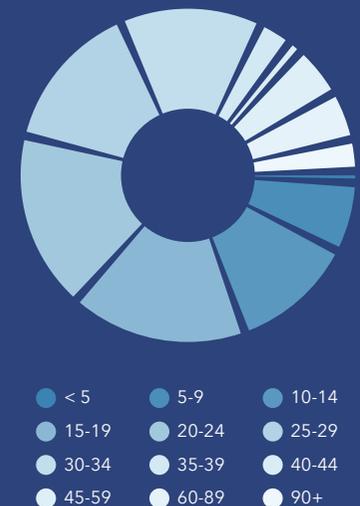
Household Income



Educational Attainment



Commute Time: Minutes



Dots show comparison to

Passaic County

Source: This infographic contains data provided by Esri (2023), ACS (2017-2021).



Business Locator

Prospect Park Study Area
Area: 0.02 square miles

Prepared by Esri

2020 Residential Population:	805	2023 Total Sales	\$9,074,000
2023 Residential Population:	859	2023 Total Employees	307
2028 Residential Population:	898	Employee/Residential Population Ratio:	0.36:1
Annual Population Growth 2023 - 2028	0.89%	Total Number of Businesses:	27

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
272198	Prospect Park Press N 8TH ST Prospect Park, NJ 07508	Independent	0.01 E	4	\$734,000
762902	A & D Appliance N 8TH ST Prospect Park, NJ 07508	Independent	0.01 E	8	\$519,000
653118	Medilogic Group the LLC N 8TH ST Prospect Park, NJ 07508	Independent	0.01 E	4	\$270,000
562105	Second Chance Boutique N 8TH ST Prospect Park, NJ 07508	Independent	0.02 W	2	\$327,000
653118	Wright Home Realty Inc N 8TH ST Prospect Park, NJ 07508	Independent	0.02 W	4	\$360,000
581208	King Garden N 8TH ST Prospect Park, NJ 07508	Independent	0.02 W	5	\$273,000
821113	Prospect Park Board of Education N 8TH ST Prospect Park, NJ 07508	Independent	0.02 E	140	N/A
821120	Prospect Park School District N 8TH ST Prospect Park, NJ 07508	Independent	0.02 E	45	N/A
541103	Prospect Park Supermarket N 8TH ST Prospect Park, NJ 07508	Independent	0.03 NE	10	\$2,076,000
733110	USPS Blue Collection Box N 8TH ST Prospect Park, NJ 07508	Kiosk	0.03 E	N/A	N/A
609919	LibertyX Bitcoin ATM N 8TH ST Prospect Park, NJ 07508	Kiosk	0.03 E	N/A	N/A
602103	ATM N 8TH ST Prospect Park, NJ 07508	Kiosk	0.03 E	N/A	N/A
821101	Al Hikmah Elementary School N 8TH ST Prospect Park, NJ 07508	Independent	0.04 SE	45	N/A
734201	Allen Pest Control N 8TH ST Prospect Park, NJ 07508	Independent	0.05 NE	2	\$195,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q4 2023).



Business Locator

Prospect Park Study Area
Area: 0.02 square miles

Prepared by Esri

SIC Code	Business Name	Business Type	Distance From Site in Miles	Employees	Sales
581208	Tucanes Restn N 8TH ST Prospect Park, NJ 07508	Independent	0.05 NE	4	\$219,000
721201	Quality Care Cleaners N 8TH ST Prospect Park, NJ 07508	Independent	0.05 SW	2	\$178,000
723106	Ammi's Hair Design N 8TH ST Prospect Park, NJ 07508	Independent	0.06 NE	2	\$93,000
171117	Will's Climate Comfort LLC N 8TH ST Prospect Park, NJ 07508	Independent	0.06 NE	7	\$614,000
809921	Luz Reiki Wellness Center N 8TH ST Prospect Park, NJ 07508	Independent	0.07 NE	2	\$356,000
839919	Kingdom Restoration CDC N 8TH ST Prospect Park, NJ 07508	Independent	0.07 SW	5	N/A
753201	8th Street Auto Body & Collision N 8TH ST Prospect Park, NJ 07508	Independent	0.08 SW	6	\$860,000
801101	Future Pediatrics N 8TH ST Prospect Park, NJ 07508	Independent	0.10 SW	5	\$957,000
999977	Natural Surfaces N 8TH ST Prospect Park, NJ 07508	Independent	0.11 SW	N/A	N/A
152144	Quality Touch Home Improvement N 8TH ST Prospect Park, NJ 07508	Independent	0.11 SW	1	\$358,000
594409	Solid Gold N 8TH ST Prospect Park, NJ 07508	Independent	0.12 SW	4	\$685,000
864101	Brotherhood of the Rational Knights of St Jhon N 8TH ST Prospect Park, NJ 07508	Independent	0.12 NE	N/A	N/A
801101	Millennium Gastroenterology Center PC HALEDON AVE Prospect Park, NJ 07508	Independent	0.14 SW	N/A	N/A

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2023 Data Axle and Esri. Esri Total Residential Population forecasts for 2023. Data Axle Business Locations (Q4 2023).



Tapestry Segmentation Area Profile

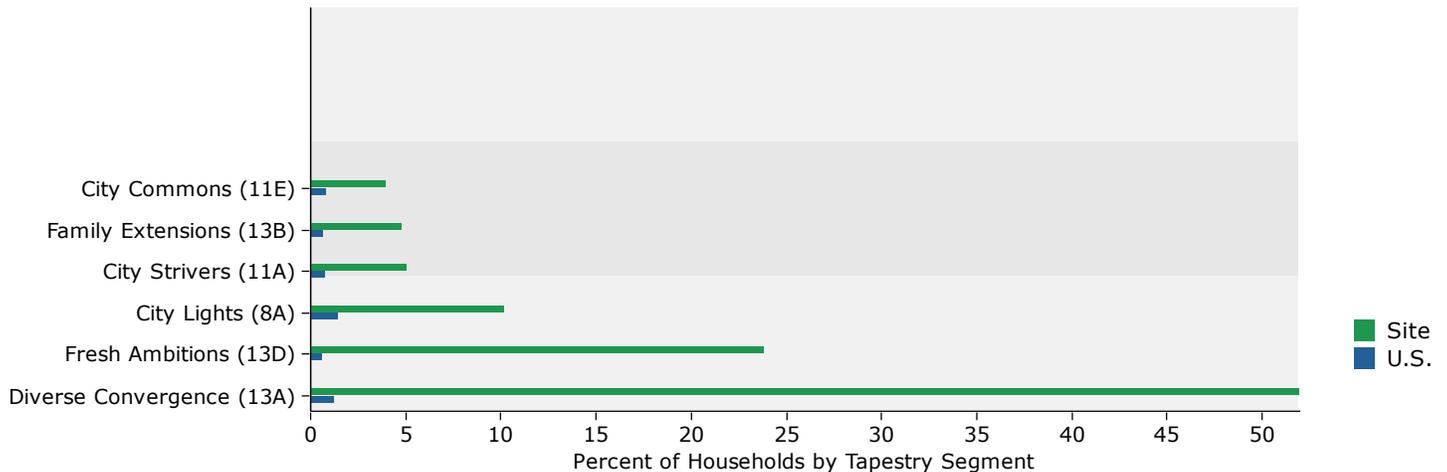
301-341 N 8th St, Haledon, New Jersey, 07508
 Walk time: 15 minute radius

Prepared by Esri
 Latitude: 40.93358
 Longitude: -74.17219

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Diverse Convergence (13A)	52.0%	52.0%	1.2%	1.2%	4198
2	Fresh Ambitions (13D)	23.9%	75.9%	0.7%	1.9%	3,659
3	City Lights (8A)	10.2%	86.1%	1.4%	3.3%	709
4	City Strivers (11A)	5.1%	91.2%	0.8%	4.1%	647
5	Family Extensions (13B)	4.8%	96.0%	0.7%	4.8%	662
	Subtotal	96.0%		4.8%		
6	City Commons (11E)	4.0%	100.0%	0.9%	5.7%	459
	Subtotal	4.0%		0.9%		
	Total	100.0%		5.7%		1750

Top Ten Tapestry Segments Site vs. U.S.



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

Source: Esri

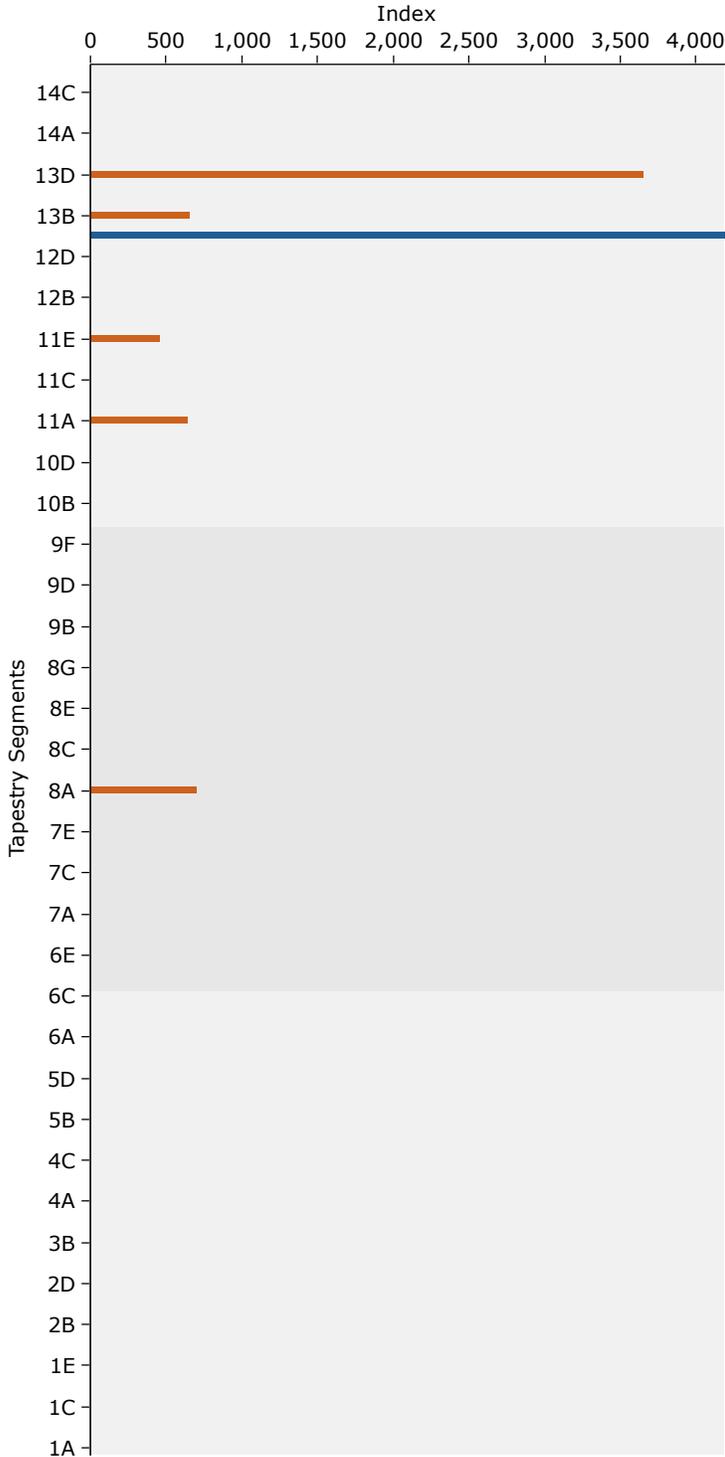


Tapestry Segmentation Area Profile

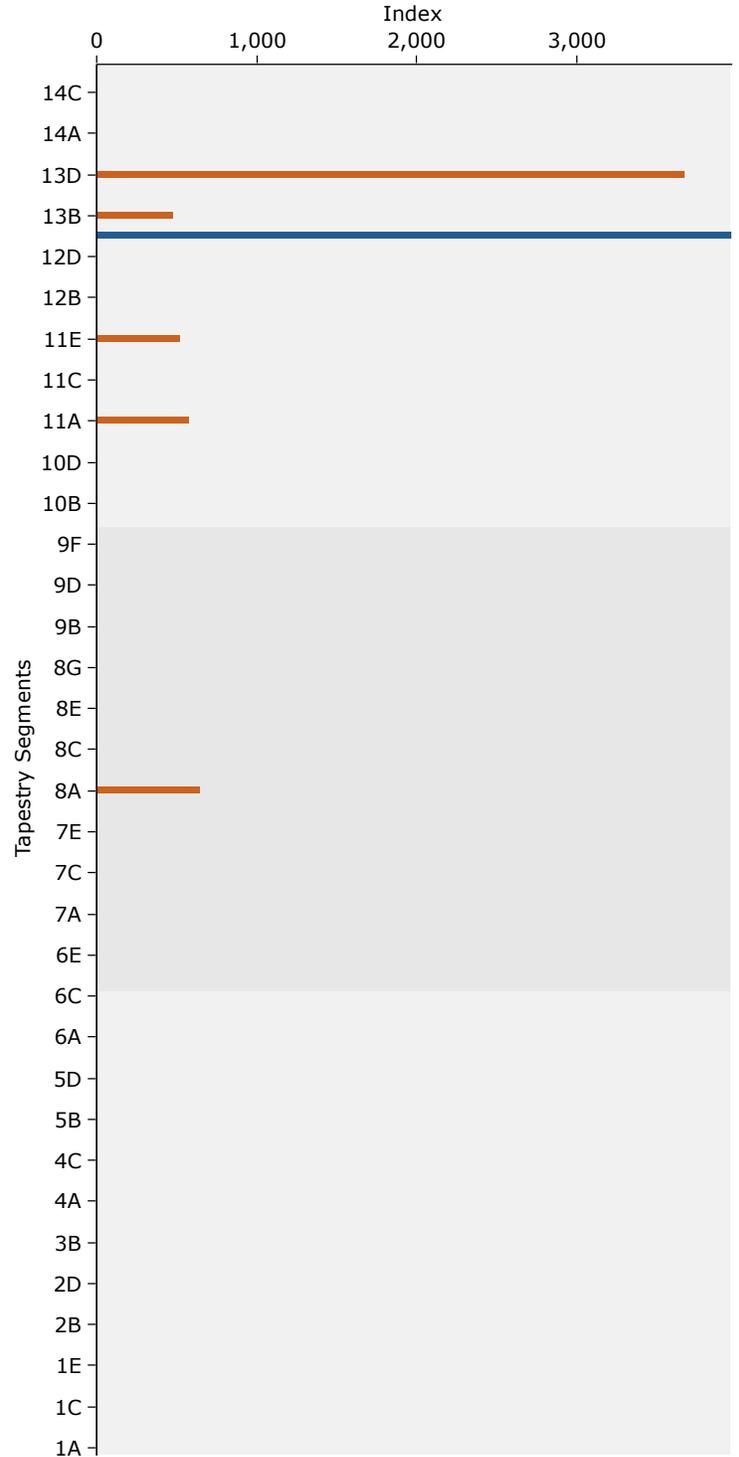
301-341 N 8th St, Haledon, New Jersey, 07508
Walk time: 15 minute radius

Prepared by Esri
Latitude: 40.93358
Longitude: -74.17219

2023 Tapestry Indexes by Households

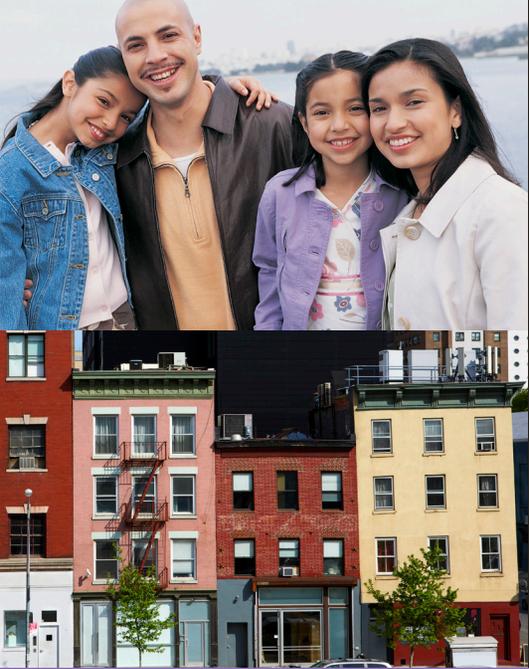


2023 Tapestry Indexes by Total Population 18+



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

Source: Esri



LifeMode Group: Next Wave

Diverse Convergence

13A

Households: 1,528,100

Average Household Size: 3.07

Median Age: 32.8

Median Household Income: \$46,500

WHO ARE WE?

Diverse Convergence neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly one in four households is linguistically isolated. Young families renting apartments in older buildings dominate this market; about one-quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white-collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish-language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

OUR NEIGHBORHOOD

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.
- Young family market: 41% of families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households (Index 174).
- Approximately 76% of householders live in multiunit apartment buildings, 30% in two and four unit structures (Index 372).
- Majority of apartments built before 1970 (65%), 29% built before 1940 (Index 223).
- One of two vehicles for two-thirds of households; 22% have no vehicle (Index 243).

SOCIOECONOMIC TRAITS

- Almost 40% of the population were born abroad; almost one of five households has residents who do not speak English.
- 27% have no high school diploma (Index 210); 28% have a high school diploma only (Index 103).
- Labor force participation rate is 67% and higher than the US average.
- Hardworking consumers, striving to get ahead; style matters to them.
- Preserving the environment and being in tune with nature are very important.
- Media used most often is the internet.

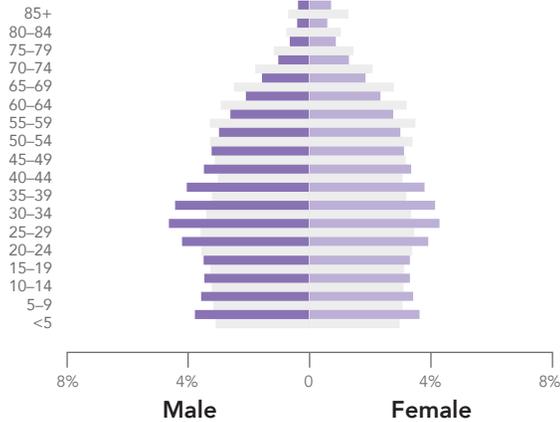


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

AGE BY SEX (Esri data)

Median Age: **32.8** US: 38.2

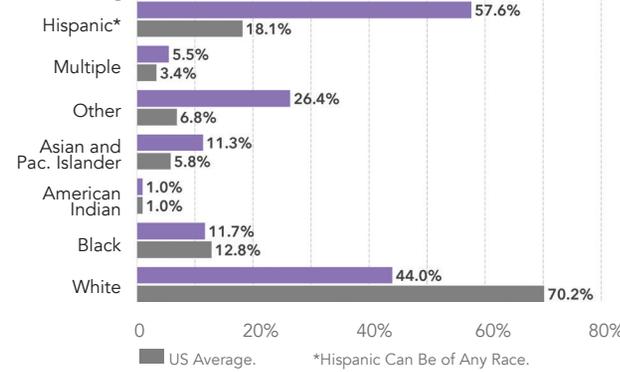
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **88.7** US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

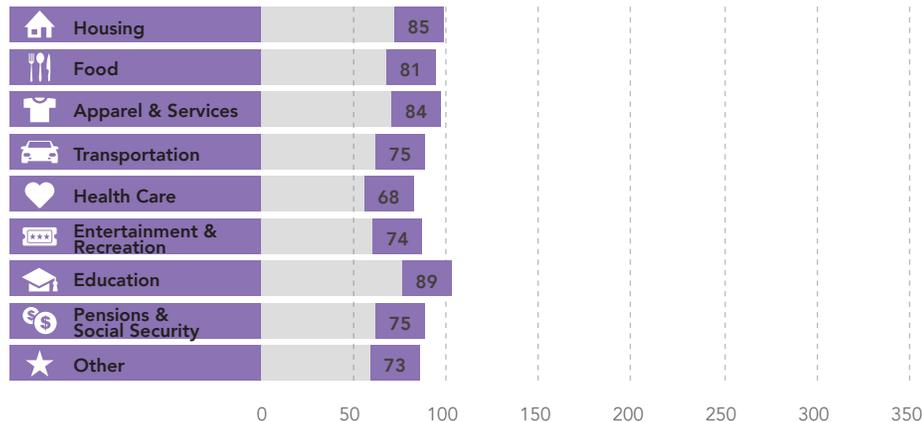


Median Net Worth



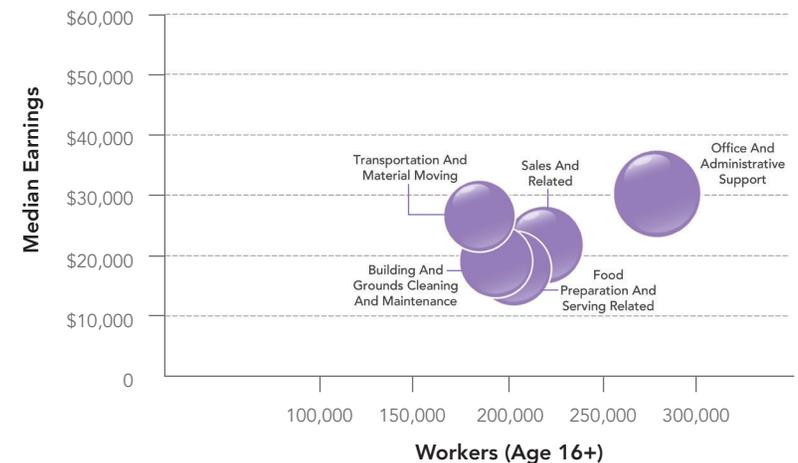
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

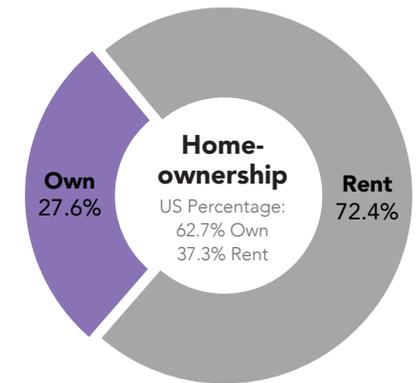


MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Limited funds to invest in retirement savings plans, stocks, or bonds.
- Shop for groceries at warehouse and club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food.
- Use the internet to visit Spanish-language websites and download music, access social media sites, watch movies, and play games.
- Watch programs on children’s channels and on Spanish TV networks.
- Listen to Spanish and Latin music on cell phones or on the radio at home.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.

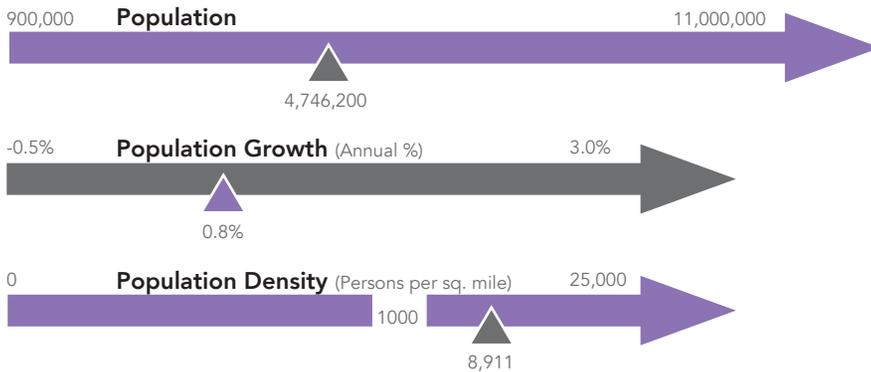


Typical Housing:
 High-Density Apartments;
 Single Family

Average Rent:
 \$1,191
 US Average: \$1,038

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Next Wave

Fresh Ambitions

13D

Households: 794,600

Average Household Size: 3.17

Median Age: 28.6

Median Household Income: \$26,700

WHO ARE WE?

These young families, many of whom are recent immigrants, focus their life and work around their children. *Fresh Ambitions* residents have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what they have on their children. Multigenerational families support many families living together; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent in older row houses or multiunit buildings. They budget wisely not only to make ends meet but also to save for trips abroad to see their relatives.

OUR NEIGHBORHOOD

- Reside in mostly row houses or 2–4 unit buildings; many were built before 1950, located in major urban cities.
- Predominantly renters; average gross rent is a little below the US average.
- Most households have at least one vehicle, and commuters drive alone to work. Walking to work or taking public transportation is common too.
- Nearly half of the households have children of all ages and are composed of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

SOCIOECONOMIC TRAITS

- Nearly one in four is foreign-born.
- Supporting large families, many earners will take on overtime work when possible.
- One in three has earned a high school diploma.
- Price-conscious consumers that budget for fashion, not branding. However, parents are happy to spoil their brand-savvy children.
- When traveling, seek out discount fares over convenience.



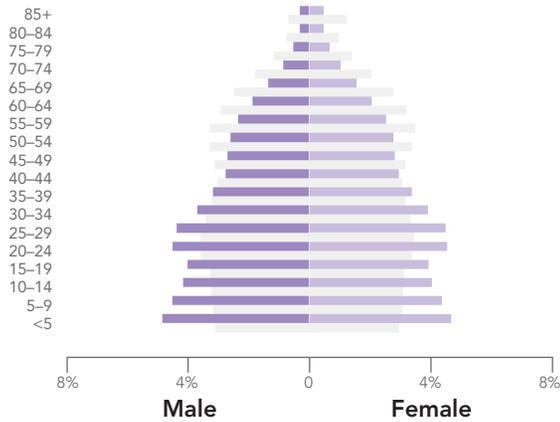
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: 28.6 US: 38.2

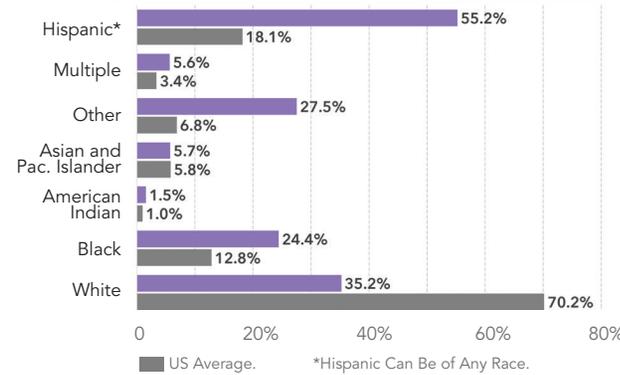
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 90.6 US: 64.0



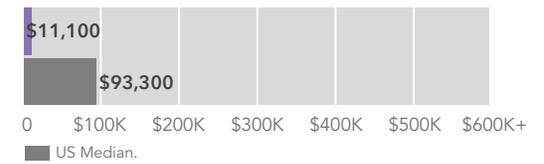
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

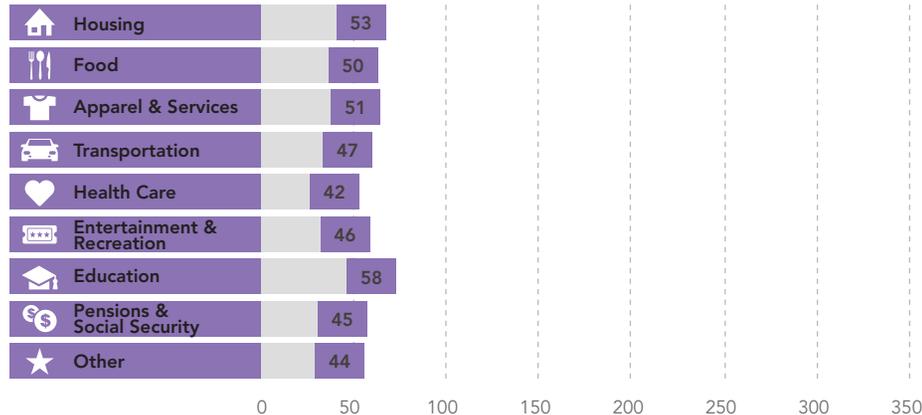


Median Net Worth



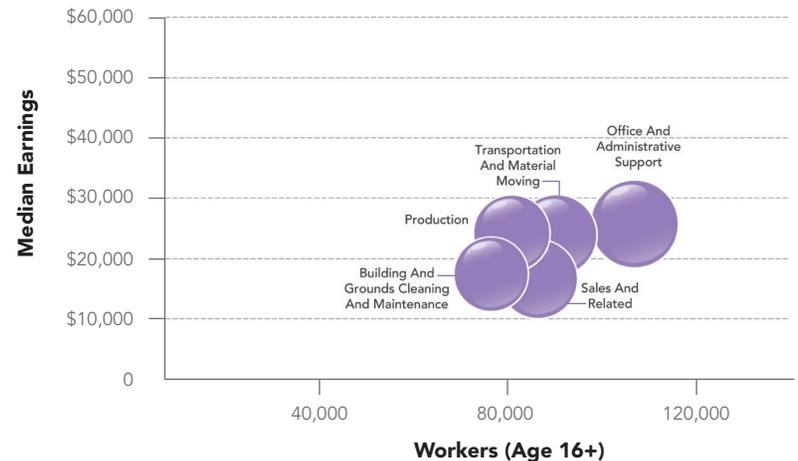
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Young families are the focus; *Fresh Ambitions* residents must budget for baby food and disposable diapers. Baby and parenthood magazines are their chosen reading material.
- These young, newly established residents own cell phones, not landlines.
- Almost half of all households can access the internet via home PC; Spanish-language web sites and downloading video games and music are popular.
- Nearly half of all households subscribe to a cable service; Spanish TV networks, BET, and children's shows are popular.
- Half of all residents have owned or used a credit or debit card within the past year. Nearly a third maintain a savings account. When possible, money is often wired to family abroad.

HOUSING

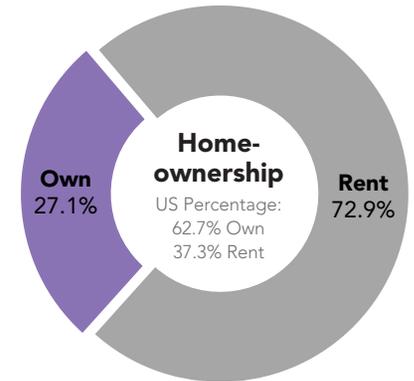
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multiunit Rentals;
Single Family

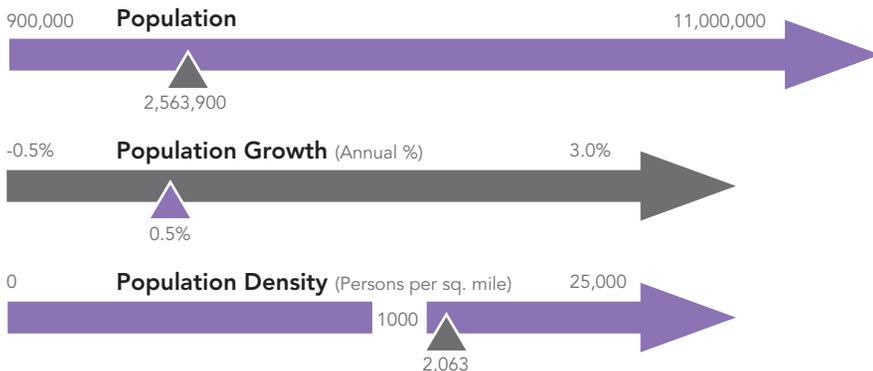
Average Rent:
\$857

US Average: \$1,038



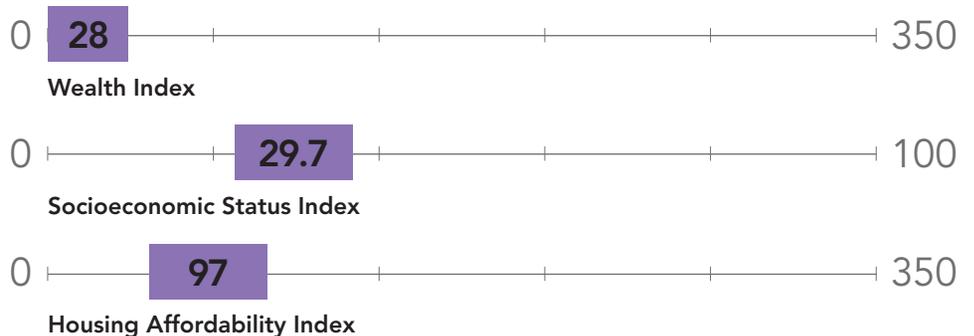
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Middle Ground
City Lights

Households: 1,813,400

Average Household Size: 2.59

Median Age: 39.3

Median Household Income: \$69,200

WHO ARE WE?

City Lights is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, single-family homes and townhomes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

OUR NEIGHBORHOOD

- More than half of the homes are single-family residences or townhomes.
- Tenure is 50-50: about half of households are owned and half are rented. Median home value (Index 185) and average gross rent (Index 129) exceed US values.
- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households (Index 109).
- Housing is older in this market: nearly two out of three homes were built before 1970.
- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

SOCIOECONOMIC TRAITS

- *City Lights* residents earn above-average incomes, but lag the nation in net worth.
- Labor force participation exceeds the US average (Index 108). Residents work hard in professional and service occupations but also seek to enjoy life.
- These consumers save for the future, often to achieve their dream of homeownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.
- These consumers are price savvy but will pay for quality brands they trust.
- Residents stand by their belief in equal opportunity.
- Attuned to nature and the environment, and when they can, purchase natural products.



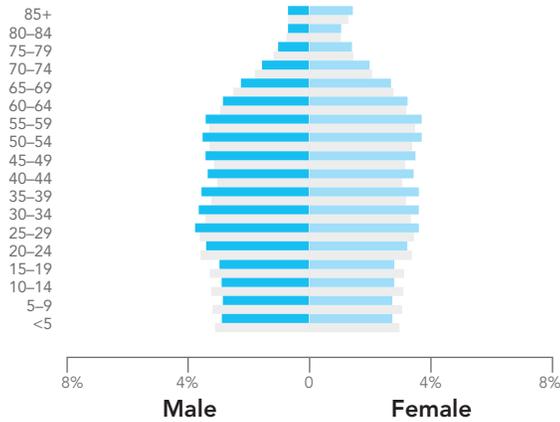
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **39.3** US: 38.2

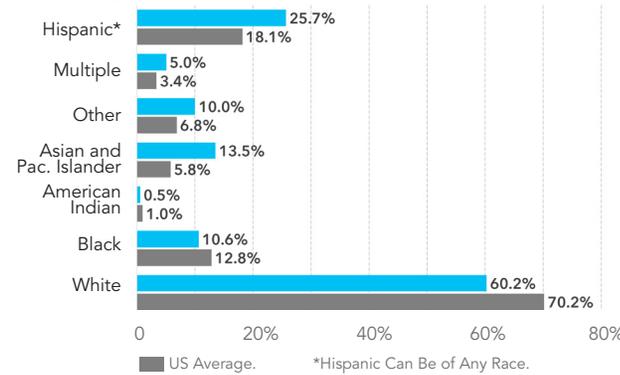
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **75.8** US: 64.0



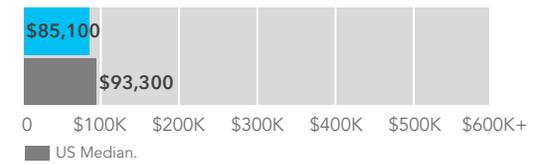
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Median Household Income

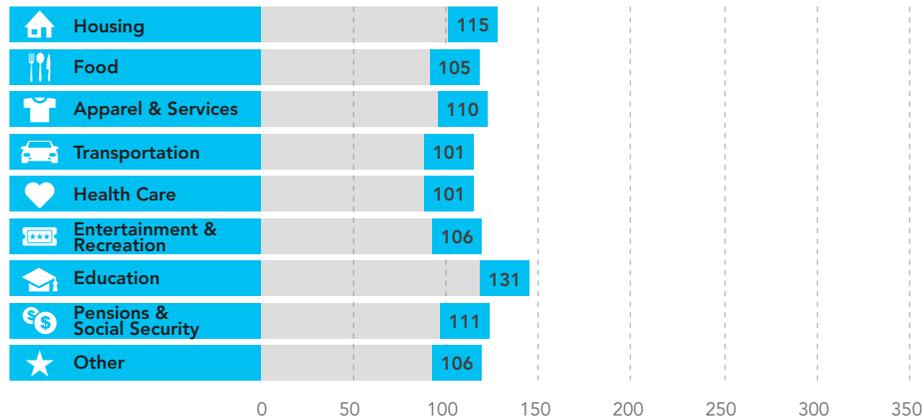


Median Net Worth



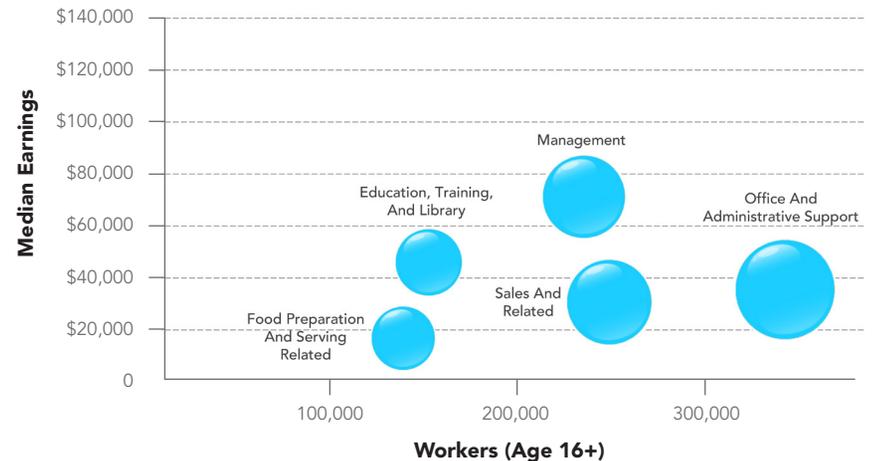
AVERAGE HOUSEHOLD BUDGET INDEX

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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed Bath & Beyond.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons.
- These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.
- Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music, listening at home and during their daily commutes.

HOUSING

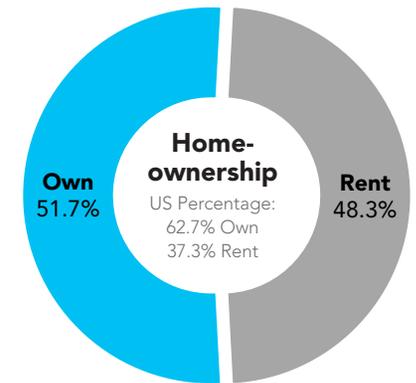
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Typical Housing:
Multiunits;
Single Family

Median Value:
\$383,400

US Median: \$207,300



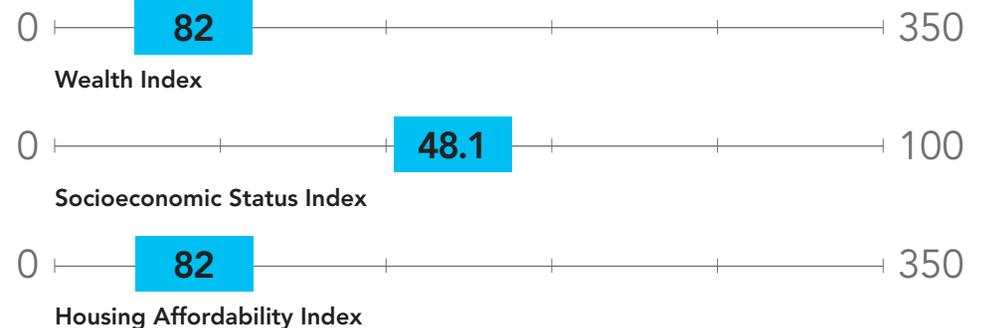
POPULATION CHARACTERISTICS

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ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



Retail Demand by Industry

301-341 N 8th St, Haledon, New Jersey, 07508

301-341 N 8th St, Haledon, New Jersey, 07508

Walk time of 5 minutes



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	73	\$19,940.75	\$26,800,366
44-45	Retail Trade	72	\$16,842.92	\$22,636,881
722	Food Services & Drinking Places	77	\$3,097.83	\$4,163,485

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	62	\$1,764.33	\$2,371,256
4411	Automobile Dealers	64	\$1,554.72	\$2,089,550
4412	Other Motor Vehicle Dealers	38	\$72.08	\$96,876
4413	Auto Parts, Accessories & Tire Stores	61	\$137.52	\$184,831
442	Furniture and Home Furnishings Stores	66	\$647.70	\$870,504
4421	Furniture Stores	70	\$431.27	\$579,631
4422	Home Furnishings Stores	60	\$216.42	\$290,873
443, 4431	Electronics and Appliance Stores	76	\$229.60	\$308,580
444	Bldg Material & Garden Equipment & Supplies Dealers	53	\$754.64	\$1,014,242
4441	Building Material and Supplies Dealers	52	\$680.99	\$915,253
4442	Lawn and Garden Equipment and Supplies Stores	55	\$73.65	\$98,989
445	Food and Beverage Stores	79	\$4,246.92	\$5,707,867
4451	Grocery Stores	80	\$3,955.60	\$5,316,324
4452	Specialty Food Stores	83	\$138.51	\$186,160
4453	Beer, Wine, and Liquor Stores	75	\$152.81	\$205,383
446, 4461	Health and Personal Care Stores	66	\$489.32	\$657,652
447, 4471	Gasoline Stations	72	\$2,067.84	\$2,779,178
448	Clothing and Clothing Accessories Stores	83	\$951.03	\$1,278,187
4481	Clothing Stores	81	\$735.76	\$988,866
4482	Shoe Stores	91	\$203.82	\$273,934
4483	Jewelry, Luggage, and Leather Goods Stores	77	\$11.45	\$15,387
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	69	\$286.36	\$384,863
4511	Sporting Goods, Hobby, and Musical Inst Stores	67	\$229.69	\$308,706
4512	Book Stores and News Dealers	76	\$56.66	\$76,156
452	General Merchandise Stores	76	\$3,144.79	\$4,226,600
4522	Department Stores	81	\$291.22	\$391,406
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	75	\$2,853.57	\$3,835,194



Source: Esri 2023 Consumer Spending.

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Retail Demand by Industry

301-341 N 8th St, Haledon, New Jersey, 07508

301-341 N 8th St, Haledon, New Jersey, 07508

Walk time of 5 minutes



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	66	\$379.62	\$510,213
4531	Florists	52	\$15.23	\$20,473
4532	Office Supplies, Stationery, and Gift Stores	73	\$66.48	\$89,343
4533	Used Merchandise Stores	68	\$53.61	\$72,057
4539	Other Miscellaneous Store Retailers	66	\$244.30	\$328,341
454	Nonstore Retailers	73	\$1,880.76	\$2,527,740
4541	Electronic Shopping and Mail-Order Houses	73	\$1,633.83	\$2,195,868
4542	Vending Machine Operators	77	\$27.45	\$36,895
4543	Direct Selling Establishments	73	\$219.48	\$294,977
722	Food Services & Drinking Places	77	\$3,097.83	\$4,163,485
7223	Special Food Services	77	\$11.09	\$14,905
7224	Drinking Places (Alcoholic Beverages)	80	\$74.38	\$99,971
7225	Restaurants and Other Eating Places	77	\$3,012.36	\$4,048,608

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri 2023 Consumer Spending data are derived from the 2019, 2020, and 2021 Consumer Expenditure Surveys Bureau of Labor Statistics; and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

Retail Demand by Industry

301-341 N 8th St, Haledon, New Jersey, 07508

301-341 N 8th St, Haledon, New Jersey, 07508

Walk time of 10 minutes



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	72	\$19,826.30	\$77,263,073
44-45	Retail Trade	72	\$16,768.69	\$65,347,594
722	Food Services & Drinking Places	76	\$3,057.60	\$11,915,478

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	62	\$1,783.33	\$6,949,636
4411	Automobile Dealers	64	\$1,569.30	\$6,115,562
4412	Other Motor Vehicle Dealers	39	\$74.90	\$291,888
4413	Auto Parts, Accessories & Tire Stores	61	\$139.13	\$542,187
442	Furniture and Home Furnishings Stores	66	\$645.23	\$2,514,444
4421	Furniture Stores	70	\$429.70	\$1,674,547
4422	Home Furnishings Stores	60	\$215.52	\$839,897
443, 4431	Electronics and Appliance Stores	76	\$228.93	\$892,141
444	Bldg Material & Garden Equipment & Supplies Dealers	53	\$758.84	\$2,957,195
4441	Building Material and Supplies Dealers	53	\$684.78	\$2,668,604
4442	Lawn and Garden Equipment and Supplies Stores	55	\$74.05	\$288,591
445	Food and Beverage Stores	79	\$4,202.74	\$16,378,086
4451	Grocery Stores	79	\$3,915.61	\$15,259,116
4452	Specialty Food Stores	82	\$136.74	\$532,867
4453	Beer, Wine, and Liquor Stores	73	\$150.40	\$586,103
446, 4461	Health and Personal Care Stores	66	\$489.54	\$1,907,733
447, 4471	Gasoline Stations	72	\$2,070.56	\$8,068,991
448	Clothing and Clothing Accessories Stores	82	\$938.00	\$3,655,398
4481	Clothing Stores	80	\$726.55	\$2,831,364
4482	Shoe Stores	89	\$200.22	\$780,275
4483	Jewelry, Luggage, and Leather Goods Stores	76	\$11.23	\$43,759
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	69	\$285.86	\$1,114,005
4511	Sporting Goods, Hobby, and Musical Inst Stores	67	\$229.87	\$895,792
4512	Book Stores and News Dealers	76	\$56.00	\$218,213
452	General Merchandise Stores	75	\$3,117.60	\$12,149,296
4522	Department Stores	80	\$287.25	\$1,119,399
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	75	\$2,830.36	\$11,029,896



Source: Esri 2023 Consumer Spending.

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Retail Demand by Industry

301-341 N 8th St, Haledon, New Jersey, 07508

301-341 N 8th St, Haledon, New Jersey, 07508

Walk time of 10 minutes



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	66	\$376.93	\$1,468,899
4531	Florists	53	\$15.39	\$59,960
4532	Office Supplies, Stationery, and Gift Stores	72	\$65.80	\$256,424
4533	Used Merchandise Stores	67	\$52.87	\$206,042
4539	Other Miscellaneous Store Retailers	65	\$242.87	\$946,473
454	Nonstore Retailers	72	\$1,871.12	\$7,291,772
4541	Electronic Shopping and Mail-Order Houses	72	\$1,622.41	\$6,322,530
4542	Vending Machine Operators	76	\$27.31	\$106,428
4543	Direct Selling Establishments	74	\$221.40	\$862,813
722	Food Services & Drinking Places	76	\$3,057.60	\$11,915,478
7223	Special Food Services	76	\$10.94	\$42,651
7224	Drinking Places (Alcoholic Beverages)	78	\$73.22	\$285,331
7225	Restaurants and Other Eating Places	76	\$2,973.44	\$11,587,496

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri 2023 Consumer Spending data are derived from the 2019, 2020, and 2021 Consumer Expenditure Surveys Bureau of Labor Statistics; and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

Retail Demand by Industry

301-341 N 8th St, Haledon, New Jersey, 07508

301-341 N 8th St, Haledon, New Jersey, 07508

Walk time of 15 minutes



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	77	\$21,040.85	\$138,806,483
44-45	Retail Trade	76	\$17,806.46	\$117,469,194
722	Food Services & Drinking Places	81	\$3,234.39	\$21,337,289

NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	67	\$1,907.00	\$12,580,476
4411	Automobile Dealers	69	\$1,675.68	\$11,054,472
4412	Other Motor Vehicle Dealers	43	\$82.01	\$541,001
4413	Auto Parts, Accessories & Tire Stores	66	\$149.31	\$985,002
442	Furniture and Home Furnishings Stores	70	\$684.41	\$4,515,044
4421	Furniture Stores	74	\$453.89	\$2,994,307
4422	Home Furnishings Stores	64	\$230.52	\$1,520,737
443, 4431	Electronics and Appliance Stores	81	\$244.78	\$1,614,845
444	Bldg Material & Garden Equipment & Supplies Dealers	57	\$814.80	\$5,375,248
4441	Building Material and Supplies Dealers	57	\$735.52	\$4,852,237
4442	Lawn and Garden Equipment and Supplies Stores	59	\$79.28	\$523,012
445	Food and Beverage Stores	83	\$4,445.26	\$29,325,405
4451	Grocery Stores	83	\$4,141.73	\$27,323,012
4452	Specialty Food Stores	87	\$144.53	\$953,489
4453	Beer, Wine, and Liquor Stores	78	\$159.00	\$1,048,904
446, 4461	Health and Personal Care Stores	71	\$519.87	\$3,429,559
447, 4471	Gasoline Stations	77	\$2,216.37	\$14,621,363
448	Clothing and Clothing Accessories Stores	86	\$987.81	\$6,516,551
4481	Clothing Stores	85	\$766.27	\$5,055,116
4482	Shoe Stores	93	\$209.75	\$1,383,745
4483	Jewelry, Luggage, and Leather Goods Stores	79	\$11.78	\$77,690
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	73	\$304.80	\$2,010,795
4511	Sporting Goods, Hobby, and Musical Inst Stores	72	\$245.52	\$1,619,686
4512	Book Stores and News Dealers	80	\$59.29	\$391,109
452	General Merchandise Stores	79	\$3,297.79	\$21,755,510
4522	Department Stores	84	\$303.10	\$1,999,521
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	79	\$2,994.69	\$19,755,989



Source: Esri 2023 Consumer Spending.

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Retail Demand by Industry

301-341 N 8th St, Haledon, New Jersey, 07508

301-341 N 8th St, Haledon, New Jersey, 07508

Walk time of 15 minutes



NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	70	\$398.67	\$2,630,051
4531	Florists	57	\$16.53	\$109,029
4532	Office Supplies, Stationery, and Gift Stores	77	\$69.64	\$459,436
4533	Used Merchandise Stores	71	\$55.66	\$367,179
4539	Other Miscellaneous Store Retailers	69	\$256.85	\$1,694,408
454	Nonstore Retailers	77	\$1,984.89	\$13,094,347
4541	Electronic Shopping and Mail-Order Houses	76	\$1,720.26	\$11,348,548
4542	Vending Machine Operators	81	\$28.89	\$190,605
4543	Direct Selling Establishments	78	\$235.74	\$1,555,193
722	Food Services & Drinking Places	81	\$3,234.39	\$21,337,289
7223	Special Food Services	81	\$11.57	\$76,349
7224	Drinking Places (Alcoholic Beverages)	83	\$77.15	\$508,990
7225	Restaurants and Other Eating Places	81	\$3,145.66	\$20,751,951

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.



Source: Esri 2023 Consumer Spending data are derived from the 2019, 2020, and 2021 Consumer Expenditure Surveys Bureau of Labor Statistics; and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.



Household Budget Expenditures

Prospect Park
 Prospect Park, New Jersey
 Walk time: 5 minute radius

Prepared by Esri
 Latitude: 40.93949
 Longitude: -74.17454

Demographic Summary		2023	2028		
Population		997	969		
Households		344	340		
Average Household Size		2.90	2.85		
Families		266	262		
Median Age		35.6	36.2		
Median Household Income		\$65,358	\$75,907		
		Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures		92	\$84,928.28	\$29,215,329	100.0%
Food		95	\$10,027.66	\$3,449,514	11.8%
Food at Home		96	\$6,543.10	\$2,250,827	7.7%
Food Away from Home		94	\$3,484.56	\$1,198,687	4.1%
Alcoholic Beverages		101	\$682.48	\$234,774	0.8%
Housing		97	\$29,759.22	\$10,237,170	35.0%
Shelter		100	\$24,813.25	\$8,535,759	29.2%
Utilities, Fuel and Public Services		85	\$4,945.97	\$1,701,412	5.8%
Household Operations		89	\$2,289.26	\$787,504	2.7%
Housekeeping Supplies		88	\$821.80	\$282,698	1.0%
Household Furnishings and Equipment		91	\$2,679.82	\$921,859	3.2%
Apparel and Services		99	\$2,169.78	\$746,405	2.6%
Transportation		84	\$8,583.23	\$2,952,631	10.1%
Travel		89	\$2,011.92	\$692,099	2.4%
Health Care		81	\$5,926.95	\$2,038,871	7.0%
Entertainment and Recreation		88	\$3,339.45	\$1,148,770	3.9%
Personal Care Products & Services		93	\$892.13	\$306,892	1.1%
Education		112	\$2,017.03	\$693,859	2.4%
Smoking Products		77	\$332.89	\$114,513	0.4%
Lotteries & Pari-mutuel Losses		109	\$56.43	\$19,413	0.1%
Legal Fees		103	\$213.96	\$73,601	0.3%
Funeral Expenses		85	\$101.36	\$34,868	0.1%
Safe Deposit Box Rentals		77	\$3.87	\$1,332	0.0%
Checking Account/Banking Service Charges		90	\$29.08	\$10,002	0.0%
Cemetery Lots/Vaults/Maintenance Fees		86	\$13.35	\$4,592	0.0%
Accounting Fees		99	\$113.81	\$39,150	0.1%
Miscellaneous Personal Services/Advertising/Fines		110	\$78.42	\$26,976	0.1%
Occupational Expenses		126	\$90.99	\$31,299	0.1%
Expenses for Other Properties		47	\$53.48	\$18,397	0.1%
Credit Card Membership Fees		104	\$12.04	\$4,143	0.0%
Shopping Club Membership Fees		91	\$54.72	\$18,823	0.1%
Support Payments/Cash Contributions/Gifts in Kind		78	\$2,452.34	\$843,605	2.9%
Life/Other Insurance		83	\$573.38	\$197,243	0.7%
Pensions and Social Security		94	\$9,138.43	\$3,143,620	10.8%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Household Budget Expenditures

Prospect Park
 Prospect Park, New Jersey
 Walk time: 10 minute radius

Prepared by Esri
 Latitude: 40.93949
 Longitude: -74.17454

Demographic Summary		2023	2028		
Population		3,155	3,079		
Households		1,060	1,049		
Average Household Size		2.98	2.94		
Families		801	793		
Median Age		34.3	35.0		
Median Household Income		\$72,773	\$84,091		
		Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures		104	\$95,905.98	\$101,660,337	100.0%
Food		109	\$11,471.88	\$12,160,193	12.0%
Food at Home		110	\$7,482.37	\$7,931,315	7.8%
Food Away from Home		107	\$3,989.51	\$4,228,878	4.2%
Alcoholic Beverages		113	\$761.55	\$807,240	0.8%
Housing		111	\$33,805.59	\$35,833,923	35.2%
Shelter		114	\$28,221.82	\$29,915,133	29.4%
Utilities, Fuel and Public Services		96	\$5,583.76	\$5,918,790	5.8%
Household Operations		99	\$2,550.35	\$2,703,372	2.7%
Housekeeping Supplies		100	\$929.52	\$985,294	1.0%
Household Furnishings and Equipment		102	\$3,001.27	\$3,181,342	3.1%
Apparel and Services		113	\$2,493.13	\$2,642,720	2.6%
Transportation		96	\$9,804.90	\$10,393,197	10.2%
Travel		100	\$2,244.47	\$2,379,143	2.3%
Health Care		89	\$6,585.89	\$6,981,047	6.9%
Entertainment and Recreation		99	\$3,737.75	\$3,962,017	3.9%
Personal Care Products & Services		106	\$1,010.16	\$1,070,769	1.1%
Education		124	\$2,215.66	\$2,348,602	2.3%
Smoking Products		89	\$385.59	\$408,726	0.4%
Lotteries & Pari-mutuel Losses		124	\$63.87	\$67,700	0.1%
Legal Fees		117	\$244.13	\$258,782	0.3%
Funeral Expenses		97	\$116.00	\$122,965	0.1%
Safe Deposit Box Rentals		83	\$4.17	\$4,424	0.0%
Checking Account/Banking Service Charges		108	\$34.68	\$36,766	0.0%
Cemetery Lots/Vaults/Maintenance Fees		94	\$14.64	\$15,520	0.0%
Accounting Fees		108	\$124.64	\$132,119	0.1%
Miscellaneous Personal Services/Advertising/Fines		121	\$86.67	\$91,871	0.1%
Occupational Expenses		143	\$103.74	\$109,969	0.1%
Expenses for Other Properties		50	\$57.07	\$60,490	0.1%
Credit Card Membership Fees		119	\$13.70	\$14,523	0.0%
Shopping Club Membership Fees		104	\$62.58	\$66,335	0.1%
Support Payments/Cash Contributions/Gifts in Kind		85	\$2,669.64	\$2,829,817	2.8%
Life/Other Insurance		90	\$622.47	\$659,820	0.6%
Pensions and Social Security		105	\$10,228.52	\$10,842,230	10.7%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Household Budget Expenditures

Prospect Park
 Prospect Park, New Jersey
 Walk time: 15 minute radius

Prepared by Esri
 Latitude: 40.93949
 Longitude: -74.17454

Demographic Summary		2023	2028		
Population		7,151	7,109		
Households		2,349	2,365		
Average Household Size		3.04	3.00		
Families		1,788	1,802		
Median Age		33.5	34.5		
Median Household Income		\$63,236	\$74,890		
		Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures		92	\$85,022.56	\$199,717,997	100.0%
Food		98	\$10,269.41	\$24,122,840	12.1%
Food at Home		98	\$6,696.44	\$15,729,947	7.9%
Food Away from Home		96	\$3,572.96	\$8,392,893	4.2%
Alcoholic Beverages		99	\$668.69	\$1,570,760	0.8%
Housing		98	\$30,095.19	\$70,693,593	35.4%
Shelter		101	\$25,144.13	\$59,063,568	29.6%
Utilities, Fuel and Public Services		85	\$4,951.05	\$11,630,025	5.8%
Household Operations		87	\$2,237.96	\$5,256,974	2.6%
Housekeeping Supplies		89	\$825.42	\$1,938,923	1.0%
Household Furnishings and Equipment		89	\$2,644.96	\$6,213,010	3.1%
Apparel and Services		102	\$2,240.15	\$5,262,115	2.6%
Transportation		86	\$8,769.60	\$20,599,780	10.3%
Travel		88	\$1,970.91	\$4,629,669	2.3%
Health Care		78	\$5,767.99	\$13,549,015	6.8%
Entertainment and Recreation		87	\$3,291.07	\$7,730,728	3.9%
Personal Care Products & Services		94	\$897.14	\$2,107,386	1.1%
Education		107	\$1,922.91	\$4,516,925	2.3%
Smoking Products		80	\$348.07	\$817,622	0.4%
Lotteries & Pari-mutuel Losses		110	\$56.68	\$133,146	0.1%
Legal Fees		105	\$218.22	\$512,602	0.3%
Funeral Expenses		87	\$104.05	\$244,402	0.1%
Safe Deposit Box Rentals		71	\$3.56	\$8,374	0.0%
Checking Account/Banking Service Charges		99	\$31.96	\$75,071	0.0%
Cemetery Lots/Vaults/Maintenance Fees		82	\$12.70	\$29,842	0.0%
Accounting Fees		93	\$107.81	\$253,242	0.1%
Miscellaneous Personal Services/Advertising/Fines		106	\$75.42	\$177,171	0.1%
Occupational Expenses		128	\$92.49	\$217,262	0.1%
Expenses for Other Properties		43	\$48.34	\$113,546	0.1%
Credit Card Membership Fees		106	\$12.20	\$28,649	0.0%
Shopping Club Membership Fees		93	\$55.99	\$131,521	0.1%
Support Payments/Cash Contributions/Gifts in Kind		74	\$2,300.43	\$5,403,720	2.7%
Life/Other Insurance		77	\$535.83	\$1,258,655	0.6%
Pensions and Social Security		93	\$9,008.58	\$21,161,155	10.6%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.