The City of Summit Downtown Improvement Plan

Prepared for:

The City of Summit New Jersey Planning Board

Revised June 10, 2015

b a
Burgis Associates, Inc.

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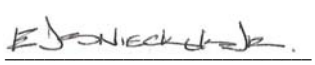
Downtown Improvement Plan

City of Summit
Union County, NJ

Prepared for:
City of Summit, NJ Planning Board

BA #2505.28

The original document was appropriately signed and sealed on June 10, 2015 in accordance with Chapter 41 of Title 13 of the State Board of Professional Planners



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Source: Google Maps, Gerald C. Vogel

Section 1:

Introduction

The downtown of the City of Summit represents a unique place, one that is shared by the City's residents, customers, business owners, visitors, and commuters alike.

Section 1:

Introduction

1.1 Introduction

A downtown represents an indispensable venue for goods, supplies and essential services while fostering a place for social interaction for the citizens of the community it serves. The downtown of the City of Summit embodies this essential component for its residents as well as the services it offers to the surrounding communities. The downtown's ability to support current as well as future needs relies on numerous multidimensional and overlapping elements. A periodic review of these elements is essential to refine improvements to serve the evolving requirements of the community and the intrinsic needs of the downtown. To foster the continued economic development and improvement of existing conditions, the City commissioned this planning analysis to conduct such a review of the existing conditions with a focus on several specific issues.

The issues that were targeted are expanded from prior studies that either focused on the Central Retail Business District (CRBD) or included other specific concentrations. The issues targeted in this study include:

1. A review and update of the socio-economic and market data of the downtown area;
2. Land use recommendations and analysis of the existing regulations and existing land uses in order to foster economic development and continued vitality while supporting the evolution of the downtown;
3. Review and preparation of goals, recommendations and strategies to foster commercial development, enhance the management and marketing of the downtown, as well as the promotion and recruitment of appropriate businesses, including those that create vitality beyond workweek business hours.
4. An inventory of the downtown parking needs along with recommendations and strategies to improve upon the earlier efforts.

5. A review of existing downtown wayfinding signage and existing sign elements, and improvement recommendations.
6. A review of existing business signage regulations and design recommendations for greater regulatory control flexibility, while ensuring appropriate designs.
7. A review of previous improvements to streetscape areas in the CRBD, as there are a number of corridors outside this zone that have been identified as potential consideration for future planning and design efforts.
8. Design improvements to a number of understated gateways into the downtown area providing designs and strategies to highlight the importance of entryways to the downtown area.
9. Recommendations to improve the function, accessibility and design of several alleys that are widely utilized by businesses and residents, but are lacking in design features,

The area of the downtown included in this study, as noted on the accompanying map, includes properties and roadways that have principal frontage on what could be characterized as the primary east to west roadways of Springfield Avenue, DeForest Avenue, Broad Street and Morris Avenue. In addition, the study area includes properties fronting on the north -south roadways of Summit Avenue, Maple Street and other lesser streets. The intent of this study area is to include all of the properties that make up the business, municipal, social and religious places in the district so that the respective analyses includes all of the related workings of the downtown environment.

Dwg. Title

Study Area

Project No.	Date	Drawn
2505.28	05.15.13	DN

Legend

- Study Area
- Parcels

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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 425'	sa

Prior studies considered in this analysis include; the Summit Central Retail Business District Study (1997), The City of Summit CRBD Master Plan (2005), the Parking Services Agency Downtown Parking Assessment Study of 2008 and the Downtown Visioning Project (2010). A common focus in each study was the CRBD zone district, which provided a framework or vision for the City. This has allowed Summit to achieve a significant amount of public improvements, addressing features such as land use, parking, and streetscape elements, including refinements to the Special Improvement District management organization. The past studies represent the City's ongoing efforts to progressively improve the downtown so that it may serve the evolving local needs while contending with an increasingly competitive regional and e-commerce marketplace.

The district study conducted in 1997 has had a significant impact on the physical form of the public spaces and features serving the downtown. The vision established then resulted in the implementation of a comprehensive streetscape improvement project to many of the primary roadways. This major effort redefined not only the aesthetics of the CRBD but also resulted in traffic calming improvements through the use of features such as the traffic circle at the train station, curb bump outs and crosswalks at intersections. The recommendations also achieved a number of improvements to on-street parking to improve efficiency and function.

The 2005 CRBD Master Plan initiated the review and adjustments of the maximum floor area and residential unit provisions in the zoning regulations of in the CRBD. The study also established a series of goals for the district and recommendations to further study the parking supply needs of the district. Design standards were also listed for consideration in addition to recommendations for unified wayfinding improvements.

The Parking Services Agency Downtown Parking Assessment Study of 2008, provided an analysis of the existing public parking assets in the downtown area, and projected parking needs for the district. The study also established recommendations for where an expansion of parking supply could be considered. The Parking Services Agency, has since then undertaken an improvement program to implement these recommendations, which resulted in renovations of the three surface parking areas along DeForest Avenue and the installment of a comprehensive parking mobile technology metering system among other refinements.

While the impacts of the 2008 recession have taken a significant toll on small businesses throughout the country, the inherent planning, prevailing patron loyalty, and improvement efforts have helped the district endure these impacts somewhat better than many similar downtowns. However, many small businesses are still recovering and improvements continue to be needed to meet new market demands.

It is important to note that transit oriented pedestrian friendly downtowns are in demand. Summit's downtown follows this model with a mixed-use core around a direct NYC midtown train line with bus services. These features were recently recognized by the state of New Jersey Department of Transportation, with the Transit Village designation. As noted in the publication 'Reinventing the New Jersey Economy' published by Rutgers University, "corporate cultures and business models have been radically transformed. Sterile insular corporate communities are out. Exciting interactive multifunctional 24 hour environments are in as are such attributes as diversity, sustainability and walkability." It is noted also that as the "baby boomer" generation advances into the retirement years the "echo boomers" "are entering a period of workforce dominance and prefer a less suburban centric location." These forces are a prime opportunity for the City of Summits downtown to meet this new market trend and benefit economically.


ASE

Section 2:

Goals and Objectives

Learn from the past, set vivid and detailed goals for the future, and live only in the moment in time over which you have any control: now.

Section 2:

Goals and Objectives

2.1 Introduction

The 2014 City of Summit Downtown Improvement Plan is part of an active and comprehensive planning process, that includes regular updates to planning documents in order to address on-going development trends and evolving socioeconomic development patterns. The following section serves to both reflect upon and continue these efforts in regards to the City's downtown district.

This section first reviews four prior planning efforts, and analyzes the goals and objectives contained within them which pertain to the City's downtown. These planning documents include (among others):

1. The 1997 *Summit Central Retail Business District Study*.
2. The 2000 Master Plan.
3. The 2005 *Summit CRBD Master Plan*.
4. The 2006 Master Plan Reexamination Report.

Utilizing these documents as a baseline, this section offers updated goals and objectives for the City to use as a guideline for development and redevelopment of its downtown.

2.2 Prior Plans

2.2.1 Summit Central Business District Study: 1997

The *Summit Central Business District Study* (hereafter identified as "The Study,") was a collaborative effort completed in 1997. While the Study identified that the City of Summit and its downtown were ultimately on an upswing—one that included a growing population, rising median household income, the opening of the Clearview Beacon Hill Cinema, the finalization of the parking garage, and the introduction of NJ Transit's Midtown Direct

service line—it also identified several reason for concern, which included key vacancies and declining business.

As such, The Study offered a comprehensive analysis of the City's downtown, and provided several goals and objectives for the district. Its recommendations included the following:

1. Improve Parking:
    - Assure turnover of spaces.
    - Increase on-street parking.
    - Experiment with angled parking.
    - Investigate alternative means of transportation.
2. Address Traffic and Pedestrian Safety:
    - Calm traffic approaching the downtown.
    - Organize traffic at train station.
    - Improve pedestrian crossings.
    - Experiment with temporary traffic-calming measures.
3. Take advantage of place-making opportunities:
    - Create activity nodes along Springfield Avenue.
    - Enhance the train station's role as a public space.
    - Reshape Union Place into a "Restaurant Row."
    - Focus on Beechwood Road as a public gathering place.
4. Undertake physical enhancements:
    - Herald the entrance to downtown Summit.
    - Enliven the sidewalks.
    - Enhance architectural attributes.
    - Provide visual interest.
    - Encourage pedestrian-oriented signage.
    - Create a new night image.

Overall, The Study represented one of the most important catalysts for future improvements within the City's downtown, as it laid out the framework for many of the successful features that currently exist in the district. The following is notable in regards to the status of these goals and objectives:

Improve Parking:

1. *Experiment with Angled Parking:* The Study had recommended adding angled parking spaces to the south side of Union Place, as well as limited angled parking on Springfield Avenue near Kent Place Boulevard. The City has since installed angled parking along the north side of Union Place which is functional in an area that is high in demand.

Image:
Angled Parking along Union Place

Source: Burgis Associates, Inc.

2. *Increase on-street parking:* The Study outlined several areas where additional on-street parking spaces could potentially be added, some of which the City has since striped. In addition, The Study recommended shortening time limits for parking areas to ten from fifteen minutes where there are a number of service or convenience stores or take-out restaurants. It is noted that the many of the aforementioned angled parking spaces on Union Place do have such shortened limits or otherwise termed as express parking.

Traffic and Pedestrian Safety

1. *Organize traffic at Train Station:* The Study noted that the prior intersection in front of the train station was largely confusing, chaotic, and somewhat dangerous. It was recommended that this intersection be converted into a traffic circle, a task which

has since been completed by the City. This represents one of the most significant goals and recommendations that was achieved from The Study.

2. *Improve Pedestrian Crossings:* The Study notes that the City was currently planning streetscape and signalization improvements for Springfield Ave, and recommended improving pedestrian crossings at Maple Street and Beechwood Road as part of this work. These crosswalks have since been improved.

Placemaking Opportunities:

1. *Reshape Union Place into a "Restaurant Row":* In order to accentuate its role as a public space, The Study recommended physical improvements to encourage restaurant and entertainment uses. These physical improvements included colorful facades, lively storefronts, and plantings. The City has largely acted on this goal, and Union Place now features an assortment of first story restaurant uses.

2. *Focus on Beechwood Road as a Public Gathering Place:* Due to its location between Springfield Avenue and the train station, The Study noted that Beechwood Avenue is "perfectly situated to become a strong pedestrian link." The Study recommended paving the road with a brick or granite to distinguish it from other streets, relocating the farmer's market to the street, installing removable bollards, and slowing traffic as to make it more compatible with pedestrian traffic. While the City has not changed the composition of the street, installed bollards, or slowed traffic, it has relocated the farmer's market to this location. Furthermore, the SDI does use Beechwood for other event programs. Finally, a small pedestrian sitting and gathering area has been fashioned along Beechwood Road adjacent to the Bank Street Parking Lot.

Public sitting area and Farmer's Market, Beechwood Road
Source: Google Maps

Physical Enhancements:

1. *Herald the Entrance to Downtown Summit:* The Study noted that Summit Avenue, Broad Street, and Morris Avenue—all three of which are major access points into the district—featured little signage to indicate entrance into the downtown. The plan recommended installing welcome signs and landscaping, as well as a planted median along Summit Avenue. The City has largely not adopted these recommendations as of yet, although the gateway improvements contained in this document represent an effort currently being undertaken.
2. The City has undertaken significant strides towards implementing streetscape improvements in the CRBD Zone District. These are noted in the corridor analysis section of this report.

2.2.2 Master Plan: 2000

The *2000 Master Plan* (hereafter referred to as "the Plan" in this section) was adopted by the City Planning Board on November 27, 2000. The Plan contained a number of general objectives that pertained wholly or in part to the downtown area, as well as more specific recommendations for the CRBD. These goals are listed below:

Relevant General Goals and Objectives:

1. Enhance connections with the City between and among residential neighborhoods, community resources, the Central Business District, and the region, through the use of public transit system, walking and alternative modes of transportation.
2. Reinforce the Central Business District as a mixed-use core that is pedestrian oriented with a concentration of commercial, civic, and institutional uses in close proximity to housing and mass transit.
3. To improve the quality of the neighborhood business area.
4. To encourage and promote economic development and revitalization through new investment, maintenance and reinvestment in existing commercial and industrial activities within the City in areas suitable for such development.

5. To provide for adequate parking and adequate loading and unloading facilities.
6. To improve and expand pedestrian and bicycle connections.
7. To relieve traffic congestion in the CRBD.
8. To implement streetscape, parking and traffic improvements proposed by the SID.
9. To explore incentives to encourage the maintenance and façade restoration of historically notable buildings.
10. To encourage the preservation of historic buildings and landmarks that are significant to Summit's past.

Specific CRBD Objectives:

1. While Summit is a highly desirable location for office uses, it is nevertheless important to maintain the balance between office and retail uses. The Plan further suggests that intrusion of office uses into first floor locations can potentially insert gaps in the shopping frontage and possibly reduce the continuity of the retail shopping area. As such, the Plan suggests that the City should continue its effective zoning measures, and that these measures should be regularly reevaluated to ensure that the CRBD does not convert into a district dominated by office uses.

   It should be noted that, within the CRBD, the City does not currently permit any first story office uses for buildings that front along a street.
2. Tree planting, architectural scale, parking management, and tight control of traffic flow are essential to managing an appropriate balance between the CRBD and the neighboring B and ORC areas.
3. Incentives should be created in order to stimulate reinvestment and revitalization of the CRBD. In particular the District's FAR requirements where recommended to be eliminated, which would: promote the creation of residential units above storefronts; provide incentives to meet ADA standards; upgrade fire and life safety conditions; preserve architectural elements of facades of existing buildings; renovate and/or enhance other buildings; and add increased space needed to make

reinvestment possible.

4. A thorough analysis of the parking demand in the CRBD should be undertaken, including the need for additional structured parking, potential locations for such parking, and appropriate meter times to encourage shopper use of retail shops. If additional structured parking is needed, consideration should be given to providing such parking through the creation of facilities to be borne through public/private partnerships and/or the creation of a parking trust fund.

   If studies should indicate that additional parking is needed, then the creation of additional structured parking should be encouraged that such structures be partially or completely below grade, particularly when bordering residential areas.

5. Through traffic should be limited on Springfield Avenue, particularly in regards to commercial vehicles.

6. The creation of residential units above storefronts should be promoted.

The 2000 Plan concluded in recommending that the preceding issues and recommendations be further analyzed through the preparation of a targeted master plan for the CRBD and the surrounding area. This final recommendation led in part to the creation of the Summit CRBD Master

2.2.3 Summit CRBD Master Plan: 2005

The *City of Summit CRBD Master Plan* (hereafter referred to as the "CRBD Plan" in this section) was adopted by the City on November 15, 2005.

The CRBD Plan identified several goals, as well as recommendations for design standards, historic design standards, and signage. These are listed below:

Goals:

1. Preserve and enhance the existing character and scale of downtown.

2. Ensure that the City's future regulations continue to contribute to the economic viability of the downtown.

3. Maintain and encourage mixed use buildings that contain street level retail and office and/or residential on upper floors.

4. Encourage the creation of more residential units on upper floors of buildings in the downtown.
5. Recognize the significance of the existing historic landmark buildings in downtown.
6. Upgrade older buildings to capitalize on their architecturally significant character.
7. Add design standards to the City's Development Regulations Ordinance (DRO) that encourage physical improvements.
8. Create stronger pedestrian connections to community facilities/ civic buildings and adjacent residential neighborhoods.
9. Continue to improve the pedestrian friendly atmosphere of the downtown.
10. Maintain attractive Gateways into downtown through the use of landscaping, signage, traffic calming techniques, and public art.
11. Maintain a comprehensive municipal sign program.
12. Encourage retailers to stay open later in the evening in order to increase street activity.
13. Encourage more special events in the downtown.
14. Explore additional convenient parking alternatives for employees, customers, commuters and residents that complement the existing streetscape.
15. Implement a retail enhancement plan and encourage locally owned retail stores rather than large national retailers.
16. Promote mass transit.
17. Encourage bicycling.
18. Encourage art in public places.
19. Maximize leveraging of public and private funds in pursuit of the goals expressed herein.

<u>Design Standards Recommendations</u>

1. Buildings should be compatible in scale, mass, and form with structures and the development pattern of the surrounding area.
2. Rear and side facades visible from public streets or neighboring

properties should be carefully designed with similar detailing as the principle facades of the building.

3. The façade of retail businesses should have a substantial amount of transparent window displays at the street level.
4. Flat roofs should be enclosed by parapets or other appropriate architectural details.
5. Mechanical equipment, trash dumpsters, and loading/service areas should be screened from public view.
6. The rear of existing buildings should be enhanced where appropriate to improve public access from parking lots and alleys.
7. Appropriate elements from buildings should be integrated into new development where appropriate.
8. Use vertical and horizontal elements that are compatible with the existing buildings.
9. Design elements such as large windows, awnings, canopies and pedestrian entrances should be used to highlight the building corners.
10. Differentiate the street level portion of the building from its middle and top by using elements such as different exterior material, awnings, signs, and large windows.
11. Where appropriate, use exterior lighting used to highlight the building's architecture.
12. Integrate signs with the buildings overall design concept.
13. If on-site parking is involved, it should be located to the rear if possible; no parking shall be permitted between the front building façade and the street right of way.
14. Expansive blank walls should be prohibited.
15. Fire escapes should be prohibited on the front façade of any building.
16. Exterior parking areas should be screened from view by walls, fences, buildings or vegetation. The first level of parking decks should be oriented to pedestrians; this can be accomplished by incorporating commercial space at street level, or by screening

with architectural or landscape material at street level.

17. New construction should respect the existing street pattern and reinforce it where possible and appropriate.
18. The type, shape, pitch, texture and color of the roof should be architecturally compatible with the building style, material, color, and details. Roof forms should be similar to those predominantly found on buildings. Rooftop elements shall be screened from the public right of way.
19. In infill construction, alignment of facades at the street level shall be maintained where there are uniform setback lines of buildings on a block.
20. Windows and doors should be compatible with the original architectural style of an existing building where appropriate.
21. The use of vertically proportioned windows is encouraged; the distinction between upper and lower floors should be maintained; the first floors shall be primarily transparent while the upper floor windows are more traditionally solid with smaller window openings.
22. Awnings should not be placed so as to conceal any significant architectural feature or detail.
23. Lighting fixtures should e compatible with the building style; lights shall be concealed trough shielding or reset behind features; low-pressure sodium or mercury vapor lighting is not permitted.
24. Entrances to buildings shall be defined and articulated using architectural elements such as columns, porticos, porches, and railings as appropriate.
25. Buildings as identified in the Master Plan as "historic" should be preserved.
26. The use of public art such as murals or decorative murals or decorative lighting shall be encouraged.
27. New buildings shall be oriented to the front and relate to public streets and plazas both functionally and visually. The primary orientation of the building shall not be towards a parking lot: Where feasible, deliveries should occur during non-peak hours

and use of alleys shall be strongly encouraged; loading areas shall be suitably buffered and screened to minimize the impact of noise, glare and visibility.

Historic Design Standards Considerations:

1. Preserve significant historic buildings as identified in the City's Master Plan.
2. A register of significant buildings in the CRBD should be compiled.
3. Where practical, reuse, rehabilitate and restore buildings and/or building elements of historic or preservable character.
4. Materials that are common to the downtown historic district character should be used.
5. Any renovations to a building should be historically appropriate.
6. Where possible, the existing facades of significant buildings should be maintained or restored.
7. Façade renovations should be in consideration of the original architectural style of the building; original and material details should be retained where appropriate; when it becomes necessary to introduce new features, they should harmonize with existing features; if windows and doors must be replaced, new windows and doors that match the original design should be used.

Signage Recommendations:

1. Lettering should be simple, legible and well proportioned for clear communication.
2. Signs should fit within the existing features of the façade, preferably on the sign fascia on most buildings; bands of decorative molding create natural frames for signs.
3. Where possible or desirable, signs shall be aligned with other signs on adjacent buildings.
4. Sign colors, materials, sizes, shapes, and methods of illumination shall reinforce the overall composition of the façade.
5. Sign locations shall not detract from or hide significant architectural details of the building.

6. Wall signs shall be placed only within the first story of a building. Recommend review of the relocation of any signs above the first floor.

Perhaps the most notable takeaway from the CRBD Master Plan was the design concept that later provided the basis for the City's current wayfinding signage program. This design is discussed in greater detail in Section 7.

2.2.4 Master Plan Reexamination Report

The City's *Master Plan Reexamination Report* was adopted by the City Planning Board in November of 2006. The Reexamination Report was passed shortly after the CRBD Master Plan, and as such does not contain many recommendations for City's downtown. Nevertheless, the following was suggested:

1. The Business zone on Franklin Place should be rezoned to a residential use. This area was subsequently rezoned to the Multifamily Transit Oriented Development (MF-TOD) District.
2. The Business zone bordered by Summit Ave, the railroad tracks, Walnut Street and Park Avenue is an area that requires further study.
3. Drive-through uses, such as banks, pharmacies, etc., should not be permitted in the B Zones.
4. Consider allowing some personal services, such as personal trainers and tutors, as uses in the CRBD except on the ground floor.
5. The standards of the ORC zone should be reviewed in light of the original intent of creating this zone to preserve residential structures.

A number of the aforementioned goals have been acted upon or partially acted upon, while others have yet to be addressed.

2.3 Goals of this Study

The following represents the overall goals and associated policy statements for the 2014 Downtown Summit Improvement Plan. These goals are intended as additional considerations and are not to replace or invalidate the goals and objectives of the City's prior master plan efforts. Each of these goals are elaborated upon in greater detail in their respective sections.

2.3.1 Land Use

1. To incorporate upper story residential uses where practical to promote the vibrancy of the downtown.
2. To foster restaurant uses and, in particular, fine dining and casual dining establishments which are ultimately more likely to attract a vibrant midday and night-time clientele.
3. To incorporate (with restrictions) more entertainment uses within the CRBD and B Districts to provide for more vitality and variety in the downtown.

2.3.2 Economic Improvement

1. To promote the downtown district incorporating special events with a refined focus, including but not limited to street fairs, juried art fairs, seasonal events, music events, partnerships with public and private entities including houses of worship, and the continuation of Restaurant Week and Taste of Summit.
2. To develop a comprehensive advertising program to promote the downtown, including a downtown guide brochure, a restaurant brochure, and a promotional brochure.
3. To foster greater levels of business recruitment and retention.
4. In order to ensure that the Summit Downtown, Inc. (SDI). organization is more easily accessible and understood by both business owners and the public alike, adjustments are offered to improve the services and objectives of the SDI..
5. To promote walking and district exposure.

2.3.3 Parking

1. To improve the balance of parking availability and awareness while also balancing reducing congestion and encourage the use of mass transit to reduce greenhouse gas emissions.
2. To promote District Economic Vitality. It is recognized that parking policies promote short-term parking turnover for customers and limit spillover impacts onto residential streets.
3. To support walking, biking and transit use.
4. To ensure that parking solutions are implemented in an unbiased fashion.

2.3.4 Wayfinding

1. To implement a program of attractive and effective wayfinding.
2. To use wayfinding as a means of establishing a more uniform and identifiable theme throughout the downtown.
3. To utilize wayfinding to promote greater local and regional awareness of the downtown district's many amenities.
4. To use wayfinding to encourage greater connectivity to the community facilities surrounding the district.

2.3.5 Signage

1. To continue to foster the well established visual aesthetics of the downtown as promoted by the sign regulations.
2. To consider new advances with signage that are on balance with the downtown's well established aesthetics.
3. To assist business development and promotion through effective signage regulations.

2.3.6 Corridors

1. Improve pedestrian safety with enhanced walkways and crosswalks;
2. Provide and expand pedestrian and bicycling linkages.
3. Enhance pedestrian and alternative means of access to the downtown and transit facilities.
4. Identify and implement traffic calming techniques where possible.
5. Provide features that improve universal accessibility for all users.
6. Provide public gathering spaces and places for social interaction.
7. Improve accommodations for outdoor dining.
8. Improve the components of place making by fostering a positive aesthetic character and image.
9. Integrate memorial and historic features unique to the district.
10. Highlight seasonal change through planting and decorative banners.
11. Utilize period lighting to enhance the character while incorporating modern features that improve safety and security.
12. Incorporate artwork where practical for additional decorative assets.
13. Incorporate a stylized and unified street furniture program to unify them while serving the variety of needs of visitors and patrons.
14. Maintain a integrated shade tree program to maintain this important environmental and aesthetic asset.

2.3.7 Gateways

1. To establish recognizable gateways that define the downtown area.
2. To establish a greater sense of place throughout the district.
3. To support a more uniform and identifiable theme throughout the downtown.

2.3.8 Alleyways

1. To establish the City's alleyways for greater connections and possible gathering spaces.
2. To utilize alleyways as a means of better connecting customers with businesses downtown.
3. To better integrate alleyways with the aesthetic improvements realized on the other streetscape corridors in the district..


Summit Station

Section 3:

Demographic and Market Profile Analysis

Demographic analyses often provide the foundation for any planning study. The following section provides an overview of not only the City's residents, but its customer-base as well.

Section 3:

Demographic and Market Profile Analysis

3.1 Introduction

The following section utilizes population and economic data from the 2010 Census to provide a demographic and market profile of the City of Summit's downtown area. This data, presented in the tables below, describes the basic socioeconomic characteristics and conditions that can be used to determine the following:

- A foundation for the retail market for the central business district
- The amount of trade in the area and the ability to support additional retail development
- The market area population
- Income buying power and consumer expenditures

Based on the general characteristics and size of the business district, the methodology for following market profile and data analysis defines the City's market boundary in terms of a "Primary Trade Area" and a "Market Trade Area," which respectively comprise the following:

Primary Trade Area
City of Summit

Market Trade Area
City of Summit
Borough of New Providence
Borough of Chatham
Township of Millburn
Township of Springfield
Township of Berkeley Heights

Additional data is provided in the appendix of this document that further expands upon the demographic and market information for the downtown.

3.2 Demographic Profile

3.2.1 Population

The 2010 Census indicates an increase in population in the all of the trade areas. As listed in the table below, the population increased by 1.54% to 21,457 persons in the primary trade area and by 5.23% to 93,749 persons in the market trade area. This population increase in both the primary trade area and market trade area indicates a sizable market for the local business district.

Although the populations of the trade areas have increased since the 2000 census, the numbers of households in the primary trade area and in Essex County have decreased slightly in comparison to the increases in the number of households in the market trade area and other counties. If this trend continues or increases, there may be a notable impact on housing demand and retail expenditures.

Table 1:
Population Characteristics: Trade Area

	Population			Households		
	2000	2010	% Change	2000	2010	% Change
Primary Trade Area	21,131	21,457	1.54%	7,897	7,708	-2.39%
Market Trade Area	89,089	93,749	5.23%	32,955	32,983	0.08%
Union County	522,541	536,499	2.67%	186,124	188,118	1.06%
Morris County	470,212	492,276	4.69%	169,711	180,534	5.99%
Essex County	793,633	783,969	-1.22%	283,736	283,712	-0.01%
Tri-County Total	1,786,386	1,812,744	1.48%	680,423	652,364	-4.30%

Source: 2010 and 2000 US Census

Table 2:
Population Characteristics: Market Trade Area

	Population			Households		
	2000	2010	% Change	2000	2010	% Change
City of Summit	21,131	21,457	1.50%	7,897	7,708	-2.39%
Borough of New Providence	11,907	12,171	2.20%	4,404	4,408	0.09%
Borough of Chatham	8,460	8,962	5.90%	3,159	3,073	-2.72%
Township of Milburn	19,755	20,149	2.00%	7,015	6,813	-2.88%
Township of Springfield	14,429	15,817	9.60%	6,001	6,511	8.50%
Township of Berkeley Heights	13,407	13,183	-1.70%	4,479	4,470	-0.20%
Total	**89,089**	**93,749**	**5.20%**	**32,955**	**32,983**	**0.08%**

Source: 2010 and 2000 US Census

3.2.2 Age

Demographic data indicates an aging population trend in the Primary Trade Area that is consistent with national trends. As indicated in the table below, The median age in the Primary Trade Area increased from 37.3 years to 39.7 years for the total population. The largest increase in population occurred in the 30-54 age cohorts, which is significant because these cohorts earn the largest share of household income as well as decide on which items to spend household disposable income.

Table 3:
Median Age

	Summit		United States	
	2000	2010	2000	2010
Male	36.2	38.4	34	35.8
Female	38.3	40.8	36.5	38.5
Total Population	37.3	39.7	35	37.2
% Change		**6.4%**		**6.2%**

Source: 2010 and 2000 US Census

Figure 1:
2000 and 2010 Primary Trade Area Age/Sex Pyramids

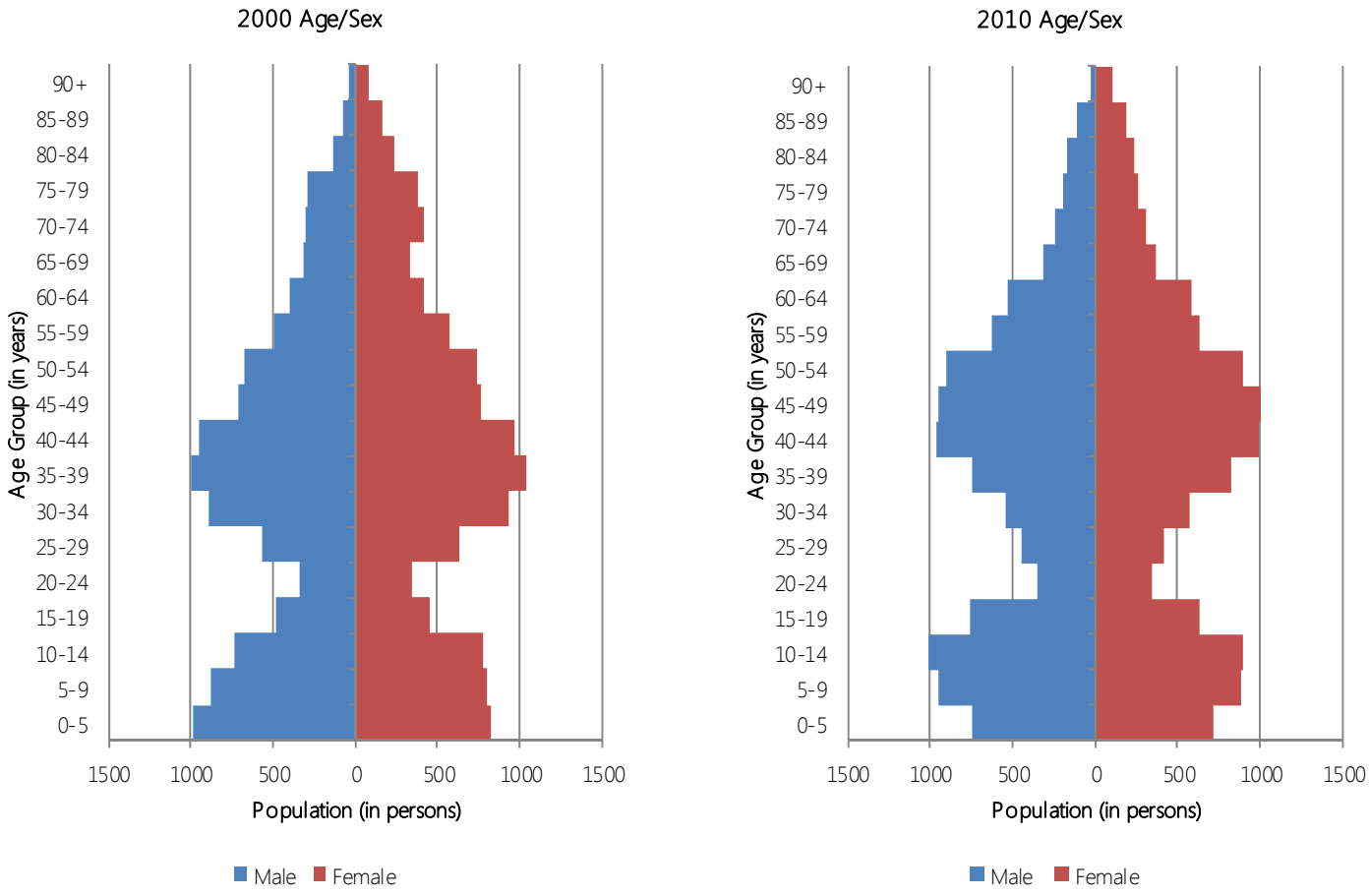
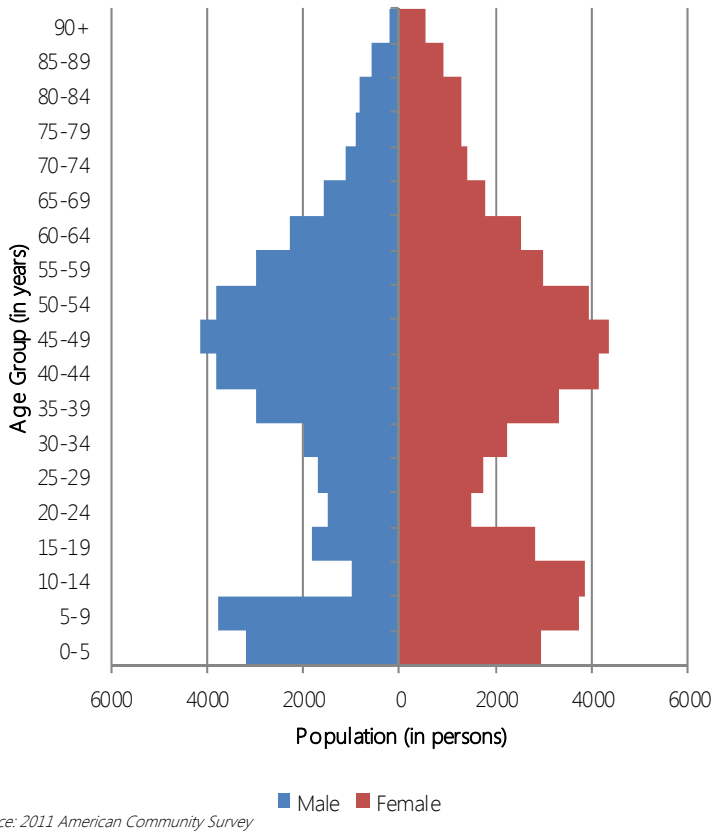


Figure 2:
2010 Market Trade Area Age/Sex Pyramids



Source: 2011 American Community Survey

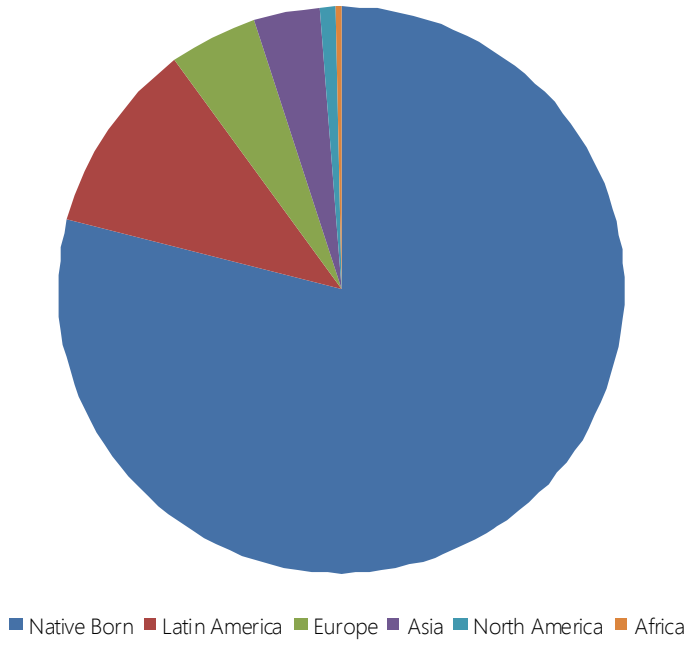
3.2.3 Social Characteristics

The Census and the 5-year American Community Survey collect data on selected social characteristics at the local, state, and national level. The selected social characteristics data can be useful for a comprehensive market analysis.

The 2011 American Community Survey indicates an average household size of 2.82 persons, with the total number of households at 7,548. Of those total households, approximately half have one or more people under the age of 18 and approximately one-quarter have one or more people over the age of 65.

Data compiled for the Primary Trade Area indicates a current foreign-born population of 21% of the total population. Consistent with regional and national trends, this statistic is increasing. The adjacent table describes the world region of birth of the total Primary Trade Area population. Of the foreign-born population, the largest percentage (11% of the total population) are born in Latin America.

Figure 3:
World Region of Birth of Total Population: Primary Trade Area



Source: 2011 American Community Survey

3.3 Market Profile

3.3.1 Income

The primary trade area has a median income which exceeds income in other parts of the market trade area as well as at the county-level. As indicated by the ratio of median in the table below, the median income in the primary trade area is one and a half times greater than the median income of the Essex, Morris, and Union Tri-County median. This suggests that the CBD's market area and consumer base has a significant level of disposable income to support additional retail development, particularly those uses normally found in local business districts.

Table 4:
Household Income: Trade Areas

	2000		2010	
	Median Income	Ratio of Median*	Median Income	Ratio of Median*
Primary Trade Area	$92,964	1.68	$121,802	1.77
Market Trade Area	$97,478	1.76	$118,200	1.72
Union County	$55,339	1.00	$68,688	1.00
Morris County	$77,340	1.40	$98,148	1.43
Essex County	$44,944	0.81	$55,876	0.81
Tri-County Median	$55,339	1.00	$68,688	1.00

Source: 2010 and 2000 US Census
** Ratio to Median based on Tri-County Median Income*

The level of income available for consumer expenditures, commonly known as disposable income, can be measured by the effective buying income (EBI) statistic, defined as "gross income less personal tax and non-tax payments" which is delineated in the table below. Effective Buying Income (EBI) reports for the Primary Trade Area and Market Trade Area were generated from The Nielsen Company's report database. Nielsen defines EBI as "gross income less personal tax and non-tax payments;" therefore, reflects the effective amount of income available on goods and services within the CBD trade areas.

The 2013 reports indicate an EBI of $90,411 in the Primary Trade Area per consumer for a total of $1,470,099,120 of disposable income. Although the EBI per consumer is slightly lower at the market trade level, the total EBI of the Market Trade Area is $6,166,684,720, which translates into significant additional retail sales and expenditures.

Table 5:
Effective Buying Income: Trade Areas

Trade Area	Population*	Median Income	EBI**	Total EBI
Primary Trade Area	16,260	$121,802	$90,412	$1,470,099,120
Market Trade Area	70,210	$118,200	$87,832	$6,166,684,720
Union County	428,127	$68,688	$51,516	$22,055,390,532
Morris County	396,424	$98,148	$73,814	$29,261,442,924
Essex County	622,613	$55,876	$41,907	$26,091,842,991
Tri-County	1,447,164	$68,688	$51,516	$74,552,100,624

Source: 2010 and 2013 Nielsen Effective Buying Income (EBI) Report
** Population 14 years and older*
*** County Median EBI estimated from data available for Trade Areas*

3.3.2 Consumer Expenditures

The effective buying income can be extrapolated to estimate consumer expenditures in goods and services based on the annual consumer survey published by the U.S. Department of Labor. This survey explicates the buying habits of American consumers and their average expenditures in goods and services by utilizing national and regional-level data on expenditures in food, housing equipment and material, apparel, entertainment, and other categories.

Based on the survey methodology, which defines a consumer unit as a "member of households who share responsibility for at least 2 or 3 major

types of expenses" and limited by "all consumer unit members age 14 years or older," the accompanying table compares the regional average of expenditures to the national average as well as provides an estimated value of the volume of annual expenditures in each trade area designation.

As the data in the table below indicates, retail expenditures in the New York-Northern New Jersey region are higher than the national average in most categories. Notably, expenditures on food at home and food away from home are the largest category of retail expenditures suggesting a high demand for those goods and related services.

Table 6:
Estimated Annual Expenditures

Category	Avg Annual Expenditure per Consumer (US)	Avg Annual Expenditure per Consumer (New York-Northern NJ)	Total Expenditures in Trade Areas		
			Primary Trade Area	Market Trade Area	Tri-County Total
Retail					
Food at Home	$3,731	$4,163	$67,690,380	$292,284,230	$6,024,543,732
Food away from Home	$2,562	$3,208	$52,162,080	$225,233,680	$4,642,502,112
Housekeeping Supplies	$613	$610	$9,918,600	$42,828,100	$882,770,040
Household Furnishings/ Equipment	$1,487	$1,408	$22,894,080	$98,855,680	$2,037,606,912
Apparel and services	$1,720	$2,596	$42,210,960	$182,265,160	$3,756,837,744
Entertainment	$2,547	$2,512	$40,845,120	$176,367,520	$3,635,275,968
Personal Care Products/ Services	$608	$679	$11,040,540	$47,672,590	$982,624,356
Alcoholic Beverages	$434	$522	$8,487,720	$36,649,620	$755,419,608
Reading	$108	$113	$1,837,380	$7,933,730	$163,529,532
Tobacco Products	$356	$249	$4,048,740	$17,482,290	$360,343,836
Gasoline and Motor Oil	$2,395	$2,006	$32,617,560	$140,841,260	$2,903,010,984
Non-Retail					
Health Care	$3,235	$3,089	$50,227,140	$216,878,690	$4,470,289,596
Housing	$16,687	$23,154	$376,484,040	$1,625,642,340	$33,507,635,256
Other	$12,443	$13,863	$225,412,380	$973,321,230	$20,062,034,532
Total	**$48,926**	**$58,172**	**$945,876,720**	**$4,084,256,120**	**$84,184,424,208**
*Population 14 years or older**			*16,260*	*70,210*	*1,447,164*

Source: US DOL Bureau of Labor Statistics, 2010-1011 Consumer Expenditures for New York-Northern New Jersey, 2010 US Census Bureau; Burgis Associates, Inc.

** Minimum Age for a consumer unit as defined in the US DOL Consumer Expenditure Survey*

The significant amount of retail expenditures by the trade area's residents and the significant levels of income and buying power suggest that the district can accommodate additional retail development. A review of the census data supports this conclusion, showing that the CBD's market capture of these retail expenditures may be significantly augmented. The 2007 Economic Census indicates that there were 111 retail establishments in Summit, consisting primarily of clothing and accessories store and miscellaneous retailers. Considering the high proportion of expenditures on food at home and away from home identified in the previous table, the data suggests that there is retail market for additional food and beverage establishments in the district.

Table 7:
Retail Trade: Market Trade Area

		Summit	New Providence	Chatham	Millburn	Springfield	Berkeley Heights
Retail Business Type	No.	%	%	%	%	%	%
Building, garden material equipment & supply stores	7	6.3%	0.0%	6.3%	1.1%	9.1%	18.4%
Clothing & clothing accessories stores	21	18.9%	21.9%	12.5%	56.9%	6.4%	5.3%
Electronics & appliance stores	4	3.6%	12.5%	4.7%	2.1%	5.5%	2.6%
Food & beverage stores	13	11.7%	28.1%	17.2%	2.1%	22.7%	13.2%
Furniture & home furnishings stores	15	13.5%	6.3%	10.9%	9.0%	12.7%	2.6%
Health & personal care stores	10	9.0%	3.1%	9.4%	12.2%	7.3%	13.2%
Gasoline Stations	7	6.3%	9.4%	6.3%	2.7%	5.5%	0.0%
General merchandise stores	0	0.0%	0.0%	0.0%	2.7%	0.9%	5.3%
Miscellaneous store retailers	16	14.4%	9.4%	10.9%	5.9%	7.3%	13.2%
Motor Vehicle & parts dealers	8	7.2%	0.0%	1.6%	1.1%	9.1%	7.9%
Non-store retailers	2	1.8%	0.0%	9.4%	2.7%	7.3%	10.5%
Sporting goods, hobby, book, & music stores	8	7.2%	9.4%	10.9%	1.6%	6.4%	7.9%
Total no. of establishments	**111**		**32**	**64**	**188**	**110**	**38**

Source: 2007 Economic Census

3.3.3 Employment Profile

The Economic Census provides information on the number and type of establishments as well as the number employees. The two table on this page present data from the 2007 Economic Census for the Primary Trade Area. For all sectors of all employment sizes, there is a total of 796 establishments. Approximately 80% of those total establishments employ one to nine employees compared to only a few establishments that employ more than 250 employees. Small business comprise the majority of establishments in the Primary Trade Area.

Table 8:

Employment Establishments Sizes: Primary Trade Area

Employment size of establishment (number of employees)	Number of establishments
1 to 4	473
5 to 9	139
10 to 19	89
20 to 49	58
50 to 99	24
100 to 249	9
250 to 499	2
250 to 499	2
1000+	2
All establishments	**796**

Source: 2007 Economic Census

Table 9:

Industry Sector: Primary Trade Area

Industry Sector	Number of establishments
Health care and social assistance	118
Professional, scientific, and technical services	113
Retail trade	99
Finance and insurance	94
Other services (except public administration)	82
Accommodation and food services	55
Administrative and support and waste management and remediation services	52
Construction	48
Real estate and rental and leasing	36
Wholesale trade	22
Arts, entertainment, and recreation	18
Information	17
Educational services	15
Manufacturing	13
Transportation and warehousing	7
Utilities	3
Management of companies and enterprises	2
Agriculture, forestry, fishing and hunting	1
Industries not classified	1
Total for all sectors	**796**

Source: 2007 Economic Census

According to data from the American Community Survey, the daytime population of the Primary Trade Area and the Market Trade Area increase significantly due to commuting-to-work patterns in both geographies. In fact, the population change due to commuting is approximately 40% for the region.

Table 10:
Daytime Populations: Primary Trade Area

	Total resident population	Estimated daytime population	Daytime population change due to commuting	Percent daytime population change due to commuting
Primary Trade Area	21,131	28,879	7,662	36.1%
Total Market Trade Area	80,089	112,211	21,514	41.1%

Source: 2010 American Community Survey, 5-year estimates

Table 11:
Average Time to Work

Time	Number of People
Less than 5 minutes	345
5 to 9 minutes	1,047
10 to 14 minutes	871
15 to 19 minutes	1,141
20 to 24 minutes	763
25 to 29 minutes	365
30 to 34 minutes	1,006
35 to 39 minutes	251
40 to 44 minutes	373
45 to 59 minutes	750
60 to 89 minutes	1,513
90 or more minutes	592

Source: 2010 American Community Survey, 5-year estimates

3.4 Demographic Summary

1. The primary trade area population increased by 1.54% to 21,457 persons from 2000 to the 2010 census while the market trade area increased by 5.23% to 93,749 persons.
2. The number of households in the primary trade area decreased from 7,897 to 7,708 or 189 households or a -2.45% reduction in amount. While this trend may be likely to fluctuate it represents a trend that could have implications on current retail market needs.
3. The age cohort between 40 to 55 years of age makes up the largest sector of the Primary Trade Area of approximately 27 percent of the population. This will likely trend toward the reduction in the median age due to the "baby boomer" generation entering retirement years and becoming empty nesters and downsizing.
4. The median income in the primary trade area or the City of Summit, is one and a half times greater than the median income in the surrounding counties.
5. The 2013 reports indicate an Effective Buying Index (EBI), of $90,411 in the Primary Trade Area per consumer for a total of $1,470,099,120 of disposable income. Although the EBI per consumer is slightly lower at the market trade level, the total EBI of the Market Trade Area is $6,166,684,720.
6. The daytime population in the City of Summit increases by approximately 36% thereby increasing the number of potential consumers in the downtown during those hours.
7. Small businesses comprise the majority of the businesses in the district with approximately 80 percent of the establishments employing from one to nine workers.
8. In consideration of the high proportion of expenditures on food away from home in the primary trade area indicates there is a market demand additional food and service establishments.
9. See the expanded demographic analysis for further conclusions regarding the market of the downtown.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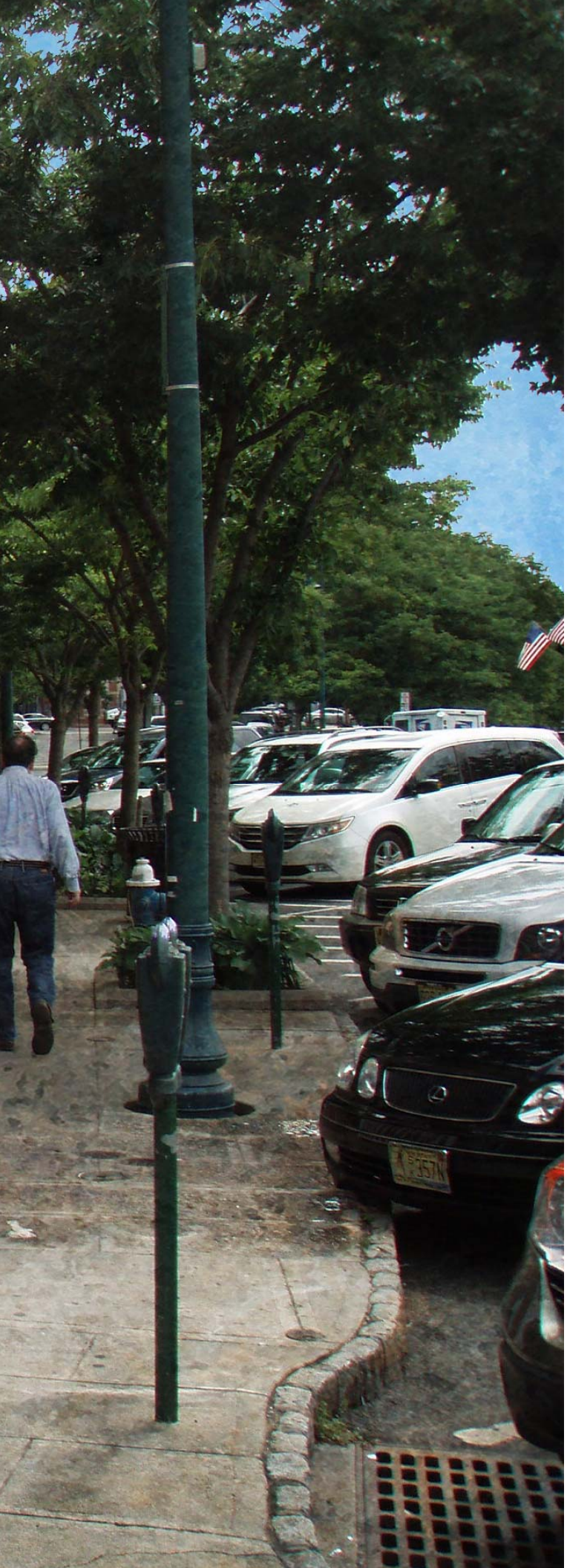


Section 4:

Land Use Analysis & Recommendations

An analysis of the City's existing land use provides for a pivotal step in this study, as it ultimately serves as a baseline for the rest of the plan's goals and recommendations.

Section 4:

Land Use Analysis & Recommendations

4.1 Introduction

The following land use analysis consists of six sections:

1. The first section provides a brief overview of the methodologies utilized in the analysis of the downtown area's land uses.
2. The next section outlines the downtown area's land uses by lot, and distinguishes between "first story" land uses and "upper story" land uses. Twenty land uses are identified in this analysis.
3. The third section provides a more refined level of detail by analyzing the downtown area's land uses by building (rather than lot). Such an analysis is capable of providing more insight into the uses contained within the aforementioned "mixed use" category. Due to their high level of visibility and greater orientation to shoppers, first story land uses were analyzed in greater detail. Measurements were taken of buildings containing multiple businesses to calculate the square footage of its respective land uses. Upper story land uses were calculated and analyzed more generally.
4. The fourth section analyzes the above land uses by building in relation to the downtown's zoning districts.
5. The fifth section provides greater insight into the downtown area's eating establishments.
6. The sixth and final section offers comments and observations on the nature of the downtown area's makeup.

4.2 Methodology

The first step in conducting the land use analysis was to assemble a lot line base map, which was obtained through the City's Engineering Department and refined by Burgis Associates, Inc. Next, tax assessment data from the City's tax assessor was organized and delineated into more specific land use categories. This information was verified and adjusted based upon several site visits, conducted from May to October 2013.

The third and fourth steps were to calculate and analyze the land uses by lot area and by square footage for Sections 4.3 and 4.4, respectively. Both lot areas and building square footages were provided by the City of Summit. However, Section 3 often required an additional level of analysis due to the mixed use nature of the study area. Measurements were taken of storefronts containing multiple first story businesses in order to delineate and subsequently calculate the square footages of their respective land uses. Upper story land uses, conversely, were calculated and analyzed more generally.

4.3 Land Uses by Lot

The following section provides an overview of the downtown area's first story and upper story land uses by lot.

Because this portion of the analysis does in fact report land uses by lot, it should be noted that the information presented below significantly over-reports the actual square footages of land uses by building, as reported in Section 4.4. Nevertheless, this analysis provides a valuable insight into the amount of land coverage within the downtown area that is devoted to supporting each land use.

Section 4.3.1 details the downtown area's first story land uses, while Section 4.3.2 provides information in regards to upper story land uses.

4.3.1 First Story Land Uses by Lot

Table 12 provides an overview of the downtown area's first story land uses by lot.

Table 12:
First Story Land Use by Lot

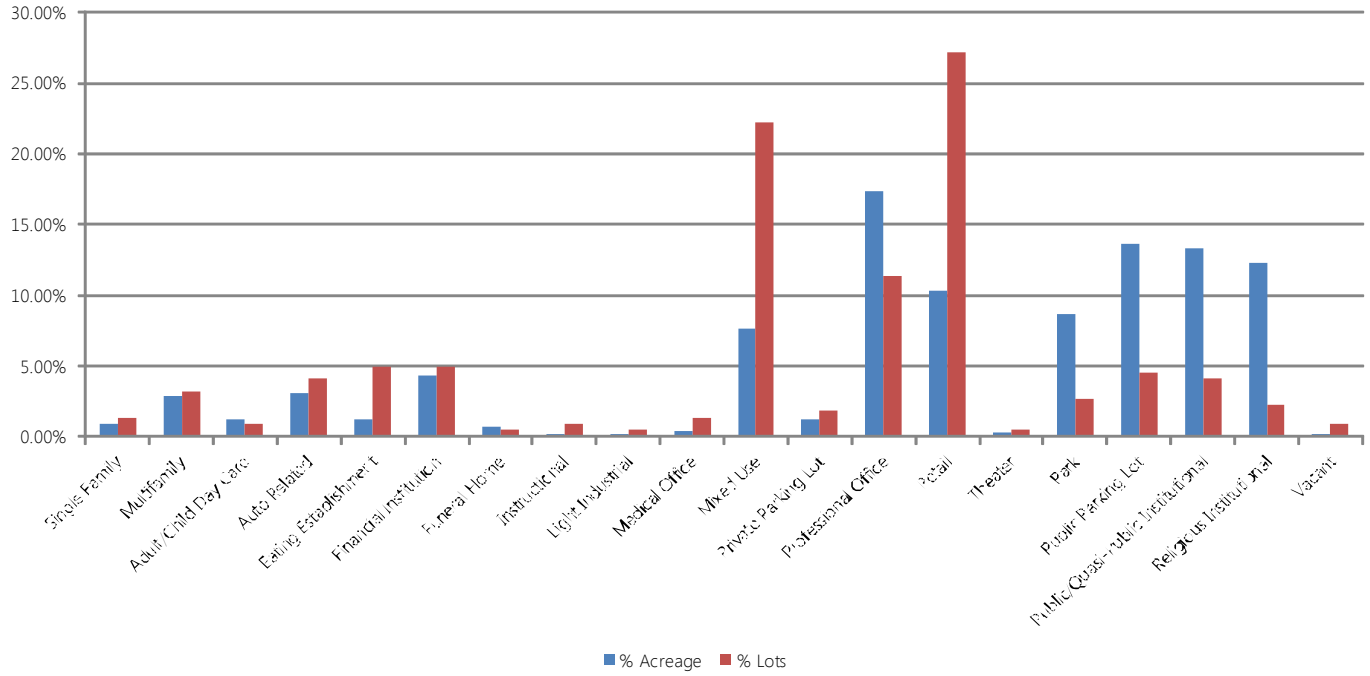
Land Use		Acres	% Acres	Parcels	% Parcels	Average Lot Size (sf)
RESIDENTIAL	Single Family	.66	.86%	3	1.36%	9,644.3
	Multifamily	2.18	2.83%	7	3.17%	13,581.8
	SUBTOTAL	**2.84**	**3.69%**	**10**	**4.52%**	
COMMERCIAL	Adult/Child Day Care	0.95	1.24%	2	0.90%	20730.18
	Auto Related	2.38	3.10%	9	4.07%	11539.97
	Eating Establishment	0.94	1.22%	11	4.98%	3706.67
	Financial Institution	3.31	4.31%	11	4.98%	13126.92
	Funeral Home	0.53	0.69%	1	0.45%	23169.59
	Instructional	0.12	0.15%	2	0.90%	2510.38
	Light Industrial	0.15	0.19%	1	0.45%	6361.33
	Medical Office	0.28	0.36%	3	1.36%	4005.52
	Mixed Use	5.88	7.64%	49	22.17%	5224.86
	Private Parking Lot	0.97	1.26%	4	1.81%	10547.44
	Professional Office	13.38	17.38%	25	11.31%	23305.21
	Retail	7.98	10.37%	60	27.15%	5795.56
	Theater	0.21	0.28%	1	0.45%	9267.1
	SUBTOTAL	**37.07**	**48.17%**	**179**	**81.00%**	
INSTITUTIONAL	Park	6.68	8.68%	6	2.71%	48472.93
	Public Parking Lot	10.49	13.63%	10	4.52%	45709.27
	Public/Quasi-Public Institutional	10.24	13.31%	9	4.07%	49561.46
	Religious Institutional	9.47	12.30%	5	2.26%	82482.08
	SUBTOTAL	**36.88**	**47.92%**	**30**	**13.57%**	
VACANT		0.17	0.22%	2	0.90%	3699.7
TOTAL		**76.96**	**100.00%**	**221**	**100.00%**	

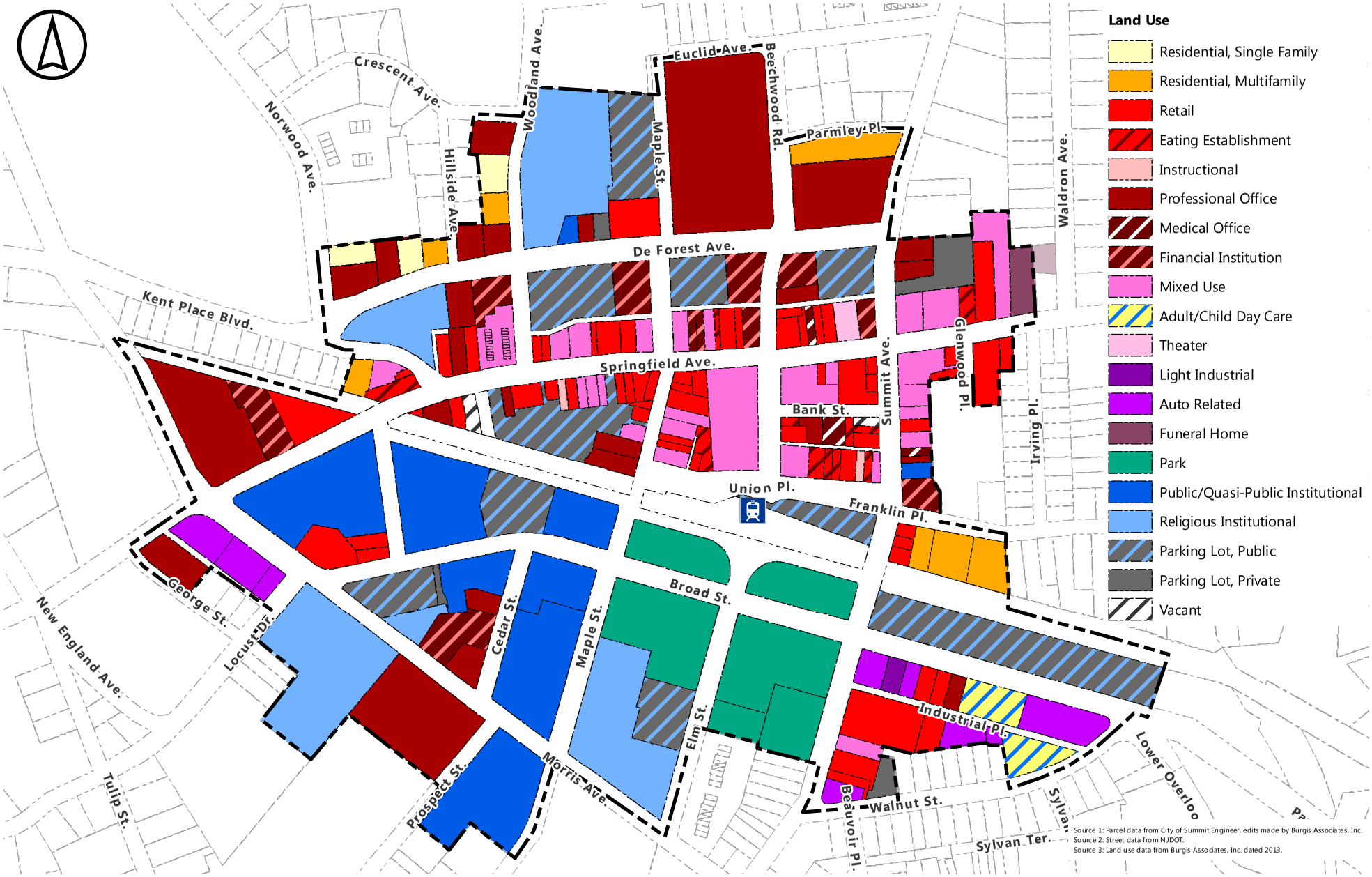
Excluding right-of-ways, Summit's downtown comprises a total area of approximately 80 acres (.12 square miles), all of which is segmented within 221 parcels.

The vast majority of these lots (81.0%) are identified as containing commercially-related first story land uses, which comprises 48.2% of the downtown's total area. In particular, lots solely featuring first story retail land uses are the most prevalent, as nearly 28% of all lots surveyed contained such uses. However, due to their generally smaller parcel sizes, lots solely containing first story retail uses only comprise of approximately 10% of the downtown area's total acreage. Lots containing first story professional office uses, on the other hand, comprise the larger percentage of the downtown area's total acreage (17.4%). Once again, it is noted that these two metrics have not included the amount of office or retail uses in a mixed use building. Approximately 22% of lots were identified as containing first story mixed uses, and account for 7.6% of the downtown area's total acreage.

While only representing 13.6% of the total lots studied, those properties containing first story institutional uses comprise 47.9% of the downtown's total acreage. In particular, public parking lots accounted for over ten acres (13.6%) of the downtown area's first story acreage. Public/quasi-public institutional and religious institutional first story land uses account for an additional 10.24 acres (13.3%) and 9.47 acres (12.3%) of land area, respectively. Nearly seven (7) acres of parkland exist in the downtown area.

Figure 4:
First Story Land Use by Lot





Dwg. Title

Existing Land Use by Lot - First Story

Project No.	Date	Drawn
2505.28	01.09.14	DN

Legend

Study Area

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
Westwood, New Jersey 07675
p: 201.666.1811
f: 201.666.2599

Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 425'	ELU1

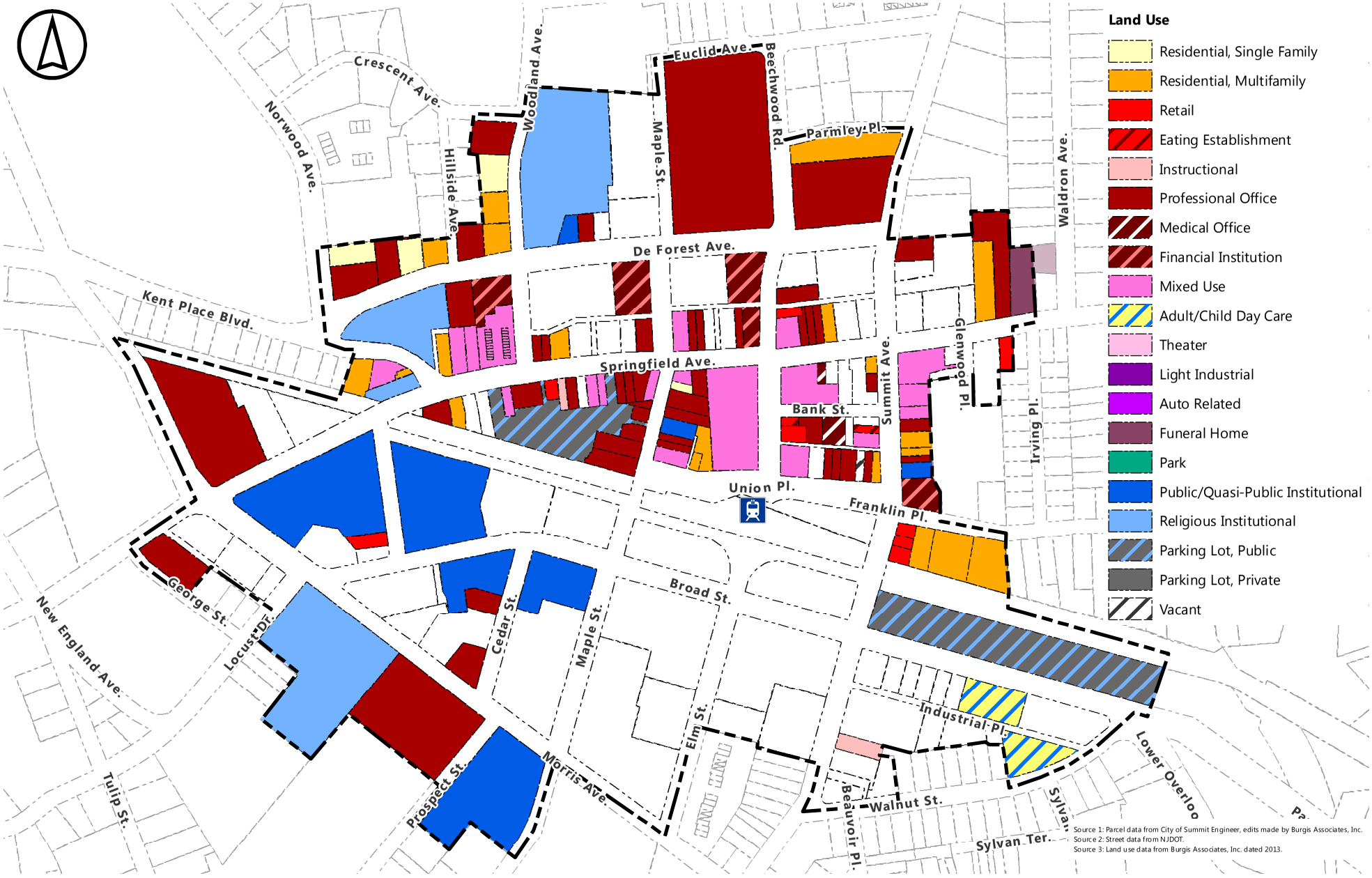
4.3.2 Upper Story Land Uses by Lot

Table 13 provides an overview of the downtown area's upper story land uses by lot.

Table 13:
Upper Story Land Use by Lot

Land Use		Acres	% Acres	Parcels	% Parcels	Average Lot Size (sf)
RESIDENTIAL	Single Family	0.70	1.31%	4	2.55%	30,651.03
	Multifamily	3.70	6.87%	20	12.74%	8,059.86
	SUBTOTAL	**4.40**	**8.18%**	**24**	**15.29%**	
COMMERCIAL	Adult/Child Day Care	0.95	1.77%	2	1.27%	20,730.18
	Eating Establishment	0.08	0.15%	2	1.27%	1,761.87
	Financial Institution	1.60	2.96%	5	3.18%	13,909.56
	Funeral Home	0.53	0.99%	1	0.64%	23,169.59
	Instructional	0.23	0.42%	2	1.27%	4,907.57
	Medical Office	0.18	0.34%	2	1.27%	4,025.01
	Mixed Use	4.16	7.72%	41	26.11%	4,418.53
	Professional Office	15.42	28.63%	49	31.21%	13,706.59
	Retail	0.62	1.15%	8	5.10%	3,370.98
	SUBTOTAL	**23.77**	**44.14%**	**112**	**71.34%**	
INSTITUTIONAL	Park	6.68	12.40%	6	3.82%	
	Public Parking Lot	4.13	7.67%	2	1.27%	89,905.18
	Public/Quasi-Public Institutional	7.86	14.59%	8	5.10%	42,782.40
	Religious Institutional	6.96	12.93%	4	2.55%	75,804.31
	SUBTOTAL	**25.62**	**47.58%**	**20**	**12.74%**	
VACANT		0.06	0.11%	1	0.64%	2,495.17
TOTAL		**53.85**	**100.00%**	**157**	**100.00%**	

Upper story land uses can be found on over 53 acres in the downtown area, which represents nearly 70% of the total study area. The majority of these lots contain upper stories with commercially-related land uses. Professional offices in particular were the most commonly observed upper story commercial use, accounting for 31.2% of all lots. Lots with mixed-use upper stories – often featuring a mix of professional offices, medical offices, and the occasional residential or instructional use – account for nearly one quarter of all observed lots. Slightly over fifteen (15%) percent of all lots within the downtown area contained upper stories devoted exclusively to residential uses.



Dwg. Title

Existing Land Use by Lot - Upper Stories

Project No.	Date	Drawn
2505.28	01.09.14	DN

Legend

Study Area

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
Westwood, New Jersey 07675
p: 201.666.1811
f: 201.666.2599

Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 425'	ELU2

4.4 Land Uses by Building

An additional, more detailed study was also conducted of the downtown area's land uses by building (rather than lot). Through this analysis, lot sizes are disregarded and a more refined and detailed understanding is provided for the land uses currently featured throughout the downtown. Furthermore, the following analysis offers more insight into the specific, individual uses contained within the "mixed use" category. This provides a greater understanding of the land use composition of the district.

Due to their higher level of visibility and greater orientation to shoppers, first story land uses were analyzed in greater detail than those uses located on upper stories. Measurements were taken of storefronts containing multiple businesses to delineate and subsequently calculate the square footage of its respective land uses. Upper story land uses were calculated and analyzed more generally.

Section 4.4.1 outlines the first story land uses by building throughout the downtown area, while Section 4.4.2 provides a brief overview the area's upper story land uses. Section 4.4.3 ultimately represents a culmination of the prior two subsections, as it combines the square footages of first story and upper story use square footages into one table for comparison.

4.4.1 First Story Land Uses by Building

Table 14 provides an overview of the downtown's first story land uses by building area.

Table 14:
First Story Land Use by Building

Land Use		Number of Uses	% Uses	Square Footage	% Square Footage	Average Lot Size (sf)
RESIDENTIAL	Single Family	3	1.00%	7,262.00	0.62%	2,420.67
	Multifamily	5	1.67%	26,830.00	2.30%	5,366.00
	SUBTOTAL	**8**	**2.67%**	**34,092.00**	**2.92%**	**4,261.50**
COMMERCIAL	Adult/Child Day Care	2	0.67%	14,256.00	1.22%	7,128.00
	Auto Related	9	3.00%	32,767.00	2.80%	3,640.78
	Eating Establishment	40	13.33%	84,927.78	7.27%	2,123.19
	Financial Institution	16	5.33%	80,943.50	6.93%	5,058.97
	Funeral Home	1	0.33%	7,297.00	0.62%	7,297.00
	Instructional	4	1.33%	7,034.82	0.60%	1,758.70
	Light Industrial	1	0.33%	5,643.00	0.48%	5,643.00
	Medical Office	11	3.67%	32,235.72	2.76%	2,930.52
	Professional Office	33	11.00%	193,928.02	16.60%	5,876.61
	Retail	152	50.67%	302,751.47	25.92%	1,991.79
	Theater	1	0.33%	2,553.10	0.22%	2,553.10
	SUBTOTAL	**270**	**90.00%**	**764,337.41**	**65.43%**	**2,830.88**
INSTITUTIONAL	Public Parking Lot	2	0.67%	77,660.00	6.65%	38,830.00
	Public/Quasi-Public Institutional	11	3.67%	157,665.00	13.50%	14,333.18
	Religious Institutional	5	1.67%	119,861.00	10.26%	19,976.83
	SUBTOTAL	**18**	**6.00%**	**355,186.00**	**30.40%**	**18,694.00**
VACANT		4	1.33%	14,618.86	1.25%	3,654.72
TOTAL		**300**	**100.00%**	**1,168,234.27**	**100.00%**	**1,953.57**

Over one million square feet of first story land uses were analyzed throughout the downtown area. The majority (65.4%) of this floor space was devoted to commercially-related uses. In particular, as might be expected, retail uses account for over one half of the total number of first story uses in the downtown. However, despite this prevalence, first story retail uses only constitute 25.9% of the total square footage of the downtown area. Indeed, the City's first story retail uses are generally characterized by their smaller storefronts and sizes, as the average space devoted to a retail use is approximately 1,991.79 square feet.

In contrast, while only 11% of all first story uses analyzed were identified as professional offices, these uses account for nearly 200,000 square feet, which represents 16.60% of the total square footage in the downtown area. The average size of a space devoted to a first story professional office use is approximately 6,000 square feet – nearly three times the size of an average retail space. However, the average office space size may be skewed by both the Bouras Property, LLC and Parmley Square office buildings, which are both located in the northern portion of the downtown study area.

Other common commercially-related first story uses in the downtown consist of eating establishments and financial institutions. Forty (40) first story eating establishments and sixteen (16) financial institutions were identified, and account for 7.3% and 6.9% of the downtown area's total first story square footage, respectively.

While only accounting for eighteen (18) of the total observed first story uses throughout the downtown, institutional uses accounted for 30.40% of the area's total first story square footage. First story public and quasi-public institutional uses alone accounted for 13.5% of the downtown area's total square footage, while first story religious institutional uses accounted for an additional 10.26%. The majority of these institutional uses are located in the southern portion of the study area, with the exceptions of the United Methodist Church and the Calvary Episcopal Church.

Figure 5:
Total First Story Land Use Square Footage, by Building

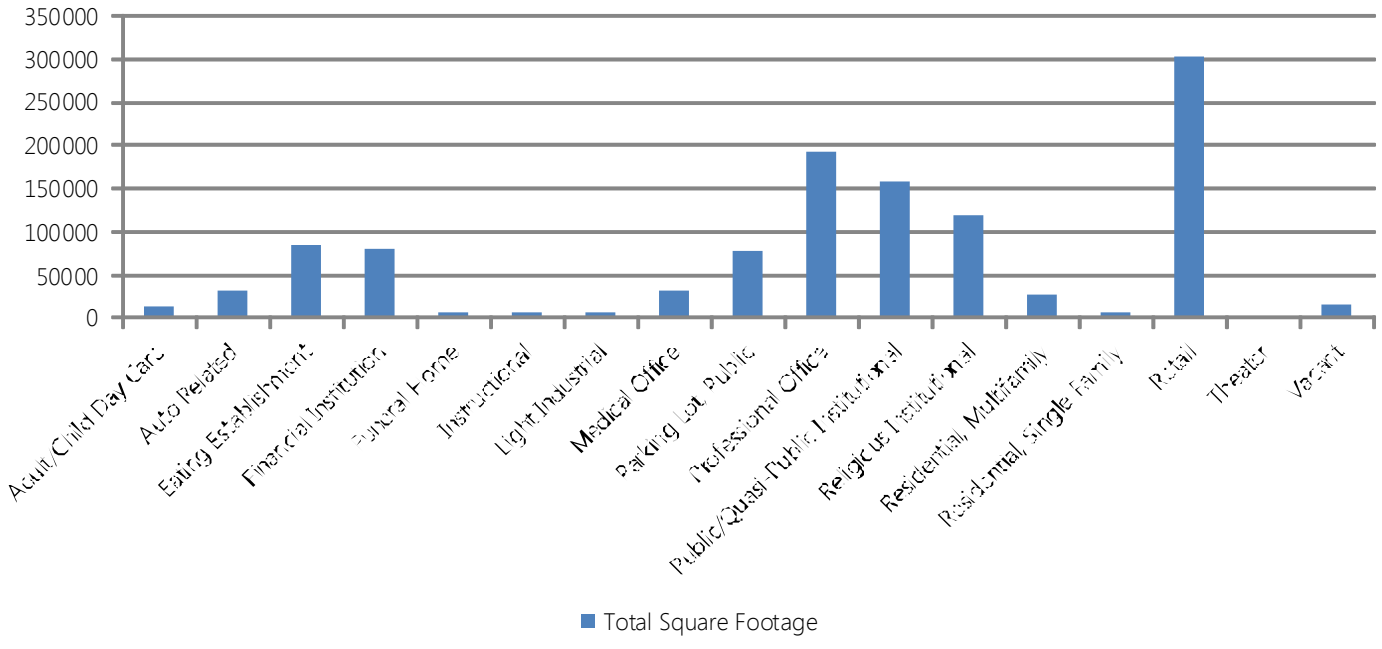


Figure 6:
Total First Story Land Use Counts, by Building

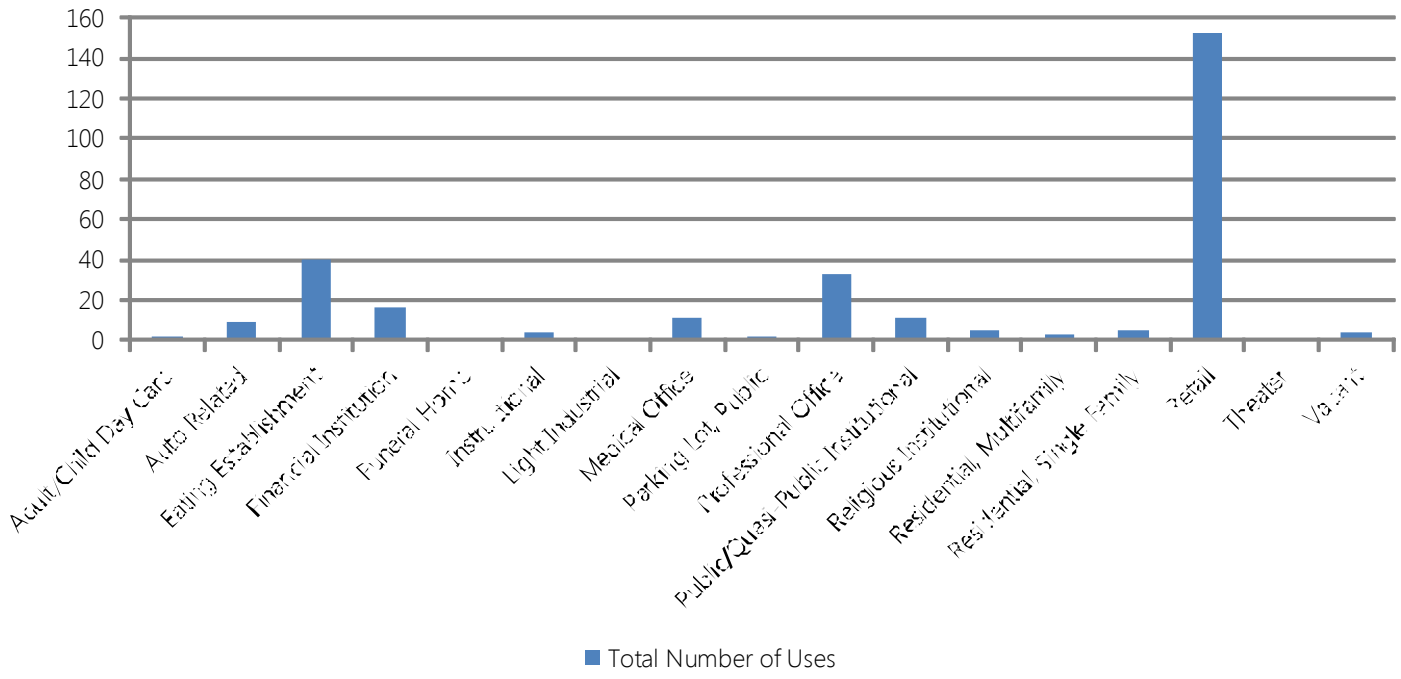
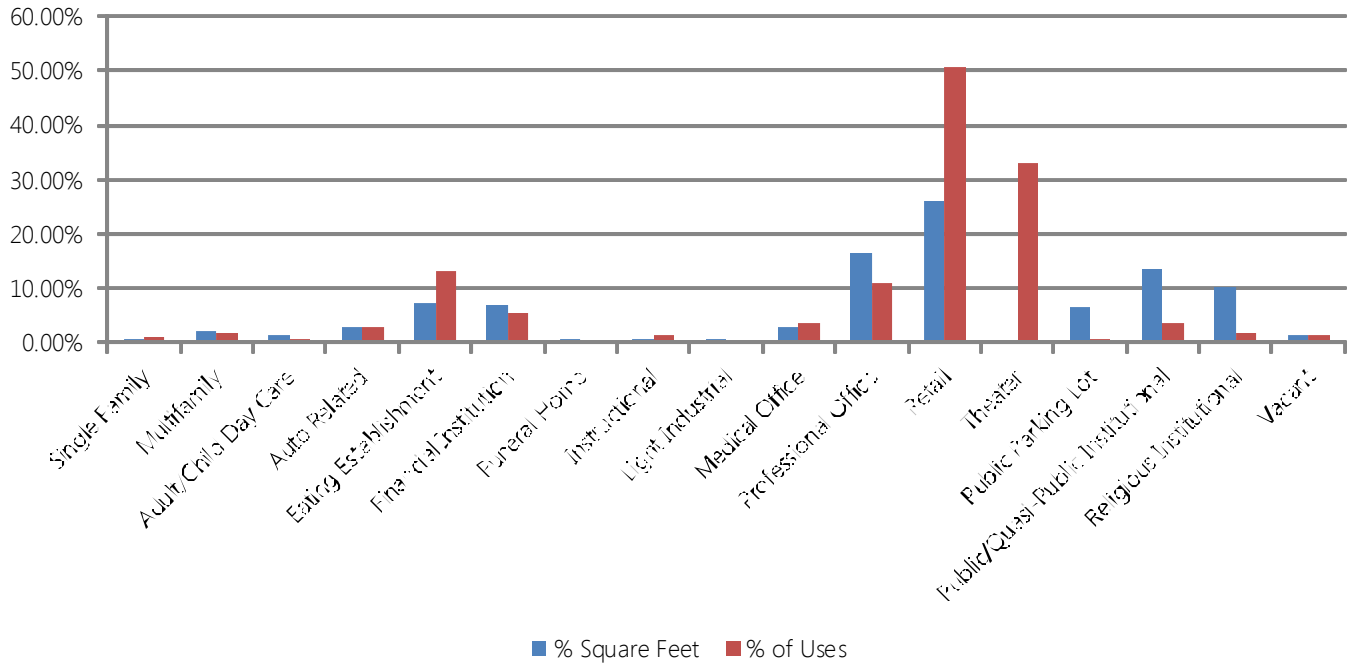
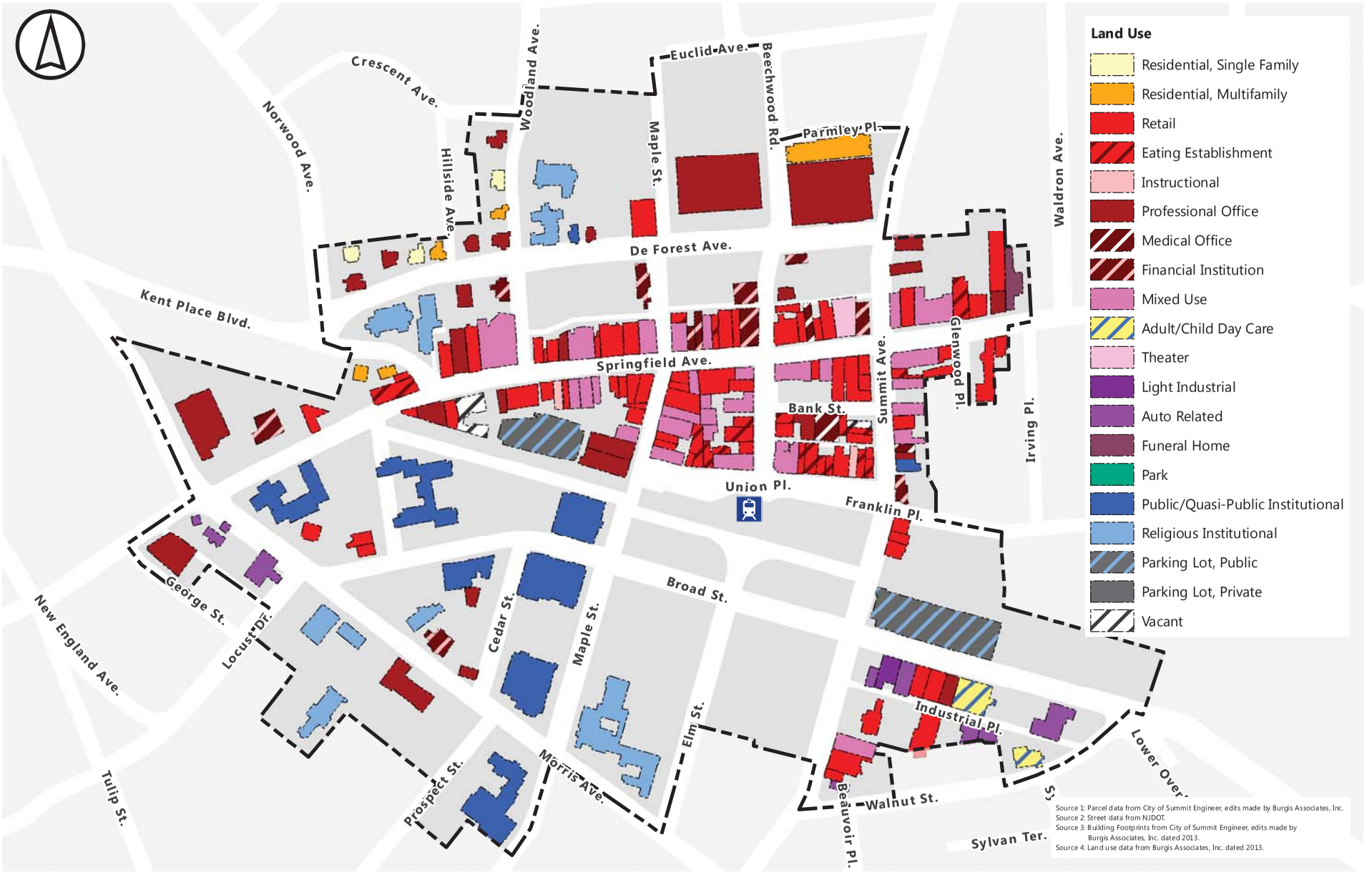


Figure 7:
Total First Story Land Use Counts and Percentages, by Building





Dwg. Title

Existing Land Use by Building - First Story

Project No.	Date	Drawn
2505.28	01.09.14	DN

Legend

Study Area

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 425'	bELU1

4.4.2 Upper Story Land Uses by Building

Table 15 provides the downtown area's upper story uses by building. Please note that counts of units are not provided, as access into these buildings was limited and finite detail was beyond the scope of this study. In addition, because of this limited access, several assumptions were made for those upper stories that featured more than one land use:

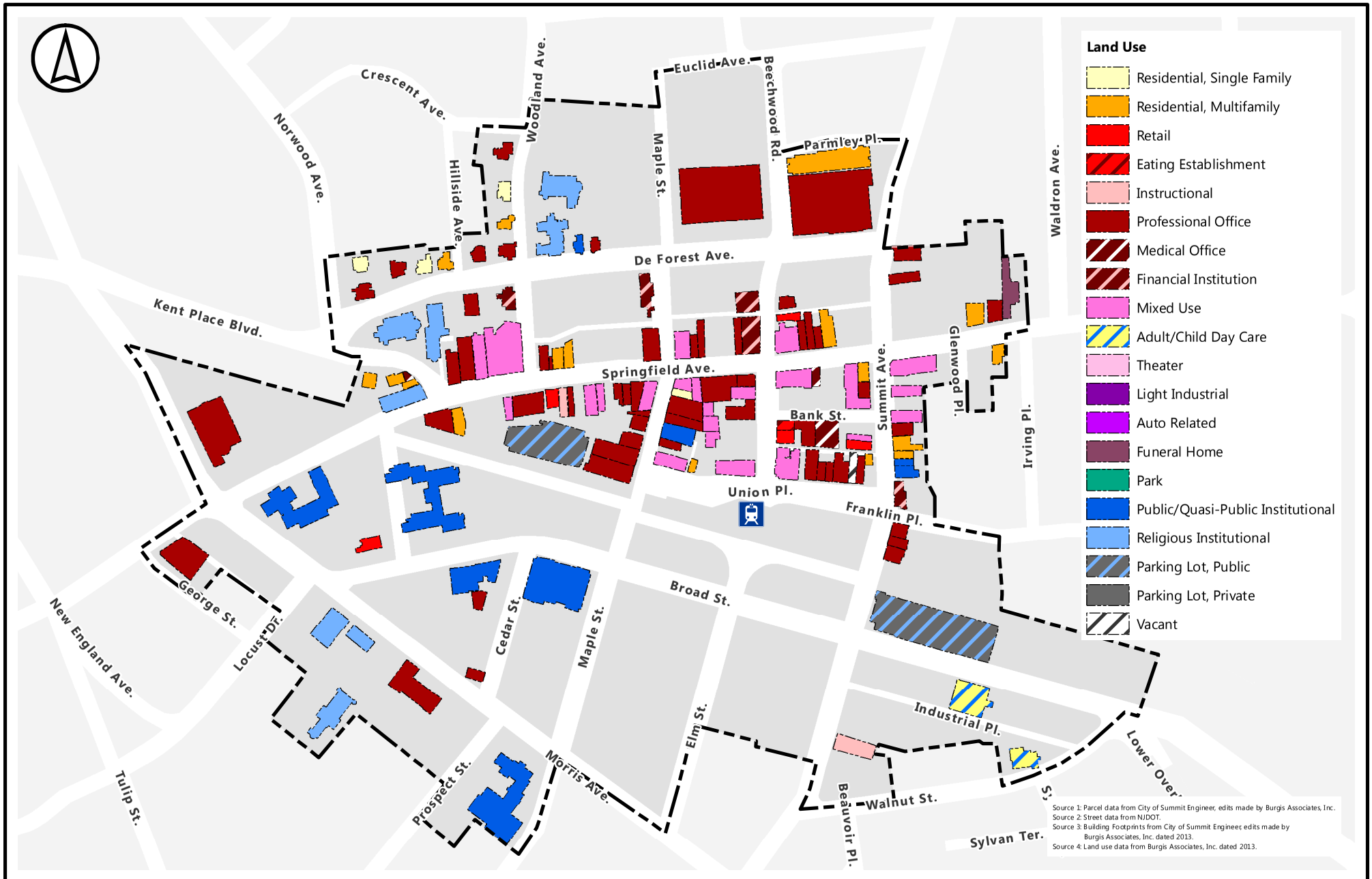
1. Residential units were estimated to comprise 800-1,000 square feet.
2. Different uses were assumed to be evenly distributed in regards to their square footages. For example, if a 5,000 square foot second story is comprised of four (4) professional offices and one (1) medical office, the medical office was assumed to be 1,000 square feet or one-fourth of the area of this space.
3. In instances where the number of upper story uses could not be determined, the minimum size for any use was assumed to be 800-1,000 square feet.

Commercial uses constitute the majority (60.9%) of all observed upper story uses in the downtown area. In particular, professional office uses account for nearly 700,000 square feet of total floor area, which represents over half of the downtown's total upper story floor area. Only 2.4% of all upper story square footage contains retail uses.

Institutional uses represent over one third (34.1%) of the downtown's upper story floor area, with public parking lots and public/quasi-public institutional uses representing 15.5% and 13.3%, respectively.

Table 15:
Upper Story Land Use by Building

Land Use		Square Footage	% Square Footage	Average Lot Size (sf)
RESIDENTIAL	Single Family	3,923.00	0.29%	1,961.50
	Multifamily	56,338.00	4.15%	3,755.87
	SUBTOTAL	**60,261.00**	**4.44%**	**3,544.76**
COMMERCIAL	Adult/Child Day Care	14,256.00	1.05%	7,128.00
	Financial Institution	38,323.00	2.82%	6,387.17
	Funeral Home	7,297.00	0.54%	7,297.00
	Instructional	5,225.00	0.38%	1,741.67
	Medical Office	30,742.00	2.27%	2,049.47
	Professional Office	698,106.49	51.44%	9,066.32
	Retail	32,169.00	2.37%	5,361.50
	SUBTOTAL	**826,118.49**	**60.87%**	**7,510.17**
INSTITUTIONAL	Public Parking Lot	210,640.00	15.52%	105,320.00
	Public/Quasi-Public Institutional	180,031.00	13.27%	22,503.88
	Religious Institutional	72,106.00	5.31%	18,026.50
	SUBTOTAL	**462,777.00**	**34.10%**	**33,055.50**
VACANT		8,000.00	0.59%	8,000.00
TOTAL		**1,357,156.49**	**100.00%**	**9,557.44**



Dwg. Title

Existing Land Use by Building - Upper Stories

Project No.	Date	Drawn
2505.28	01.09.14	DN

Legend

Study Area

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 425'	bELU2

4.4.3 First and Upper Story Land Use by Building

Table 16 provides the downtown area's first story and upper story land uses by building square footage.

Table 16:
First and Upper Story Land Use by Building

Land Use		Square Footage	% Square Footage
RESIDENTIAL	Single Family	11,185.00	0.44%
	Multifamily	83,168.00	3.29%
	SUBTOTAL	**94,353.00**	**3.74%**
COMMERCIAL	Adult/Child Day Care	28,512.00	1.13%
	Auto Related	32,767.00	1.30%
	Eating Establishment	84,927.78	3.36%
	Financial Institution	119,266.50	4.72%
	Funeral Home	14,594.00	0.58%
	Instructional	12,259.82	0.49%
	Light Industrial	5,643.00	0.22%
	Medical Office	62,977.72	2.49%
	Professional Office	892,034.51	35.32%
	Retail	334,920.47	13.26%
	Theater	2,553.10	0.10%
	SUBTOTAL	**1,590,455.90**	**62.98%**
INSTITUTIONAL	Public Parking Lot	288,300.00	11.42%
	Public/Quasi-Public Institutional	337,696.00	13.37%
	Religious Institutional	191,967.00	7.60%
	SUBTOTAL	**817,963.00**	**32.39%**
VACANT		22,618.86	0.90%
TOTAL		**2,525,390.76**	**100.00%**

As indicated in the previous sections, commercial land uses comprise the majority (62.9%) of the total square footage of the downtown area. However, despite their prevalence amongst first story uses, retail uses only comprise of 13.26% of the downtown's total square footage. Professional office uses, on the other hand, represent the most prevalent land use classification, as nearly 900,000 square feet (35.32%) is devoted to the use.

This is largely accredited to the Bouras Properties, LLC and Parmley Square office buildings, as well as the existence of 497,496 square feet of additional upper story office uses. Financial institutions and eating establishments constitute the third and fourth largest commercial land uses, and comprise of 4.72% and 3.36% of the downtown's total square footage, respectively.

Image:
Bouras Properties and Parmley Square Office Buildings

Source::Burgis Associates, Inc.

Over 800,000 square feet of first and upper story square footage space is devoted to institutional uses. Public/Quasi Public Institutional comprise 13.37% of the total square footage of the downtown area, while public parking lots comprise 11.42%. Nearly 8% of all the downtown's total square footage is devoted to religious institutional uses.

Vacancy rates of existing buildings based upon successive field surveys were noticeably low in comparison to the overall amount of building area. Slightly over 22,000 square feet of floor area was observed as being "vacant," which represents less than one percent of the downtown's total square footage. This does not factor for what is termed "shadow vacancy," wherein a space is leased but not specifically "occupied" due to business-related factors.

4.5 First Story Land Use and Zoning

The following section further disaggregates the downtown area's total square footages (calculated by building square footages, as per Section 2) by zoning district. As such, this section will provide a more detailed insight into the compositions of each zoning district, and will also establish a greater understanding for where land uses are predominantly grouped.

Section 4.5.1 provides an analysis of first story land uses by the downtown's zoning districts, while Section 4.5.2 analyzes the number of land uses per zoning district. Section 4.5.3 analyzes upper story land use square footage by zoning districts.

4.5.1 First Story Land Uses by Zoning

Both tables 17 and 18 below provide insights into how the downtown's zoning districts are comprised of each observed land use. Table 17 provides the square footages (calculated by building square footage, as per Section 2) of these compositions, while Table 18 provides the same information by percentage.

Tables 19 and 20 provided below, conversely, provide an analysis of how the downtown's observed land uses are distributed by zoning district. Table 19 disaggregates the downtowns' first story and upper story land uses (calculated by building square footage, as per Section 2) by zoning. Table 20 provides the same information by percentage.

Dwg. Title

Existing Land Use by Zone - First Story

Project No.	Date	Drawn
2505.28	01.09.14	DN

Legend

Study Area

Zoning

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
Westwood, New Jersey 07675
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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 425'	bELU1

Table 17:

First Story Land Use Square Footage by Zone

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10
RESIDENTIAL	Single Family	0	0	0	0	0	0	7,262	0	0
	Multifamily	3,900	0	0	18,384	0	0	4,546	0	0
	TOTAL	**3,900**	**0**	**0**	**18,384**	**0**	**0**	**11,808**	**0**	**0**
COMMERCIAL	Adult/Child Day Care	14,256	0	0	0	0	0	0	0	0
	Auto Related	23,742	0	0	0	9,025	0	0	0	0
	Eating Establishment	4,688	0	80,240	0	0	0	0	0	0
	Financial Institution	57,719	0	23,225	0	0	0	0	0	0
	Funeral Home	7,297	0	0	0	0	0	0	0	0
	Instructional	0	0	7,035	0	0	0	0	0	0
	Light Industrial	5,643	0	0	0	0	0	0	0	0
	Medical Office	6,160	0	19,468	0	0	0	6,608	0	0
	Professional Office	76,811	12,100	46,430	50,870	0	0	7,717	0	0
	Retail	75,124	0	227,628	0	0	0	0	0	0
	Theater	0	0	2,553	0	0	0	0	0	0
	TOTAL	**271,440**	**12,100**	**406,579**	**50,870**	**9,025**	**0**	**14,325**	**0**	**0**
INSTITUTIONAL	Public Parking Lot	0	0	27,660	0	50,000	0	0	0	0
	Public/Quasi-Public Institutional	58,473	0	2,908	0	0	0	1,690	68,294	26,300
	Religious Institutional	45,076	0	0	0	0	21,298	18,687	34,800	0
	TOTAL	**103,549**	**0**	**30,568**	**0**	**50,000**	**21,298**	**20,377**	**103,094**	**26,300**
VACANT		0	0	14,619	0	0	0	0	0	0
TOTAL		**378,889**	**12,100**	**451,766**	**69,254**	**59,025**	**21,298**	**46,510**	**103,094**	**26,300**

Table 18:

First Story Land Use Percentage by Zone

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10
RESIDENTIAL	Single Family	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.61%	0.00%	0.00%
	Multifamily	1.03%	0.00%	0.00%	26.55%	0.00%	0.00%	9.77%	0.00%	0.00%
	TOTAL	**1.03%**	**0.00%**	**0.00%**	**26.55%**	**0.00%**	**0.00%**	**25.39%**	**0.00%**	**0.00%**
COMMERCIAL	Adult/Child Day Care	3.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Auto Related	6.27%	0.00%	0.00%	0.00%	15.29%	0.00%	0.00%	0.00%	0.00%
	Eating Establishment	1.24%	0.00%	17.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Financial Institution	15.23%	0.00%	5.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Funeral Home	1.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Instructional	0.00%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Light Industrial	1.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Medical Office	1.63%	0.00%	4.31%	0.00%	0.00%	0.00%	14.21%	0.00%	0.00%
	Professional Office	20.27%	100.00%	10.28%	73.45%	0.00%	0.00%	16.59%	0.00%	0.00%
	Retail	19.83%	0.00%	50.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Theater	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	TOTAL	**71.64%**	**100.00%**	**90.00%**	**73.45%**	**15.29%**	**0.00%**	**30.80%**	**0.00%**	**0.00%**
INSTITUTIONAL	Public Parking Lot	0.00%	0.00%	6.12%	0.00%	84.71%	0.00%	0.00%	0.00%	0.00%
	Public/Quasi-Public Institutional	15.43%	0.00%	0.64%	0.00%	0.00%	0.00%	3.63%	66.24%	100.00%
	Religious Institutional	11.90%	0.00%	0.00%	0.00%	0.00%	100.00%	40.18%	33.76%	0.00%
	TOTAL	**27.33%**	**0.00%**	**6.77%**	**0.00%**	**84.71%**	**100.00%**	**43.81%**	**100.00%**	**100.00%**
VACANT		0.00%	0.00%	3.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL		**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Table 19:

First Story Land Use Square Footage by Use

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10	Total
RESIDENTIAL	Single Family	0	0	0	0	0	0	7,262	0	0	7,262
	Multifamily	3,900	0	0	18,384	0	0	4,546	0	0	26,830
COMMERCIAL	Adult/Child Day Care	14,256	0	0	0	0	0	0	0	0	14,256
	Auto Related	23,742	0	0	0	9,025	0	0	0	0	32,767
	Eating Establishment	4,688	0	80,240	0	0	0	0	0	0	84,928
	Financial Institution	57,719	0	23,225	0	0	0	0	0	0	80,944
	Funeral Home	7,297	0	0	0	0	0	0	0	0	7,297
	Instructional	0	0	7,035	0	0	0	0	0	0	7,035
	Light Industrial	5,643	0	0	0	0	0	0	0	0	5,643
	Medical Office	6,160	0	19,468	0	0	0	6,608	0	0	32,236
	Professional Office	76,811	12,100	46,430	50,870	0	0	7,717	0	0	193,928
	Retail	75,124	0	227,628	0	0	0	0	0	0	302,751
	Theater	0	0	2,553	0	0	0	0	0	0	2,553
INSTITUTIONAL	Public Parking Lot	0	0	27,660	0	50,000	0	0	0	0	77,660
	Public/Quasi-Public Institutional	58,473	0	2,908	0	0	0	1,690	68,294	26,300	157,665
	Religious Institutional	45,076	0	0	0	0	21,298	18,687	34,800	0	119,861
VACANT		0	0	14,619	0	0	0	0	0	0	14,619

Table 20:

First Story Land Use Square Footage by Use

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10	Total
RESIDENTIAL	Single Family	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	100%
	Multifamily	14.54%	0.00%	0.00%	68.52%	0.00%	0.00%	16.94%	0.00%	0.00%	100%
COMMERCIAL	Adult/Child Day Care	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100%
	Auto Related	72.46%	0.00%	0.00%	0.00%	27.54%	0.00%	0.00%	0.00%	0.00%	100%
	Eating Establishment	5.52%	0.00%	94.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100%
	Financial Institution	71.31%	0.00%	28.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100%
	Funeral Home	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100%
	Instructional	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100%
	Light Industrial	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100%
	Medical Office	19.11%	0.00%	60.39%	0.00%	0.00%	0.00%	20.50%	0.00%	0.00%	100%
	Professional Office	39.61%	6.24%	23.94%	26.23%	0.00%	0.00%	3.98%	0.00%	0.00%	100%
	Retail	24.81%	0.00%	75.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100%
	Theater	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100%
INSTITUTIONAL	Public Parking Lot	0.00%	0.00%	35.62%	0.00%	64.38%	0.00%	0.00%	0.00%	0.00%	100%
	Public/Quasi-Public Institutional	37.09%	0.00%	1.84%	0.00%	0.00%	0.00%	1.07%	43.32%	16.68%	100%
	Religious Institutional	37.61%	0.00%	0.00%	0.00%	0.00%	17.77%	15.59%	29.03%	0.00%	100%
VACANT		0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100%

As demonstrated by Table 17, the Central Retail Business District (CRBD) contains well over one-third (38.6%) of the downtown area's total first story square footage. The first story composition of the CRBD is reflective of more traditional downtown areas, as over 227,000 square feet (50.4%) of the district is used for retail purposes. In addition, eating establishments account for nearly 80,240 square feet (17.8%) of the total square footage of the CRBD; together, retail and eating establishments make up two thirds of the CRBD zone. As demonstrated on Tables 19 and 20, consistent with the zone plan, the CRBD accounts for the majority of these first story uses, as 75.19% and 94.48% of all retail and eating establishment first story square footages are located in the District, respectively. Professional offices are not overly representative since they account for slightly over ten (10) percent of the CRBD's total first story square footage.

The Business (B) District represents the second largest downtown district in regards to first story square footage area. While still comprised of nearly twenty (20) percent of retail uses, the majority of the district is devoted to more office-like uses. First story professional offices comprise of over twenty (20) percent of the B District's total first story square footage; in fact, nearly forty (40) percent of all first story professional uses are located in the B District. Financial institutions and public/quasi-public institutions additionally represent 15.2% and 15.4% of the B District's total first story square footage respectively. Much like professional office uses, the majority of first story financial institutional uses (71.3%) are located in the B District. Slightly over 6 (six) percent and one (1) percent of first story space in the B District are devoted to auto-related and light industrial uses, respectively. Nevertheless, the B District houses the majority (72.5%) of all observed first-story auto related uses and the entirety of all observed first story light industrial uses. We find this make-up consistent with the zone plan.

The Public Land (PL) District represents the third largest district in the study area in regards to first story square footage area, accounting for over 100,000 square feet of floor area. However, as evidenced by Table 18, the District contains no observed commercial uses. Rather, as prescribed in the zone plan, the first story land uses in the PL District consists of entirely public/quasi-public institutional uses (66.2%) and religious intuitions (33.8%). As demonstrated by Table 20, the majority (43.3%) of all first story public/quasi-public institutional uses is located in the PL District. The majority of all first story religious intuitional uses, on the other hand, is located in the B District.

As evidenced by Table 20, the majority (68.52%) of all first story multifamily uses is located in the Gateway-1 (GW) District. This can largely be attributed to the construction of the Parmley Place luxury condos. First story multifamily uses were also found in the B and Office Residential Character (ORC) District. First story single family dwellings were identified entirely in the ORC District. This finding is consistent with the zone plan.

4.5.2 First Story Land Use Counts and Zoning

As is similar to the previous section, Tables 21 and 22 provide insights into how the downtown's zoning districts are comprised of each observed land use. Table 21 provides the counts of each observed land use, while Table 22 provides the same information by percentage.

Table 23 and 24, conversely, provide an analysis of how the downtown's first story land uses are distributed by zoning district. Table 23 disaggregates the downtown's first story and upper story land use counts by zoning, while Table 24 provides the same information by percentage.

Table 21:
District by First Story Land Use Count

Land Use		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10
RESIDENTIAL	Single Family	0	0	0	0	0	0	3	0	0
	Multifamily	2	0	0	1	0	0	2	0	0
	SUBTOTAL	**2**	**0**	**0**	**1**	**0**	**0**	**5**	**0**	**0**
COMMERCIAL	Adult/Child Day Care	2	0	0	0	0	0	0	0	0
	Auto Related	8	0	0	0	1	0	0	0	0
	Eating Establishment	1	0	39	0	0	0	0	0	0
	Financial Institution	8	0	8	0	0	0	0	0	0
	Funeral Home	1	0	0	0	0	0	0	0	0
	Instructional	0	0	4	0	0	0	0	0	0
	Light Industrial	1	0	0	0	0	0	0	0	0
	Medical Office	2	0	6	0	0	0	3	0	0
	Professional Office	11	1	15	2	0	0	4	0	0
	Retail	17	0	135	0	0	0	0	0	0
	Theater	0	0	1	0	0	0	0	0	0
	SUBTOTAL	**51**	**1**	**208**	**2**	**1**	**0**	**7**	**0**	**0**
INSTITUTIONAL	Public Parking Lot	0	0	1	0	1	0	0	0	0
	Public/Quasi-Public Institutional	3	0	3	0	0	0	1	3	1
	Religious Institutional	2	0	0	0	0	1	1	1	0
	SUBTOTAL	**5**	**0**	**4**	**0**	**1**	**1**	**2**	**4**	**1**
VACANT		0	0	4	0	0	0	0	0	0
TOTAL		**58**	**1**	**216**	**3**	**2**	**1**	**14**	**4**	**1**

Table 22:

District by First Story Land Use Count (Percent)

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10
RESIDENTIAL	Single Family	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	21.43%	0.00%	0.00%
	Multifamily	3.45%	0.00%	0.00%	33.33%	0.00%	0.00%	14.29%	0.00%	0.00%
	SUBTOTAL	**3.45%**	**0.00%**	**0.00%**	**33.33%**	**0.00%**	**0.00%**	**35.71%**	**0.00%**	**0.00%**
COMMERCIAL	Adult/Child Day Care	3.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Auto Related	13.79%	0.00%	0.00%	0.00%	50.00%	0.00%	0.00%	0.00%	0.00%
	Eating Establishment	1.72%	0.00%	18.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Financial Institution	13.79%	0.00%	3.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Funeral Home	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Instructional	0.00%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Light Industrial	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Medical Office	3.45%	0.00%	2.78%	0.00%	0.00%	0.00%	21.43%	0.00%	0.00%
	Professional Office	18.97%	100.00%	6.94%	66.67%	0.00%	0.00%	28.57%	0.00%	0.00%
	Retail	29.31%	0.00%	62.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Theater	0.00%	0.00%	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	SUBTOTAL	**87.93%**	**100.00%**	**96.30%**	**66.67%**	**50.00%**	**0.00%**	**50.00%**	**0.00%**	**0.00%**
INSTITUTIONAL	Public Parking Lot	0.00%	0.00%	0.46%	0.00%	50.00%	0.00%	0.00%	0.00%	0.00%
	Public/Quasi-Public Institutional	5.17%	0.00%	1.39%	0.00%	0.00%	0.00%	7.14%	75.00%	100.00%
	Religious Institutional	3.45%	0.00%	0.00%	0.00%	0.00%	100.00%	7.14%	25.00%	0.00%
	SUBTOTAL	**8.62%**	**0.00%**	**1.85%**	**0.00%**	**50.00%**	**100.00%**	**14.29%**	**100.00%**	**100.00%**
VACANT		0.00%	0.00%	1.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 23:

First Story Land Use Count by District

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10	Total
RESIDENTIAL	Single Family	0	0	0	0	0	0	3	0	0	3
	Multifamily	2	0	0	1	0	0	2	0	0	5
COMMERCIAL	Adult/Child Day Care	2	0	0	0	0	0	0	0	0	2
	Auto Related	8	0	0	0	1	0	0	0	0	9
	Eating Establishment	1	0	39	0	0	0	0	0	0	40
	Financial Institution	8	0	8	0	0	0	0	0	0	16
	Funeral Home	1	0	0	0	0	0	0	0	0	1
	Instructional	0	0	4	0	0	0	0	0	0	4
	Light Industrial	1	0	0	0	0	0	0	0	0	1
	Medical Office	2	0	6	0	0	0	3	0	0	11
	Professional Office	11	1	15	2	0	0	4	0	0	33
	Retail	17	0	135	0	0	0	0	0	0	152
	Theater	0	0	1	0	0	0	0	0	0	1
INSTITUTIONAL	Public Parking Lot	0	0	1	0	1	0	0	0	0	2
	Public/Quasi-Public Institutional	3	0	3	0	0	0	1	3	1	11
	Religious Institutional	2	0	0	0	0	1	1	1	0	5
VACANT		0	0	4	0	0	0	0	0	0	4

Table 24:
First Story Land Use Square Footage Count (Percent)

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10	Total
RESIDENTIAL	Single Family	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
	Multifamily	40.00%	0.00%	0.00%	20.00%	0.00%	0.00%	40.00%	0.00%	0.00%	100.00%
COMMERCIAL	Adult/Child Day Care	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
	Auto Related	88.89%	0.00%	0.00%	0.00%	11.11%	0.00%	0.00%	0.00%	0.00%	100.00%
	Eating Establishment	2.50%	0.00%	97.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
	Financial Institution	50.00%	0.00%	50.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
	Funeral Home	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
	Instructional	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
	Light Industrial	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
	Medical Office	18.18%	0.00%	54.55%	0.00%	0.00%	0.00%	27.27%	0.00%	0.00%	100.00%
	Professional Office	33.33%	3.03%	45.45%	6.06%	0.00%	0.00%	12.12%	0.00%	0.00%	100.00%
	Retail	11.18%	0.00%	88.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
	Theater	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
INSTITUTIONAL	Public Parking Lot	0.00%	0.00%	50.00%	0.00%	50.00%	0.00%	0.00%	0.00%	0.00%	100.00%
	Public/Quasi-Public Institutional	27.27%	0.00%	27.27%	0.00%	0.00%	0.00%	9.09%	27.27%	9.09%	100.00%
	Religious Institutional	40.00%	0.00%	0.00%	0.00%	0.00%	20.00%	20.00%	20.00%	0.00%	100.00%
VACANT		0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%

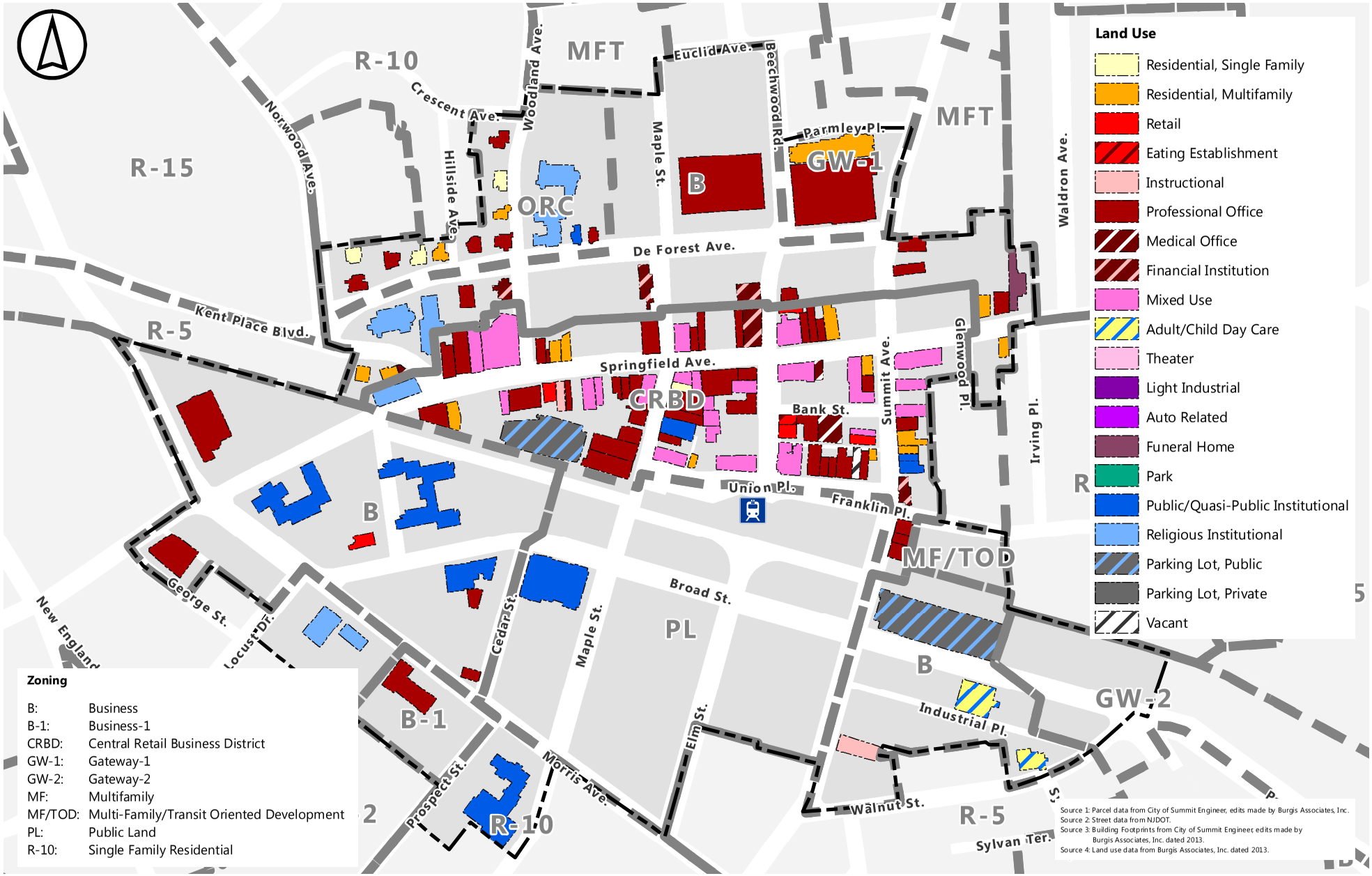
The CRBD contains 72% of the observed first story land uses throughout the downtown area. Nearly the entirety (96.3%) of this district is composed of commercial uses which, as mentioned in the previous section, is reflective and consistent of traditional downtowns. The majority (62.5%) of the CRBD is composed of retail uses, while an additional 18.0% consist of eating establishments. As demonstrated by Tables 12 and 13, nearly all of the downtown area's first story retail (88.8%) and eating establishments (97.5%) are located in the CRBD Districts. While professional offices account for slightly over ten (10%) percent of the CRBD's total first story square footage, less than seven (7%) of the total uses in the district are devoted to such uses. The Business (B) District is the second largest downtown district in regards to the total number of observed first story land uses. Although the majority of the district's first story square footage is devoted to professional office use (as noted in the previous section), first story retail uses are actually the most commonly observed use within the district. Auto related uses and financial institutions are also fairly common for the district, as each comprise 13.4% of all the first story land uses in the B District. Indeed, the B District contains the majority (88.9%) of all observed auto related uses and half of all observed financial institutions.

4.5.3 Upper Story Land Uses and Zoning

Tables 25 and 26 provide the upper story land uses of the downtown area by district, while Tables 27 and 28 detail how the downtown's observed land uses are distributed by zoning district.

Table 25:
District by Upper Story Land Use Square Footage

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10
RESIDENTIAL	Single Family	911	0	3012	0	0	0	0	0	0
	Multifamily	6,132	0	45619	0	0	0	4,587	0	0
	SUBTOTAL	**7043**	**0**	**48631**	**0**	**0**	**0**	**4587**	**0**	**0**
COMMERCIAL	Adult/Child Day Care	14,256	0	0	0	0	0	0	0	0
	Financial Institution	32,259	0	6,064	0	0	0	0	0	0
	Funeral Home	7,297	0	0	0	0	0	0	0	0
	Instructional	0	0	5,225	0	0	0	0	0	0
	Medical Office	0	0	28,692	0	0	0	2,050	0	0
	Professional Office	148,379	12,100	331,615	189,378	0	0	16,634	0	0
	Retail	3,155	0	29,014	0	0	0	0	0	0
	SUBTOTAL	**205,346**	**12,100**	**400,610**	**189,378**	**0**	**0**	**18,684**	**0**	**0**
INSTITUTIONAL	Public Parking Lot	0	0	110,640	0	100,000	0	0	0	0
	Public/Quasi-Public Institutional	115,600	0	11,441	0	0	0	1,690	25,000	26,300
	Religious Institutional	7,488	0	15096	0	0	30,835	18,687	0	0
	SUBTOTAL	**123,088**	**0**	**137,177**	**0**	**100,000**	**30,835**	**20,377**	**25,000**	**26,300**
VACANT		0	0	8,000	0	0	0	0	0	0
TOTAL		**335,477**	**12,100**	**594,418**	**189,378**	**100,000**	**30,835**	**43,648**	**25,000**	**26,300**



Dwg. Title

Existing Land Use by Zone - Upper Stories

Project No.	Date	Drawn
2505.28	01.09.14	DN

Legend

Zoning

Study Area

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
Westwood, New Jersey 07675
p: 201.666.1811
f: 201.666.2599

Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 425'	bELU1

Table 26:

District by Upper Story Land Use Square Footage (Percent)

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10
RESIDENTIAL	Single Family	0.27%	0.00%	0.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Multifamily	1.83%	0.00%	7.67%	0.00%	0.00%	0.00%	10.51%	0.00%	0.00%
	SUBTOTAL	2.10%	0.00%	8.18%	0.00%	0.00%	0.00%	10.51%	0.00%	0.00%
COMMERCIAL	Adult/Child Day Care	4.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Financial Institution	9.62%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Funeral Home	2.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Instructional	0.00%	0.00%	0.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Medical Office	0.00%	0.00%	4.83%	0.00%	0.00%	0.00%	4.70%	0.00%	0.00%
	Professional Office	44.23%	100.00%	55.79%	100.00%	0.00%	0.00%	38.11%	0.00%	0.00%
	Retail	0.94%	0.00%	4.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	SUBTOTAL	61.21%	100.00%	67.40%	100.00%	0.00%	0.00%	42.81%	0.00%	0.00%
INSTITUTIONAL	Public Parking Lot	0.00%	0.00%	18.61%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
	Public/Quasi-Public Institutional	34.46%	0.00%	1.92%	0.00%	0.00%	0.00%	3.87%	100.00%	100.00%
	Religious Institutional	2.23%	0.00%	2.54%	0.00%	0.00%	100.00%	42.81%	0.00%	0.00%
	SUBTOTAL	36.69%	0.00%	23.08%	0.00%	100.00%	100.00%	46.68%	100.00%	100.00%
VACANT		0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Table 27:

Upper Story Land Use Square Footage by District

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10	Total
RESIDENTIAL	Single Family	911	0	3012	0	0	0	0	0	0	3,923
	Multifamily	6,132	0	45619	0	0	0	4,587	0	0	56,338
COMMERCIAL	Adult/Child Day Care	14,256		0	0	0	0	0	0	0	14,256
	Financial Institution	32,259		6,064	0	0	0	0	0	0	38,323
	Funeral Home	7,297		0	0	0	0	0	0	0	7,297
	Instructional	0		5,225	0	0	0	0	0	0	5,225
	Medical Office	0		28,692	0	0	0	2,050	0	0	30,742
	Professional Office	148,379	12,100	331,615	189,378	0	0	16,634	0	0	698,106
	Retail	3,155		29,014	0	0	0	0	0	0	32,169
INSTITUTIONAL	Public Parking Lot	0	0	110,640	0	100,000	0	0	0	0	0
	Public/Quasi-Public Institutional	115,600	0	11,441	0	0	0	1,690	25,000	26,300	115,600
	Religious Institutional	7,488	0	15096	0	0	30,835	18,687	0	0	7,488
VACANT		0	0	8,000	0	0	0	0	0	0	8,000

Table 28:

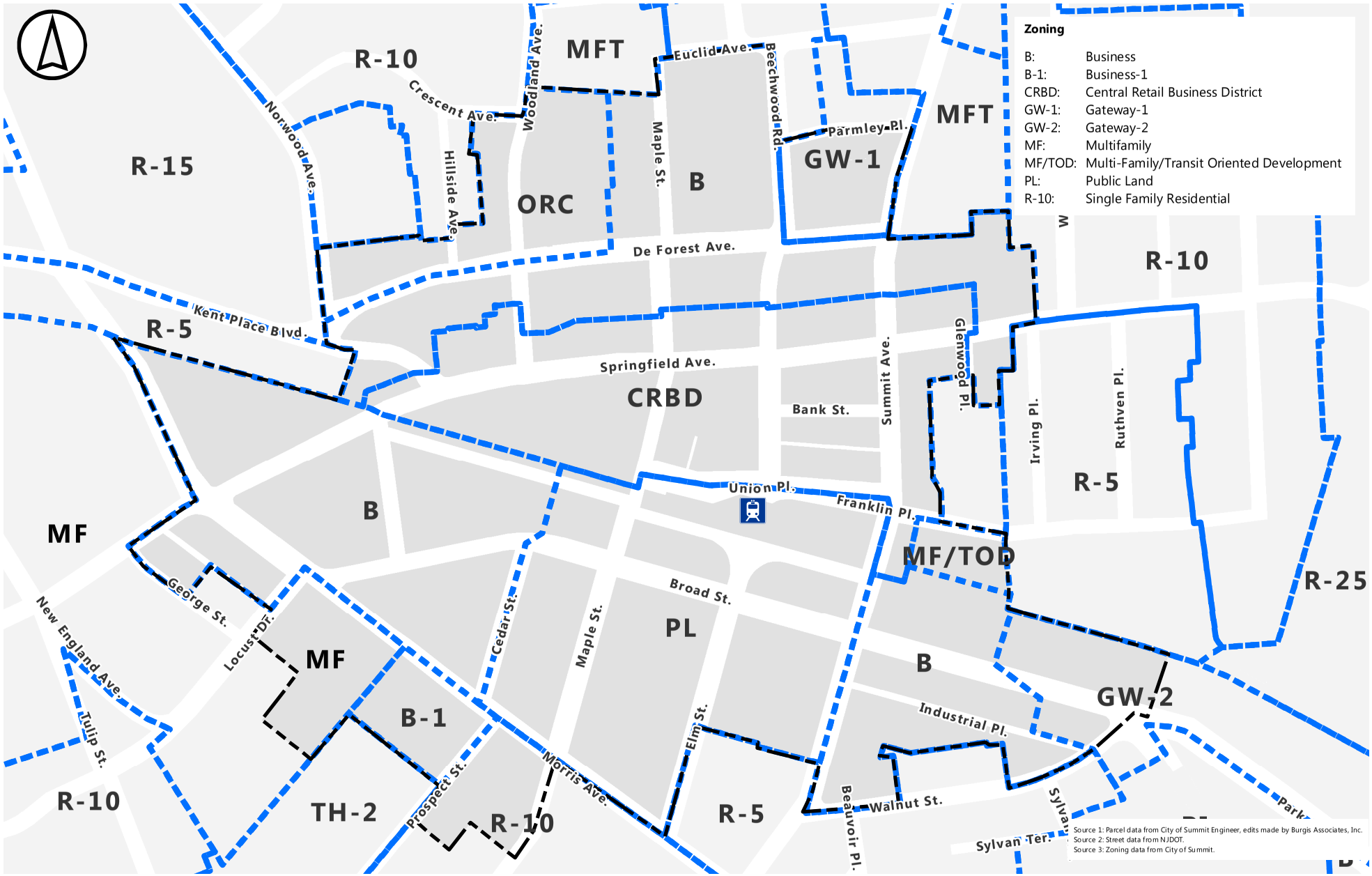
Upper Story Land Use Square Footage by District (Percent)

LAND USE		B	B-1	CRBD	GW-1	GW-2	MF	ORC	PL	R-10	Total
RESIDENTIAL	Single Family	23.22%	0.00%	76.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	**100%**
	Multifamily	10.88%	0.00%	80.97%	0.00%	0.00%	0.00%	8.14%	0.00%	0.00%	**100%**
COMMERCIAL	Adult/Child Day Care	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	**100%**
	Financial Institution	84.18%	0.00%	15.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	**100%**
	Funeral Home	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	**100%**
	Instructional	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	**100%**
	Medical Office	0.00%	0.00%	93.33%	0.00%	0.00%	0.00%	6.67%	0.00%	0.00%	**100%**
	Professional Office	21.25%	1.73%	47.50%	27.13%	0.00%	0.00%	2.38%	0.00%	0.00%	**100%**
	Retail	9.81%	0.00%	90.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	**100%**
INSTITUTIONAL	Public Parking Lot	0.00%	0.00%	52.53%	0.00%	47.47%	0.00%	0.00%	0.00%	0.00%	**100%**
	Public/Quasi-Public Institutional	64.21%	0.00%	6.36%	0.00%	0.00%	0.00%	0.94%	13.89%	14.61%	**100%**
	Religious Institutional	10.38%	0.00%	20.94%	0.00%	0.00%	42.76%	25.92%	0.00%	0.00%	**100%**
VACANT		0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	**100%**

As previously noted, professional office is the most dominant upper story land use throughout the downtown area, accounting for nearly 700,000 square feet (51.44%). As demonstrated by Tables 24 and 25, the majority of professional office square footage is located in the CRBD District (47.50%). The GW-1 B and the B District contain an additional 27.13% and 21.25% of all upper story office space, respectively. Unlike the CRBD District, these districts feature much larger office spaces, including the Bouras Property, LLC and Parmley Square office buildings.

It is also noteworthy that a few medical offices exist in the CRBD zone. This use is currently no permitted or conditionally permitted due to the intensity of parking needs to accommodate patient turnover. It therefore represents an inconsistency with the current zoning and should continue to be a monitoring case.

Furthermore, it is noted that instructional uses—which include personal and group instruction—is permitted in the CRBD but is not specifically listed in the B-1 Zone. A small number of such uses occupy the first and second floors of the CRBD District.



Dwg. Title

Existing Zoning

Project No.	Date	Drawn
2505.28	01.09.14	DN

Scale:	Dwg. No.:
1" = 425'	zone

Legend

- Study Area
- Parcels
- Zoning

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
Westwood, New Jersey 07675
p: 201.666.1811
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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

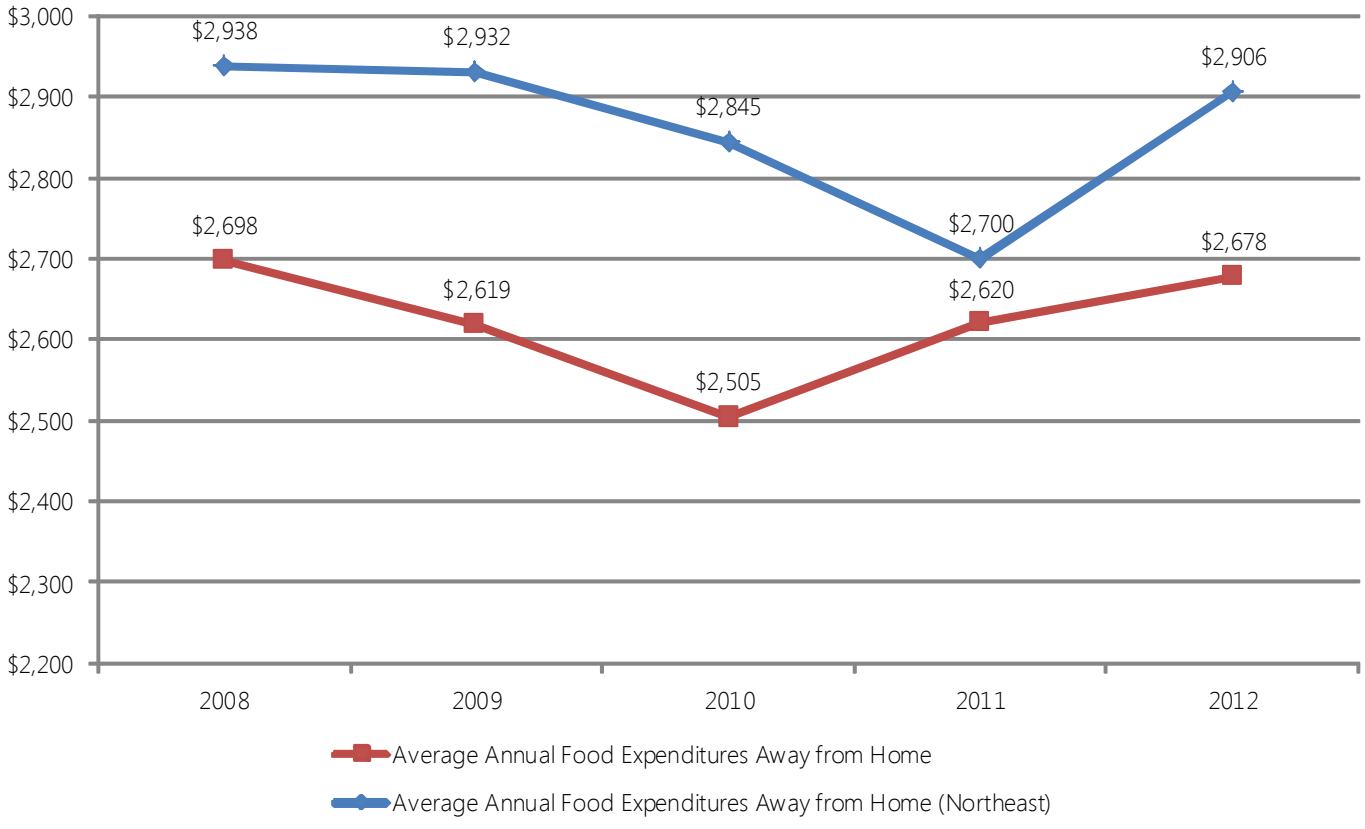
4.6 Eating Establishments

The following section offers a brief commentary on eating establishments. Section 4.6.1 provides a generalized overview of the benefits eating establishments can provide to a downtown, while Section 4.6.2 describes the eating establishments in the City's downtown area.

4.6.1 Overview of Eating Establishments

Eating establishments represent an essential ingredient to the health and marketability of a downtown. Indeed, according to the United States Department of Labor's Bureau of Labor Statistics, the average American consumer spent $2,678 while eating food away from home in 2012. This represents nearly forty (40%) of average annual food expenditures. As evidenced by the table below, these away from home food expenditures have increased since 2010, a year which likely saw a reduction due to the greater economic recession. As noted in the Demographics section, the New York-Northern NJ area spent $3,208 on eating out between 2010 and 2011, which is higher than both the national and the northeast average.

Figure 8:
Average Annual Food Expenditures Away from Home (2008-2012)



Source: United State Department of Labor's Bureau of Labor Statistics, Yahoo! News

However, the benefits of eating establishments are not limited to internalized financial gains. Eating establishments can often serve as the catalyst for additional positive externalities. For instance, eating establishments can potentially provide "spillover" customers for nearby retailers. Furthermore, eating establishments are capable of providing and creating spaces for social interaction, and can often act as a harbinger for after-hours activity by bringing "downtown streets to life after dark" (Danth, Some Aspects of the New Normal for Downtowns). Put simply, eating establishments provide more than just food; they act as small centers for social interaction, entertainment, and district vitality.

4.6.2 Eating Establishments in the Downtown Area

As noted on Table 14, forty (40) eating establishments were identified in the land use analysis, comprising a total of 84,927 square feet or 7.27% of the downtown's total first story square footage. Thirty-nine of these eating establishments were located in the CRBD.

In order to provide greater insight into these uses, eating establishments were disaggregated into more specific classifications:

1. Fine Dining: Features more expensive menus, often with dedicated meal courses. Often small businesses, generally single-location operations. Décor features higher-quality materials.

2. Casual Dining: Offers moderately-priced food in a more casual, family-friendly atmosphere. Typically provide table service.

3. Coffee Shop: Cafés primarily offering coffee and coffee-related products, as well as limited food options including pastries. Can be single-location operations or chain establishments.

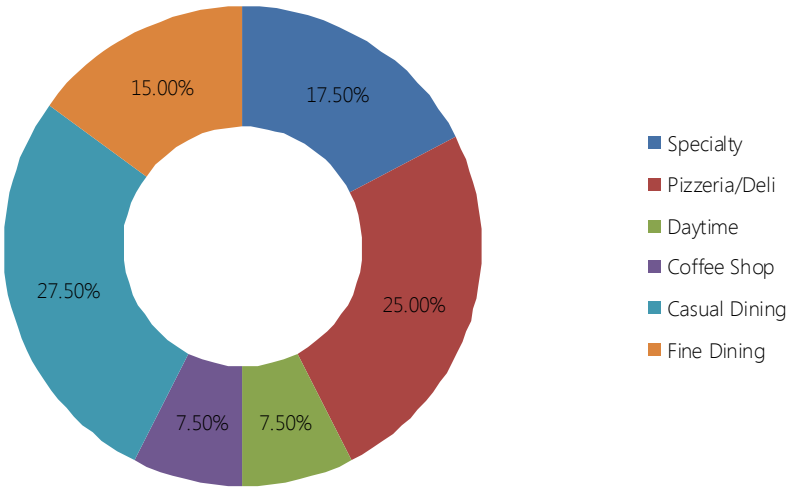
4. Daytime: Establishments that cater towards a lunchtime crowd. Generally feature limited business hours.

5. Pizzeria/Deli: Often do not offer full table-service, but may still offer non-disposable plates and cutlery.

6. Specialty: Includes ice cream and yogurt shops, as well as other non-traditional eating establishments.

Utilizing these classifications, the following figure breaks down the downtown area's forty (40) eating establishments.

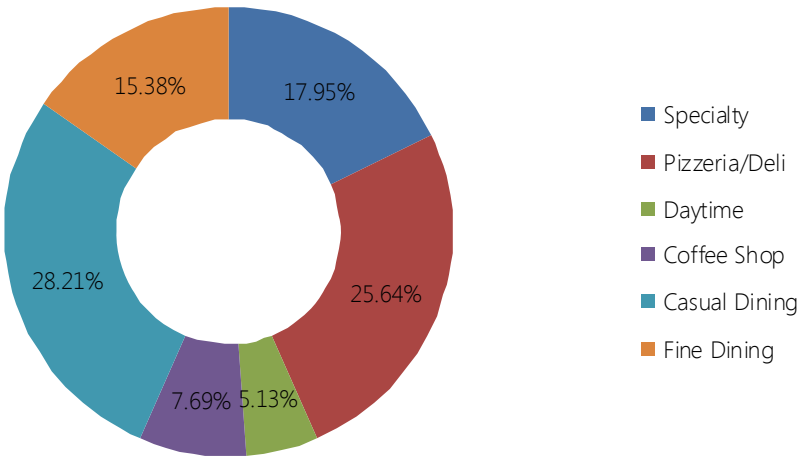
Figure 9:
Types of Eating Establishments: General Study Area



As indicated by Figure 10, the majority (27.5%) of all eating establishments throughout the downtown area are classified casual dining, while an additional 15% is classified as fine dining. Pizzeria/delis and daytime establishments represent an additional 25% and 7.5% of all eating establishments, respectively.

Figure 11 provides a similar breakdown for the thirty-nine (39) eating establishments located in CRBD District. As it can be seen, the breakdown is relatively similar to what is shown above.

Figure 10:
Types of Eating Establishments: CRBD



4.7 Land Use Highlights

As previously noted, approximately one quarter of all first floor uses within the downtown area are devoted to retail uses, and nearly three-quarters of this retail space is centered in the CRBD. Over one half of the CRBD's first story storefronts feature retail uses, which exemplifies the district's standing as the traditional center of Summit's downtown area. However, the CRBD does possess some land use characters which are not fully supportive of the district's characterization of such:

1. As noted by Tables 6 and 7, the CRBD also contains over 80,000 square feet of eating establishments. While this represents 17.76% of the district's total first story square footage, only thirty-nine such establishments were identified in the CRBD. Of these, 15.4% were identified as fine dining and 28.2% were identified as casual dining. Coffee shops represent an additional 7.7%. These classifications ultimately represent establishments that are more likely to attract a vibrant midday and night-time clientele. Conversely, pizzerias/delis and daytime establishments account for 25.6% and 5.1% of the CRBD's eating establishments, respectively.
2. In addition, only 7.67% of the total upper story square footage in the CRBD is devoted to multifamily uses. This lack of housing may limit the amount of residential opportunities for those looking to live in the downtown area.

4.8 Zoning Action Items

Table 29 provides an overview of the District's Permitted uses. Recommendations to this schedule are highlighted in yellow, and include the following:

1. Automobile sales should be made a permitted use in the B District in order to better conform with businesses already in existence in the district.
2. Automobile repair uses should be made a conditional use within the B District in order to better conform with businesses already in existence in the district. Conditions regarding such uses should include strict aesthetic and storage controls.
3. Gasoline stations uses should be made a conditional use within the B District in order to better conform with businesses already in existence in the district. Conditions regarding such uses should include strict aesthetic controls.
4. Instructional schools should be made a permitted use within the B District. Such uses are often complementary to the City's downtown district.
5. Medical Offices: Due to their overall similarity to Professional Offices, Medical Offices should be made permitted uses in the B and ORC Districts.
6. Live Entertainment: Live entertainment uses should be permitted as an accessory use to restaurants with restrictions in both the CRBD and the B in order to provide more vitality and variety for the downtown. Such uses should be regulated to only 5% of the total patron floor area of a restaurant business. Additional considerations include limiting to parcels at least a 100 feet from a residential zone, permitting only within fully enclosed buildings, and restricting to typical hours of operation.
7. Adult Day Care: Adult Day Care centers are currently listed as a conditional use in the B District. However, no such conditions are currently outlined within the City's development regulations. This should be remedied.

Table 29:
Permitted Uses by Zoning District

	Commercial			Office / Mixed Use			Residential			Institutional
Type of Use	CRBD	B	B-1	ORC	GW-1	GW-2	R-10	MF	MF/TOD	PL
Retail Sales	P	P No Drive Thru	P			P				
Restaurants and Eateries	P No Drive Thru	P No Drive Thru	P No Drive Thru							
Retail Insurance/ Financial Services	P No Drive Thru	P No Drive Thru	P No Drive Thr							
Theaters	P	P								
Galleries	P									
Funeral Parlors		P								
Automobile Sales		**[P]**								
Automotive Repair		**[C]**								
Gasoline Stations		**[C]**								
Personal Service Facilities	P/R	P	P			P				
Retail Service Facilities	P	P								
Instructional Schools	P/R	**[P]**						C		C
Dance Schools/Studios	P/R	P	P			P				
Health Clubs	P	P			C/R					
Professional Offices	P 2nd Flr	P	P		P	P				
Medical Offices		**[P]**		**[P]**						
Houses of Worship		C	C	C			C	C		C
Adult Day Care		**[C]**	C							
Child Care	P	P		P	P	P				P
Lodges/ Social Clubs	[P]	P					C			
Institutional Uses		P					C	C		P
Seasonal Uses/ Temporary	P									
Wireless Technology	C									
Philanthropy Uses			C	C						
Parking Facility						P				
Residential: One Family			P (R-5 stnds)	P (R-5 stnds)			P	P (R-5 stnds)	P	P (R-10 stnds)
Residential: Townhouses			P (R-5 stnds)		P	P/R		P	P	
Residential: Multifamily	P 2nd Flr	P 2nd Flr	P 2nd Flr		P	P/R		P	P	
MIXED USE- Residential/ Office				P/R	P	P				
Utility Buildings-Public							C			
Entertainment	**[P/R]**	**[P/R]**								

[P]: Permitted Use; P/R: Permitted Use with Restrictions; A: Accessory Use; C: Conditional Use; C/R: Conditional Use with Restrictions


List of Summit
THANK YOU FOR SHOPPING LOCALLY

Section 5:

Economic Improvement Analysis & Strategies

In order to stay competitive against regional shopping malls, big-box retailers, and the ever-expanding world of e-commerce, downtowns must constantly reexamine their business development and retentions strategies. The following section offers an assortment of recommendations to help the City of Summit keep ahead of the competition.

Section 5:

Economic Improvement Analysis and Strategies

5.1 Introduction

This improvement study is designed to identify implementation strategies to improve the City's retail and business climate, encourage more pedestrian activity in the downtown, and enhance the vibrancy and the position of the district in response to increased competition from neighboring towns, malls and internet shopping. The goal of this effort is to expand the local economic base and create better economic opportunities for the business community.

This section identifies general goals for local economic development to serve as a framework for organizing the specific strategies and actions for the City and Summit Downtown Incorporated (SDI). These goals represent the basic thematic expression of the local economic effort. Within the context of this Plan, the focus here is on the manner in which one attracts and expands businesses in the downtown, takes advantage of marketing tools and social media to promote the business district and businesses in the downtown, and provide a flexible approach in planning and design to be responsive to changing economic conditions and business models. Other related goals pertain to improved marketing, advertising and promotion of the Summit downtown with a positive image, seeking to enhance leadership and cooperation amongst property owners and shopkeepers, and an overall improved environment for economic development. Each of these goals is addressed in the comments, suggestions and recommendations set forth below. They are designed to reflect the basic directive of the SDI bylaws, which call for the SDI to assist the City "in the planning and promotion of economic development and improvement within the SID (Special Improvement District)".

5.2 Summit Downtown Incorporated

There are currently eighty-seven SIDs located within the State of New Jersey. Some SIDs, such as those in Haddonfield, New Brunswick, Westfield, Red Bank, and Montclair, include a number of elements that compare favorably to Summit. Of course, other municipalities have successful central business districts that have not relied upon an SID designation. However, each provides unique examples of successful implementation strategies that merit Summit's attention. A review of their downtown improvement approaches, organization, and focus was undertaken to determine those common features that are evident in successful programs, and those elements that may be appropriate for Summit.

It is also noted that in many instances municipalities with Special Improvement Districts work with the State of New Jersey, which provides supplementary resources to communities with established Improvement Districts through the state's Downtown Business Improvement Zone Loan Fund and technical assistance from Improvement District Program Staff. A summary of such programs is provided at the end of this section.

The following comments, observations, and recommendations address a variety of issues, and are based upon our observations as well as our experience elsewhere. They regard such issues as the membership of the SDI Board, the time and manner in which meetings take place, web page issues, marketing and promotions, district imagery, and collaboration and cooperation of district property owners and shopkeepers. They represent our overall comments and observations which are intended to be non-exclusive opportunities, but most importantly designed to spur and facilitate the initial discussion on the marketing and promotion of the business district.

5.2.1 SDI Membership

The Summit SDI is governed by a twenty member Board of Trustees and is comprised of downtown retailers and property owners, community residents, members of the Council, the Mayor, and the City Administrator. While this represents an all-inclusive approach to participatory governance and ensures a diversity of interests being heard, it can prove challenging and thus adversely affect the ability to make decisions in a time-sensitive and effective manner. A review of other programs and discussions with participants suggests the most effective Boards ideally consist of nine to eleven members (but in no event more than thirteen members). [It is our understanding that the SDI is presently reviewing this issue.] These members are then elected to executive positions (Chairperson, Vice Chairperson, Secretary, Treasurer, etc.) and divided into four subcommittees involving the following:

1. Organization: Recruitment and retention of a diversified membership including local business and property owners, residents, and local officials.
2. Economic: Recruitment of new businesses including conversion of vacant space for new uses.
3. Design: Enhancement of appearance, attractiveness, and traffic management.
4. Promotion: Preparation of marketing campaigns to encourage pedestrian/consumer activity.

5.2.2 Board of Trustee Meetings

The following is noted in regards to the SDI's Board of Trustees meetings.

Meeting Times: Currently, the SDI Board of Trustee meetings which plan for the management of the downtown are held once a month at 8:00 am in the City municipal building. While this location is appropriate and accessible, the early morning meeting time can be difficult for some interested parties to attend and offer input. This is often the case for store owners, businesses or members of the public who need to tend to familial obligations or work requirements. Consequently, it is suggested that consideration be given to the imposition of scheduled rotating meeting times, which likely would result in enhanced accessibility and

interaction with the public. For example, each quarter could allow for morning, afternoon or evening meetings (one each), enabling individuals with different schedules to attend at least one meeting per quarter. At a minimum, the district should be polled to determine if this would result in improved accessibility to these meetings.

Agendas: While meetings generally follow agendas with an established enumerated list of agenda items (call to order, chair's report, proposed by-law changes, etc.) additional line items may be appropriate. The following is offered for consideration:

1. *Achievement of Work Plan:* Overview of goals; identification of progress to achieve goals.
2. *Committee Reports:* Individual committees update full membership and public.
3. *Projects/Next Steps:* Status of current tasks and plans.
4. *Barriers:* Discussion of obstacles; how to address and mitigate.
5. *New Business:* New proposals and plans.
6. *Public Input:* Question and answer period on old business and new comments.

Meeting Room and Table Arrangement: The current physical arrangement of the meeting room used by the Board utilizes a circular conference table-style arrangement which, while encouraging interaction among the Trustees, can present an uninviting arrangement for public participation and interaction. It is suggested that openings should be provided for one or two portions of the table facing the public so the Board is more visually interactive with and open to the public. It is also suggested that the Chair announce, following the Call to order, that time is reserved for public interaction toward the end of the meeting to discuss any item that is not on the agenda, in an effort to emphasize that public participation is scheduled and encouraged. This is often done to reinforce the transparency of the process, as well as goodwill.

Use of Social Media: In order to encourage input from residents, various types of media should be utilized to "cast the widest net." Website and social media sources are ever-expanding in acceptance and usage. While the downtown maintains a good Facebook page, the expanded use of other social media sources can enhance interaction and sharing of ideas regarding the district. This source of communication needs to

be properly managed due to the anonymous and unrestricted dialog that can occur. Traditional methods such as phone calls, letters, and emails need also to be included and encouraged.

Project Financing: Budgeting for current and future projects represents a challenge for all Special Improvement Districts. The SDI budget is funded by a tax levy on businesses, as well as revenues from various regular events such as the farmer's market and car show. It also receives funding from State programs such as the Clean Communities grants. This report outlines initiatives to help increase revenue streams with new events, as well as other state program applications such as New Jersey Main Street. In addition, the SDI is contributing to a debt service that will be retired in 2018. Each year, the SDI contribution diminishes and will therefore allow increased investments in other areas. Finally, it is our recommendation to review whether the SDI levy on businesses could be increased, in order to continue more aggressive outreach programs to both retain and attract new businesses.

In some instances, our review of other comparable municipal downtowns with Special Improvement Districts show a higher tax levy imposed on participating business. The following table highlights not only that rate, but also the assessed value of each district, as well as the total levy.

Table 30:
Comparative SID Tax Levies

Municipality	County	Assessed Valuation per District	Total Levy per District	Special District Tax Rate
Montclair	Essex	$257,838,600	$460,850.00	$0.179
Red Bank Dist# 1-4	Monmouth	$499,468,900	$512,120.00	$0.100
Summit	Union	$126,377,900	$178,800.00	$0.142
Teaneck	Bergen	$120,766,000	$183,888.41	$0.153
Union	Union	$13,367,600	$144,000.00	$1.078
Westfield	Union	$82,788,100	$409,605.00	$0.495

Source: Bergen and Passaic County Tax Assessments

5.2.3 SDI Offices

Currently, SDI offices are located at 18 Bank Street, #108. In order to reaffirm the relationship of the SDI and the City, and more formally link the SDI to the municipality and the public realm, consideration should be given to relocating the SDI offices into an office at City Hall.

5.2.4 Marketing, Branding, Advertising and Promotions

The City of Summit is well-established as an attractive, upscale community. This image should provide the backdrop and framework on which to build upon. In order to produce an effective marketing strategy there must be a shared vision by and for the people who live, work, and play in Summit. With the aim of achieving this vision, three key questions need to be answered:

- Is there a clear understanding of who lives and works in your downtown, and what characteristics, services and attractions these individuals want/need?
- Would new visitors come if certain new attractions were added or featured?
- What makes Summit's downtown a unique experience, and does it efficiently reflect the essence of the community?

Successful business improvement districts manage the overall image of their downtowns and invest in progressive marketing and branding that communicates the vitality and growth potential of the district. The Summit SDI, in particular, has the advantage of an established historic image, a community characterized by high disposable income, and a luxury goods-and-services marketplace, which enhances the vision and value of the downtown. These factors, in conjunction with the use of a logo, should be incorporated comprehensively in events, advertisements, marketing, and editorial efforts.

"Successful business improvement districts manage the overall image of their downtowns and invest in progressive marketing and branding..."

One popular and successful way to build a commercial district brand that is separate and distinct from surrounding municipal branding is to distinguish specific service categories that are located in the community. The following are examples of categories and services that already exist within the downtown which should be highlighted:

1. Decorative design services: Interior design, floral, furniture, art, antiques, etc.
2. Educational services: Tutoring, instructional classes like dance, pottery, painting, etc.
3. Entertainment: Fine dining, movies, theatrical and limited entertainment; expanded events.
4. Financial services: Wealth management, financial consultants, banks, etc.
5. Fine clothing and accessories: Include subcategories for women's, men's, and children's items.
6. Food-at-home: Specialty food stores including catering, organized by type.
7. Health and wellness: Health food, fitness, vitamins, etc.
8. High tech services: Computers, hardware and software, audio and video services.
9. Historic context of City: Museums, historical sites, tours, etc.
10. Home and family uses: Service, maid, and nanny services
11. Indulgence Activities: Relaxation spas, gyms, massages, hair and nail salons

5.2.5 Marketing, Branding, Advertising and Promotions

In order to stay competitive, a downtown must pool its resources to compete with larger marketing budgets that are used by regional malls and facilities. In order to capitalize on and expand upon existing successes, the district's promotion and advertising must develop and rely on well-established marketing and communication tools, as well as explore how technology and other new methods can be implemented. District promotion and advertising should be an ongoing effort, and the SDI budget should reflect this fact. One successfully implemented tool is the district's Facebook page, which is actively used by businesses to promote their products and services. Some other tools worth considering are:

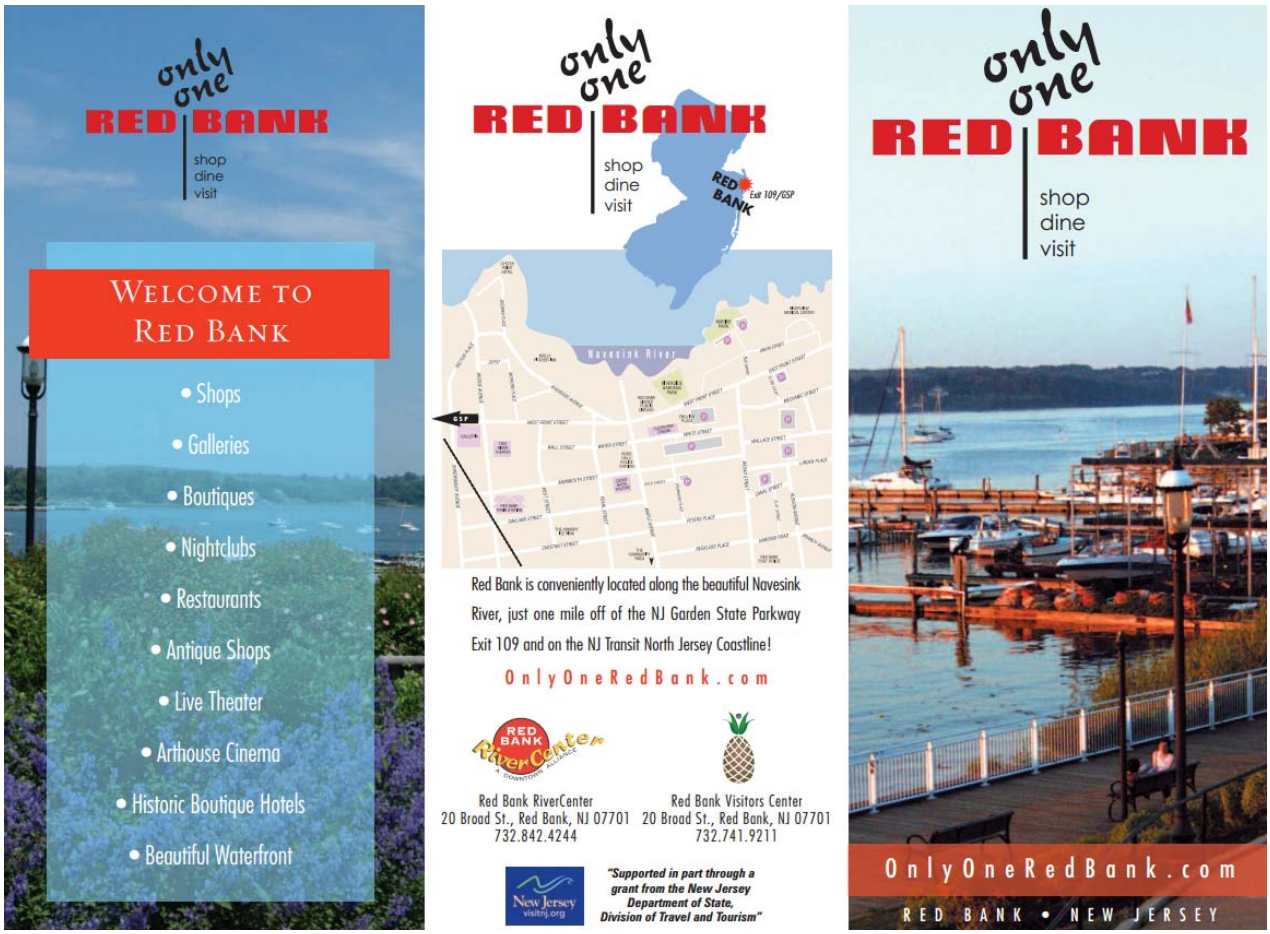
1. Groupon/LivingSocial: Groupon is a popular "deal-of-the-day" website featuring coupons which can be used at either local or national stores. Individual store owners should be encouraged to

participate in Groupon and Living Social promotions. The SDI could produce an instruction sheet for first time participants on how to register businesses, types of promotions, what to expect, how to measure success, and how to retain new customers.

2. Gift Cards for SID participants: Many downtowns offer gift cards that which act like debit cards at local stores. Available in denominations from $5 to $500, they may be purchased on the website or any predetermined retail or governmental establishment, and redeemable at any participating business.

3. Downtown Pocket Handout: An updated pocket handout, tailored to different niche businesses and services should be updated/created, and distributed to businesses and at related events. Design should be consistent with all media promotions, including website(s), in order to reinforce branding and also retain budgetary control. The images below are examples from Red Bank and Montclair, respectively.

Image:
Red Bank Downtown Guide



Source: http://acoollittletown.com/pdf/Only-One-Brochure.pdf

Image:

Montclair Downtown Guide

Source: http://montclaircenter.com/_modules/download/c490/BID-VisitorGuide-2011.pdf

4. Wi-Fi: Keep Downtown current with the times; Pursue free Wi-Fi to modernize services and use to promote businesses through promotional ads associated with the WI-FI use.

5. Concierge Service: The existence of a train station and its dedicated and captive audience allows for the implementation of a unique service that is offered by a few other municipalities in New Jersey. A concierge service, as the name suggests, would cater to commuters and give them the option to take advantage of services and products prior to boarding and upon exiting the train. Such services could include:

   - Dropping off dry-cleaning
   - Ordering food delivery
   - Purchasing gift-cards and certificates/tickets to movies, shows and events
   - Pet grooming and care

Implementation of such a service can be rolled out in three different formats, depending on merchant interest, allowable infrastructure at the train station, and budget. These three formats include:

- A full-time manned kiosk that coordinates requests and purchases between commuters and merchants.
- An automated touchscreen kiosk with a part-time manned kiosk during peak rush hours.
- A fully automated touchscreen kiosk, un-manned

A highly successful example of such a concierge service can be found at the Maplewood train station, where services include everything from ordering groceries, dropping off dry cleaning, returning rented videos, and paying parking tickets. At the time of this report, Borough of Rutherford –also a Transit Village - is requesting RFPs for operators of their new train station concierge service. As a Transit-Village designee, the City of Summit may be eligible for grants through New Jersey Department of Transportation, as well as receive priority funding and/or technical assistance from some state agencies.

5.2.6 SDI Website

While the downtown website (www.summitdowntown.org) includes relevant material, the site could use organizational design improvements. In addition, more attractive imagery should be used to properly evoke the vitality and quality of the district. As the district decides on branding, the website must be of prime consideration. Some suggestions are:

1. Color System: Improve color scheme and material evoking textures to promote a distinctive niche marketing campaign and general visual renewal of site.
2. Information Layout: Information bars can be consolidated on the top of the screen and drop-down menus. This should be applicable to smartphones, tablets, laptops, and desktops alike.
3. Information Hierarchy: All principal information should be visible on the front page and not require scrolling.
4. Links: Facebook, Twitter, and other social media links should be clearly visible at top or top left of screen.
5. Graphics: Images should be attractive, inviting, and of high quality.

6. Animations: Have a scrolling listing of sales and promotions
7. Special Features: Use a special features page to highlight a specific business. This could be accomplished with a YouTube channel. See Hackettstown BID (http://www.hackettstownbid.com/#!) for an example of such a feature.

Image:
Downtown Website Recommendations

Note: Screen grab of current BID website. Colors have been de-saturated to make call-outs more visible.

8. Pressroom:
   a. Good for background on products and services, but needs to be kept up-to-date
   b. Improve appeal of promotional coverage
   c. Google Alerts is an example of a web tool that should be created by a webmaster in order to capture any press mention of District business. A mechanism also needs to be created for businesses to submit press and promotions to webmaster
9. QR Codes: Encourage businesses to use QR (Quick Response) codes in order to keep customers aware of latest promotions and events.

These can be created with generators such as http://grcode.kaywa.com/

10. Tourism: Have the City of Summit posted on the New Jersey Official Tourism website. Develop "Walking Tours" with historical markers to promote downtown. This should be connected to hospitality services, such as the Summit Hotel.
11. E-Newsletter: Provide for e-newsletter options and sign-up.
12. New Business Feature: Provide a 'new business' information link and connection to a packet on the web page and Suburban Chamber Website.
13. "Follow me" Program: Encourage businesses to get "Follow me" stickers for their storefronts (i.e. http://followmesticker.com/). This program lets customers know about where stores are present online.

The following is an example of a well refined intro page layout which exhibits some of the recommendations above.

Image:
Downtown Haddonfield Website Example

Source: http://www.downtownhaddonfield.com/

5.2.7 Downtown Events and Promotions

Regular events are a proven way of creating and attracting consistent foot traffic to the district. The SDI has been actively engaged in this program. Continue to encourage businesses to "introduce" themselves to potential customers through new events, instead of passively waiting for consumers to enter or find their establishments. Some event suggestions are:

"Regular events are a proven way of creating and attracting consistent foot traffic to the district..."

1. Expand street fairs in which local businesses feature their products and services.
2. Explore having a juried Art Fair in order to attract higher end exhibitors and therefore broaden the events appeal to a broader clientele. Many successful juried events are hosted together with Museums and/or Fine Art institutions. Given that Summit is the seat of the Visual Arts Center of New Jersey, an effort should be made to create events together with this institution. A successful partnership example is the Arts & Crafts Festival (held yearly in May) and the Fine Arts Juried Festival (held yearly in October) in Greenwich, CT, in conjunction with the with the Bruce Museum. Another is the SONO Arts Festival (www.sono.org) in historic downtown Norwalk, CT.
3. Seasonal events could highlight different District attractions. For example: Summer Farmers' Market; Fall Harvest Festival; Winter Season of Light/Ice Sculpture; Spring Blossoms Festival.
4. Create downtown music events in "pocket parks" such as those located at Beechwood Road and Bank Street, and the Promenade, to attract people and enhance community's focus to the District.
5. Continue Restaurant Week to promote restaurants downtown.
6. Continue Taste of Summit event benefiting the Historical Society.
7. Explore partnership with other public and private entities to host combined events.
8. Houses of worship occupy up nearly 9.5 acres, or 12.5% of the downtown district, and are active within the community. Given that they regularly host cultural events such as concerts and recitals within the district, an effort should be made to highlight and incorporate any public activities in the SDI calendar.
9. Provide press coverage of events or promotions and feature on website and social media.

Image:
Summit Farmer's Market Event

Source: Google Maps

5.2.8 Existing Business Advertising

While traditional advertising should continue via customary means, SDI should explore more cutting edge advertisements in order to appeal to new or unique businesses in town. Examples of such advertising include, but are not limited to:

1. Promotions via social media such as Facebook, Twitter, as well as Tumbler and Instagram.
2. E-newsletter preparation and distribution.
3. Consider collaboration with Community Patch or similar news sources for exposure or editorial features of the downtown to expand promotion and awareness of district.

5.2.9 New Business Recruitment and Marketing

A cohesive marketing approach is necessary in order to attract new businesses. This can be accomplished with the creation and distribution of a data-driven packet outlining not only basic demographic information, but also income data, purchasing power, disposable income, types of existing businesses, business turnover rate, and average startup costs. Also included should be a graph depicting the approval process for new businesses and expected time frames. Successful examples of such fliers and business packets have been created by Red Bank and Montclair .Additionally, the SDI should review the feasibility of hiring a professional retail marketing consultant/expert in order to ensure consistency and accountability. Additionally, the SDI could establish a "bartering" arrangement whereby, for example, a local photographer or graphic designer could provide their services in return for free advertising on websites or promotional brochures, etc.

Image:
Red Bank Promotional Example

Source: http://acoollittletown.com/pdf/Red-Bank-Market.pdf

5.2.10 Food Offerings and Establishments

Promote the diversity of restaurants to the downtown's primary market emphasizing the assortment of styles ranging from casual to fine-dining, with an emphasis on quality. This diversity should take into account restaurants that cater towards both younger and older clientele. Consider advertising strategies aimed at nearby businesses/offices to encourage them to order in or eat out at local food establishments. Encourage restaurants to link to local websites/blogs, and to have their menus web-accessible.

5.2.11 District Image

The downtown district image of Summit should be refreshed and emphasized by:

1. Accentuating seasonal change with seasonal flower displays, such as in tree wells, hanging baskets, planters, etc.
2. Promote district awareness with seasonal and sponsored banners.
3. Strategic "gateways" and "wayfinding" welcoming and directing consumers from different entry ways.

5.2.12 Collaboration and Cooperation of District Property Owners

Consider the creation of a coalition of downtown property owners to foster cooperation, collaboration and efforts to improve business development. In order to avoid duplicative efforts, the SDI needs to confirm the existing role of the Chamber of Commerce; while chambers in other communities are typically involved in affiliations between businesses, SIDs typically focus on the relationship between businesses and their consumers. It may be worthwhile having a meeting with the leadership of both the CC and the SDI to outline and formalize responsibilities of each. However, there are certain efforts that should be considered:

1. Considerations for property owners to use techniques such as a ramp-up discounted rent structuring over 12 to 18 months to ease the burden of starting a new storefront business.
2. Jointly promote similar business to highlight specific target markets
3. Evaluate activities so they do not conflict with adjacent uses where possible,
4. Consider shared drop off and pick up services,

5. Concierge services at train station or promoted by partnership of businesses. This could be handled by the addition of a "Kiosk". These could include such items as drycleaner drop off and pick up, event ticket pick-up, gift and gift wrap, and floral services. (see additional information above).

5.2.13 Entertainment Uses

An analysis of the provision of entertainment in restaurants to advance downtown night life is recommended. This can be provided by limiting the restaurant's entertainment area to 30% of the seating area. Review approval process for entertainment/music allowance in commercial establishments and eateries. This could include instrumental, band, karaoke, etc.

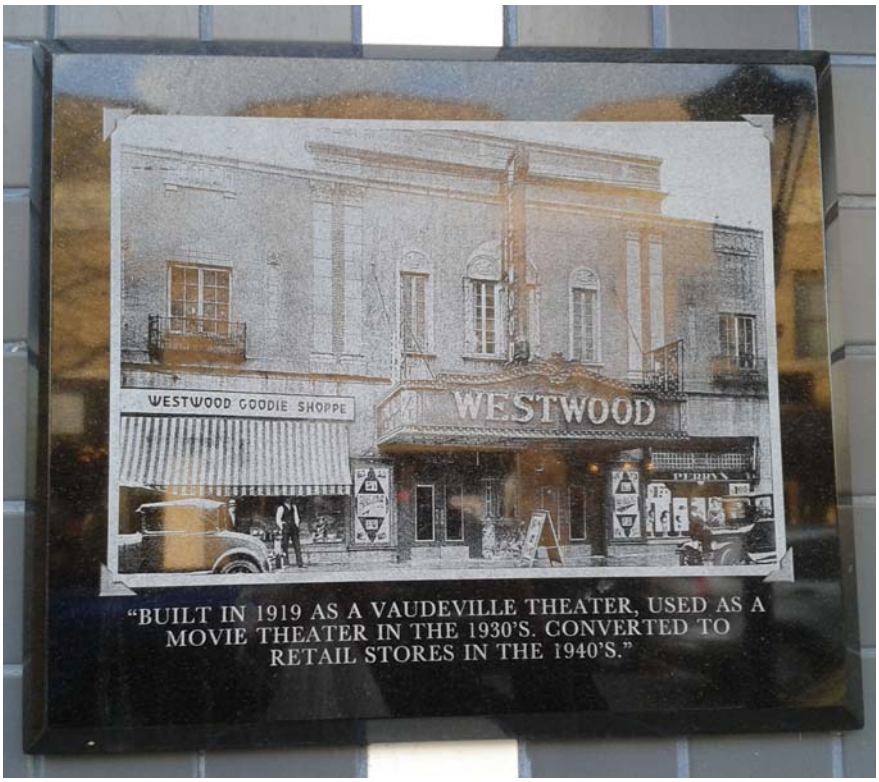
5.2.14 Historic Tourism and Promotion

Include the historic status and features in promotional material and encourage historic properties identification through unified historic panel system (see attached Westwood, NJ example). Distribute the historic information documents to businesses and specifically sources of regional exposure such as the Grand Summit Hotel. Partnership with either the Summit Historical Society or the Historic Preservation Committee is recommended.

Image:
Historic Panel Example: Westwood, NJ

Source: Burgis Associates, Inc.

Image:
Historic Panel Example: Westwood, NJ



Source: Burgis Associates, Inc.

5.3 Main Street New Jersey Program

The Main Street New Jersey Program (MSNJ), is administered by the Department of Community Affairs (DCA), and has specific benefits that may be applied to the Summit Downtown Improvement District. MSNJ is "a program that promotes the historic and economic redevelopment of traditional business districts in New Jersey." (See http://www.nj.gov/dca/divisions/dhcr/offices/msnj.html). Established in 1989, the MSNJ assists municipalities with the revitalization of downtowns throughout the state. It is noted that several of the recommendations suggested for the SDI structure, administration, and management correlate directly with the format of a MSNJ program, and thus enhances the likelihood of future participation and benefits. The City's current Transit Village designation also proves helpful in the attainment of such assistance.

The MSNJ program provides a framework for addressing commercial district revitalization. In order to qualify for the MSNJ designation, a community must answer affirmatively to the following questions:

1. Is your commercial district a traditional business district?
2. Do you have a meaningful concentration of businesses remaining in

your commercial district?

3. Are you committed to addressing Main Street's revitalization in a comprehensive and incremental way?
4. Do you have a broad base of support for a local Main Street program?
5. Can participants -- business and property owners and city officials -- in the program agree?
6. Do you have adequate human and financial resources to implement a successful designated Main Street program?
7. Does your community value historic preservation?

"These communities receive free valuable technical support and training to assist in restoring their Main Streets as centers of community and economic activity..."

Every two years the DCA accepts applications and designates selected communities to join the program (2015 will be the next round of applications). These communities receive free valuable technical support and training to assist in restoring their Main Streets as centers of community and economic activity. The MSNJ website highlights several benefits and requirements:

1. Protecting and strengthening the existing tax base.
2. Increasing sales and returning revenues to the community.
3. Creating a positive community image.
4. Creating visually appealing and economically viable downtown buildings.
5. Attracting new businesses.
6. Creating new jobs.
7. Increasing investment in the downtown.
8. Preserving historic architectural resources.

Communities selected to participate in the MSNJ program receive ongoing, free technical assistance, including the following:

1. In-depth volunteer and executive director training.
2. Advanced training on specific downtown issues, including marketing, business recruitment, volunteer management, and historic preservation.
3. Professional consultant visits to develop each community's strengths

and plan for success.

4. Small business development services for local business owners.
5. Marketing and public relations services for local businesses and Main Street organizations.
6. Architectural design services for business and property owners.
7. Educational materials including manuals and slide programs.
8. Links to local, state and national Main Street community networks.

In order to receive a NJMS designation a municipality must meet the following basic requirements:

1. A seasonal or year-round market population between 4,000 and 50,000.
2. Commitment to employ a full-time Executive Director, with an adequate program operating budget for a minimum of four years.
3. Historic architectural resources in a defined downtown commercial district or urban commercial corridor.

Successful applicants demonstrate commitment to the following principles:

1. Establishment of a volunteer board of directors.
2. Procurement of stable, long-term local funding.
3. Development of public/private partnerships.
4. Commitment to hire an executive director.
5. Commitment to the four-point Main Street Approach.
6. Establishment of a well-defined commercial district.
7. Commitment to historic preservation.
8. Willingness to work and succeed over time.

As noted earlier in this study of economic improvements and strategies, the information presented herein is designed to serve as the basis to facilitate the initial discussion on the marketing and promotion of the business district. Following the upcoming review with the sub-committee, this component of the study can be expanded wherein those items identified are further explored as determined to be necessary.

5.4 Action Plan

The following action plan is offered to assist in guiding the City's actions in regards economic improvement.

SDI Organization:

1. *Rotating Meeting Times:* The SDI should poll (both online and at their meetings) which meeting times provide the most access to its members and the public. Afterwards, a new meeting schedule should be developed and posted online.
2. *Agendas:* The additional line items discussed in section 3.2.2. should be added.
3. *Office Location:* The SDI should review with the City's municipal staff to determine the feasibility of moving its offices to the municipal building.
4. *Website:* A list of goals, objectives, and desired website features should be agreed upon. Once finalized, the SDI should redesign its website through either a private consultant or an online source (see http://squarespace.com/ or http://www.wix.com/ for examples of such)

District Promotion:

1. *Downtown Guide Brochure:* Develop a list of goals, objectives, and desired sites to be featured on a downtown guide brochure. Once finalized, a promotional brochure should be created either in-house or with the help of a private consultant/graphic designer.
2. *Restaurant Guide:* In addition to a generalized downtown guide brochure, develop a brochure featuring the area's restaurants. This can be done either in-house or with the assistance of a private consultant/graphic designer.
3. *New Business Recruitment Brochure:* Utilizing information contained in the demographics section of this report as well as interviews and testimonials from the City's current business owners.

Main Street NJ

1. *Committee:* Develop a SDI sub-committee to pursue Main Street funding and technical assistance.


SPEED LIMIT
35

Section 6:

Parking Analysis and Recommendations

Parking can be a downtown's greatest asset or its largest impediment to success. The following section outlines the district's overall existing and future parking demands, and provides a series of recommendations.

6.1.1 Prior Parking Examinations

In 2008, the City of Summit undertook a comprehensive parking assessment study of its downtown business district, centering specifically on the CRBD zone district. The analysis included an assessment of potential redevelopment projects at the time of the study and solutions to meet their estimated parking demand. The study provided a detailed review of the City's parking supply, policies and regulations and its parking technologies, revenues, operational costs and capital funding needs. In addition, the study identified various alternatives to achieve the improvement needs identified. This 2014 study seeks to expand upon prior recommendations and analysis as well as subsequent changes made to parking management. In addition, it offers further recommendations for improvements to foster additional parking improvements. The principal objective of this study is to continue to improve the City's public parking resources by understanding its demand and the needs of the area's businesses, residents of the district and the City.

The previous parking assessment study provided a basis wherein the City re-evaluated many of the off street parking areas. One of the significant changes realized by the Common Council was the comprehensive improvement to the DeForest off street parking lots, known as lots one, two and three. These improvements included the introduction of a consolidated parking meter kiosk to improve their respective operations, aesthetics and automations. The changes effectuated the often difficult task of moving long term parking to designated perimeter parking areas and assigning progressive fee schedules for some parking areas that had excessive free time periods. This was an important effort to achieve the primary objective of better management and availability of parking for patrons and visitors of the businesses in the downtown district.

The redesign of these parking lots realized a safer, more attractive and efficient arrangement and incorporated the implementation of the parking meter kiosk system. While this new system has proven to be a challenge for some to become accustomed to, it has nevertheless provided a means by which greater payment options were implemented, including the park mobile parking pay by smart phone application along with the merchant reward coupon program. Payment of parking usage in these lots was modified from payment at time of entrance to payment for time of usage upon leaving the parking area. The improvements also provided several additional features such as: signage at the lot entrances advertising the

availability of spaces to improve a visitor's convenience; improvements to pedestrian access; period lighting; and landscape features for enhanced aesthetics. Parking ambassadors stationed at the lots have been used to transition and improve the understanding of the new parking system.

6.1.2 Current Parking Overview

Public parking in the downtown is currently managed by their short term or long term parking use characteristics. Short term parking areas consist of the key parking areas both on-street and off-street, located within or in close proximity to the CRBD zone district. These short term spaces depend upon a high turnover to improve parking utilization during peak periods. Within these locations, the parking times range from "express parking" limited to 15 minutes to ninety minute or two hours, or use a system referred to as incremental pricing. The incrementally priced spaces increase the price for parking incrementally as the time of stay increases. The incrementally priced spaces increase the cost for parking by incremental steps as the time of stay increases to discourage long term overuse. This pricing structure also serves to allow the occasional customer or visitor additional time without worrying about being ticketed for the longer use of a space. The short term on-street spaces are managed in critical strategic areas of the district. The short term off-street parking lots include the three lots located along DeForest Avenue; portions of the Tier Garage lot accessed on Springfield Avenue and the Bank Street lot (see the attached map for the location of off-street parking areas).

The district's long term public parking areas are located on the perimeter parking areas or within the commuter parking areas adjacent to the mass transit facilities of the train station and bus routes. The long term parking is provided at several perimeter on-street parallel parking areas in addition to the off-street lots such as the "K-Lot" to the north, and Elm Street lot to the south in addition to the Broad Street garage adjacent East lot and the Sampson/Summit Avenue lot. The long term employee parking is managed by metered systems and a permit decal system all administrated by the Parking Services Agency. During weekends there are no parking charges for most long term parking areas which effectively provides supplementary parking during the weekend peak periods.

Section 6:

Parking Analysis and Recommendations

6.1 Introduction

While essential for a downtown's wellbeing, parking can come at a significant cost: a cost of capital, land resources, traffic impacts, pedestrian safety considerations and aesthetic uniformity. In order to be properly optimized, parking requires a diligent balance of a variety of interests with the overall objectives of a downtown district. If not properly balanced, a downtown's growth and vitality can be hindered. As such, the review and refinement of parking in a community's downtown is an ongoing process of research, management refinements and strategic capital improvements where necessary. This process has been embraced by the City of Summit. Indeed, as evidenced by preceding studies, the City of Summit has actively sought to implement systematic improvements to the parking resources of its downtown.

This study pursues a review of the parking need in the City's downtown based upon the uses that exist in the district. While not a finite analysis, it provides a true estimate of the use types and square footages as noted within what is hereafter defined as the Primary Use Study Area. From this analysis, a use summary was created as a framework to establish a theoretical demand for parking during the weekday peak timeframe. It is well documented that public parking in a downtown is supplementary and shared, shared by public and private interests for a common purpose. To establish an estimate of the shared parking need, a parking analysis tool known as shared parking (published by the Urban Land Institute (ULI)) was applied to arrive at multipliers based upon use to estimate parking need. While it is recognized that no parking analysis model can anticipate the need with certainty, the shared parking model was used to provide an estimate based upon the established mixed use characteristic and the accessibility of

the downtown.

In consideration of the various transportation alternatives available in downtown Summit, it was also deemed necessary to incorporate adjustment factors for these alternatives. These include alternative transportation options of mass transit, the inherent pedestrian walkability of the area, as well as the synergy and capture of the mixed use characteristics of the downtown. These adjustments help ensure that the resultant parking need is not overstated.

Utilizing this shared parking methodology, it was calculated that there is an overall parking estimated demand of 3,260 spaces without applying the current parking supply (public or private). Of these, 1,171 or 36 percent are estimated to be needed for visitors, while 2,089 spaces or 64 percent of the total are needed for employees of the businesses in the Primary Use Study Area.

Office uses comprise the majority of the downtown's parking demand at 51 percent, and the vast majority of this demand can be attributed to the need of office employees, comprising 92 percent of the total office need. Retail uses comprise only 14 percent of the overall demand for parking. Restaurant and retail uses comprise the majority of the parking study area's overall visitor demands at 60 percent, while office uses make up just 11 percent of the total visitor need.

The next step in the analysis contained in this report was to factor for the private off-street parking spaces contained on the properties in the Primary Use Area. While for private use, these parking areas actively contribute to parking in the district. To factor for this private parking area supply, the overall parking demand by lot was reduced by the supply available per lot. This factor resulted in a remaining parking demand of 2,436 spaces from the overall 3,260 space need. When the on-street and off-street shared public spaces –, which are available to service the district – were incorporated, a conservative estimated remaining need of 325 spaces was summarized for the current development in the primary use area.

The final step of the analysis was to account for potential future growth. The sites within the CRBD with the greatest potential to redevelopment within the next ten years were identified and subsequently "built-out" to maximize zoning allotment. Parking needs were then subsequently recalculated to factor in this potential growth.

6.1.3 Study Approach

During the review of parking it was identified that an assessment of the parking need in the district was necessary to chart a course to improve the supply and availability of parking. To arrive at an assessment of the parking need in the downtown district, a systematic inventory was conducted of the existing building square footages and their use characteristics. This analysis also catalogued the private off-street parking areas that serve the individual properties and buildings to accurately factor this supply into the need of the district. The amount of public parking that is provided on both on-street and off-street was also reviewed to establish an updated number of parking spaces available to the downtown as a result of recent improvements.

The analysis of the building square footages for these calculations required measurements, review of data and some approximation. The inventory of the building square footages on the first floor of the businesses in the downtown were calculated by field measurements whereas the upper floor areas and uses were calculated from field observations, GIS data and a review of tax assessment records. In addition, the computations included adjustment factors for the inherent shared spaces of a building that would not necessitate parking as detailed below.

The analysis of parking need in the downtown is separated into three sections. The first provides a brief overview of the methodology used to calculate the parking ratios used for this study. Utilizing these ratios, the second section provides an overview of parking needs and how they are subsequently served by private, off-street parking facilities. The third section associates the remaining needs to the availability of public off street parking facilities and on-street parking spaces.

6.2 Study Methodology

The following section provides an overview of the methodology utilized to determine the parking needs of the downtown district.

Step 1: Delineating the Study Area

The first step in conducting a parking needs analysis was to determine the appropriate geographic area of properties that rely on public parking during the peak weekday time period in which to focus the study. This determination was largely established through a review of land use analyses, field work observations, and interviews with various stakeholders within the community. Ultimately, the Primary Use Study Area, included the entirety of the Central Retail Business District (CRBD), as well as portions of the Business (B) and Gateway-2 (GW-2) Districts.

Please refer to the attached map, which outlines the delineation of the Primary Use Study Area.

Step 2: Base Ratios

After determining the limits of the Primary Use Study Area, the next step of the needs analysis was to establish the appropriate parking demand ratios during weekday peak periods. These ratios were derived from the ULI Shared Parking Resource and various contemporary references and used as multipliers for the land use types identified in the downtown district. The applications of the respective ratios are illustrated in Table 31, below:

Table 31:
Parking Ratios

Land Use	Visitor Base (per 1,000)*	Employee Base (per 1,000)*	Adjustment for Alternative Transportation	Mixed Use Synergy and Capture	Visitor Adjusted Peak Demand Ratio	Employee Adjusted Peak Demand Ratio
Office	.30	3.50	80%	100%	.24	2.80
Retail	2.90	.70	80%	50%	1.16	.56
Restaurant	9.00	1.50	80%	75%	5.40	1.20
Medical Office	3.00	1.50	80%	100%	2.40	1.20
Bank	3.00	1.60	80%	75%	1.80	1.28
Cinema	.19	.01	100%	75%	.14	.01
Health Club	6.60	.40	100%	75%	4.95	.40
Residential**	.15	1.50	100%	100%	.15	1.50
Funeral Home***	12.25	.75	100%	100%	12.25	.75
Instructional****	3.40	.50	100%	75%	2.55	.50
Child Care****	.20	1.50	100%	100%	.20	1.50
Light Industrial****	.10	1.00	100%	100%	.10	1.00

** Derived from Shared Parking Handbook (2nd Edition)*
*** Per Unit*
**** Derived from 2007 Monroe Township Study*
***** Derived from ITE 4th Edition Parking Generation*

The initial visitor and employee base ratios above were generated using the *Urban Land Institute's (ULI) Shared Parking Handbook (2nd Edition)*, as well as other supplementary resources. These base ratios which have been refined by the authors over the last three decades and are also based from the *Parking Generation Handbook by the Institute of Transportation Engineers* (*3rd Edition*). The ratios above are also readjusted in order to account for two influencing factors specifically applicable to the downtown Summit, the inherent alternative modes of transportation and what is termed as mixed use synergy and capture. The following step provides further explanation of these factors.

Step 3: Adjustment Factors

1. *Adjustment for Alternative Transportation:* This multiplier takes into account the availability of alternative modes of transportation available within the City, including: the train station; various bus stops; and pedestrian walkability to the downtown.

2. *Mixed Use Synergy and Capture:* This multiplier, which was only applied to the visitor demand ratios, takes into account two separate noncaptive factors: sequential trips and simultaneous trips. They are defined as follows:

    a. "Sequential trips" are those trips in which a visitor parks once and subsequently makes several shopping trips by foot.

    b. "Simultaneous trips," on the other hand, are those trips in which visitors travel together in the same automobile, park once, and concurrently visit two different businesses separately.

Step 4: Calculations

Once calculated, these visitor and employee recommended peak demand ratios were applied to each calculated first floor and upper story land use for every lot within the Primary Use Study Area of the downtown. These calculations generated each lot's parking needs, which are represented by four values:

1. The first floor shared parking need for visitors.
2. The first floor shared parking need for employees.

3. The upper story shared parking need for visitors.
4. The upper story shared parking need for employees.

In addition, so that the characteristics of the built condition in the district are correctly factored, a square footage reduction factor of 10 and 15 percent was applied to all first story and upper story square footages respectively in order to account for commonly shared and service related spaces, including but not limited to: spaces devoted to common hallways, stairways, elevators, lobbies, closets, and mechanical rooms.

Several additional suppositions were applied in the calculation of parking needs:

1. Because the parking ratios were estimated for a weekday peak time period, religious institutions were not factored into this parking analysis to overly skew this calculation.

2. Public and quasi-public institutional uses with widely varied weekday parking demands were not factored into the calculations to not skew the results conservatively.

3. In those instances where multiple upper-story uses are located in the same building and square footage allocations were not readily discernable, the parking calculation was made for the more prevalent land use in order to be conservative. In some cases, this assumption may have inflated parking calculations for office uses, and under-represented parking needs for medical offices and instructional facilities. Due to the level of the analysis used, it was determined that this assumption represented the most appropriate variable calculation.

4. A 10% vacancy ratio was assumed for upper story office uses.

Step 5: Summary and Factoring of Off-Street Parking Supply

The total parking demand for each lot was then summarized and compared to the number of observed private parking spaces provided on each lot. These calculations generated each lot's remaining parking need.

Deficits were recorded as net parking needs to be served by public parking , while if a surplus was found after factoring the on-site private parking supply it was not carried in the final tally since it is a restricted

parking area for the use of on-site tenants and not available for other properties.

Step 6: Comparison to Public Parking Facilities

Following the summary of the availability of private on-site parking, the remaining parking need was then tabulated into the total remaining need for visitor and employee parking. This remaining parking need could then be compared at a gross occupancy level to the available short term and long term public parking in the district. The short term and long term parking is also summarized and compared to the remaining need to arrive at what is considered as the current additional parking need of the district.

Step 7: Providing for a Build-Out Scenario

In order to account for a possible ten-year build-out scenario, lots within the downtown area with the greatest potential to be redeveloped were identified. These lots were then "built-out" to maximize their zoning allotments, and their parking needs were subsequently updated.

Dwg. Title

Parking Study Area

Project No.	Date	Drawn
2505.28	01.09.14	DN

Scale:	Dwg. No.:
1" = 425'	psa

Legend

- Study Area
- Parcels
- General Parking Study Area

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
Westwood, New Jersey 07675
p: 201.666.1811
f: 201.666.2599

Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

6.3 Parking Needs Analysis

6.3.1 Parking Demands

The table below summarizes the number of gross parking spaces needed for visitors and employees, organized by land use:

Table 32:
Gross Parking Tabulations

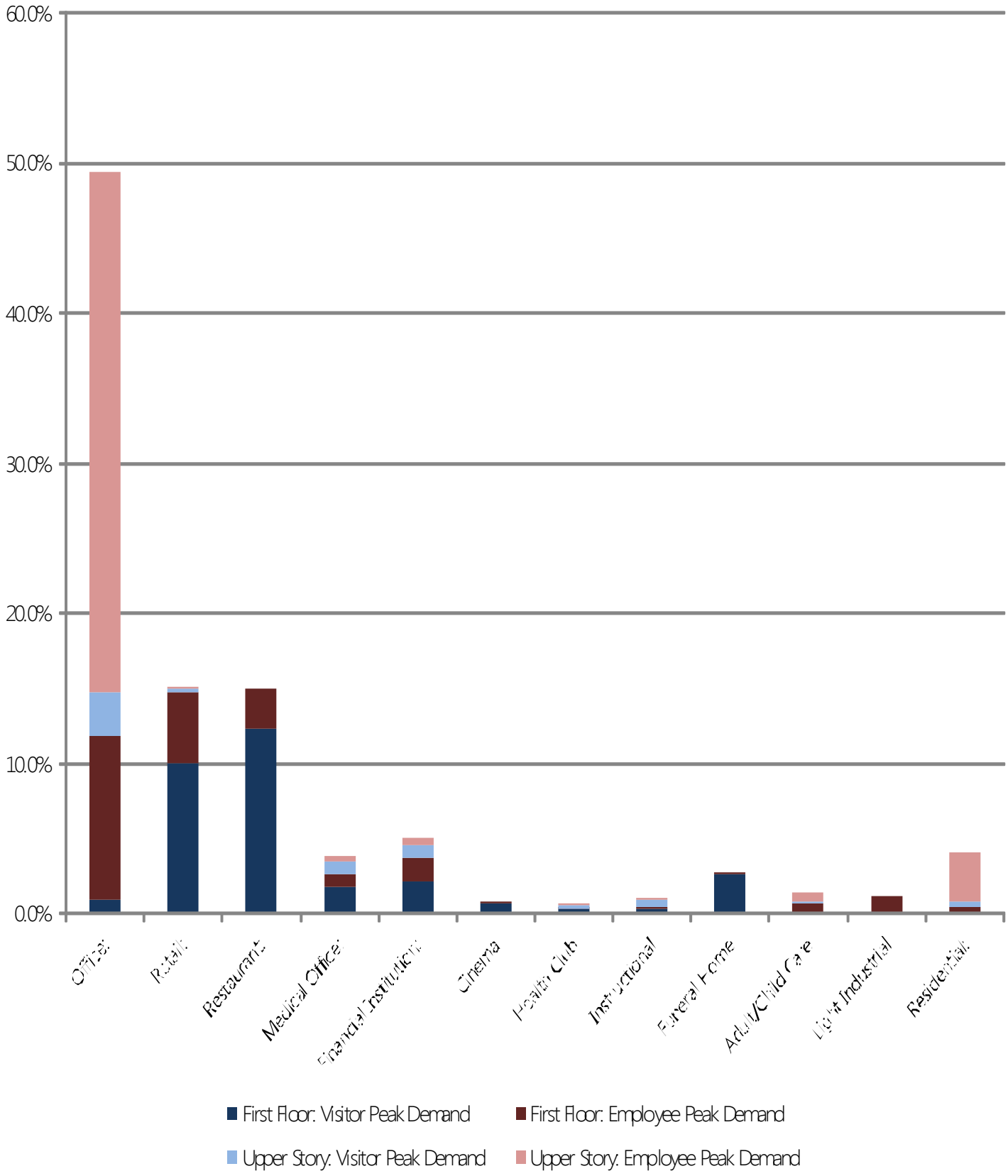
	First Floor		Upper Story			
	Visitor Recommended Peak Demand	Employee Recommended Peak Demand	Visitor Recommended Peak Demand	Employee Recommended Peak Demand	Total	%
Office:	29.3	340.9	93	1,085.0	**1,548.2**	**49.4%**
Retail:	311.7	151.2	6.0	1.8	**470.7**	**15.0%**
Restaurant:	385.1	85.8	0.0	0.0	**470.9**	**15.0%**
Medical Office:	55.7	27.7	23.6	11.8	**118.8**	**3.8%**
Financial Institution:	68.0	48.3	24.7	17.5	**158.5**	**5.1%**
Cinema	21.0	1.5	0.0	0.0	**22.5**	**0.7%**
Health Club	10.0	0.8	8.0	0.6	**19.4**	**0.6%**
Instructional	11.5	2.2	13.5	2.2	**29.4**	**0.9%**
Funeral Home	80.4	4.9	0.0	0.0	**85.3**	**2.7%**
Adult/Child Care	2.5	19.3	2.4	18.2	**42.4**	**1.4%**
Light Industrial	3.4	33.5	0.0	0.0	**36.9**	**1.2%**
Residential:	1.2	12.0	10.7	105.0	**128.9**	**4.1%**
Total	**979.8**	**728.1**	**181.9**	**1,242.1**	**3,131.9**	**100.0%**

As indicated by this table, factoring the calculations with assumptions and estimations noted herein, there is an overall parking demand of 3,131 spaces. Of these, 1,171 (37%) are estimated to be needed for visitors, while 2,089 (63%) are needed for employees.

Office uses comprise the majority (49%) of the downtown's parking demand, and the vast majority of this office demand (92%), can be attributed to employees. Retail uses comprise 15% of the overall demand.

Figure 12 provides an overview of each land use and their respective parking demands by percentage of total need:

Figure 11:
Percentage of Land Use by Peak Parking Demand



The figures below summarizes the number of gross parking spaces needed for visitors and employees, organized by land use:

Figure 12:
Percentage by Visitor Peak Parking Demand

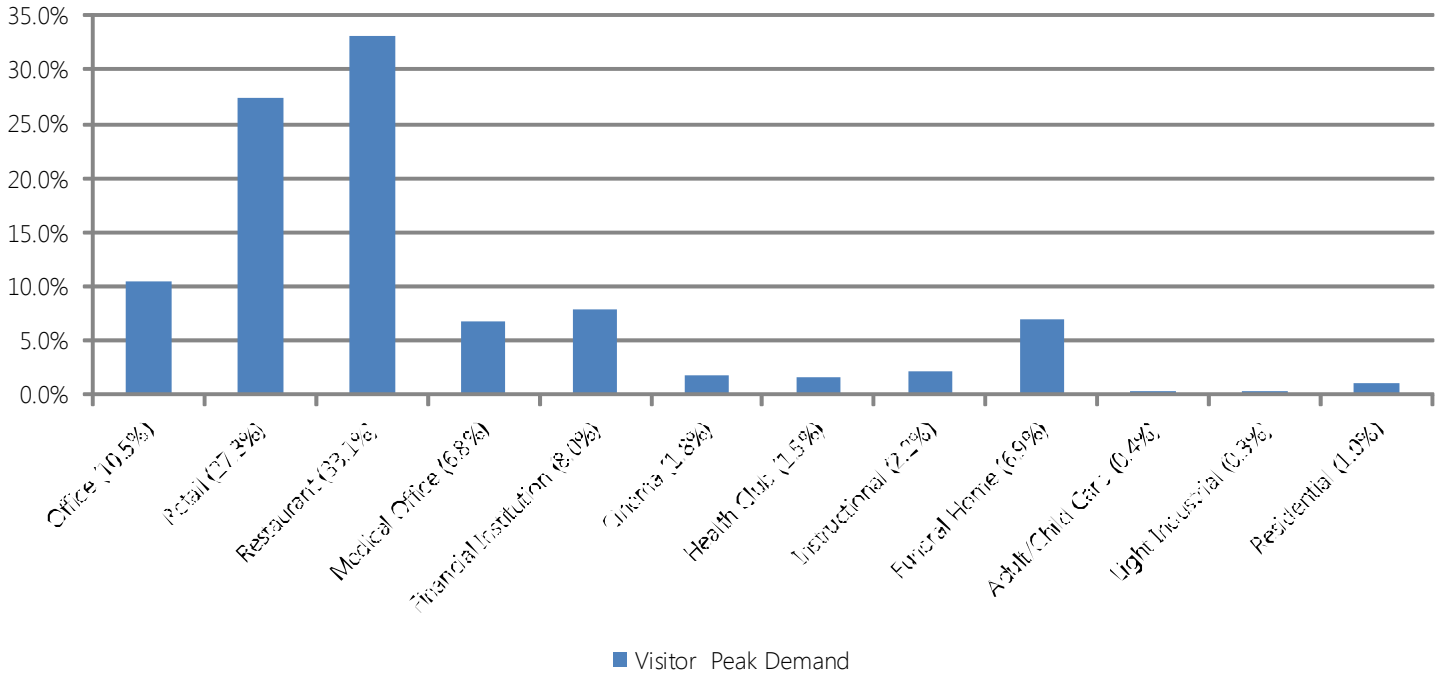
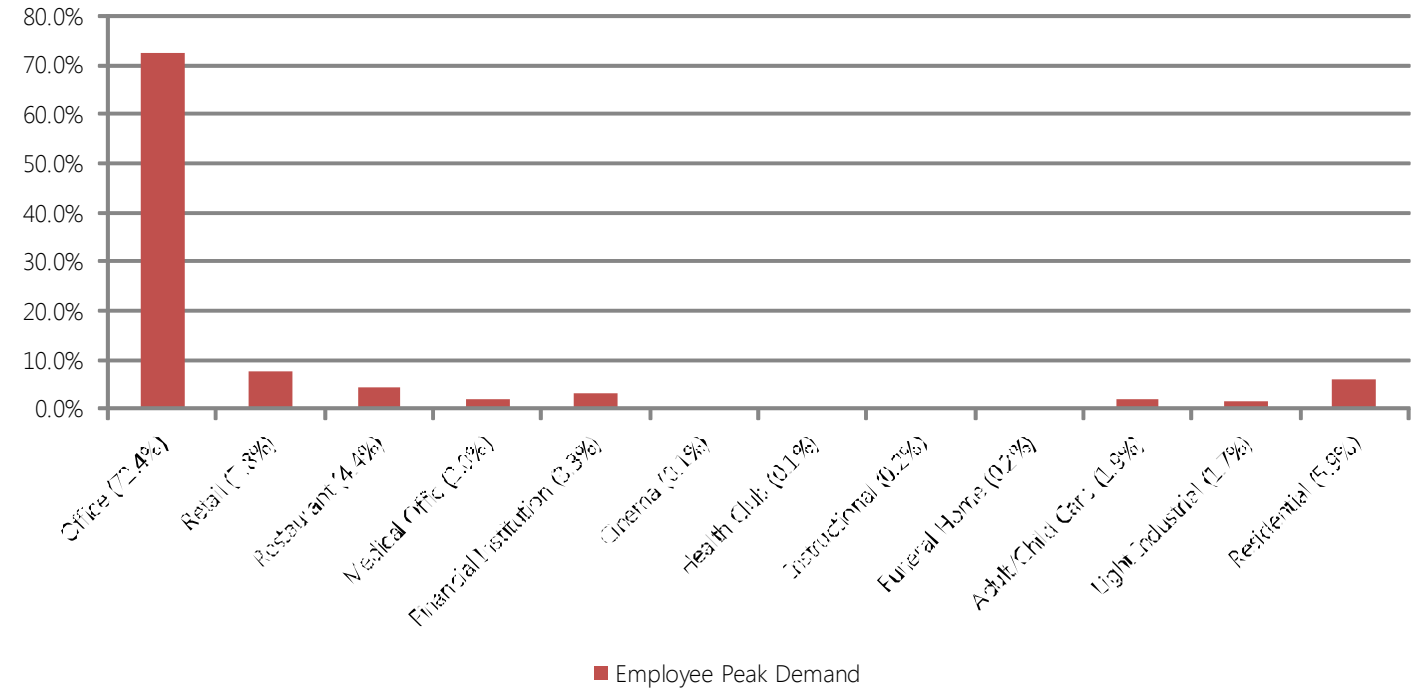


Figure 13:
Percentage by Employee Peak Parking Demand



As seen on Figure 12, restaurant (33.1%) and retail uses (27.3%) comprise the majority of the Primary Use Study Area overall visitor peak demands, while office uses require 10.5%. Nevertheless, as demonstrated by Table 13, office uses require the vast majority (72.4%) of all employee demand, while retail and restaurant uses only require 7.8% and 4.4%, respectively.

Table 33 provides the gross parking need for the entire Primary Use Study Area, while Table 34 offers a summary of remaining shared parking needs.

Table 33:
Gross Parking Need

First Floor		Upper Story	
Visitor Recommended Peak Demand Amounts	Employee Recommended Peak Demand Amounts	Visitor Recommended Peak Demand Amounts	Employee Recommended Peak Demand Amounts
979.8	727.8	181.9	1,242.1

Table 34:
Remaining Parking Need

Total Demand	Existing Off-Street Private Parking	Shared Parking Need
3,131.6	1,117.0	**2,308**

As it can be seen, 1,170.0 existing off-street private parking spaces were counted in the Primary Use Study Area. When factored for these private spaces there is a cumulative demand of 2,308 public parking spaces for both employees and visitors of the downtown area.

6.3.2 Comaprison to Public Parking Facilities

As noted on the Off-street Public Parking map at the end of this section, the City has numerous short term (hourly) and long term (permit) parking facilities.

The following table provides a calculation of the public parking spaces based upon the off-street parking supply and provides a summary of the on -street parking supply to arrive at the total parking supply available to the district during the weekday peak periods.

Table 35:
Existing Off-Street Parking Summary

Classification	Hourly Short Term	Permit / Meter Long Term*	Total
On Street	282	327	609
Off Street	500	1,002	1,502
Total supply	782	1,329	2,111

Permit Long Term use assumes a 50/50 split of use by commuters or residents and employee parking areas, consisting of the Broad Street Garage, Broad Street East (permit), Railroad Avenue, Elm Street, Chestnut Avenue and Sampson Lot..

X.3.3 Summary of Parking Needs

The total net parking need is evaluated in Table 36, below. It should be noted that this is an estimation of the total shared parking need during the weekday peak period and, as such, does not account for future growth or build out.

Table 36:
Estimated Total Net Parking Need

Category	Count
Total Public Shared Parking Need *	2,308
Total Public Shared Parking Supply (on-street and off-street)	2,111
Total Remaining Shared Parking Need *	**197**

** Existing Development*

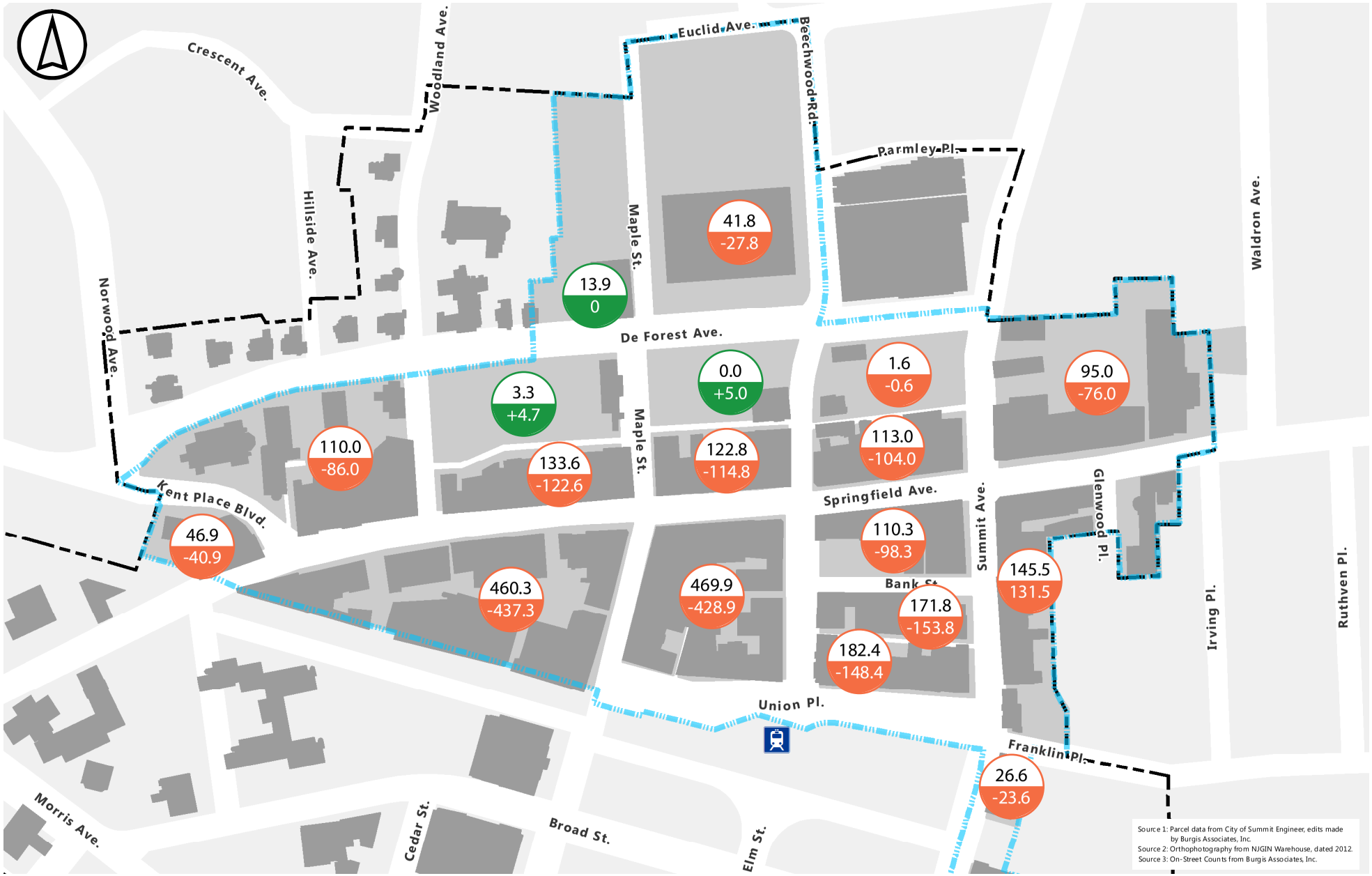
To help identify where the public shared parking need is greatest in the district, the attached Parking Needs Analysis map below illustrates parking need by block. The map labels show two figures for each block. The top figure shows the calculated parking need after factoring the available private off-street parking supply. The bottom figure of the label identifies the remaining need after subtracting the on-street public parking supply contiguous to the specific block in question. Should the calculation result in a need, the label is shown with an orange color whereas if the need is met by the private or on-street parking contiguous with the block, the label is shown as a green color.

This analysis makes it is readily apparent that the blocks adjacent to Springfield Avenue constitute the majority of the demand for additional off-street supplemental parking. Within this area, there are two blocks that can be categorized as having the highest demand. They are the block bound along the north by Springfield Avenue and to the west by Maple Street (containing the Tier Garage), and the block to the east of Maple Street with frontage on Union Place. It is important to note that the remainder of the

need along Springfield Avenue as significant, only to identify where the overall greatest demand is based upon the geographic location.

Evaluating the need information another way, the blocks were reviewed to identify the degree of deficit of parking need to the total amount of building square footage in the block in question. This analysis helps to identify the geographic area with the greatest differential between parking availability on site or contiguous to the block to display a geographic need. The illustration on the next page provides a thematic map that illustrates, by color, where the greatest disparity of parking need to total square footage is by each geographic block. In comparison to the need distribution study noted earlier, this illustration identifies the need adjacent to the core area of the district along Springfield Avenue and the block along Bank Street having the highest need.

The intent of these illustrations are to assist the City in determining if additional parking is to be planned, where would the most advantageous location be to serve the need for supplemental parking to foster economic improvement. It is understood that in a highly developed downtown district such as Summit, it is often difficult to construct parking specifically where it is most needed, although this analysis can guide future planning and improvements to a location for optimum benefit.



Dwg. Title

On-Street Parking Analysis

Project No.	Date	Drawn
2505.28	12.16.13	DN

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
Westwood, New Jersey 07675
p: 201.666.1811
f: 201.666.2599

Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

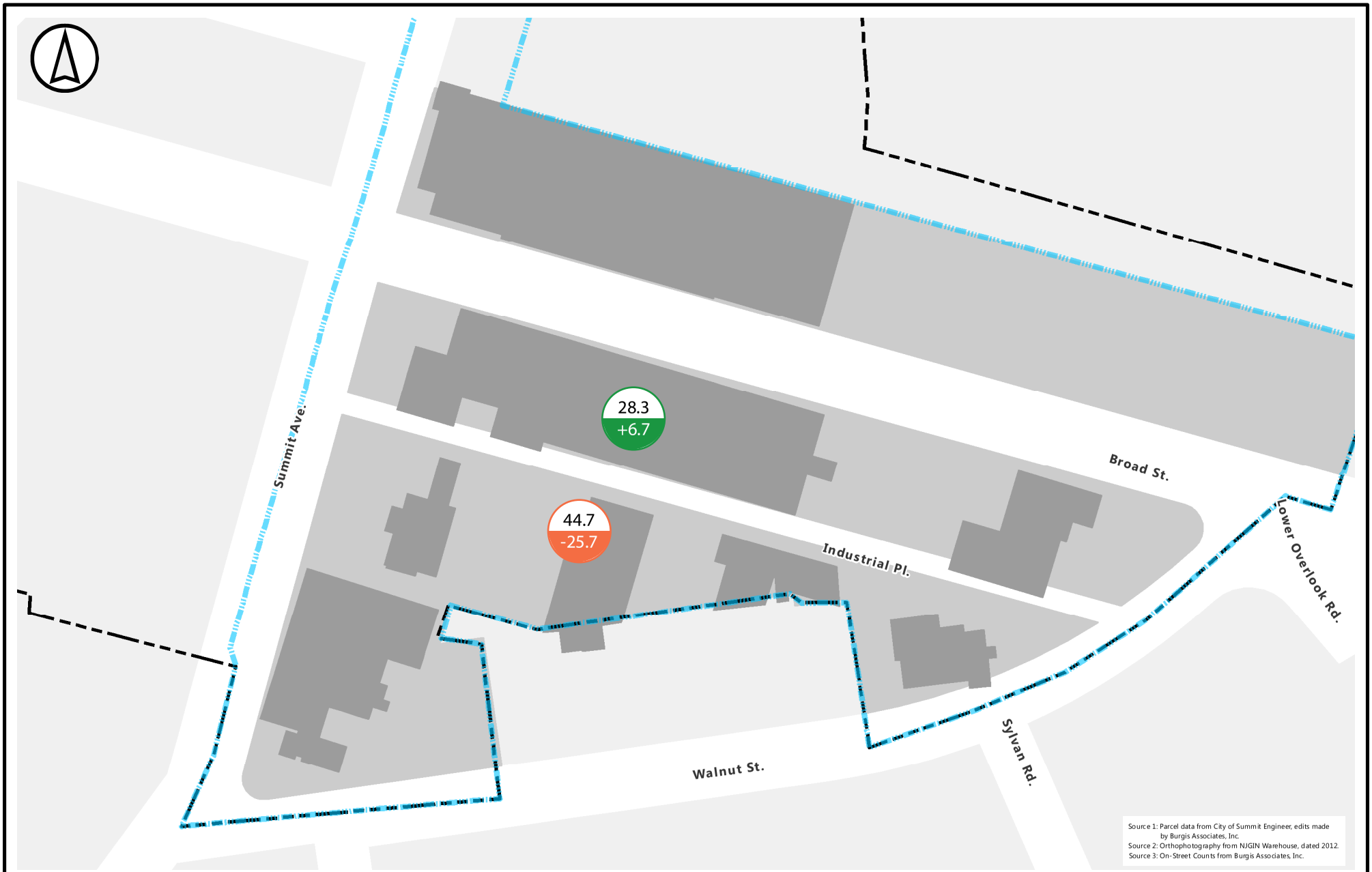
Scale:	Dwg. No.:
1" = 275'	psa-os

Legend

- Study Area
- Parking Study Area
- Blocks

28.3 / -25.3 — Parking Need per Block

Parking Need per Block minus On-Street Parking and Private Parking



Dwg. Title

On-Street Parking Analysis

Project No.	Date	Drawn
2505.28	12.16.13	DN

Scale:	Dwg. No.:
1" = 125'	psa-os

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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

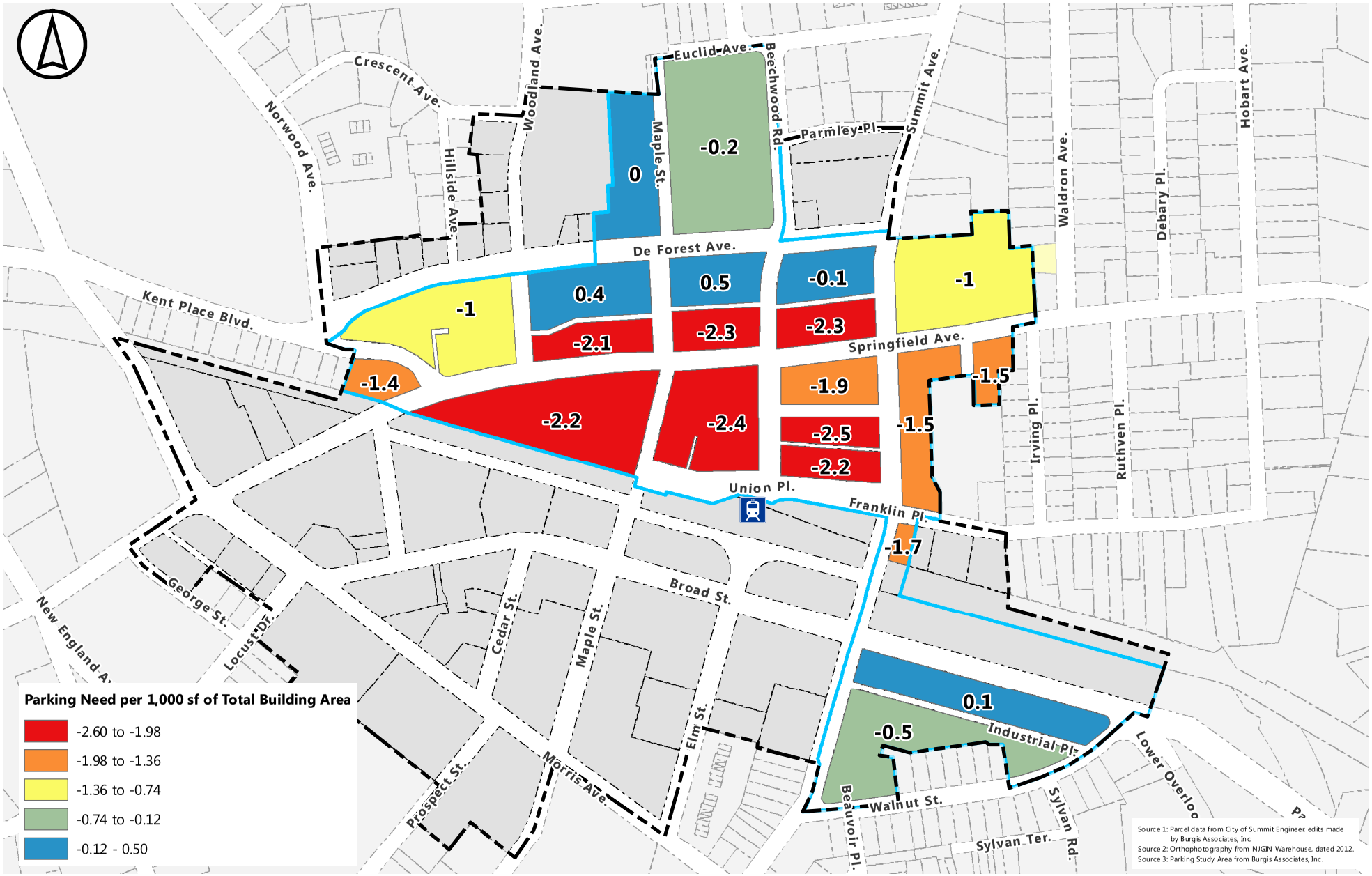
Legend

- Study Area
- Parking Study Area
- Blocks

28.3
-25.3

Parking Need per Block

Parking Need per Block minus On-Street Parking and Private Parking



Dwg. Title

On-Street Parking Analysis: Parking Need per 1,000 sf of Total Building Area

Project No.	Date	Drawn
2505.28	01.09.14	DN

Legend

- Study Area
- Parcels
- General Parking Study Area

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 425'	psa

6.4 Future Parking Need Build-out Analysis

The following analysis provides an estimated ten year build-out scenario within the downtown Primary Use Study Area and offers a basis to project what future demand there may be for additional shared public facility parking. Rather than relying upon a projected growth rate based upon historical trends of development, this estimate examines the extent of which properties are currently physically developed as compared to their permitted levels of development. This is due to the highly changeable economic condition that has occurred over the last decade which has resulted in a wide range of variables. This analysis is intended only for broad estimate purposes and is not intended as a definitive estimate, nor is it intended for specific recommendations beyond reviewing the potential for additional development.

In order to establish this estimate, the following steps were taken:

1. A review was first conducted which identified buildings that are currently one-story but are allowed by right to be multiple stories. In particular, existing and permitted Floor Area Ratios (FAR) were reviewed to assess the relationship of built- to permitted- square footages of development in order to arrive at locations that could be considered to have further development potential.
2. In order to account for a more realistic ten year build-out scenario, approximately one-third of the properties identified in the prior step were selected to be "built-out." Those properties with the lowest existing FARs (and subsequently greatest development potential) were selected. Due to their low redevelopment potential, financial institutions were excluded from this study. It had been determined that due to their existing demand and profitability, these financial institutions would be an unlikely location of redevelopment.
3. These properties were then "built-out" to their 225% FAR allowance. All upper story uses were assumed to be office uses. Like the existing need study, a 10% vacancy rate was also assumed.
4. Using these built-out alternatives, the visitor and employee recommended peak demands for the study area were recalculated.
5. Next, the district's off-street private parking spaces were subtracted from this recalculated total demand.
6. Finally, the total public shared parking supply was subtracted from the total public shared parking need in order to determine a total remaining shared parking need.

6.4.1 Block and Lots Identified

The following properties were found to contain undersized buildings:

Table 37:
Properties with Undersized Buildings

Block	Lot	Existing Building Size (sf)	Lot Size (sf)	Existing FAR	Development Potential
2614	8	1,050	7,000	15.00%	High
2608	9	3,264	6,735	48.50%	
1909	4	1,068	1,836	58.20%	
2608	6	10,961	15,312	71.60%	
2614	10	2,370	3,000	79.00%	Medium
1909	5	6,298	7,446	84.60%	
2608	7	6,142	7,018	87.50%	
1908	4	1,760	1,997	88.10%	
2604	2	7,173	7,500	95.60%	
1909	2	4,848	4,998	97.00%	
1908	3	5,900	6,050	97.50%	
2703	13	2,928	3,000	97.60%	
1909	3	8,328	7,752	107.40%	Low
2608	5	6,705	6,000	111.80%	

Source: Tax data, Burgis Associates, Inc.

Based upon their existing FAR, the above properties were subsequently summarized into three categories: high, medium, and low development potential. Due to their lower existing FARs, four (4) properties were identified as having a higher development potential. As such, the remainder of this report uses these properties and their subsequent "build-outs" as the basis for the ten year build-out analysis.

6.4.2 Block and Lots Identified

The following table identifies the effects of the build-out scenario. As it can be seen in Table 38, an additional 110.2 spaces were added to the gross parking need as a result of the build-out scenario.

Table 38:
Gross Parking Needs (Build-Out Analysis)

	First Floor		Upper Story		
Scenario	Visitor Recommended Peak Demand Amount	Employee Recommended Peak Demand Amount	Visitor Recommended Peak Demand Amount	Employee Recommended Peak Demand Amount	Total
Existing Build-Out	979.8	728.1	181.9	1,242.1	**3,131.6**
Potential Build-Out	998.7	743.5	187.8	1,311.8	**3,241.8**

Table 39 provides a summary of the remaining shared parking needs, while Table 40 provides an estimated total net parking need.

Table 39:
Summary of Remaining Parking Need (Build-Out Analysis)

Scenario	Total Demand	Existing Off-Street Private Parking	Shared Parking Need
Existing Build-Out	**3,131.6**	1,117.0	**2,308**
Potential Build-Out	**3,241.8**	1,117.0	**2,462**

Table 40:
Estimated Total Net Parking Need (Build-Out Analysis)

Scenario	Category	Count
Existing Build-Out	Total Public Shared Parking Need	2,308
	Total Public Shared Parking Supply (on-street and off-street)	2,111.0
	Total Remaining Shared Parking Need	**197**
Commercial Build-Out	Total Public Shared Parking Need	2,462
	Total Public Shared Parking Supply (on-street and off-street)	2,111.0
	Total Remaining Shared Parking Need	**352**

When accounting for existing off-street parking spaces, a total of 2,462 spaces is required for the residential build-out scenario, which is 134 spaces more than the number of spaces required under the existing build-out scenario. As indicated by Table 37, when accounting for the total public shared parking supply, a total need of 352 spaces was identified under the Commercial Build-Out Scenario.

6.5 Parking Goals and Objectives

The management and design of improvements in a downtown district should be grounded on a series of goals and objectives to set the vision for parking and the means to serve the needs of the district. The following is provided as a series of goals with corresponding objectives:

1. Promote District Economic Vitality: Parking policies promote short-term parking turnover for customers and limit spillover impacts onto residential streets. Promote walking and district exposure. Businesses see parking as critical to their success and need dependable customer parking access. The goal is to improve parking availability, awareness while avoiding congestion.
2. Promote a Healthy Environment: Research shows that free parking is one of the biggest determinants for ones transit mode choice. Managing parking therefore is critical to addressing congestion and greenhouse gas emissions. Support walking, biking and transit use.
3. Equity: A goal is that parking solutions are implemented in an unbiased fashion.

6.6 Public Parking Action Items

The on-street and off-street parking areas are actively managed by the Parking Advisory Agency with adjustments made to meter times and pricing to manage space usage. The following are several recommendations formulated from observations made during site inspections, interviews with stakeholders and businesses in the district for further consideration:

6.6.1 On-Street Parking Areas

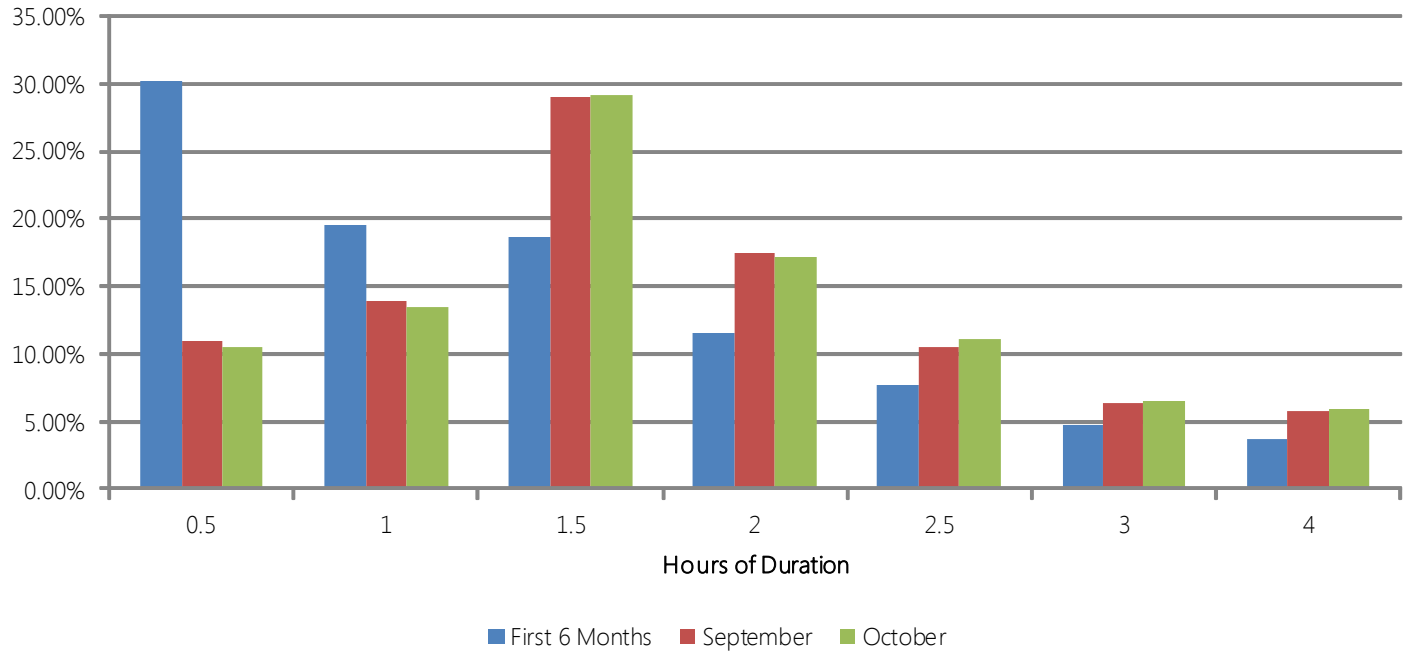
1. To improve parking availability in the southeast area of the district, adjust meter times for one side of Broad Street to 3 hour maximum time period instead of 5 hours to encourage greater turnover of spaces in this area,
2. After the future DeForest Avenue improvements are constructed, considerations should be made to adjust meter times for the southerly side of DeForest Avenue spaces to 3 hours maximum to promote short term usage,
3. Evaluate if 'express '15 minute parking timeframes can be added to the first parking spaces on Springfield Avenue between the block bounded by Beechwood Road to Summit Avenue.

4. Improve understanding of the color coding time-limit stickers on the street side of meters to queue drivers to the time limit of specific on street parking spaces.
5. On-street parking should be reviewed periodically to see if the price of parking in critical areas higher than off-street parking to discourage long term use. This re-examination should systematically review on-street parking rates; fines and enforcement foster some vacancy of on-street spaces in critical areas. It is noted for reference only, by some contemporary studies that a 15 percent on-street vacancy rate portrays greater accessibility to patrons.

It should be noted that the City adopted an ordinance in 2013 which decreased the DeForest Lots parking fees. In particular, the ordinance increased initial free parking times from 30 minutes to one hour, and established an incremental fee schedule afterwards.

The figure below demonstrates how this adjustment has impacted the usage of the DeForest Lots.

Figure 14
2013 DeForest Lot Use Analysis



Source: Summit Parking Services Agency, 2013

For the first six months following the passage of the ordinance, the majority (30.27%) of users still utilized the lots for 30 minutes, while only 19.62% and 18.73% stayed for one hour and 90 minute durations, respectively. However, September and October saw increased levels of familiarity with the lots and their payment systems, as 29.07% and 29.19% of users stayed for 90 minutes in the two months respectively. This trend suggests that the increase in the free parking time frame has consequently increased their users' times of stay. As such, we recommend replicating this structured payment system where appropriate.

6.6.2 Off-Street Parking Areas

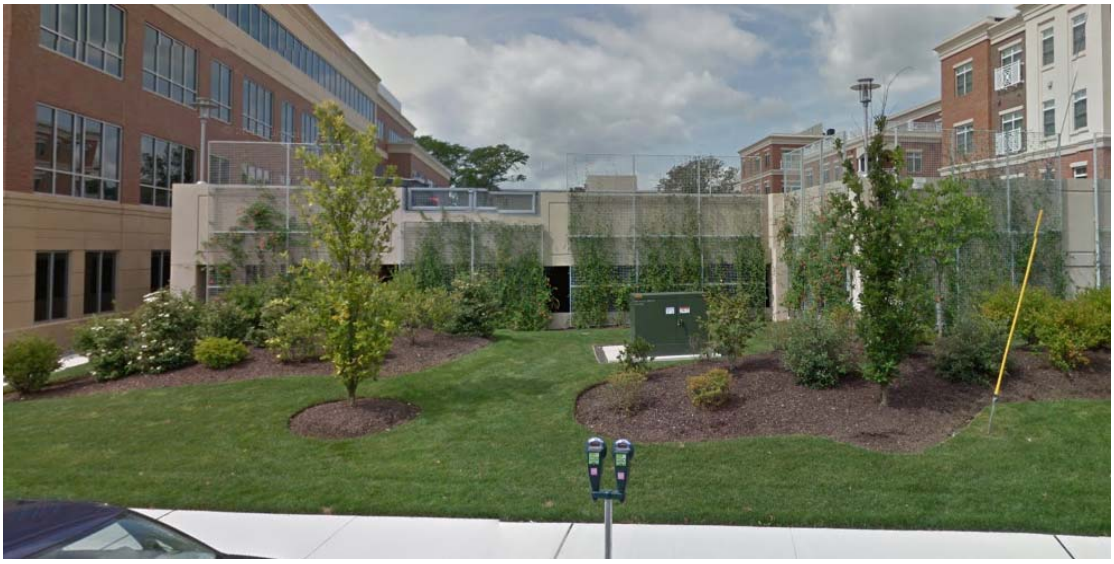
1. Review maintained lighting levels with the parking areas to identify areas that are not sufficiently lighted to improve safety and ease of use by patrons and employees of the district.
2. As provided for in this study, improve the physical and visual aesthetics of the contiguous alleyways to the public parking areas to enhance pedestrian access to and from the off-street public parking areas.
3. Consider if the "park now and pay later" parking payment system can be implemented into the Tier Garage for patron parking. This system offers the ability for an extended stay if needed while using the progressive pricing approach to discourage over use.
4. Improve identification through signs and or web based sources, where parking lots use the "park now and pay later" system to enhance the user understanding of this payment system.
5. Users of the facility noted that employee parking areas are difficult to identify in the Tier Garage. Additional signs were recommended at the entrance to identify as you pull into the garage that employee parking is on the upper levels.
6. Lighting in the Elm Street lot should be reevaluated to improve the conditions for safety of all parking spaces.
7. The perceived safety and security of the Tiered Garage is very

important for a commercial parking facility. Consider using thematic coloring at each level to improve identification for visitors (patrons or business), to the level they need to return too for their car. This helps improve the structures ease of use. A simple demonstration of such can be seen in the image below.

Image:
Example of Indoor Coloring Treatment

8. Improve the "dated" exterior of the Tiered Garage by studying the implementation of decorative green wall panels with vines for aesthetic and seasonal benefits. An example is provided along the garage walls of the structure at the new Parmley Place buildings. along Summit Avenue, which is demonstrated below:

Image:
Parmley Place Parking Structure Greening



The specific vine types should not be the clinging variety. Instead, the City should consider types that attach by tendrils so that overgrowth is not a future issue. Care should be taken that the screening does not darken or obstruct the interior of the garage structure.

Image:
Green Wall Example

9. Enhance the pedestrian safety and experience to and from the Tiered Garage. Add improved crosswalk identification over the adjacent building service lanes to sidewalks or adjacent alleyways.
10. While the new ground based sign at the Tiered Garage entrance from Springfield Avenue is an improvement, it is recommended that the signage can be further enhanced by either a banner or arch sign that bridges the entrance drive to the parking garage. With future digital enhancements of parking management, such an entrance structure could incorporate a dynamic digital sign element indicating the availability of parking in the garage to improve patron understanding and utilization while maximizing the efficient usage of the garage.

The figure on the adjacent page provides a simulation of a proposed arch sign, to be located along Springfield Avenue. This signage provides a more visible and easily identifiable entrance into the tiered garage, while also providing an additional aesthetic feature along the street. Note that the design of the archway is based off of the City's existing fences, which is displayed below:

Image:
Existing Fence Design

11. The Union Place Park and Ride lot offers a potential future location to add an additional parking level although this will be subject to a study of constructability and value engineering due to the limitations of size and historic context of the train station.

It is planned that the on-street parking spaces that exist on DeForest Avenue will be adjusted in the near future by improvements that are scheduled to be installed to the roadway. The improvements include the modification of curb lines to create bump out areas at intersections to reduce the length of pedestrian crosswalks and reducing the perceived width of the street helping to calm traffic. During the study of these improvements angled parking for the on-street parking along DeForest Avenue was considered. The study concluded that the space available for parking was not large enough to result in additional of appreciable amount of parking. The improvement plan does propose the replacement of curbs and sidewalks, addition of street trees, decorative street lights, and bike racks. Additionally, this plan

Proposed arch sign to provide a more visible and identifiable entrance

Signage to indicate whether lot has available spaces

Adjacent properties undergoing redevelopment

Credit: MRY Associates for Redevelopment Illustration

Drawing Name: Springfield Avenue Proposed Tier Garage Design	Project No.: 2505.28	Drawing Date: 12.13.13	Figure No.: 15
BURGIS ASSOCIATES, INC. Community Planning | Land Development and Design | Landscape Architecture 25 Westwood Avenue, Westwood, NJ 07675 p: 201.666.1811 f: 201.666.2599	Project Name: Downtown Plan City of Summit | Union County, New Jersey	Drawing Scale: NTS	

recommends and the future improvements contemplate the incorporation of a bike lane route on a portion of Deforest Avenue.

The improvement of parking in the downtown district can occur by several programs. Public and private partnerships are a method that is commonly used by municipalities to realize development improvement plans. Such a program combines a public parking facility with a private development real estate venture often to create a commercial or residential development. Specific areas of the downtown district could offer such opportunities. The following are a few offered for consideration:

1. The Broad Street East lot provides an opportunity to venture with an entity to establish a commercial development or a venture to improve the parking facilities for a neighboring use such as Overlook Hospital. It has been noted that visiting doctors and doctors who are members of the hospital are in need of secure designated parking for connections to affiliated hospitals linked in New York City. This location represents such an opportunity due to the close proximity to the train station and the inherent midtown direct line. Such an improvement would need to realize a net benefit to the downtown by an increase in parking supply and would be another source of occasioned downtown visitor and potential patron.
2. The long term Railroad Avenue (Post Office) parking lot represents an opportunity for a future public and possibly private venture to create additional long and short term parking opportunities. This lot could be developed with structured parking integrated with a commercial storefront on the ground floor offering an active and functioning use at street level. This integrated building use helps to disguise the more utilitarian parking garage elements that could be located at the rear or upper stories of such a development.

   It is estimated that such a development on the lot comprising the Railroad Avenue parking lot could realize upwards of 300 additional parking spaces beyond what exists today on a five-level garage structure with a height of approximately 45 feet. An example where this integrated structure type has been successfully implemented is at the recent development at Parmley Place in Summit, Morristown Transit Village developments, numerous developments in Hoboken and Englewood among others. Illustration showing similar architectural treatments for integrated parking garages are provided on the following page.

Image:
Parking Garage and Retail Integration

Source: Township of Millburn, NJ

Source: City of Boulder, CO

3. While it has been considered in prior studies, the existing off-street parking lot at DeForest and Woodland Avenue remains an opportunity for an integrated structured parking alternative. This is offered with the understanding that this location needs to be carefully balanced with the adjacent office residential character and adjacent residential neighborhoods. This location provides good proximity to the core along Springfield Avenue. Such a development could also be designed as a garage integrated within a building to improve the incorporation of such a structure in the context of the downtown. Architecturally detailed storefronts can be configured to face adjacent streetscapes as an active facade while the functional garage levels are contained inside and towards the adjacent alleyway storefronts. It has been estimated that such a configuration can realize upwards of an additional 180 parking spaces beyond what exits today within a 4 level garage with an estimated height of approximately 35 feet .

6.7 Private Parking Action Items

6.7.1 Existing Parking Standards

The following table outlines the City's existing parking standards.

Table 38:
Existing Parking Standards

Land/Building Use	One Space per Each:
Adult Day Care	300 square feet Gross Floor Area (GFA)
Assembly Hall, Auditorium, Stadium, Theater	3 seats
Banks and Financial Institutions	300 square feet GFA
Boarding House, Rooming House	1 bedroom
Club, Lodge, Social, Community Center Building, similar use	6 parking spaces minimum plus 1 additional parking space for each 250 square feet GFA
Commercial Gym, Health Club, Sport or Athletic Facility	200 square feet GFA
Dance Studios, Commercial Schools	50 square feet GFA
Day Care Facilities	3 parking spaces minimum plus 1 additional parking space for each staff member
Educational Institutions	2.5 per classroom for nursery schools 2.0 per classroom for grades K-10 3.5 per classroom for grades 11 and 12
Funeral Home, Mortuary	50 square feet GFA
Hospital, Nursing Home	1 bed
Hotel	1.42 bedroom
House of Worship	3 seats or 10 square feet GFA, whichever is greater
Industry, research, mfg.	700 square feet GFA
Institutional and Philanthropic	25p square feet GFA
Medical and dental office	150 square feet GFA
Motor Vehicle Sales	200 square feet GFA sales area
Offices	300 square feet GFA
Religious Retreat, Convent	4 beds
Retail Food Establishment	200 square feet GFA
Retail Sales and Services	200 square feet GFA
Restaurant	50 square feet GFA
Service Stations	0.2 bays and 1 per pump island
Storage, Warehouse	1000 square feet GFA

6.7.2 Existing Parking Standards Recommendations

It should be noted that the City currently does not require any parking spaces to be provided for uses within the CRBD. However, the following recommendations still pertain to the various other districts contained within the study area, including the B, B-1, PL, ORC, MF/TOD, GW-1, and GW-2 Districts.

The City's existing standards were compared to other comparable communities, including Westfield and Montclair. In addition, while not necessarily comparable in regards to its demographic and socioeconomic traits, New Brunswick was also utilized as a source of comparison due to that City's successful parking system.

Overall, the City's parking standards appeared to be reflective of current regional trends and needs. Nevertheless, the following recommendations are offered:

1. Retail: The City currently requires one parking space per 200 square feet of gross floor area (GFA) for retail uses. While not necessarily overly constrictive, this standard can potentially be altered. Westfield currently requires one space per 300 square feet of GFA, while New Brunswick requires one space per 250 square feet of GFA for retail uses under 10,000 square feet and one space per 200 square feet of GFA for retail uses over 10,000 square feet.

   As such, we recommend that the City could emulate New Brunswick's retail parking standard. For those retail uses that are under 10,000 square feet—which are typically located near Summit's downtown area—the City could lower its parking standard to one space per 250 square feet.

2. Restaurant: Currently, the City requires one parking space per every 50 square feet of GFA for restaurant uses. We suggest altering this standard to focus more on the number of seats rather than square footage, which in turn could allow for greater flexibility for the City's restaurants in regards to interior design. We recommend following Montclair's standard of one space per 3 seats, plus one space per 2 seats in lounge or bar areas.

3. Commercial Gym, Health Club, Sport or Athletic Facility: There is currently a trend for smaller, specialized boutique gyms in downtown areas. The City currently requires one space per every 200 square feet of GFA for these sorts of facilities. While this standard is comparable to what is required in both Westfield and Montclair, we recommend slightly altering this standard to exclude storage areas.

6.7.3 On-Site Shared Parking Recommendation

The City should also consider enacting a program to encourage shared parking arrangements. The City of New Brunswick currently has such a framework which allows developments containing a mix of uses on the same parcel to reduce the amount of parking required.

More specifically, New Brunswick establishes the following regulations for on -site shared parking reductions:

1. First, applicants are required to determine the minimum parking requirements for each land use as if it were a separate use.
2. Next, these required amounts are multiplied by the corresponding percentages for each of the five time periods set forth in columns B through F of the table below:

Table 42:
Shared Parking Allowances by Land Use

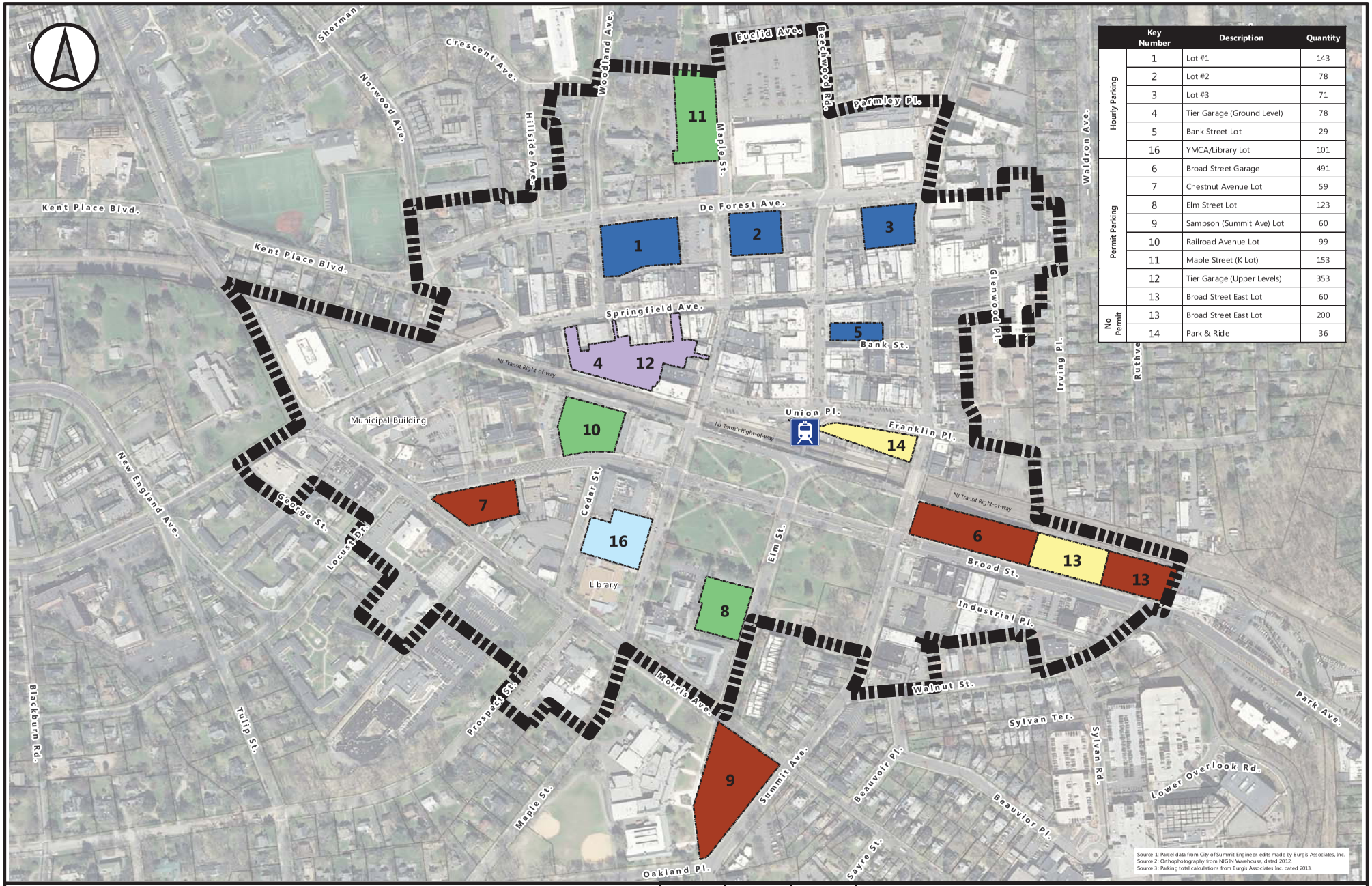
		Weekday			Weekend
(A)	(B)	(C)	(D)	(E)	(F)
Land Use	Daytime*	Evening**	Daytime*	Evening**	Nighttime***
Office	100%	10%	10%	5%	5%
Retail	60%	75%	100%	70%	5%
Hotel	75%	100%	75%	100%	75%
Restaurant	50%	100%	100%	100%	10%
Entertainment/Commercial	40%	100%	80%	100%	10%

Source: New Brunswick Zoning Ordinance
** Daytime: 6 am to 5 pm*
*** Evening: 5 pm to Midnight*
**** Nighttime: Midnight to 6 am*

3. The third step is to calculate the total for each time period.
4. Finally, the column with the highest total is selected. This total is used as the required minimum number of parking spaces.

Through the utilization of daytime, evening, and nighttime ratios, New Brunswick's shared parking program appropriately acknowledges the varying peak times for differing land uses. It is suggested that encouraging shared parking arrangements with lowered parking requirements can lead a number of benefits, including:

1. Reducing the overall size of parking areas and subsequently allowing greater room for increased densities or landscaping;
2. Reducing the costs of developing and maintaining parking areas;
3. Decreasing the amount of impervious coverage required;
4. Encourage and increase visitor interaction between individual businesses, and;
5. Reducing the number of curb cuts along a street, which subsequently increases the safety of bicyclists and pedestrians.



	Key Number	Description	Quantity
Hourly Parking	1	Lot #1	143
	2	Lot #2	78
	3	Lot #3	71
	4	Tier Garage (Ground Level)	78
	5	Bank Street Lot	29
	16	YMCA/Library Lot	101
Permit Parking	6	Broad Street Garage	491
	7	Chestnut Avenue Lot	59
	8	Elm Street Lot	123
	9	Sampson (Summit Ave) Lot	60
	10	Railroad Avenue Lot	99
	11	Maple Street (K Lot)	153
	12	Tier Garage (Upper Levels)	353
	13	Broad Street East Lot	60
No Permit	13	Broad Street East Lot	200
	14	Park & Ride	36

Source 1: Parcel data from City of Summit Engineer, edits made by Burgis Associates, Inc.
Source 2: Orthophotography from NJGIN Wwebhouse, dated 2012.
Source 3: Parking total calculations from Burgis Associates Inc. dated 2013.

Dwg. Title

Offstreet Public Parking Analysis

Project No.	Date	Drawn
2505.28	06.11.15	TS

Scale:	Dwg.No.:	
	opa	

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Legend

- Study Area
- Parcels

Municipal Parking Lot Descriptions (Weekday)

- *Employee (Long Term)*
- *Customer & Employee (Long Term)*
- *Non-Resident/Commuter (Long Term)*
- *Resident/Employee (LongTerm)*
- *Customer (Short Term)*
- *Library/YMCA (Short Term)*


Visual
Arts
Center
Train
Station
Visual
Arts
Center
RAILROAD AVE
ONE WAY
DO NOT
BLOCK
INTERSECTION

Section 7:

Wayfinding Analysis and Recommendations

In today's downtown environment, wayfinding no longer just means *"finding one's way."* The following section provides a background on today's wayfinding standards, and offer's recommendations on how the City can improve its current program.

Section 7:

Wayfinding Analysis and Recommendations

7.1 Introduction

At its most basic essence, wayfinding is the means by which people are directed to areas of utility and interest. Fundamentally, wayfinding simply translates to "finding one's way." However, within today's environment, wayfinding is no longer just simple directional information. On the contrary, it is a key contributor to the thematic identity of an area, and often plays a significant role in tying together the many elements of a place into one unified theme. To quote noted city planner Kevin Lynch, wayfinding contributes greatly to sculpting the "image of the city."

In consideration of such, the following outlines some of the key characteristics of a successful wayfinding signage program. The first section provides a brief background of wayfinding, as well as wayfinding options and design guidelines. Utilizing this background, the next section provides information and insights regarding the City's existing wayfinding system. The third and final section provides various recommendations to improve this system.

7.2 Background

While wayfinding may be a means of "finding one's way," the discipline has evolved throughout the past few decades to incorporate more complex and multilayered design considerations and implementation strategies. Indeed, as noted by the American Society of Landscape Architects' (ASLA) *Wayfinding: Principles and Practice, 2nd Edition*, wayfinding is both an art and a science, one that relies upon "two and three-dimensional information, directional, and architectural elements to create a system to guide people to and through a place or destination."

7.2.1 Summary of Wayfinding Needs

In order to address this increasing complexity, wayfinding must carefully consider and incorporate its primary components: behavior, environmental, and operation elements. These components are as follows:

Behavioral Elements

People represent the key of any successful wayfinding program. Without user understanding or utilization, a wayfinding system is ultimately useless.

As such, wayfinding should be designed in a manner that speaks most clearly to its users, whether they be pedestrians, cyclists, motorists, or public transportation users. We find that the following provides a very simple yet highly effective overview of the behavior guidelines. As noted by Designworkplan, a notable international wayfinding design firm based out of the Netherlands, three very basic behavior guidelines should be followed when considering a wayfinding program:

1. Do not make them think.
2. Show only what is needed.
3. Remove excessive information

When a wayfinding program is designed in such a way that increases its usability and ease of understanding, visitors will find a greater level of satisfaction. Indeed, as previously noted, wayfinding contributes to the place-making process integral to a downtown's existence. A consistent design theme utilizing legible type styles and established standards will not only make signage easier to understand and consequently more effective, but will also contribute to the attractiveness and viability of a downtown.

Environmental Elements

Wayfinding must also take into account existing environmental features and how users navigate them. This can be accomplished through consistent graphic signage which take their cues from the external environment, as well as the surrounding buildings' character, spatial proportions, audible communications, tactile elements, and provisions for special-needs users

Operational Elements

In order to achieve operational success, wayfinding must properly acknowledge the hierarchy and organization of a downtown's transportation network, and how visitors travel through this network. Origin points, destination points, and travel routes must be clearly recognized in order to ensure for an effective wayfinding program throughout the district.

7.2.2 Types of Wayfinding

Three common wayfinding options are available for downtowns, and include: static physical signage; dynamic physical signage; and quick response code technology. Each of these options and their associated benefits and deficiencies are discussed in greater detail below.

Example of existing static signage Maple Street/Springfield Ave

Static Physical Signage (SPS):

Static physical signage is typically the most traditional wayfinding option, and typifies the existing downtown street signs. Its benefits include the following:

1. *High visibility*. SPS is a quick reference tool that provides the most accessible means of visual direction.
2. *Lower upfront cost*. SPS has a relatively low installation cost compared to technical infrastructure.
3. *Broad brush identification*. SPS is particularly well suited for identifying broad categories (such as historic districts) as well as locations with significant longevity, such as parks, municipal buildings, or mass transit terminals.

However, a number of deficiencies are also associated with SPS, and include the following:

1. *Temporal Currency*. Due to the static nature of physical signs, information becomes outdated with time.
2. *Longevity*. Physical wear and information updates over time will require replacement programs across the entire sign network.
3. *Physical Limits*. Restrictions on dimensions limits the amount of information conveyed.

Dynamic Physical Signage

Similar to static physical signage, dynamic physical signage is an accessible and quick reference tool. Unlike static physical signage, dynamic physical signage generally feature an LCD screen to display information. The benefits of dynamic physical signage include:

1. *Hybridization*. Dynamic signage incorporates the accessibility of static signage with the enhanced information offering of quick response code technology.
2. *Revenue potential*. DPS creates opportunity for local merchants to advertise, enhancing merchant visibility and municipal revenue generation.

The deficiencies of dynamic physical signage include:

1. *Upfront cost*. Requiring both physical kiosks and technical infrastructure makes this the most expensive of the three options.
2. *Physical longevity*. Exposure to the elements and the physical human interaction bring into question long-term viability.

Example of dynamic physical signage

Quick Response (QR) Code Technology

The proliferation of the modern-day smart phone has enabled the increased utilization of quick response (QR) code technology. QR code technology consists of a two-dimensional barcode that features faster readability and greater storage capacity as compared to traditional UPC barcodes. As such, QR codes have become increasingly popular in consumer advertising, with smartphones being used as a QR-code scanner, displaying the code and converting it into a URL format.

The benefits of QR code integration include the following:

1. *Modifiable and current*. QR code content is easily updated to accommodate changes in the marketplace and the community.
2. *Free to the user*. QR code reading smart-phone applications are available free from a variety of sources.
3. *Cost effective*. QR codes can be printed or applied to a decal to any surface. QR digital mapping tools reduce the need to print paper maps.

Example of QR Code Technology

4. *Stimulates local business*. Filtered for relevance to pedestrians' and bicyclists' needs, QR mapping prioritizes locations of local service and popular destinations. QR can also be linked to digital coupons to encourage patronage of local businesses.
5. *User feedback*. QR allows municipalities to aggregate search information and quantify QR effectiveness to improve user's experience and enhance community offerings.
6. *Mobility*. Designed for mobile and handheld wireless devices used by an ever-increasing number of people.
7. *Public Transit Connections*. QR locates train stations, bus stops, and estimates travel time to and from those sites by walking or bicycling. It can also be linked to transit schedules.
8. *Improved community aesthetics*. QR codes on static wayfinding signs allow more robust information access while reducing physical space requirements.

The deficiencies of QR technology include the following:

1. *Access*. While smart phone usage is increasing, many people may still not have access to smartphone technology.
2. *Upfront cost*. Initial costs of mapping, programming, loading data inputs and printing need consideration.
3. *Technical support*. Technical staff and those updating information should have knowledge of the chosen application platform.

Quick Response (QR) code technology represents a useful accompaniment to both static and dynamic physical signage. Integration of the technology provides another way to more effectively advertise events throughout the downtown.

All three of these types of wayfinding options should be utilized by the City. However, because of its higher visibility, lower upfront costs, and the downtown's need for a wide range of direction and information, static physical signage should be the preliminary choice of signage for the district. While dynamic physical signage does represent an opportunity to better advertise the district and highlight temporal information, its cost ultimately makes it prohibitive to use as much as static physical signage. As such, dynamic physical signage should be used near high pedestrian traffic areas

where it will have the greatest amount of exposure. The train station and the Springfield Avenue garage both represent proper locations for such signage.

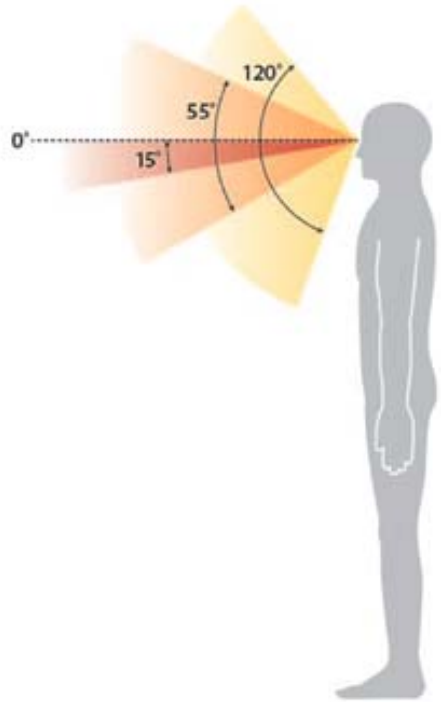
7.2.3 Design Considerations in Wayfinding Program Development

Developing the design, color, and style palettes for wayfinding elements should be done so in a manner that is both locally meaningful and universally appealing. As such, the following should be considered:

1. Placement: Any wayfinding signage should be placed: (1) where it does not obstruct any other signs; (2) where it is not obstructed, and; (3) where it can be seen within the viewing ranges of an average person.

   If driving, the average viewing height if 4'6"; if standing, the typical viewing height is 5'6". A typical vertical field of view includes: a normal site line of approximately 15°, a limit of color discrimination between 15° and 55°, and the visual limitation of the eye between 55° and 120°. Figure 16 below represents this vertical field of vision.

Figure 16:
Vertical Field of View

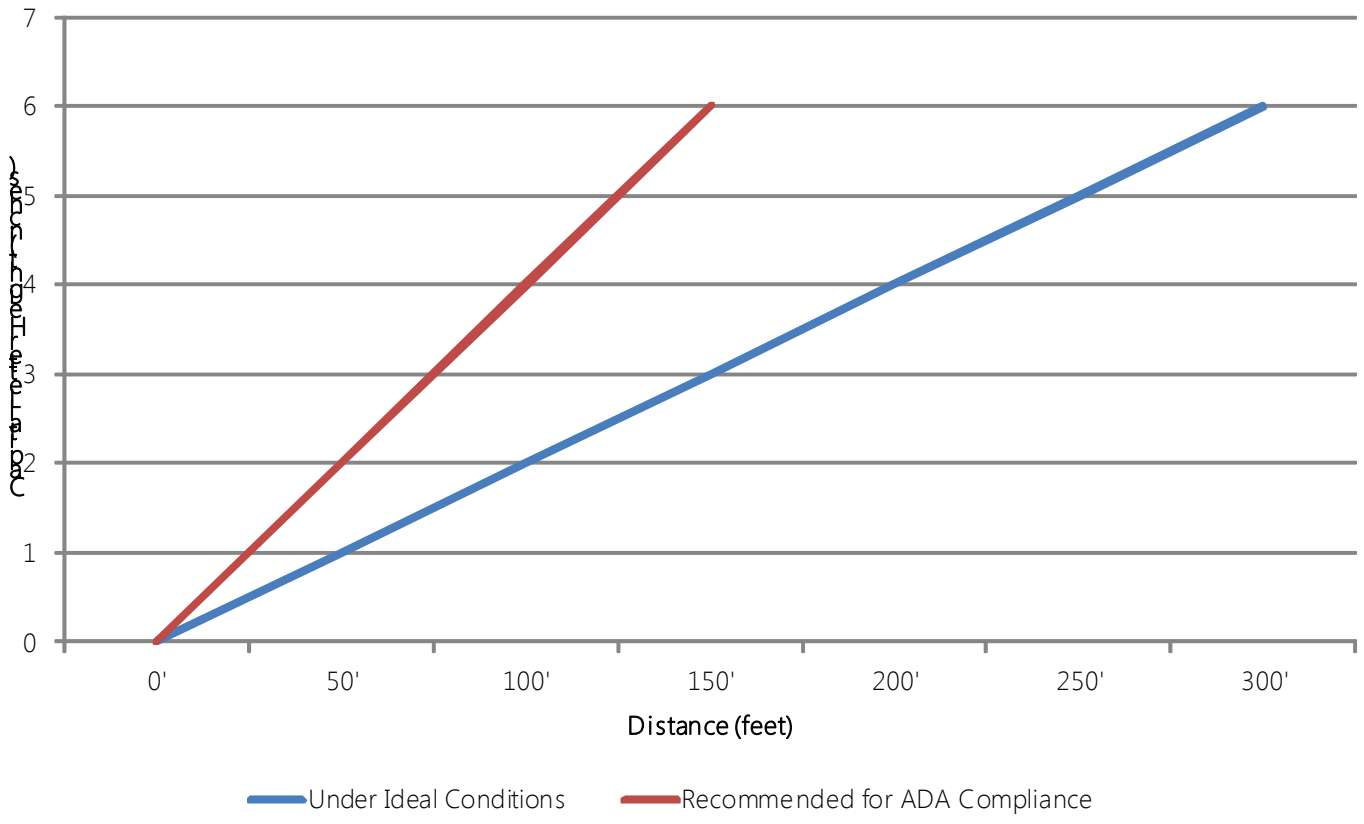


Source: American Society of Landscape Architects' (ASLA) Wayfinding: Principles and Practice, 2nd Edition

2. Viewing Time: As noted by the United States Sign Council's Sign Visibility: Research and Traffic Safety Overview, a minimum of ¼ to ½ second is required to read each individual word in a message. Therefore, a sign with ten (10) words or items of information would require approximately a minimum of 3-5 seconds to read. However, viewing time is much more constrained while driving: at speeds of 25 miles per hour, motorists are only typically able to read three messages or lines of information.

3. Typography: While sometimes overlooked, typography is an integral aspect to wayfinding design. A selected typeface must be legible for a variety of readers, and from varying distances as well. Typefaces should feature medium or regular line weights, increased heights of lowercase letters, enlarged counter shapes, and a use of mixed cases (as opposed to an all-capital sign). Furthermore, the following chart outlines recommended font heights versus viewing distances.

Figure 17:
Optimal Viewing Typography Height vs. Distance



Source: American Society of Landscape Architects' (ASLA) Wayfinding: Principles and Practice, 2nd Edition

As noted by the American Society of Landscape Architects reference, the recommended height of capital letters is 1" for every 50 feet. The SEGD, on the other hand, recommends a 1" capital-height for every 25 feet of viewing distance, with a minimum of 3" capital height per ADA guidelines.

4. Color and Contrast: In order to ensure their basic readability, wayfinding signage should utilize basic colors. These colors should represent a unified theme, and offer some connection to the City's history and culture. It is recommended that lighter colored lettering and darker colored backgrounds should be utilized, as this arrangement provides for a better contrast and is more visible at night. These colors should also be compatible with the logos and color palettes of both print media and mobile technology applicants. Background materials should be durable, low-glare, high-contrast, and vandal resistant.

In addition, wayfinding should be attractive and user-friendly for all ages and abilities, regardless of transportation mode:

1. Symbols: Wayfinding signage should use internationally recognizable symbols where applicable.
2. Logos: Wayfinding should use developed branded logos or icons that reference widely recognized local features. These logos or icons should help further define the shape, scale, and dimensions of wayfinding hardware.
3. Translations: Where appropriate, wayfinding should provide non-English translation and/or access to translated content.

Finally, wayfinding should eliminate any ambiguous, confusing, or redundant wayfinding elements that may clutter the streetscape or confuse users. In particular, wayfinding should:

1. Prioritize content to limit the number of wayfinding features
2. Use plans and maps with heads-up orientation that simulates an on-the-ground user experience.
3. Identify features that are best replaced or assisted by mobile technology applications.

The following "Coordinated Wayfinding Spatial Organization Network" guideline provides a framework to be used for organizing a wayfinding program. In particular, the guideline outlines:

1. Benefits of coordinated wayfinding
2. Spatial organizing features
3. Primary/secondary wayfinding
4. Sign Hierarchy
5. End Users

SUMMIT DOWNTOWN

COORDINATED WAYFINDING

SPATIAL ORGANIZATION

NETWORK

Benefits of coordinated wayfinding

ECONOMIC DEVELOPMENT	AESTHETICS	URBAN LANDSCAPE AND SAFETY
Establishes a multi-layers approach to improve pedestrian/vehicular wayfinding to amenities such as shops and restaurants	Reduces visual clutter; allows cultural fabric to dominate	Promotes walking, biking, mass transit
Addresses parking/traffic issues by quickly directing traffic to parking and orienting visitors to area amenities	Replaces mismatched signs with a coordinated system that blends in with the city's historic character	Directs cars to parking areas reduces circling to look for parking or destination
Provides a more comfortable and informative visitor experience, another reason to return	Defines a sense of place; enhances commercial branding	Reduces driver confusion

Spatial-organizing features

- Paths (roads, Trails, Sidewalks)
- Edges (walls, fences)
- Nodes (busy intersection, popular city center)
- Landmarks (municipal buildings, geographic points)

Primary/secondary wayfinding

- Static Physical Signage
- Dynamic Physical Signage
- QR (Quick-response) Code Technology
- Internet/ Website External Smart Applications
- Print Media/ Maps
- Radio/ Television

Sign hierarchy

City Gateway → Vehicular Directionals → Parking Signs → Pedestrian Kiosks & Directionals → Interpretive Signs → Destination Identity → Event/Seasonal Banner Standards

End users




7.3 Existing Wayfinding

One of the many recommendations of the 1997 Summit Central Retail Business District Study was to develop a wayfinding program. The plan recommended that the City should "design way-finding signage – to parking lots, the train station, key civic buildings, major streets – that is compatible with the historic character of the downtown."

This recommendation was reiterated in the 2005 Summit CRBD Master Plan, which proposed the following wayfinding signs.

Figure 19:
2005 Summit CRBD Master Plan Proposed Wayfinding

These wayfinding designs have been largely incorporated into the downtown area. The following pictures provide some examples of this program:

Images:
Existing Wayfinding Signs

Maple Street/DeForest Ave

Summit Ave/DeForest Ave

Bank Street Parking Lot

Summit Ave/Railroad Ave

Broad Street/Maple Street

While it does have several deficiencies, the existing wayfinding program does have its benefits:

1. A unified theme: Existing signage feature consistent designs, font sizes, and color schemes.
2. Typography: Existing signage feature a medium to regular line weight is utilized, as well as mixed-cases.
3. Symbols: Many of the existing signs utilize the "P" symbol, which is largely recognized as the symbol for parking.
4. Colors and Contrast: Existing signage utilizes a darker colored background and a lighter colored

However, the City's existing wayfinding program could be improved in a number of ways:

1. Placement: It is noted that the existing wayfinding signs were most likely placed in a manner as to avoid conflict with vehicular traffic. However, in avoiding such conflicts, the signs are not easily visible from the viewing ranges of an average person.

   As previously noted, the average driving viewing height if 4'6", while the average standing viewing height is 5'6". Measured from the ground to the bottom of the signage, many of the existing wayfinding features throughout the downtown have a height of approximately 8', while others have a height of approximately 8'6". This latter height encroaches upon the visual limit of the eye within the vertical field of view, as discussed above.

2. Visibility: While the existing signage normally does not obscure other signage, it is often lost and obscured by other features throughout the City. As evidenced by the signage at Summit Ave/Railroad Ave, existing wayfinding is often placed with other types of signage. This creates a visual cutter that makes it more challenging for visitors to discern where they should head.

   In addition, due to its smaller background size and green coloring, some of the City's existing wayfinding signage blends into shadows or existing tree foliage. This can be evidenced by the signage at Broad Street/Maple Street.

   Other times, the signage does not stand out enough from other visual clutter; the signage at Summit Ave/DeForest Ave, for example,

shows a sign that blends in far too easily with the telephone pole, wires, street light, and traffic light that surrounds it.

3. Logos: As noted above, wayfinding plays a significant role in the place-making process. Wayfinding is a key contributor to the thematic identify of an area, and ties together the many elements of a place into one unified theme. While the existing signage does feature a uniform color scheme, it does not incorporate any logos or other widely recognized local features.

   Although it may be functional, the existing wayfinding program is ultimately placeless. That is, it does not offer any connections to the City, and as such does nothing to contribute to the theme of the downtown.

7.4 Wayfinding Improvement Recommendations

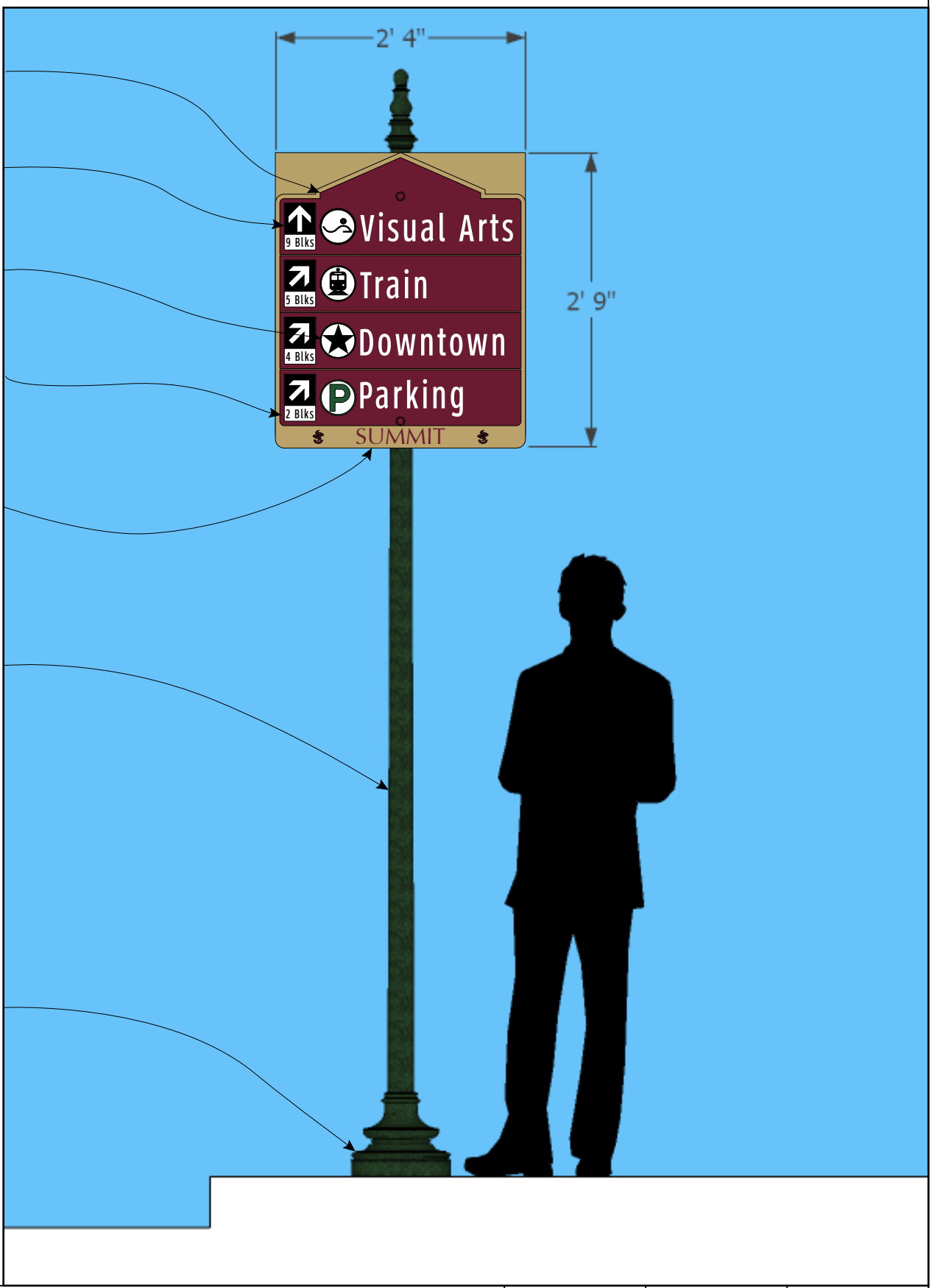
Utilizing the prior two sections as a baseline, the following section offers design, implementation, and integration recommendations for the City's wayfinding program.

7.4.1 Design

Figures 20 and 21 provide examples of proposed wayfinding signs for use in the downtown area. The following features are noted:

1. Placement: As opposed to the City's existing wayfinding, the proposed wayfinding signage is approximately seven (7) feet from ground level. This height is much more aligned with the average vertical field of view.
2. Background and Visibility: Like the City's existing signage, the proposed wayfinding features a darker colored background that utilizes a thematic color scheme. However, the proposed signage is somewhat larger, as the background of the sign is approximately 4.5 square feet. This allows for a more prominent sign that will have a greater likelihood of standing out against other visual clutter. It should be noted that unlike the existing signage, the proposed signage is centered on its pole; this centering allows for a greater sign size, as it still allows for space to accommodate clearance for adjacent vehicular traffic.

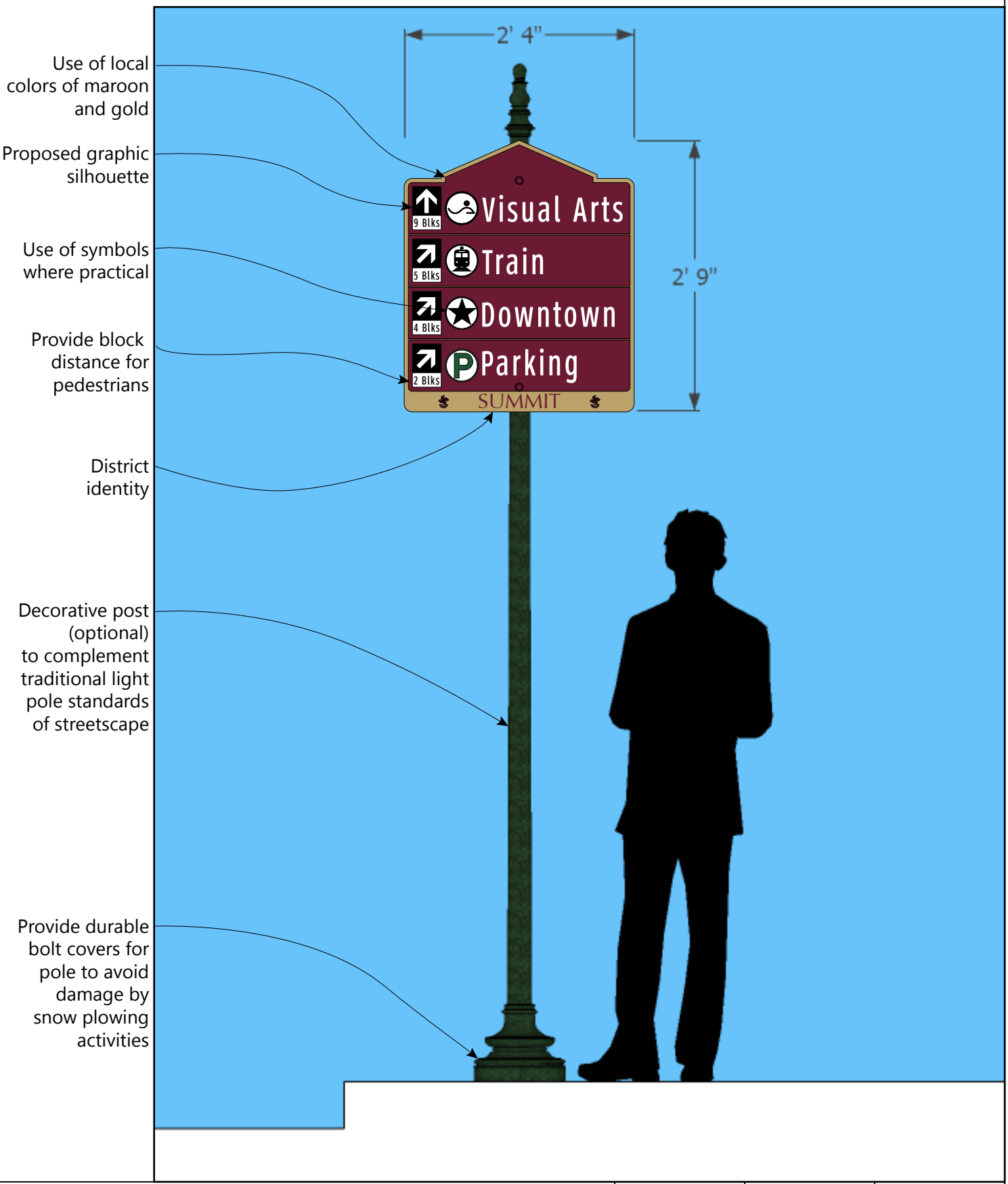
   Furthermore, for greater recognition of signs along the busy street fabric of downtown, it is recommended that the sign panel should contain a graphic outline or silhouette feature. This feature is recommended to provide a thematic identifiable symbol for the information sign program. This silhouette is offered as a means by which the signs can be readily discernable by a motorist from the numerous competing sign messages in the landscape.
3. Symbols: The City's existing wayfinding signage currently utilizes the universally recognized "P" symbol for parking. The proposed signage utilizes the standardized green "P" symbol, which will stand out greater to motorists. In addition, it is proposed that the City may utilize other symbols and logos as well; for example, Figures 20 and 22 show a supplementary train symbol on both signs, making it easily recognizable. Note that block distances are also incorporated with these symbols to increase pedestrian ease-of-use.



Drawing Name	Project No.	Drawing Date	Figure No.
Proposed New Wayfinding Sign Concept 1	2505.28	01.17.14	20

BURGIS ASSOCIATES, INC.
Community Planning | Land Development and Design | Landscape Architecture
25 Westwood Avenue
Westwood, NJ 07675
p: 201.666.1811
f: 201.666.2599

Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS



Drawing Name	Project No.	Drawing Date	Figure No.
Proposed New Wayfinding Sign Concept 2	2505.28	01.17.14	21

BURGIS ASSOCIATES, INC.
Community Planning | Land Development and Design | Landscape Architecture
25 Westwood Avenue
Westwood, NJ 07675
p: 201.666.1811
f: 201.666.2599

Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS

4. Identity: The proposed signage also features a unique design and displays a district identity at the bottom. Such features help establish a more recognizable theme for the downtown area.

   In addition, the sign panel is recommended to be a unique color for further contrast and district identity. It is offered in the illustrations that the City's municipal colors of maroon and gold can be used as a theme to anchor the sign graphically in the community. The use of this color palette references an established well-known context and reinforces the communities identity.

5. Typology: The largest lettering provided in the proposed signage is approximately 3 inches, which should provide proper visibility up to 150 feet. A maximum of four messages should be permitted on each panel. Should additional directions be unavoidable at a strategic location, a supplemental sign post can be added although the priority of information should govern the placement of a second sign. The primary objective of wayfinding sign locations is to prioritize the messages for greatest impact while balancing the clutter in the landscape.

7.4.2 Integration

In order to maximize its effectiveness, wayfinding signage must be property integrated into the existing downtown infrastructure. While the geographic locations of existing signs within the downtown area are generally well placed, additional signage is recommended to provide further direction to public parking and the train station. The attached mapping in the appendix of this document provides the locations where additional signs are recommended. Furthermore, the wayfinding program is recommended for key intersections beyond the district as well, which will help direct patrons from the outlying region to the downtown district. The following intersections are recommended for district directional signs (see the illustration below):

1. Broad Street and Springfield Ave.
2. Morris Ave and Henry Street.
3. Passaic Ave and Springfield Ave,
4. Morris Ave and River Road
5. Route 24 and summit Ave

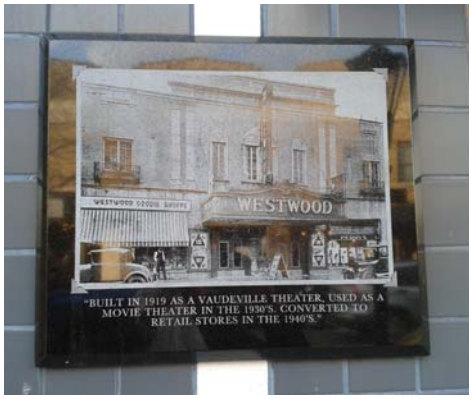
The information provided in the City's wayfinding program should also be updated. Currently, the following features are identified:

1. Public parking areas
2. City Hall
3. The YMCA
4. Train Station
5. The Summit Library

While these destinations are still relative and important to identify, additional cultural points of interest should also be considered. These include:

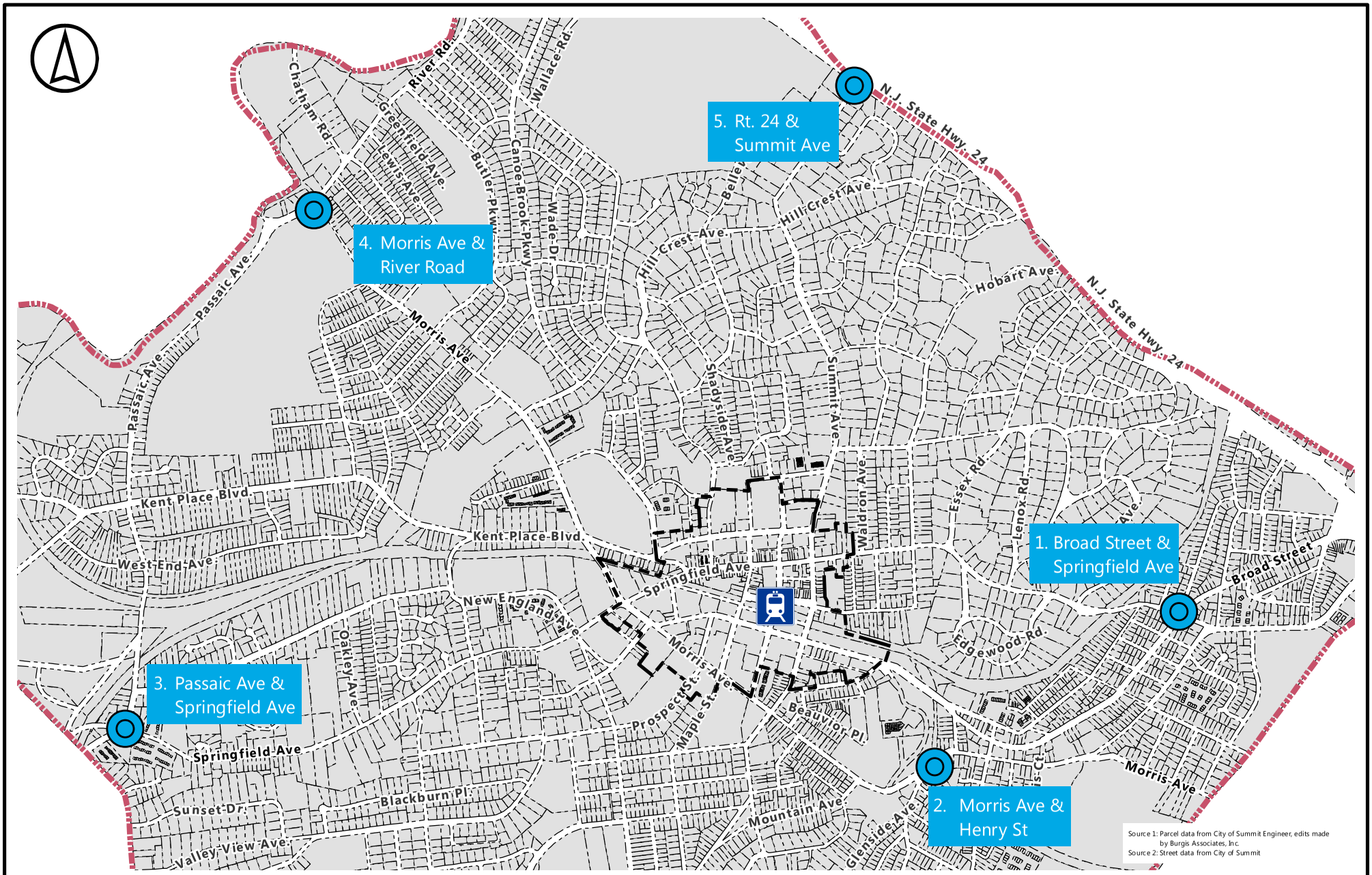
1. Union Place (unofficially referred to as Restaurant Row)
2. The Summit Playhouse
3. The Reeves Reed Arboretum
4. Springfield Avenue shopping
5. The Park

As noted in the prior recommendations for the downtown, Union Place is offered to be identified to help direct wayfinding from the perimeter of the district to foster the focus on the restaurant location to promote this area of the district. The Summit Playhouse or the Reeves Reed Arboretum is recommended as additional points of interest and attraction within the community. When the attractions are featured, it integrates downtown with the greater resources of the City.



Example of a historical signage feature

Additionally, it is recommended that the downtown integrate a comprehensive historic sign program to feature specific buildings and points of interest. The signs can be established as a sign program that is either mounted on to buildings or placed as freestanding signs. Two examples are offered below. The use of either option will depend upon the availability of historic information. The first utilizes historic pictures or scenes of a specific building or place to be featured. They are placed at eye level mounted on a building as an interpretive feature. The second uses a more conventional plaque type system that is easily recognizable but does not have space for a brief description of the historic context. These options reinforce awareness of the historic assets in the downtown to patrons or visitors of the district while contributing to a stronger sense of place and interest.



Dwg. Title

Recommended Regional Downtown Directional Sign Locations

Project No.	Date	Drawn
2505.28	12.10.13	DN

Legend

- Municipal Boundary
- Study Area
- Proposed Regional Wayfinding Signage

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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 1500'	rgnl

Another method to improve wayfinding and foster a more welcoming place to visit, is the use of what are referred to as digital kiosks. Such a kiosk displays a screen where a posting of events, features in the district and possibly a directory of stores and businesses can be provided. Digital kiosks are easily updatable and can be integrated into the overall wayfinding program. Such systems are becoming more stable, refined and affordable for implementation. Some locations for such kiosks would be:

1. At the entrance and exit from the train station, and;
2. The pedestrian walkways at predominant parking areas.

Digital kiosks provide ease of keeping information current and provide multiple layers of information that could be available much like a web browsing experience by using a touch screen. The following are some examples where this technology has been implemented for reference.

7.5 Action Plan

The following Action Plan provides a brief step-by-step action plan for implanting a modified wayfinding program with recommendations as contained in this report:

Project Initiation and Goal Setting:

1. *Project Intent:* Establish goals, objectives, and scope of work.
2. *Project team:* Choose participants and decision makers to work with a consultant.
3. *Time Schedule:* Develop milestones and phasing requirement goals.

Inventory and Analysis:

1. *Known Issues and Needs as Outlined Herein:* Based upon customer, resident, and business owner input.
2. *Existing and Past Signage and Wayfinding Components:* Includes current visibility, legibility, location, quantity, quality, and effectiveness.
3. *Establish an intended audience:* This should include pedestrians, cyclists, motorists, and mass transit users.
4. *Image Criteria:* Compare the identity represented by the existing wayfinding program with a desired identity. Detail the character of surroundings, marketing and promotional goals, and relation

to competitors.

5. *Circulation:* Identity access points, desired or identified destinations, decision making points, parking, and access to public transportation.

Schematic Design:

1. *Approach:* Develop possible design approaches and the mix of elements needed for identity, information, and wayfinding.
2. *Image Aspects:* Form, details, logo, symbols, typography, color, imagery, pattern.
3. *Design Concepts:* Sketch major or protocol items and develop rough mock-ups of key elements.
4. *Composition:* Consult with fabricators for fabrication and installation methods and sample materials.
5. *Location Identification:* Preliminary location plans and message schedules.

Program Development:

1. *Finalization:* Refine concepts, finalize nomenclature, typography, symbols, architectural elements, lettering, placement, sequence, materials, mounting methods, electronics, interactive technologies.
2. *Finalize Image Aspects:* form, details, logo, symbols, typography, color, imagery, patterns.
3. *Drafts:* Obtain scale models, place in draft location points.

Implementation:

1. *Strategic Partnerships:* Manufacturing, installation, and maintenance.
2. *Assess:* Post-construction review and refinement.


Pizza Vita
Neapolitan Pizzeria & Cucina
EXPRESS

Section 8:

Existing Signage Review and Recommendations

Signage is one of the most common and visible features throughout a downtown area. As such, it must be regulated in a fashion that both accommodates businesses and also preserves the rich aesthetic quality of the district.

Section 8:

Existing Signage Review and Recommendations

8.1 Introduction

Signage is one of the most common and visible features of a downtown district, and ultimately represents the confluence of several competing interests. Indeed, business owners, customers, SDI's, municipal agencies, and local residents all look towards signage to accomplish very specific goals. Often times, these goals may not necessarily be complementary. As such, effective signage regulations are essential for maintaining the aesthetic qualify of a downtown and ensuring that the sum total of a district's signage does not appear hectic or chaotic, as if competing for attention.

The following section provides a brief overview of the City's current signage regulations, and offers recommendations to ensure that these regulations continue to help produce an aesthetically pleasing environment.

8.2 Existing Signage Regulations

The following is noted in regards to the downtown's existing signage regulations.

8.2.1 Article 5 Design Guidelines

Article 5 (35-5.1-10) of the City's development regulations provides general design and performance standards for signage before providing more detailed regulations in its appendix. The ordinance (35-5.10-10a) notes that:

> *"signs shall be designed so as to be aesthetically pleasing, coordinated with other signs and sites and located so as to achieve their purpose without constituting hazards to vehicles and pedestrians."*

The section goes on to establish a general design theme to be utilized on sign or site plan applications throughout the City (35-5.1-10b):

"There shall be a coordinated graphics design theme throughout any site plan. The design theme shall include style and size of lettering, construction materials, colors, location, type of pole or standard, size and lighting. The color of letters and backgrounds shall be carefully considered in relation to the color of the material or buildings or where the signs are proposed to be located."

These two passages offer an appropriate direction to guide both an applicant's signage design proposal and how the Planning Board and Board of Adjustment should approach reviewing such proposals. However, it is noted that this language specifically pertains to signage design on a specific site plan or site, and does not necessarily comment upon the entire downtown district as a whole. It is therefore left to the more detailed regulations in the Appendix of the ordinance to establish such a district-wide theme. These more specific regulations are discussed below:

8.2.2 CRBD Zone

The CRBD currently allows for building signs as well as hanging, window, and canopy signs. Such signs are permitted on building facades that front a public right-of-way, a public parking lot or an alleyway for which public access is permitted. We note that this regulation appropriately acknowledges the importance of the City's alleyways as an important public space (as discussed in Section 11 of this report). Freestanding signs are appropriately prohibited due to the proximity of buildings and their signs to the street.

The following regulations apply to signage in the CRBD:

1. Building Mounted Signs: Mounted signs are permitted a maximum size of one square foot for each linear foot of tenant storage. No single letter, symbol, or device contained in the signage shall exceed an area of 30 square inches. In addition, signs shall not exceed a maximum height higher than the height of the first floor or seventeen (17) feet, whichever is less. Building signs must be at least three (3) feet from side lot boundaries and at least six (6) feet from other signs. We note that this latter regulation is particularly effective in ensuring that signs do not contribute to a visual clutter throughout the district. It is also noted that mounted signs are permitted to be illuminated.

Example of a hanging signage feature in the CRBD

2. Hanging Signs: Hanging signs are permitted exclusively in the CRBD. Such signs are allowed a maximum size of six square feet, and must be located at least nine (9) feet above the sidewalk. Hanging signs must not extend vertically above the window sill of the second story, nor are they allowed to project more than 3.5 feet from a building façade. It is also noted that such signs shall be permitted to be externally illuminated only.

   These signs provide increased business visibility from the traveled way to the angle where they viewed from. It is noted that these signs have historically been used as decorative features through graphic content relative to the business. If properly sized, this graphic feature can become an artwork, and can add to the greater character of the district.

3. Awning Signs: A sign may be placed on the vertical edge of a canopy, marquee or awning, and such signage cannot extend more than one (1) inch beyond the front edge of the canopy, marquee, or awning. The ordinance also requires that the bottom of the awning, canopy, or marquee to be at least eight (8) feet above the sidewalk or as required by UCC. It is also noted that such signs shall be permitted to be externally illuminated only.

4. Window Signs: One (1) window sign is permitted per tenant with street frontage. Such signs area permitted a maximum size equal to 20% of the total glazed area of a storefront or of any individual window. In addition, the maximum height of a window sign shall not exceed the height of the first floor or seventeen (17) feet, whichever is less. No more than one (1) self illuminated window sign shall be placed in any window.

5. Directional Signs: Directional signs are not permitted and are not necessary for many businesses in this zone.

8.2.3 B Zones

The following signage regulations are established for the B and B-1 Zones:

1. Building Mounted Signs: Mounted signs are permitted in the B and B -1 zones for all uses except for office uses. Such signs are permitted a maximum size of 1.5 square feet for each linear foot of building width. No single letter, symbol, or device included in this signage

shall exceed a 30 inch square. In addition, such signs shall not exceed a height greater than the height of the first floor or seventeen (17) feet, whichever is less. Signs must also be at least three (3) feet from side lot boundaries and six (6) feet from other signs. As we noted above, we find this latter regulation particularly effective in protecting against the visual clutter of signs. It is also noted that such signs are permitted to have exterior illumination.

2. Awning Signs: Awning signs are also permitted in the B zone similarly to the CRBD requirements. Canopy signs may be placed on the on the vertical edge of the canopy, marquee, or awning, and such signage cannot extend more than one (1) inch beyond the front edge of the canopy, marquee, or awning. The ordinance also requires that the bottom of the awning, canopy, or marquee to be at least eight (8) feet above the sidewalk or as required by UCC. It is also noted that such signs shall be permitted to be externally illuminated only.
3. Window Signs: One (1) window sign is permitted per tenant with street frontage in the B zone only. Such signs area permitted a maximum size equal to 20% of the total glazed area of a storefront or of any individual window. In addition, the maximum height of a window sign shall not exceed the height of the first floor or seventeen (17) feet, whichever is less. No more than one (1) self illuminated window sign shall be placed in any window.
4. Freestanding Signs: Freestanding signs are permitted in both the B and B-1 Districts. Such signs shall not exceed a maximum size of six (6) square feet per business or thirty (30) square feet, whichever is less, and the size of individual letters shall not exceed eight (8) inches. Freestanding signs are permitted a height of four (4) feet, and must be twenty-five (25) feet away from a curbline and twenty (20) feet from any side boundary line. Freestanding signs are permitted to be externally illuminated only.

8.2.4 ORC Zone

The following signage regulations are established for the ORC Zone:

1. Building Mounted Signs: Mounted signs are permitted a maximum size of 12 square feet. No single letter, symbol, or device shall exceed a 30 square inch. In addition, such signs shall not exceed a height greater than the height of the first floor or seventeen (17)

feet, whichever is less. Signs must also be at least three (3) feet from side lot boundaries and six (6) feet from other signs. As we noted above, we find this latter regulation particularly effective in protecting against the visual clutter of signs. It is also noted that such signs shall be permitted to have exterior illumination.

2. Freestanding Signs: Freestanding signs shall not exceed a maximum size of twelve (12) square feet, and the size of individual letters shall not exceed eight (8) inches. Freestanding signs are permitted a height of four (4) feet, and must be twenty-five (25) feet away from a curbline and twelve (12) feet from any side boundary line. Freestanding signs are permitted to be externally illuminated only.

8.3 Review of Existing Signage Regulations and Action Items

Overall, the City's existing signage regulations are found to be effective. However, the following recommendations are offered for consideration:

1. Awning Height: As previously noted, the CRBD and B zones both permit awning signs. These regulations require the bottom of the awning, canopy or marquee featuring such signage to be at least eight (8) feet abode the sidewalk or as otherwise required by UCC. We note that most doors have a standard height of 6'8". As such, requiring a minimum of eight (8) feet for awning signs could produce an awkward and unnecessarily large space between the top of the door and the bottom of the awning. We therefore recommend lowering this minimum height to seven (7) feet.

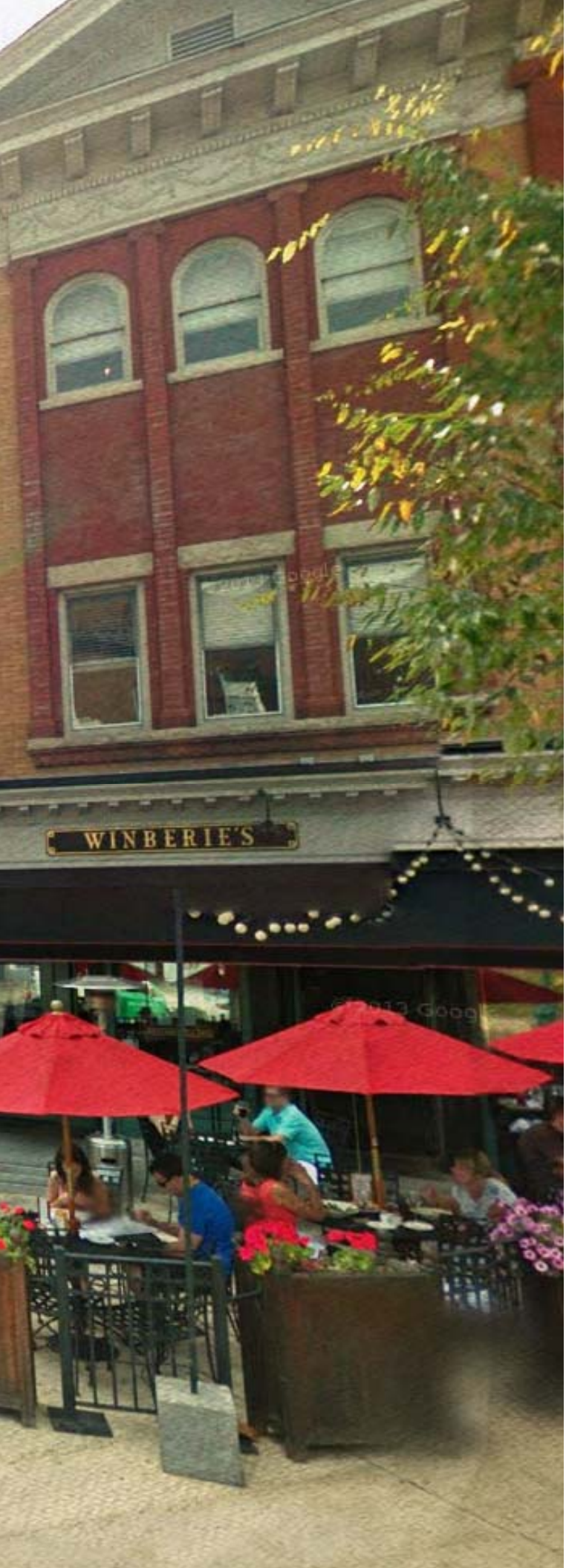
2. Upper Story Signage: The City's current signage regulations do not accommodate for any signage for upper story businesses and uses; even window signs are only permitted for businesses with street frontage. While added signage for upper story uses if not property regulated can contribute to the visual clutter of a downtown district, it can also provide for an improved business climate and interesting design treatments if managed property. The City should evaluate the benefits and detriments of permitting upper story window signs with limits similar to those provided for the first story use.

3. Window Signage: As previously noted, one (1) window sign is permitted per tenant with street frontage in the B and CRBD zones. We recommend allowing for an additional one (1) window sign for those tenants who have a window along one of the City's alleyways (as discussed in Section 11). Such an additional window sign will help contribute to the alleyways' identification as a pedestrian public space.

4. Sign Illumination: It is noted that signs can only have exterior illumination using shielded style fixtures such as "goose neck style fixtures." Significant advances in LED technology have broadened the lighting options available in signage design. One such advance is the sue of "halo" or "backlit" signage. Since this technique is technically considered to be indirect lighting, it falls outside the common interpretation as a permitted sign lighting technique. This style of lighting can create an elegant and appropriately scaled lighting effect similar in aesthetic quality to goose light style fixtures, often with less over-lighting. Should the city find that this represents a standard for consideration, appropriate controls such as intensity of illumination and the reflective qualities of the wall to be back lit should be considered.

Examples of halo/backlit signage


Kent Place Blvd
Springfield Ave
UMMIT
PERA
OUSE



Section 9:

Corridor and Public Space Analysis and Recommendations

The street life character and sense of place of a downtown is an element that "most distinguishes a …downtown from a shopping mall".

Section 9:

Corridor and Public Space Analysis and Recommendations

9.1 Introduction

The corridors and public spaces of downtown Summit are a vital network of streetscape elements providing connections and gathering places for use by pedestrians of all abilities. Corridors provide critical linkages to and from roadways, neighborhoods, parking and service areas. They comprise common streetscape elements including sidewalks, alleyways, crosswalks and such features as furniture, planting, lighting and related miscellaneous details. A well-defined program of such elements provides one of the primary tools to establish a sense of place while enhancing the experience of a patron, visitor, business person or resident of the downtown center.

Walking in the downtown is largely well served and encouraged by the grid street network with sidewalks, alleyways, and other secondary access ways. The street side sidewalks and crosswalks have undergone a comprehensive improvement effort to expand space and support the framework of particular place-making features such as sidewalk cafes. Enhanced identification of sidewalk connections at crosswalks as well as the improvement to the roadway crosswalks strengthens the awareness and importance of the special pedestrian environment of the downtown. These crosswalks and roadway improvements, including the roundabout at the train station, have helped to calm traffic speeds in the downtowns busiest areas. The cumulative streetscape improvements, while imparting decorative features, have improved the function, safety and street life characteristics of the district. As noted in the 1997 Summit downtown study, the street life character and sense of place of a downtown is an element that "most distinguishes a …downtown from a shopping mall". This remains true and is even more the case today, as the past enhancements have made the downtown an enhanced part of everyday activities. It is the need to reevaluate the function and purpose of the downtown that will continue in

order to improve a visitor or patrons experience and encourage their sustained use of the downtown.

The following are goals associated with a well-conceived corridor and public space program:

1. Improve pedestrian linkages,
2. Improve pedestrian safety,
3. Enhance pedestrian and alternative means of access to the downtown and transit facilities,
4. Provide public gathering spaces and places for social interaction,
5. Improve accommodations for outdoor dining,
6. Improve the components of place making by fostering a positive aesthetic character and image,
7. Integrate memorial and historic features unique to the district,
8. Highlight seasonal change through planting and decorative banners,
9. Utilize period lighting to enhance the character while incorporating modern features that improve safety and security,
10. Provide features that improve maintenance while enhancing universal accessibility,
11. Incorporate artwork where practical for additional decorative assets,
12. Incorporate a stylized and unified street furniture program to unify them while serving the variety of needs of visitors and patrons.
13. Maintain a integrated shade tree program to maintain this important environmental and aesthetic asset.

As noted earlier the City of Summit pursued a comprehensive study and program of the downtowns streetscape and public space network in 1997. This plan was implemented over several years and realized a substantial amount of the recommended improvements. This study seeks to evaluate this program, review and summarize the various components and make recommendations for added advances to this program. In addition, the locations where improvements have not been implemented to date, or should be implemented for consistency have been identified. The final section outlines a series of action items to make these connections and realize the originally intended program of improvements.

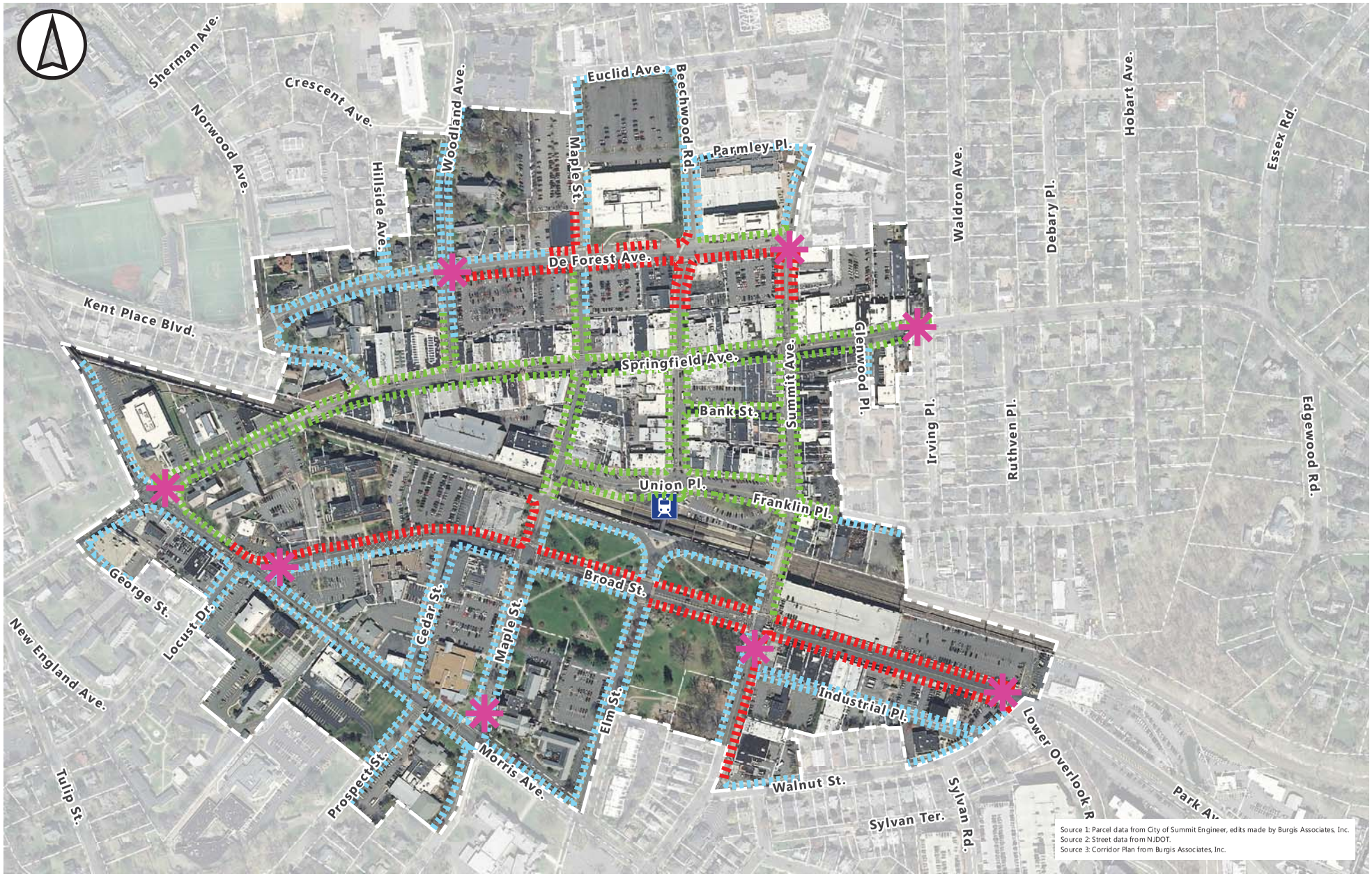
9.2 Corridor Sidewalks

The thematically streetscape features of the downtown were centered on the significant historic architectural context of the downtown. The choice of details and styles are complimentary to these features contributing to the aesthetics of Summit's downtown sense of place while providing a high degree of function. The majority of the streetscape features have performed well and contributed to improved function while some details have had to be modified due to performance issues.

The sidewalks within or adjacent to the public right of ways have been improved utilizing a standard unified design consisting of poured concrete scored in an alternating bond pattern. This design is complementary to the historic context while providing a stylized cost effective material in consideration of the area wide scale and maintenance needs of this component of the district. The patterning and material has permitted the degree of flexibility needed to meet varied edges and boundaries. This sidewalk design should be continued and be mandated by City ordinance as to the patterning and related standards to insure the maintenance of these design features are continued over time. The requirement for this sidewalk pattern should be extended to the limits of this study. While this standard has been used throughout most of the downtown, there exist locations where this sidewalk standard should be added.

The map on the following page provides an illustration identifying where streetscape improvements have been installed and where addition sidewalk and associated streetscape features are recommended. DeForest Avenue is currently in line to be renovated with improvements including replacing the sidewalks with the thematic paving design, crosswalks, lighting and landscaping improvements. These improvements would help to define on-street parking and improve crosswalk conditions by what are known as curb extensions at the intersections. While a dedicated bicycle lane cannot fit into this roadway width, the roadway will be identified as a shared roadway of bicycles and vehicles to improve the access by bicycles and encouraging alternative forms of transportation into and around the district. Additional bicycle racks are being included on DeForest Avenue to provide additional locations to store bicycles.

Image:
Existing Sidewalk Patterning and Relationships



Dwg. Title

Corridor Plan

Project No.	Date	Drawn
2505.28	05.15.13	DN

Legend

- Study Area
- Proposed Gateway Area
- Standard Sidewalk
- Existing Streetscape Sidewalk
- Proposed Streetscape Sidewalk

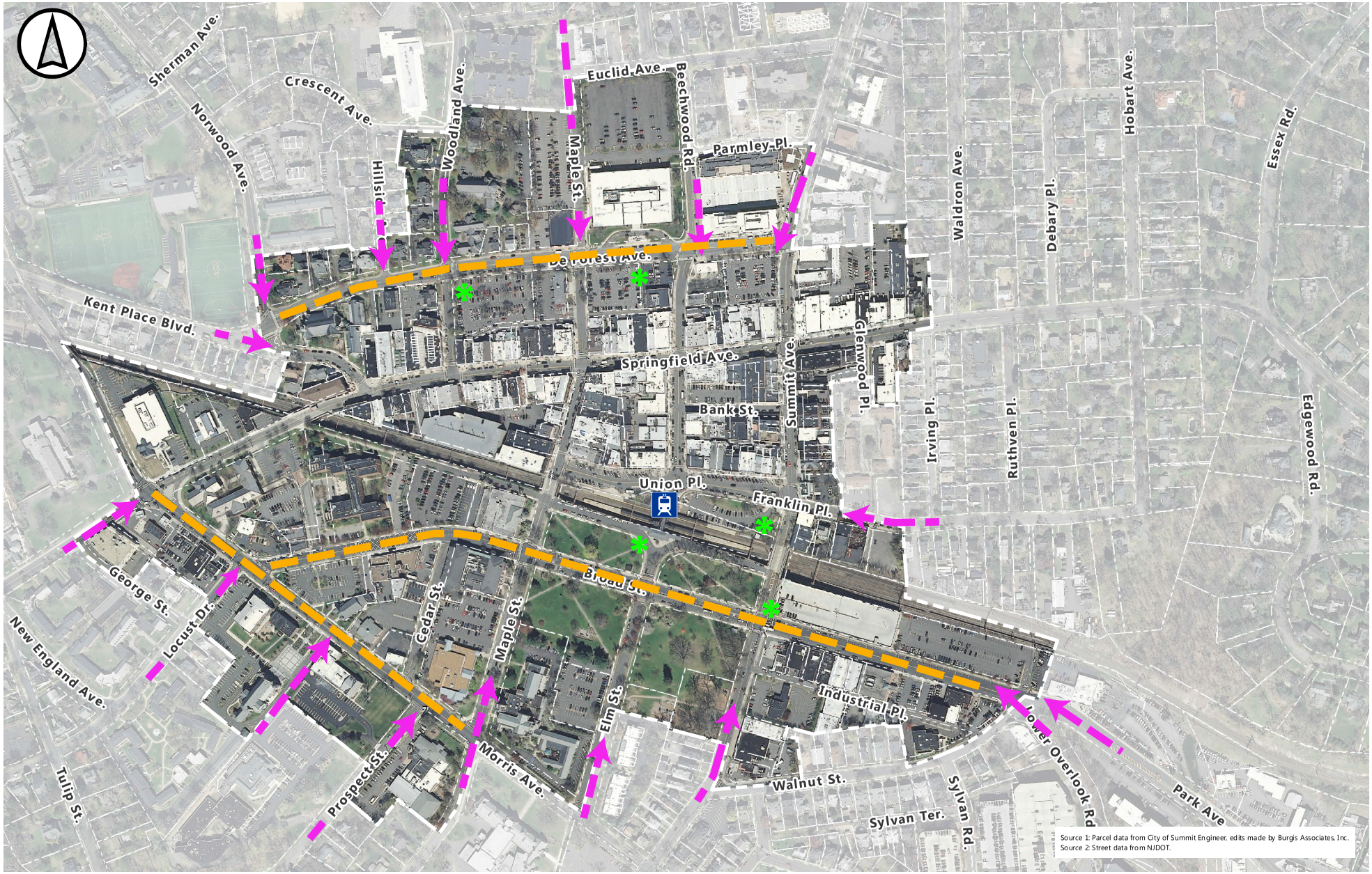
BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
Westwood, New Jersey 07675
p: 201.666.1811
f: 201.666.2599

Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

Scale:	Dwg. No.:
1" = 425'	corr



Dwg. Title

Biking Access Study

Project No.	Date	Drawn
2505.28	05.15.13	DN

Scale:	Dwg. No.:
1" = 425'	

Legend

- Study Area
- Parcels
- Proposed Bike Rack
- Bike Access
- Bike Route Location

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
25 Westwood Avenue
Westwood, New Jersey 07675
p: 201.666.1811
f: 201.666.2599

Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

9.3 Corridor Plazas and Gathering Spaces

Beyond the sidewalk areas and the sidewalk cafes there are several areas within the downtown that serve as public gathering spaces. The entrance to the north side of the Summit Train Station serves as a gathering space for commuters which is supported by the traffic rotary adjacent to this area. This area does contain a sitting area on the westerly side and bike racks. Besides the need for additional bike storage universally around the train station, we find this public space is well defined and serves as a functional waiting and meeting place adjacent to this hub of activity.

Image:
Public Space in front of Train Station

Source: Google Maps

Union Place, also referred to as Restaurant Row, serves as a place of meeting and gathering due to its proximity to the train station and its inherent activities. The street begins at Summit Avenue with a small sitting area with the original horse trough as a fountain focal point. This space bordered by the landmark Summit Diner, is intimately scaled and creates a space of special interest that anchors this section of the street. A minor recommendation in this space would be to include some evergreen shrub or groundcover plantings in the tree wells to enhance the winter interest.

Image:
Public Space on Union Place

Source: Burgis Associates, Inc.

On the south side of the train station, the Summit Village Green provides a town common gathering space for public fairs and festivals. This critical public resource has recently received upgrades as recommended by a Summit Village Green Master Plan in 2009. The document called for more effective and functional walkways, more cohesive elements and planting that frames and supports the spaces of the green. These recommendations are supported by this report and future improvements should seek to connect these elements to the surrounding streetscape corridors.

An important pedestrian safety element realized from this plan is the creation of the planted center median on Broad Street. This element effectively channels pedestrian flow to and from the train station while delineating the crosswalks as areas of shelter should a pedestrian get isolated mid-crossing while waiting for the roadway to clear.

The following pages contain images of the Village Green Master Plan proposal, recent sidewalk improvement and the Broad Street center median improvements.

Figure 22:
Summit Village Green Illustration

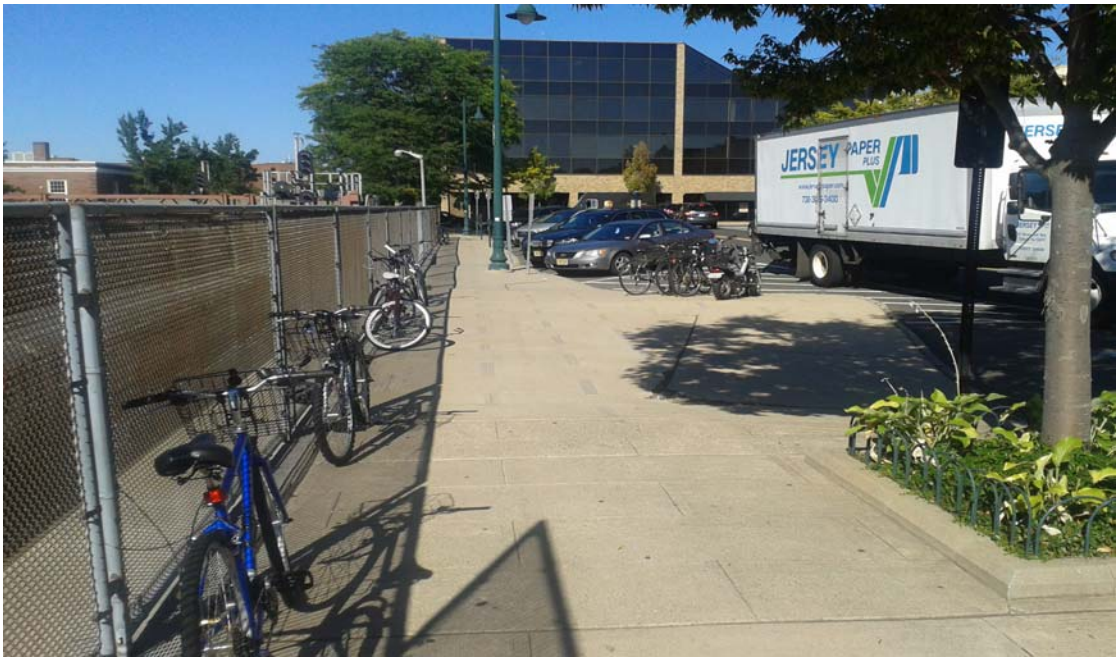
Source: Rhodes & Harwell, 2009 designers

Image:
Recent Sidewalk Improvements– Village Green

Image:
Broad Street Landscaped Median

A recommendation for Village Green improvements is to incorporate additional bicycle rack parking areas in the proposed enlarged plaza area noted for concessions in the quadrant adjacent to the train station. This would provide a location near the train station for expanded bicycle parking for commuters. This can be designed to be complimentary to the intentions of this space and help to address the demand for additional bicycle storage areas.

Image:
Need for Bike Racks at Train Station



A sitting area has been created along Beechwood Drive at the intersection with Bank Street. This small space provides for gathering and helps to screen the adjacent Bank Street Parking lot. The furniture elements in this gathering area are an example of the standards that are recommended to be reflected elsewhere in the downtown. A pocket type park exists on Springfield Avenue called Summit Promenade Park. This space is developed as a passive park and access way to the Tier parking structure to the rear of this space. This park and the related features are the focus of improvements anticipated to be undertaken later in 2014 to 2015. The improvements are focused on updating the park elements of bench's and planting including the existing water wall fountain at its terminus on the southern end of the park. This space is a welcome gathering area along Springfield Avenue located in an area that is separated from the Summit Village Green or Union Place.

9.4 Pedestrian Crosswalks

The crosswalks in the downtown are an ongoing program to provide a safe and readily identifiable area for pedestrian crossing. The initial program incorporating granite paving stones set in mortar has not stood up to weathering and application of road salts. A program has been underway to replace these paver crosswalks systematically. The replacement system instead of uses a thermoplastic coating textured to resemble pavers over

Image:
Existing Replacement Crosswalk Paving

asphalt. This system provides a smoother surface with easier transitions at curbs for conformance with accessibility requirements as noted in the Accessibility Task force study conducted in 2004. The color provides the desired contrast while allowing greater flexibility and resistance to salt and snow plow damage. The system can be more readily replaced when worn or there may be a need to repave the adjacent roadway surface.

This system of crosswalks provide a vital component of pedestrian safety and a feature that helps to provide traffic calming of the street by accentuating pedestrian areas to motorists. These crosswalks also provide identification of the downtown district with the change in pavement helping reinforce a gateway to the district. The paving coating system is also recommended to extend the identification of a pedestrian area as identified in the recommendations proposed to the alleyways noted in this study.

Improving pedestrian safety at crosswalks is an ongoing need. Due to the high use by commuters, the crosswalk on Summit Avenue and Broad Street near the adjacent parking structure and the other Broad Street crossings are a highly traveled during peak rush hours. This can often be further complicated during periods of shorter daylighting. A crosswalk lighting system actuated during these peak periods or a similar system would improve the awareness of these areas. An example of such a system is noted below

Image:
Crosswalk Lighting System

9.5 Corridor Landscaping

Trees and associated landscaping have also been a key design element of the improvements added throughout the downtown. Landscaping in the narrower sections of the streetscape is located in individual raised planting wells. The wells are enclosed by a raised curb with chamfered corners and a small hoop style fence to contain them. The raised beds while necessary to create a defined location for landscaping, have been noted during comments of business owners and the public to be limiting pedestrian circulation in some areas. The planters were incorporated to establish a cohesive feature although; the raised edging can confine the walkway where the distance between the curb and adjacent structures narrow below 9 feet. It is therefore recommended for future installations, raised tree wells not be installed in areas below 9 feet in total width from a building or similar edge to a street curb and that alternatives be considered in these instances. One option to be considered is to use a detail for tree planting that creates a flush walking area around the tree and has an underground planting space for proper area for root growth (see the example image provided below).

Image:
Raised Tree Wells

Image:
Example of a Flush Tree Well

Source: http://michaelknierim.net/?page_id=2

The sidewalk tree wells are well landscaped providing a seasonal decorative feature in the streetscape. This seasonal color brightens the experience and contributes to the liveliness of the corridor. The annual color should be continued as an item budgeted for maintenance. A program that could be considered in this effort would be to create a planter care program or contest similar to the regional use of adopt a highway wherein a business or storefront contributes to a fund to maintain these areas. In exchange a small placard is placed in the planting bed to recognize this contribution as a point of advertising for the business. In addition, the business could also be recognized on the SDI's website for their contribution.

The trees used along the streetscape are a strong asset to the district. Locations are thoughtfully placed, well maintained and are exhibiting positive growth characteristics. These assets are part of the yearly maintenance effort of pruning and pest control managed by the Summit's Forestry Department. A list of appropriate trees is managed by the City Forester for reference in consideration of future improvements in the streetscape of the district.

A consideration for future roadway improvements is to include planting areas where practical that can be used to filter storm water. Such features called infiltration islands can allow for the existing drainage inlets to be modified while run off is run into the curbside planted areas and water is then permitted to enter the storm system once the soil has reached saturation. These systems are effective for small storm events and contribute to greater sustainability.

Image:
Example of an Infiltration Island

Image:
Diagram of an Infiltration Island

Photo: Kevin Robert Perry)

9.6 Corridor Decorative Street Lighting

Decorative street lighting improvements have been implemented with traditionally styled light fixtures placed adjacent to the curb line of the street in concert with the sidewalk improvement plan. There are two styles of fixtures used. A larger standard for illuminating the overall roadway and a smaller fixture used to illuminate the sidewalks and where space is constrained. The fixtures have been installed on the following roadways:

- Springfield Avenue: from the beginning of the district near Erving Place west to the intersection with Morris Avenue;
- Summit Avenue: from railroad bridge north to the intersection with DeForest Avenue;
- Woodland Avenue: portion from Springfield Avenue to public parking lots;
- Union Place: from Maple to Summit Avenue;
- Maple Street: from the railroad bridge to the municipal parking area at DeForest Avenue;
- Beechwood Road from Union Place north to midblock near the municipal parking at DeForest Avenue;
- Bank Street: from Summit Avenue west to Beechwood Road intersection;

- Kent Place: portion near Springfield Avenue.

The following are additional locations where future installation of the Summit lighting standards should be implemented due to their proximity and downtown context:

- DeForest Avenue: from Summit Avenue west to Woodland Avenue intersection;
- Broad Street from Walnut Street west to Morris Avenue.

The lamps in the fixtures are metal halide which improve the efficacy and color rendition of the emitted light, providing a positive lighting level enhancing the safety of the district. The light pole green color is consistently used although is a different hue from the color of the traffic signal poles. It was noted during interviews, public meetings and site assessments that several locations require further lighting improvement to enhance safety and consistency of lighting. The following were identified based upon our site observations:

1. The older light fixtures of the public parking lots of DeForest Avenue are designed as general area lights which cast a functional lighting level. As replacements are planned, the future fixtures should be reduced in height to improve the quality of light spread and efficiency utilizing LED technology with greater uniformity and maintained lighting levels.
2. The lighting levels on the access walkway leading up the hill to the Maple Street "K-Lot" parking area should be evaluated to assess the need for additional lighting. This is particularly important considering this parking area serves as an employee parking area for the district.
3. The Railroad Avenue parking lot behind the Post Office also utilizes the older light standards. Future upgrades should consider implementing improvements as noted for the DeForest Avenue lots.
4. Lighting levels of alleyways adjacent to the public parking lots should be evaluated to determine if supplemental lighting is needed to improve security and function of this pedestrian corridor.

Image:
Decorative Street Light Standard #1

Existing Light Fixtures

Image:
Decorative Street Light Standard #2

Existing Light Fixtures

9.7 Corridor Streetscape Furniture

The streetscape furniture consists of features such as benches, bike racks and trash receptacles. The City has used several styles of benches throughout the district. A general standard should be established to standardize the benches for ease of maintenance and a uniform imagery. The benches utilized at the train station and the Beechwood Road and Bank Street park area are good examples of the benches that could be used as the standard for the district. The style is Framers Modern by Victor Stanley. They represent a stylized design that is comfortable and complimentary of the historic architectural styles.

Image:
Existing Bench Style - Train Station

Image:
Recent Bench Style-Village Green

Similarly trash receptacles have been standardized contributing to the cohesiveness of the district. Their locations at key intersections and mid-block on long blocks are adequate. They have withstood use and represent a fixture that can be easily maintained when emptied.

Image:
Trash and Recycling Receptacles

Bicycles are accommodated in a number of ways in the downtown. A number of bike racks have been used over the years ranging from loop racks to bike lockers. The image below illustrates the bike lockers at the train station.

Image:
Existing Bike Lockers

A standard should be developed encompassing two styles of bike racks to be maintained in the downtown. The ribbon rack has been used in several locations and represents a common element specifically where space permits. In confined locations, an alternative for consideration is a simple ring type bike rack. This type permits up to two bikes to be locked at the same time without taking up much room. It is also recommended the standard be unified by color to match the predominant green color light fixtures in the district.

Image:
Existing Ribbon Style Bike Rack

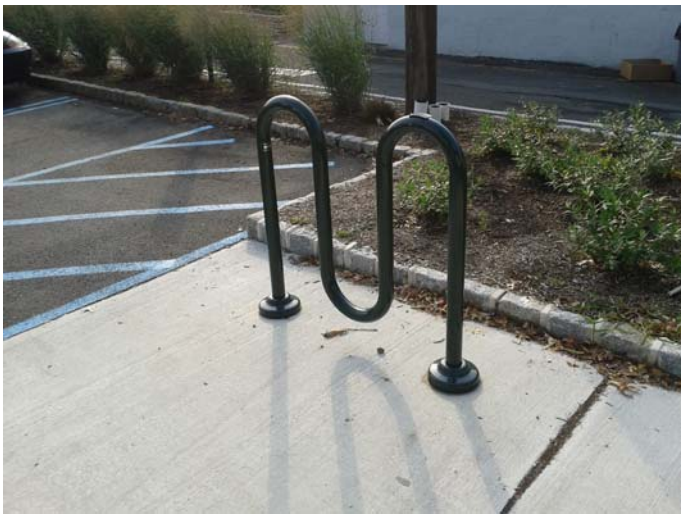
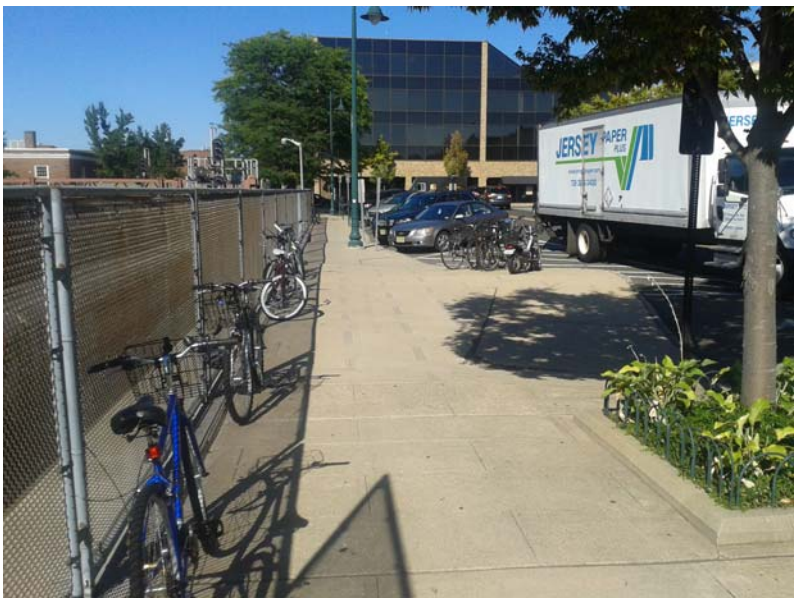


Image:
Ring Style Bike Rack

While there are a number of locations where bike racks have been installed, additional bike racks should be considered. One example of the additional need is adjacent to the train station. While there are a number of racks, as noted in the photograph below, bicycles are often locked to the adjacent fence in an effort to store the bikes.

Image:
Need of Additional Bike Racks at Train Station



9.8 Corridor Bikeways

Bicycling has been identified during this analysis to be an underserved mode of transportation. No bike lanes are currently serving the downtown area. This is largely due to the restricted width of the roadways. After review of the existing conditions it is recommended that a shared lane roadway concept be employed for bicycles and motorists and provide these designations on the perimeter roadways of DeForest Avenue, Broad Street and Morris Avenue. The designations for these roadways are illustrated on the map below. These roadways then would provide access to the grid network of streets for further access. This designated route system should be encouraged by signage in the district. The routes planned should be connected to a greater network of roadways integrated throughout the city.

Image:
Example of a Shared Street Bikeway

9.9 Universal Accessibility Recommendations

The streetscape improvements have largely improved the accessibility within the study area. The following was identified as additional areas where improvements are recommended:

1. Widen the pedestrian walkway from the Tier Garage to Springfield Avenue for greater accessibility by a wheelchair.
2. Limit or replace the use of Belgium Block curbing at a crosswalk wherever it is used in the downtown study area. They create an uneven surface and rough transition to a crosswalk area for a wheel chair or walker.
3. While no specific locations were apparent to our analysis, replace sidewalks that have become lifted by tree roots when necessary .

9.10 Recommended Action Plan

The following action plan is offered for consideration:

1. Standardize all streetscape features where possible for greater uniformity.
2. Pursue installation of additional streetscape improvements standards on DeForest Avenue with the planned roadway improvements.
3. Pursue a shared bicycle/vehicle roadway analysis for Kent Place and DeForest Avenue to Summit Avenue.
4. Undertake a shared bicycle/vehicle roadway analysis for Morris Avenue sections adjacent to the downtown linked to a regional bike route system.
5. Incorporate elements of universal accessibility at Tier Garage main entrance.
6. Continue to update crosswalks on a prioritized basis.
7. Add additional standardized bike racks recommended for the areas adjacent to the train station and within the Summit Village Green.
8. Add bike racks to future improvements to Summit Promenade and alleyways serving the district where practical.
9. Lighting upgrades should be planned for the following locations:
    a) DeForest public parking lots 1, 2 and 3.
    b) Maple Street and the Maple Street public long term parking lot.
    c) The Railroad Avenue public parking lot.
    d) Conduct alleyway lighting program.
8. Maintain the tree resources investments made by supporting an annual maintenance program including pruning and pest management.
9. Implement stormwater infiltration islands where practical for greater sustainability.

Section 10:

Gateway Analysis and Recommendations

If a downtown is to be truly considered a place, then gateways are necessary to help not only help delineate them as such, but also to set the tone for the district's overarching theme.

Section 10:

Gateway Analysis and Recommendations

10.1 Introduction

While typically only a small segment of a downtown area, a gateway nevertheless represents a important and necessary role. Indeed, if a downtown is to be considered a place – that is, the confluence of sociability, access, comfort, and economic usage – then a gateway must be an entrance whose role is to help establish that place. A gateway acts as the visible entranceway which signals to pedestrians, cyclists, motorists, and mass transit users alike that they are entering into a unique and established space, one that often requires special consideration while providing a variety of uses and services. An effective gateway, then, must communicate with multiple audiences traveling by various means and for different purposes – and more often than not, it must communicate with these audiences at the same time.

As such, a gateway goes beyond simple delineation. On the contrary, a gateway ultimately establishes and promotes a theme for its accompanying district. It is therefore a first impression, one that imparts to a resident or visitor that they are entering a special place for goods, business, and residence in a given area.

The following analysis seeks to provide an overview of the City of Summit's downtown gateway areas and provide multiple recommendations for consideration. Overall, these existing gateway areas currently are rather un-delineated and uneventful, and overall do not effectively contribute to a "first impression" of the City's downtown area. The recommendations contained in this analysis consist of modest physical and landscape improvements that would help create such an entryway impression.

The analysis is provided in four sections.

1. The first section identifies the key gateway locations identified in the study area.
2. The second section reviews the area's existing gateway features, and provides examples of how the intersections of Summit and Deforest Avenues and Springfield and Morris Avenues can be improved as gateways.
3. The third section provides an overview of the proposed gateway features, and discusses how these features can be incorporated into and improve the downtown's entrance features.

10.2 Gateway Area Locations

The downtown consists of approximately 112 acres and contains a traditional street grid providing many points of access to it. As such, numerous locations surrounding the perimeter of the study area could potentially be identified as a gateway location. Nevertheless, these sites can be ultimately narrowed down to seven (7) potential key gateways. These locations are located along primary entrance points to the downtown and subsequently offer the greatest impact to city residents and visitors to the district. These gateways include the following intersections (see attached map for locations):

1. Springfield Avenue at Morris Avenue
2. Springfield Avenue at Irving Place
3. Maple Street at Morris Avenue
4. Summit Avenue at Broad Street
5. Summit Avenue at DeForest Ave Avenue
6. Broad Street at Lower Overlook Road
7. DeForest Avenue at Woodland Avenue

10.3 Existing Gateway Conditions

As previously noted, the gateways into the downtown area are currently un-delineated and uneventful, and do not offer any indication to residents or visitors that they are entering the City's downtown district. This can be seen in Figures 25 and 27, which display the current gateway conditions of the Springfield/Morris Avenue and Summit/DeForest Avenue intersections, respectively. The image below offers an additional perspective of the City's gateway along Broad Street at Walnut Street .As demonstrated by both figures and the image, the City's existing gateways do have some elements such as decorative paving, lighting and some changes to building setbacks. Nevertheless, they lack sufficient distinguishing features – whether it be a monument, decorative banner fixture, or even basic signage – indicating entrance into the downtown area.

Furthermore, these gateways provide little to no traffic calming measures to signal to a motorist they are entering a special pedestrian oriented environment, which not only help increase pedestrian safety but also serve as a delineating an entryway. Both Figures 25 and 27 reveal that current crosswalks are in need of repair and, in some cases, are delineated by what can be typified as insignificant crosswalk striping that does not sufficiently highlight the crosswalk to motorists.

Image:
Broad Street at Walnut Street

10.4 Proposed Improvements and Recommended Action Plan

Through an assortment of landscape improvements, the downtown area's existing gateways can become more recognizable entryways into the district. The improvements offered are intended to provide a cost effective means to implement a gateway without substantial reconstruction or impacts to the operations of the district. These improvements consist of the following:

1. Monument Feature: A pedestrian-sized monument feature, like the one displayed on Figures 23 and 24, can be placed on sidewalks near the street curb line leading into the downtown area. They are recommended to be constructed with a stone veneer to compliment the historic materials incorporated on a number of the buildings in and near the downtown. The monument is capped by a roof feature that can be either cut stone or a standing seam roof material to simulate copper cladding. This feature would be similar to a number of building roof lines including the Broad Street Garage tower feature. A space is available in the monument proposal for the placement of a medallion with a logo or other decorative feature to reinforce the downtown or a decorative element with special artistic interest.

   The proportions of the monument and location near the curb line are intended to not obstruct the sidewalk or adjacent roadway parking spaces. Illumination could also be provided by in ground up lighting or internal illumination forming a elegant nighttime feature to identify the downtown. These monuments can also be accompanied by seasonal plantings in a flush planting bed at their base to help reinforce the change of seasons and provide a renewed image to the downtown.

1. Banner Poles: Banner poles – seen accompanying the monument features on Figures 23 and 24 –also provide a means to create a striking visual cue that one is entering the downtown area. The height of a banner pole increases their visibility to motorists, and should also feature a clearance height that can safely accommodate pedestrian traffic. Figures 23 and 24 show two different examples of banners. While both are approximately fifteen feet in height to allow clearance to overhead wires. Additionally, it is recommended that a minimal clearance of seven feet be provided to not obstruct pedestrian movement. The banner in Figure 24 is accompanied by an additional "seasonal" banner, where space permits, one that can be used to promote different events, holidays, or themes within the

downtown, fostering a renewed image to maintain district vitality.

Figures 23 and 24 demonstrate how the monument and banner features can be incorporated into a typical sidewalk, while Figures 26 and 28 provide photo simulations of these features in the Springfield/Morris Avenue and Summit/DeForest Avenue gateways referenced above. Figures 26 and 28 also display a number of other improvements, including:

3. Brick Patterned Crosswalks: Both Figures 26 and 28 propose resurfacing the gateways' existing crosswalks with a stamped brick pattern, one that would match existing crosswalks in the downtown area. The proposed pavement treatment provides for a more aesthetically pleasing crosswalk and a highly functional yet cost effective way to impart a traffic calming measure and subsequently encourage pedestrian activity.
4. Extended Coated Asphalt Surfacing: Figures 26 and 28 also feature proposed colored asphalt surfacing. Figure 26 shows this surfacing adjacent to the brick patterned crosswalk, while Figure 28 shows it along the sidewalk. In both instances, colored asphalt surfacing improves crosswalk delineation and provides a traffic calming measure by delineating a narrower traffic aisle width. It should be noted that the delineation by this material does not physically narrow the roadway, as it maintains the space of the traveled way available to accommodate turning movements by larger vehicles or emergency services.
5. Crosswalk Pedestrian Safety Lighting: Should an intersection require added pedestrian safety, additional crosswalk signal systems can be added as noted in the section of the report regarding streetscape corridor improvements.

The following images display some examples of successful gateway features from various cities, while Figures 25 through 28 show potential before and after designs of the City's gateway areas. Figure 29 shows a plan view of the proposed improvements at the intersection of Summit Ave and DeForest Ave.

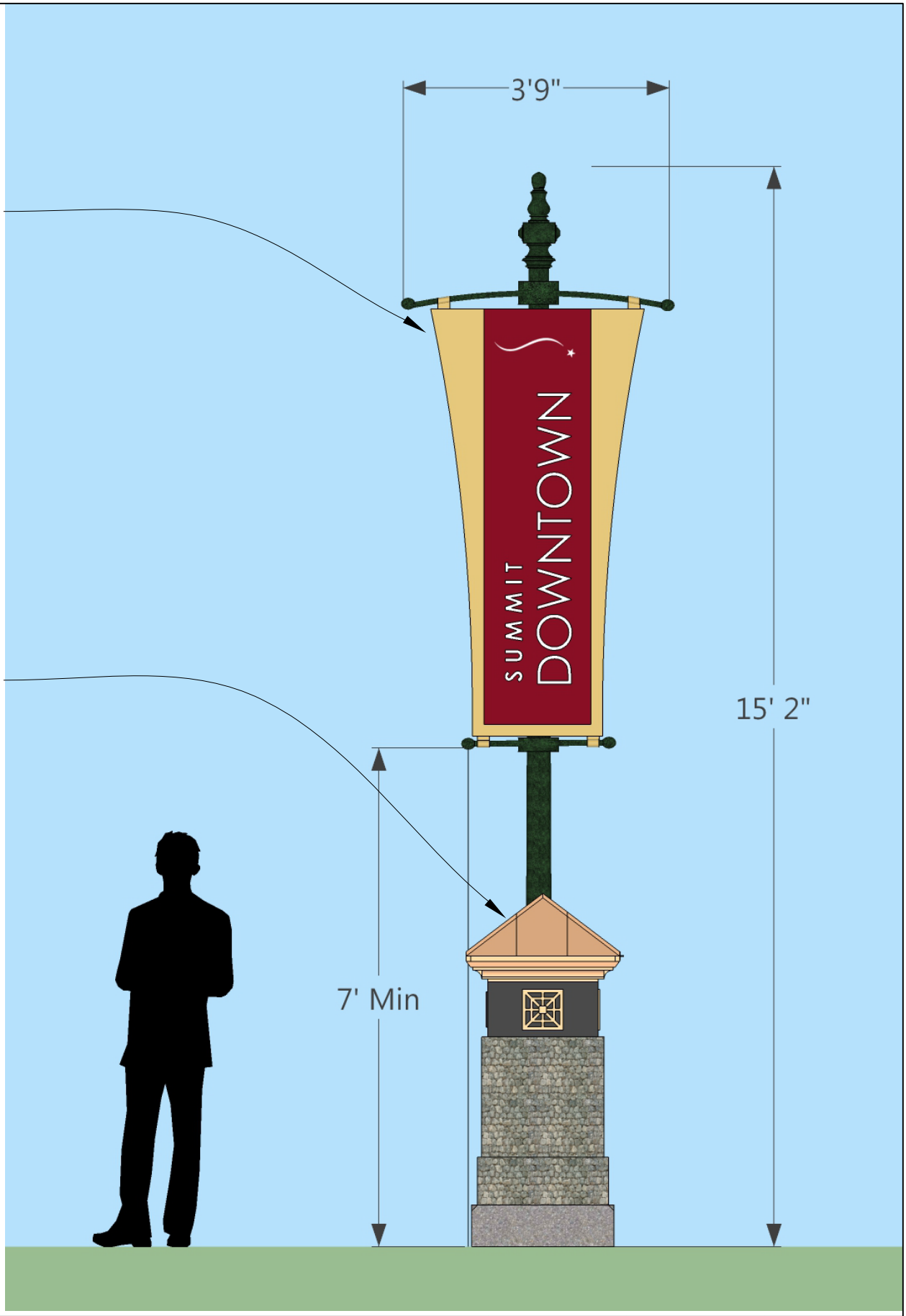
Images:
Gateway Examples

Location: San Diego, CA
Source: http://www.aaroads.com/california/sandiego2.html

Location: Middletown, OH
Source: http://www.keepmiddletownbeautiful.com/

Location: Dunedin, FL
Source: http://pressroom.geappliances.com/news/planet-green-group-announces-first-236957

Location: Millburn, NJ
Source: http://www.expataussieinnj.com/great-towns-to-live-in-nj-millburn-township-in-essex-county/



Drawing Name	Project No.	Drawing Date	Figure No.
Monument Design 1 Section	2505.28	12.13.13	23

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25 Westwood Avenue
Westwood, NJ 07675
p: 201.666.1811
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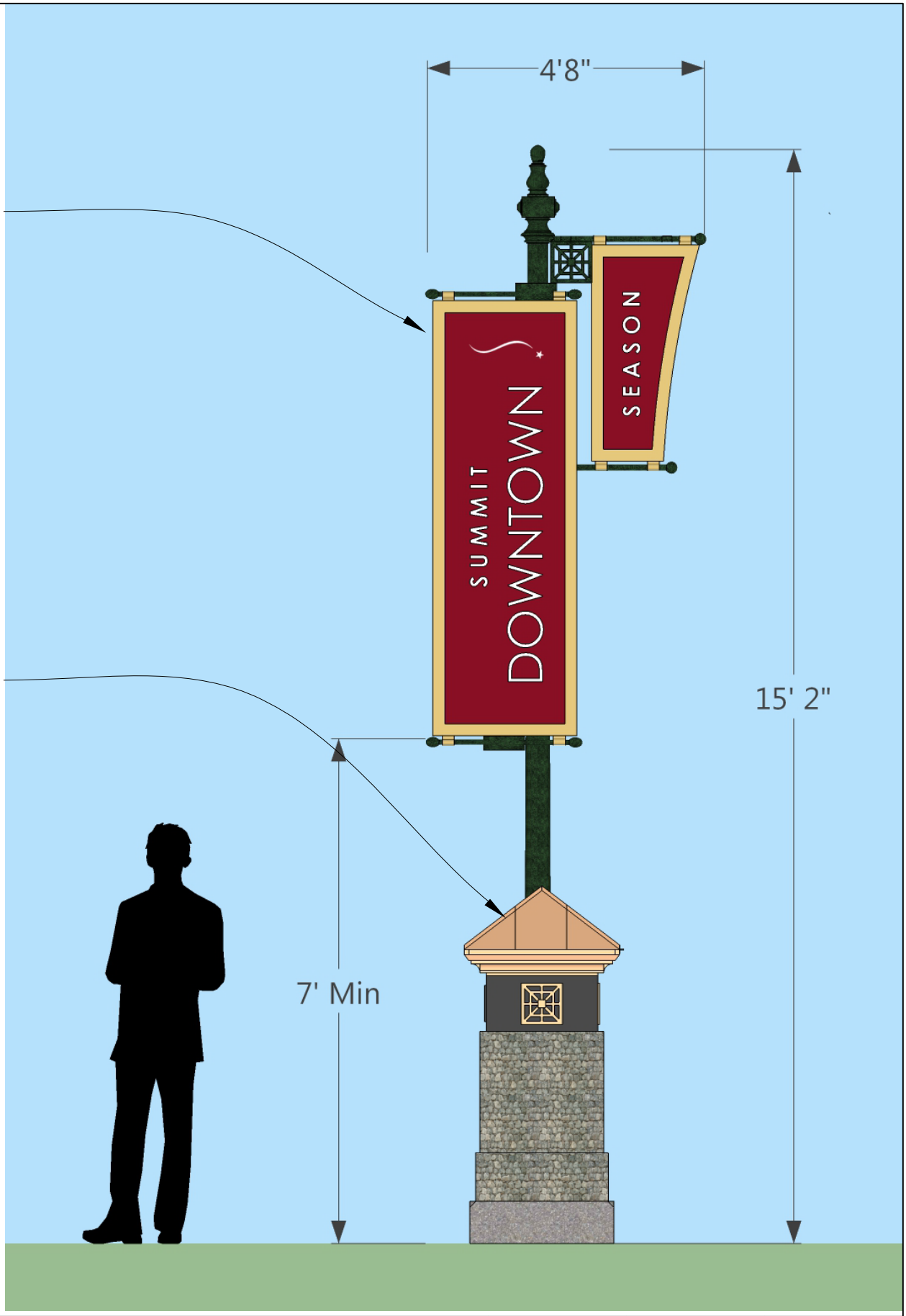
Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS



Drawing Name: Monument Design 2 Section	Project No.: 2505.28	Drawing Date: 12.13.13	Figure No.: 24
BURGIS ASSOCIATES, INC. Community Planning | Land Development and Design | Landscape Architecture 25 Westwood Avenue, Westwood, NJ 07675 p: 201.666.1811 f: 201.666.2599	Project Name: Downtown Plan City of Summit | Union County, New Jersey	Drawing Scale: NTS	

Lack of distinguishing feature indicating entrance into downtown area

Current crosswalk deteriorated, no traffic calming features

Drawing Name: Gateway Illustration Springfield Ave and Morris Ave: Before	Project No.: 2505.28	Drawing Date: 12.13.13	Figure No.: 25
BURGIS ASSOCIATES, INC. Community Planning | Land Development and Design | Landscape Architecture 25 Westwood Avenue Westwood, NJ 07675 p: 201.666.1811 f: 201.666.2599	Project Name: Downtown Plan City of Summit | Union County, New Jersey	Drawing Scale: NTS	

Proposed monument and banner pole visually identifying the gateway to the downtown area

Proposed colored asphalt surfacing to improve crosswalk delineation and to provide traffic calming

Brick pattern to match crosswalks downtown

Proposed monument and banner pole visually identifying the gateway to the downtown area

Drawing Name	Project No.	Drawing Date	Figure No.
Gateway Illustration Springfield Ave and Morris Ave: After	2505.28	12.13.13	26

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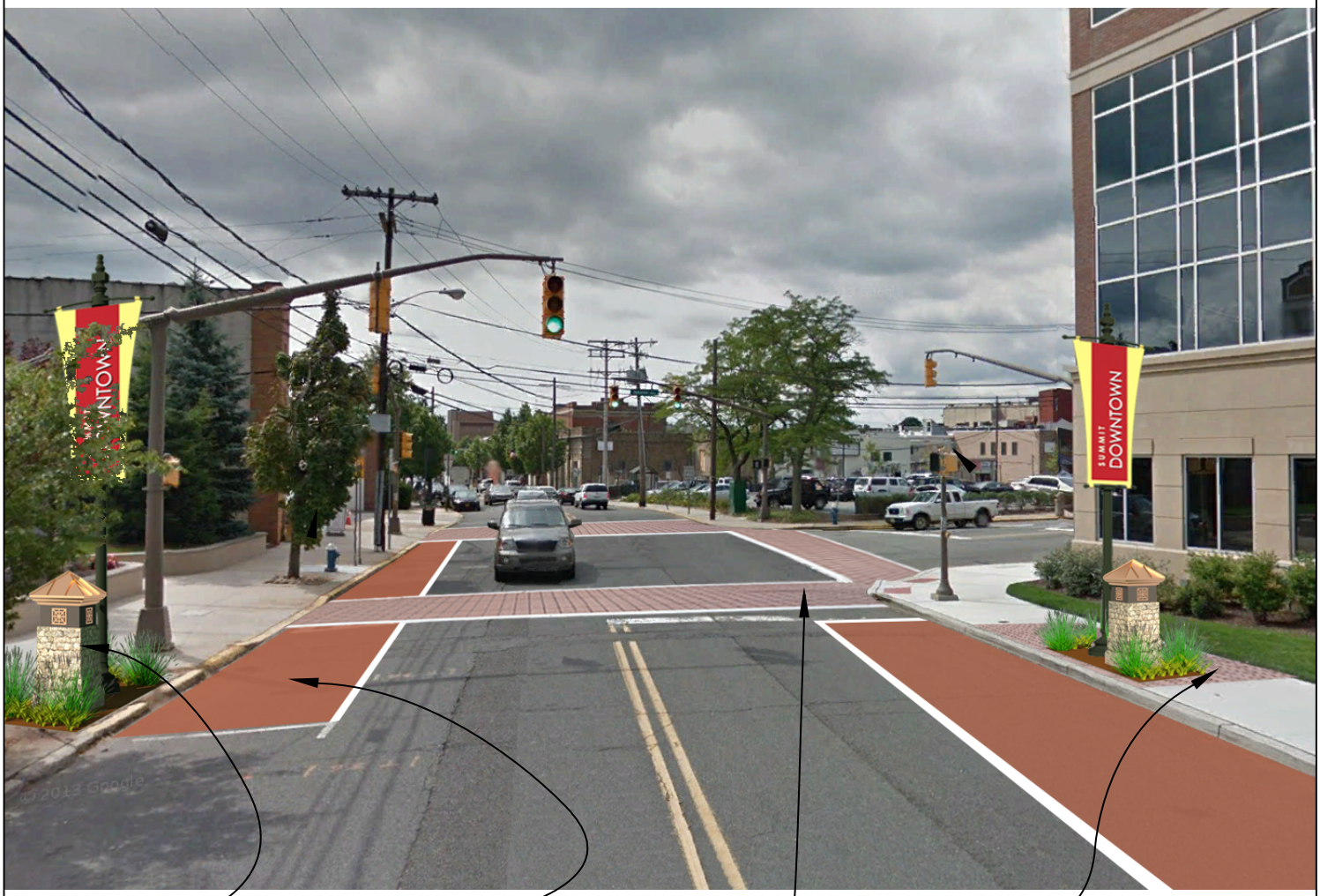
Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS

Lack of distinguishing feature indicating entrance into downtown area

Current crosswalk deteriorated, no traffic calming features

Drawing Name: Gateway Illustration Summit Ave and DeForest Ave: Before	Project No.: 2505.28	Drawing Date: 12.13.13	Figure No.: 27
BURGIS ASSOCIATES, INC. Community Planning | Land Development and Design | Landscape Architecture 25 Westwood Avenue Westwood, NJ 07675 p: 201.666.1811 f: 201.666.2599	Project Name: Downtown Plan City of Summit | Union County, New Jersey	Drawing Scale: NTS	



Proposed monument and banner pole visually identifying the gateway to the downtown area

Proposed colored asphalt surfacing to improve crosswalk delineation and to provide traffic calming

Brick pattern to match crosswalks downtown

Proposed decorative brick accent to be placed on sidewalk along monument

Drawing Name	Project No.	Drawing Date	Figure No.
Gateway Illustration Summit Ave and DeForest Ave: After	2505.28	12.13.13	28

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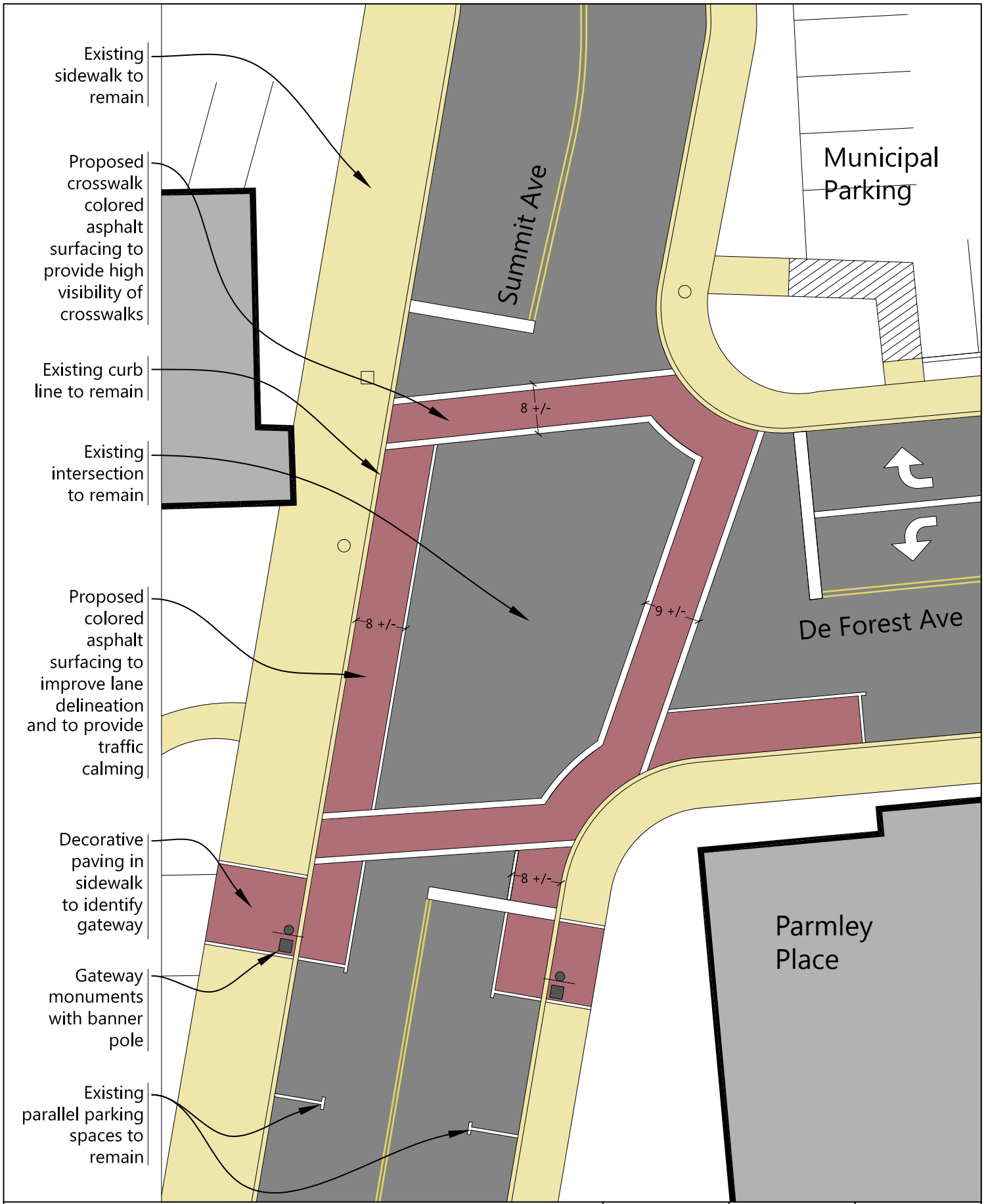
Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS



Drawing Name: Gateway and Traffic Calming Study Summit Avenue/DeForest Avenue Intersection	Project No.: 2505.28	Drawing Date: 10.29.13	Figure No.: 29
BURGIS ASSOCIATES, INC. Community Planning | Land Development and Design | Landscape Architecture 25 Westwood Avenue Westwood, NJ 07675 p: 201.666.1811 f: 201.666.2599	Project Name: Downtown Plan City of Summit | Union County, New Jersey	Drawing Scale: 1" = 20'	


Yellow Tag
SALE
30% off
The Wine List of Summit
Wine
WALKWELL
SALE
24 HR
LS #17
LEASED

Section 11:

Alleyway Improvement Recommendations

Alleyways represent one of the City's most visible yet nevertheless overlooked features . This section provides several recommendations for the City to better integrate its alleyways to the rest of the downtown.

Section 11:

Alleyway Improvement Recommendations

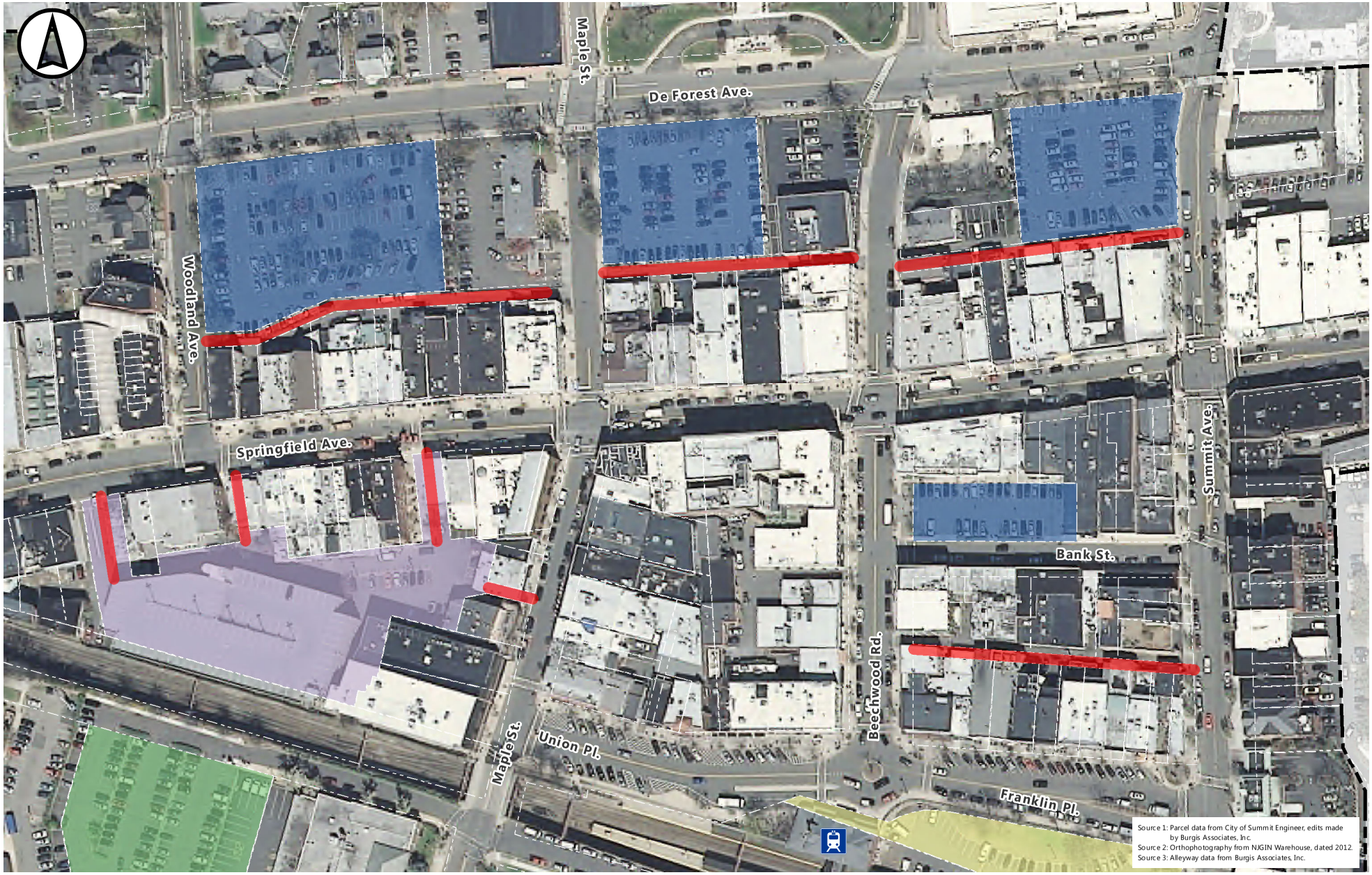
11.1 Introduction

Alleyways represent one of the most visible yet overlooked resources within the City's downtown. On the one hand, they largely encircle the centralized development of the CRBD district, provide service access for adjacent businesses, connect different streets to one another, provide walkways for the interiors of blocks, and are highly accessible for many visitors, particularly the users of the public parking areas along DeForest Avenue.

Image:
Alleyway Along Public Parking Areas

On the other hand, the City's alleyways are currently underutilized, and in some instances can be uninviting to pedestrians.

The following section outlines the current condition of the City's alleyways, and provides recommendations for increasing both their visual aesthetics and function.



Dwg. Title

Alleway Identification Map

Project No.	Date	Drawn
2505.28	01.20.14	DN

Scale:	Dwg. No.:
1" = 150'	alley

Legend

- Study Area
- Blocks
- Alleyways

Municipal Parking Lots

- *Employee (Long Term)*
- *Customer & Employee (Long Term)*
- *Non-Resident/Commuter (Long Term)*
- *Resident/Employee (LongTerm)*
- *Customer (Short Term)*
- *Library/YMCA (Short Term)*

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Project Title

Downtown Plan

CITY OF SUMMIT | UNION COUNTY, NEW JERSEY

11.2 Existing Conditions

The preceding map delineates where the downtown's main alleyways are currently located. These alleyways generally exist in three clusters:

1. The first cluster consists of four alleyways located within Block 2703 which connect the Springfield Avenue Parking Garage to Maple Street and Springfield Ave.
2. The second cluster contains a single alleyway located between Bank Street and Franklin Place. This alleyway connects Beechwood Road and Summit Avenue.
3. The third cluster contains three alleyways which are all located between Springfield Avenue and DeForest Ave, adjacent to the municipal parking lots.

The current image of the alleyway is predominantly that of a private driveway, and not a public space. Generally, the City's alleyways presently act as a service area for adjacent businesses in a number of ways, such as:

1. Loading zones for deliveries
2. Additional parking for visitors and employees
3. Outdoor storage
4. Dumpster areas

Clearview Cinema signage, from alleyway

Nevertheless, businesses have historically utilized alleyways as a means of additional access for customers, although these accesses have not been ideally developed. Several businesses offer rear access to their stores and offices through the alleyways, while some—including the movie theater—include signage directly aimed at visitors using the alleyways or parking in the DeForest Ave municipal parking lots.

The following pictures provide examples of such.

Image:
Example of rear access

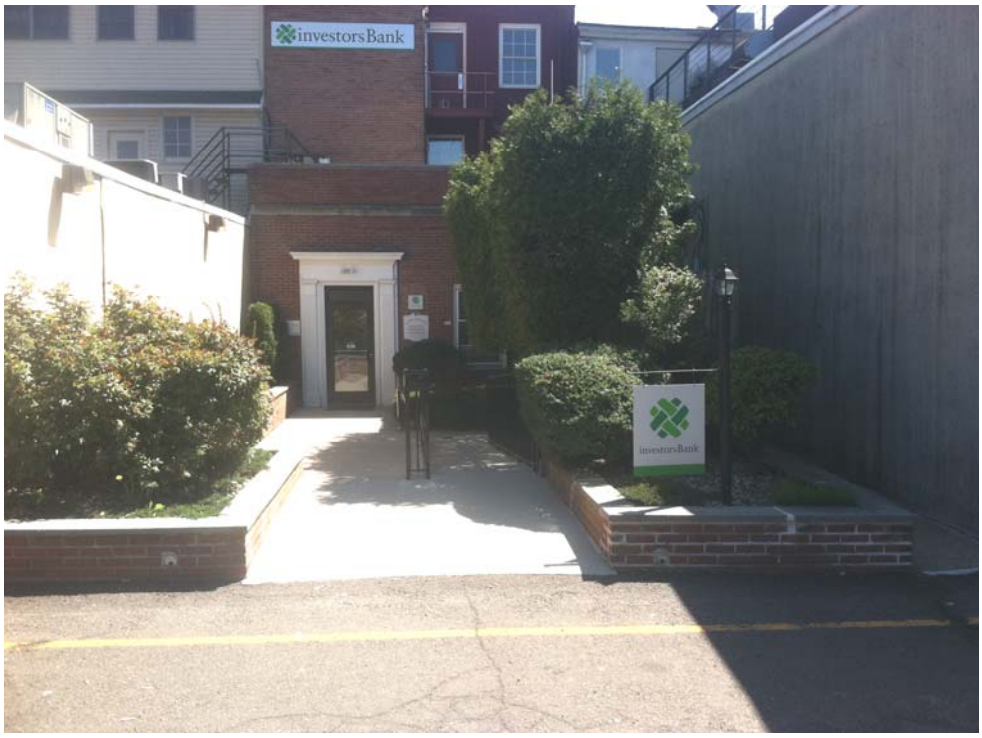

Image:
Example of rear access

Image:
Example of rear access

11.3 Recommendations and Action Plan

Ultimately, the City's alleyways provide for a veritable hodgepodge of functional uses. The following recommendations attempt to bring this variety into order, which will in turn increase both the aesthetics and functionality of these alleyways. As noted previously, the current alleyway image is that of a private driveway/serviceway, not a public space. As such, the crux of these recommendations all focus on better connecting the City's alleyways to the public realm.

1. Signage: The City should incorporate into their wayfinding program additional signage to signal the locations of alleyways. Decorative banners could provide a visual anchor to identify these alleyways and subsequently increase their usage.
2. Paving: As noted above, the alleyways are currently utilized by both vehicles and pedestrians. However, apart from fading striping, no clear delineation currently exists identifying which sections of the alleyways are reserved for vehicles and pedestrians. Surfacing the alleyway with two tones of decorative pavement coating could better delineate pedestrian and vehicular zones. In addition, such paving could assist in connecting alleyways to the public realm.

3. Lighting: Decorative light poles should be added to the alleyways in order to increase its safety for pedestrians. Such lighting should match the standard being used in the rest of the downtown area.
4. Facades and Entrances: As noted above, several businesses have already provided rear entrances and signage directed towards their alleyways. Several business, such as the Wine List of Summit (as shown on the opposing page), have striven to accentuate their architectural character to evoke a front façade instead of a rear façade. The City's review of alleyways should encourage this trend.
5. Waste Storage and Disposal: Dumpsters and trash areas are located sporadically throughout the alleyways, and detract from the area's image. It is recommended that, where possible, any waste storage and disposal areas be enclosed. Centralized dumpster areas between adjacent businesses or property owners should also be encouraged to reduce the area's clutter.
6. Landscaping: The City has already begun the process of improving the landscaping along the alleyways. These efforts should be continued. Furthermore, techniques such as green wall features could be implemented along building walls or surrounding storage areas to further beautiful these areas and to provide a greater degree of separation between the municipal parking lots and the service areas along building walls.
7. The Strand Connectivity: The Strand mall currently features an alleyway-like feature (known as Woodland Court). The proximity of this court to the alleyway across Woodland Ave should be emphasized in order to connect visually the public usage of both features.

The following figures provide before and after photo-simulations of the alleyways along the DeForest municipal lots, and provides examples of several of the improvements discussed above.

Minimal accomodations identifying the pedestrian realm

Current alleway image is a private driveway instead of a public space

Add bike racks to support alternate modes of transportation

Drawing Name	Project No.	Drawing Date	Figure No.
Beachwood Ave to Summit Ave Alleyway Improvements: Before	2505.28	12.13.13	31

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Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS

Provide bike racks adjacent to alleway to support alternative modes of transit

Convert to public space by surfacing alleway with decorative pavement coating.

Use two tones to delineate pedestrian and vehicular zones

Use decorative banner places to visually anchor and identify alleways

Drawing Name	Project No.	Drawing Date	Figure No.
Beachwood Ave to Summit Ave Alleyway Improvements: After	2505.28	12.13.13	31

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Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS

Drawing Name: Maple Street to Beachwood Road Alleyway Improvements: Before		Project No. 2505.28	Drawing Date 12.13.13	Figure No. 32
BURGIS ASSOCIATES, INC. Community Planning | Land Development and Design | Landscape Architecture	Project Name: Downtown Plan	Drawing Scale NTS		
25 Westwood Avenue Westwood, NJ 07675 p: 201.666.1811 f: 201.666.2599	City of Summit | Union County, New Jersey			

Proposed banner pole visually identifying the alleyway

Proposed Seasonal Landscaping

Connect to public space by using two-tone pavement surfacing identifying pedestrian and vehicular areas

Drawing Name	Project No.	Drawing Date	Figure No.
Maple Street to Beachwood Road Alleyway Improvements: After	2505.28	12.13.13	33

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Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS

Drawing Name	Project No.	Drawing Date	Figure No.
Maple Street to Tier Garage Alleyway Improvements: Before	2505.28	12.13.13	34

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Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS

Connect to public space by using two-tone pavement surfacing identifying pedestrian and vehicular areas

Proposed banner pole visually identifying the alleway

Drawing Name	Project No.	Drawing Date	Figure No.
Maple Street to Tier Garage Alleyway Improvements: After	2505.28	12.13.13	35

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Project Name	Drawing Scale
Downtown Plan City of Summit | Union County, New Jersey	NTS


892

Section 12:

Appendix

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LAND DEVELOPMENT AND DESIGN
LANDSCAPE ARCHITECTURE
25 Westwood Avenue p: 201.666.3811
Westwood, New Jersey 07675 f: 201.666.2599

Project Title

Downtown Plan

CITY OF SUMMIT
UNION COUNTY, NEW JERSEY

Legend

Existing Wayfinding Sign
(Color Code)

- Municipal and Cultural
- Mass Transit
- Parking
- Proposed Retail Wayfinding
- Proposed Parking Wayfinding
- Primary Entrance Points
- Proposed Gateway Area

Municipal Parking Lots
Descriptions: Weekdays (Color Code)

- Employee
- Customer & Employee
- Non-Resident / Commuter
- Customer
- Library/YMCA
- Resident/ Employee

Rev.	Description	Date	Dwn.	Chd.

Dwg. Title

Existing Wayfinding Signage Locations 1

Graphic Scale

0 35 70 140 Feet

JOSEPH H. BURGIS AICP
PROFESSIONAL PLANNER
NEW JERSEY LIC. NO. 2450

Project No.	2505.28
Sheet No.	1 of 1
Date	05/14/13
Drawn	DN

Dwg. No.
wayfinding 1

BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING
LAND DEVELOPMENT AND DESIGN
LANDSCAPE ARCHITECTURE
25 Westwood Avenue p: 201.666.3811
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Project Title:

Downtown Plan

CITY OF SUMMIT
UNION COUNTY, NEW JERSEY

Legend

Existing Wayfinding Sign
(Color Code)

- Municipal and Cultural
- Mass Transit
- Parking
- Proposed Retail Wayfinding
- Proposed Parking Wayfinding
- Primary Entrance Points
- Proposed Gateway Area

Municipal Parking Lots
Descriptions: Weekdays (Color Code)

- Employee
- Customer & Employee
- Non-Resident / Commuter
- Customer
- Library/YMCA
- Resident/ Employee

Rev.	Description	Date	Dwn.	Chd.

Dwg. Title:

Existing Wayfinding Signage Locations 2

Graphic Scale

0 35 70 140 Feet

JOSEPH H. BURGIS AICP
PROFESSIONAL PLANNER
NEW JERSEY LIC. NO. 2450

Project No.	2505.28
Sheet No.	1 of 1
Date	05/14/13
Drawn	DN

Dwg. No.
wayfinding 2

Source 1: Parcel data from City of Summit Engineer, edits made by Burgis Associates, Inc.
Source 2: Existing wayfinding data from Burgis Associates, Inc. dated 2013
Source 3: Building Footprints from City of Summit Engineer, edits made by Burgis Associates, Inc. dated 2013.

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LAND DEVELOPMENT AND DESIGN
LANDSCAPE ARCHITECTURE
25 Westwood Avenue p: 201.666.1811
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Project Title

Downtown Plan

CITY OF SUMMIT
UNION COUNTY, NEW JERSEY

Legend

Existing Wayfinding Sign
(Color Code)

- Municipal and Cultural
- Mass Transit
- Parking
- Proposed Retail Wayfinding
- Proposed Parking Wayfinding
- Primary Entrance Points
- Proposed Gateway Area

Municipal Parking Lots
Descriptions: Weekdays (Color Code)

- Employee
- Customer & Employee
- Non-Resident / Commuter
- Customer
- Library/YMCA
- Resident/ Employee

Rev.	Description	Date	Dwn.	Chd.

Dwg. Title

Existing Wayfinding Signage Locations 3

Graphic Scale

0 35 70 140 Feet

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Project No.	2505.28
Sheet No.	1 of 1
Date	05/14/13
Drawn	DN

Dwg. No.
wayfinding 3

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COMMUNITY PLANNING
LAND DEVELOPMENT AND DESIGN
LANDSCAPE ARCHITECTURE
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Project Title

Downtown Plan

CITY OF SUMMIT
UNION COUNTY, NEW JERSEY

Legend

Existing Wayfinding Sign
(Color Code)

- Municipal and Cultural
- Mass Transit
- Parking
- Proposed Retail Wayfinding
- Proposed Parking Wayfinding
- Primary Entrance Points
- Proposed Gateway Area

Municipal Parking Lots
Descriptions: Weekdays (Color Code)

- Employee
- Customer & Employee
- Non-Resident / Commuter
- Customer
- Library/YMCA
- Resident/ Employee

Rev.	Description	Date	Dwn.	Chd.

Dwg. Title

Existing Wayfinding Signage Locations 4

Graphic Scale

0 35 70 140 Feet

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NEW JERSEY LIC. NO. 2450

Project No.	2505.28
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Drawn	DN

Dwg. No.
wayfinding 4

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ASSOCIATES, INC.

COMMUNITY PLANNING
LAND DEVELOPMENT AND DESIGN
LANDSCAPE ARCHITECTURE

PRINCIPALS:
Joseph H. Burgis PP, AICP
Edward Snieckus, Jr. PP, LLA, ASLA

MEMORANDUM

To: Summit Downtown Committee
From: Edward Snieckus, Jr. PP, LLA, ASLA
David Novak PP, AICP
Subject: Additional Demographic and Economic Data
Date: Revised June 10, 2015
BA#: 2505.28

Introduction

Pursuant to the comments offered by Summit Downtown, Incorporated (SDI), the following provides supplementary demographic and economic data for the City of Summit. This information is intended to both provide and serve as a more comprehensive and effective background for the marketing of the City's downtown. Furthermore, as requested additional communities have also been included in this analysis in order to serve as a basis for comparison. These communities, which are herein referred to as the City's "comparable communities," include:

1. New Providence
2. Chatham
3. Madison
4. Short Hills –Hamlet of Milburn (technically a designated place and not a municipality)
5. Millburn
6. Westfield

The following is divided into two sections. Section A provides a basic population overview, and analyzes trends in population, median ages, household sizes, family sizes, and educational attainment. Section B provides a more detailed insight into the economic makeup of Summit and its comparable municipalities, and includes information and projections regarding household incomes, disposable incomes, and net worth.

Please note that the following memorandum occasionally references tables, figures, and other information provided in the Draft Downtown Improvement Plan. As such, any tables and figures presented below will be organized and referred to alphabetically rather than numerically, so as to avoid any overlap or confusion with those tables and figures already existing in the report.

Furthermore, two data sources were primarily used for this expanded analysis. These data sources are briefly described below:

1. US Census Bureau: This is the principal agency of the US Federal Statistical System responsible for producing statistical data regarding both the American people and the national economy. The US Census Bureau is tasked to produce a number of statistical reports, three of which are predominantly used in this memorandum:

    a. The Decennial Census, which is conducted every ten (10) years pursuant to the US Constitution Article I, Section 2.
    b. The American Community Survey (ACS), which is a more detailed socioeconomic survey that uses a series of monthly samples to produce annually updated data to help supplement the Decennial Census.
    c. The Current Population Survey, which is managed in conjunction with the Bureau of Labor Statistics and provides labor force statistics for the national population, as well as extensive demographic data.

2. Esri (Environmental Systems Research Institution): This is the leading international supplier of Geographic Information System (GIS), as well as web GIS and geodatabase management applications. Esri also collects and analyzes data from the US Census Bureau as well as other public and private data management organizations. This memorandum relied heavily on Esri's Business Analyst Online, which provides extensive data, mapping and reports on demographics, spending, and lifestyles.

As a general rule of thumb, the following sections rely primarily on data provided by the US Census Bureau, as this is the most easily accessed and subsequently comparable data available. When information or projections were not available from the US Census Bureau, ESRI estimates were utilized instead.

Section A: General Population Information

As indicated above, Section A provides a basic population overview of the City of Summit and its comparable communities, and offers an analysis regarding trends in population, median ages, household sizes, family sizes, and educational attainment

SECTION A.1: GENERAL POPULATION GROWTH

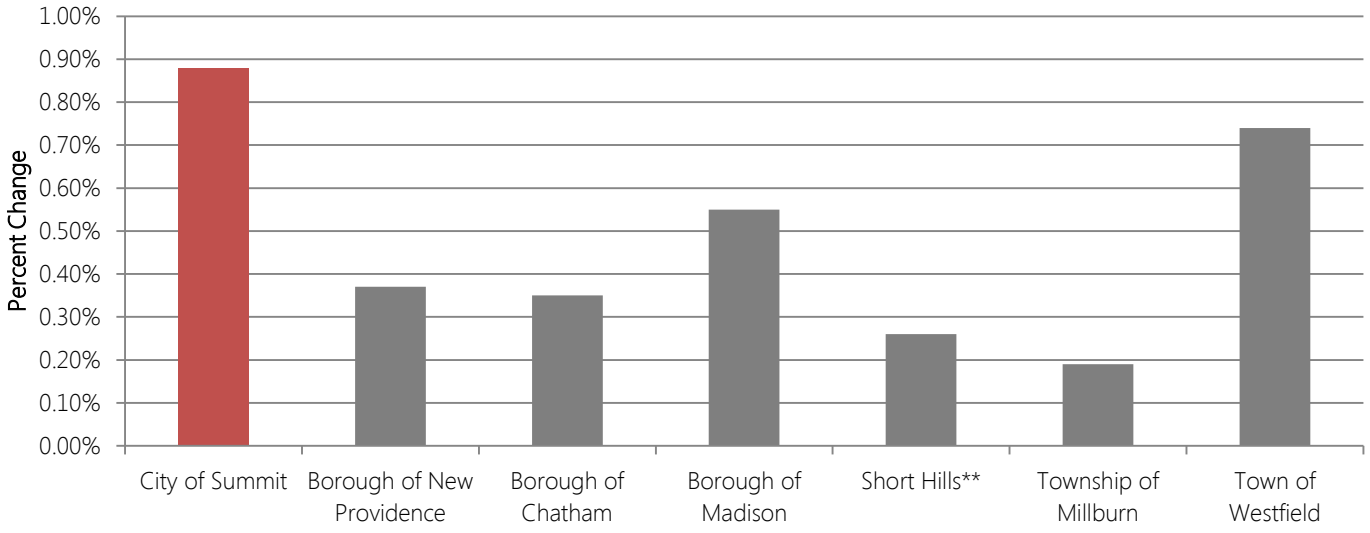
As noted in Table 2 of the Draft Report, the City experienced an increase of approximately 1.5% in population from 2000 and 2010. This trend is expected to continue well into 2019, as indicated by Table A below.

Table A:
Population Growth (City of Summit and Comparable Communities)

MUNICIPALITY	2000	2010	2013*	2014**	2019**	PERCENT ANNUAL CHANGE, 2010-2019
City of Summit	21,131	21,457	21,988	22,097	23,163	0.88%
Borough of New Providence	11,907	12,171	12,332	12,230	12,575	0.37%
Borough of Chatham	8,460	8,962	9,039	9,092	9,241	0.35%
Borough of Madison	16,530	15,845	16,274	16,221	16,634	0.55%
Short Hills***	N/A	13,165	N/A	13,295	13,473	0.26%
Millburn	19,763	20,149	20,149	20,281	20,496	0.19%
Town of Westfield	29,644	30,316	30,851	31,041	32,345	0.74%

Source: US Census Bureau, ESRI
** Estimate provided by US Census Bureau.*
*** Estimate provided by Esri.*
**** Census Designated Place as of 2010. Limited data available.*

Figure A:
Percentage Annual Population Growth 2010-2019 (City of Summit and Comparable Communities)



By 2019, Summit is expected to have a population of approximately 23,163, which is representative of an annual increase of .88% since 2010. This annual change is the largest of municipalities examined in this report.

SECTION A.2: DAYTIME POPULATION

As explained by the US Census Bureau, the concept of daytime population refers to the "number of people who are present in an area during normal business hours, including workers." This concept is in contrast to the more typically reported "resident" population, which simply refers to the number of people who primarily reside in an area. Daytime population calculations are often a more useful indicator of what the daily human interaction is in a place.

Table B below displays the daytime populations for the City of Summit and its comparable communities. Please note that these numbers were calculated using a methodology suggested by the US Census Bureau. First, total resident populations were added to the total number of workers working in the areas (B08604). Then the number of workers who lived and worked in the same area (B08008) were subtracted from this sum. All of these measurements were taken from the 2012 ACS.

Table B:
2012 Daytime Populations (City of Summit and Comparable Communities)

MUNICIPALITY	RESIDENT POPULATION	DAYTIME POPULATION	PERCENT INCREASE
City of Summit	21,468	36,833	71.6%
Borough of New Providence	12,191	20,074	64.7%
Borough of Chatham	8,978	12,376	37.8%
Borough of Madison	15,923	23,196	45.7%
Short Hills***	12,963	20,837	60.7%
Township of Millburn	20,074	33,926	69.0%
Town of Westfield	30,296	39,933	31.8%

Source: US Census Bureau, Burgis Associates, Inc. Utilized 5-Year ACS Estimates
**** Census Designated Place as of 2010. Limited data available.*

As it can be seen on the Table above, Summit's 2012 resident population was approximately 21,468, while its daytime population was nearly 37,000. This represents a daily total increase of 71.6% of its resident population, which is the highest of its comparable communities.

SECTION A.3: MEDIAN AGE

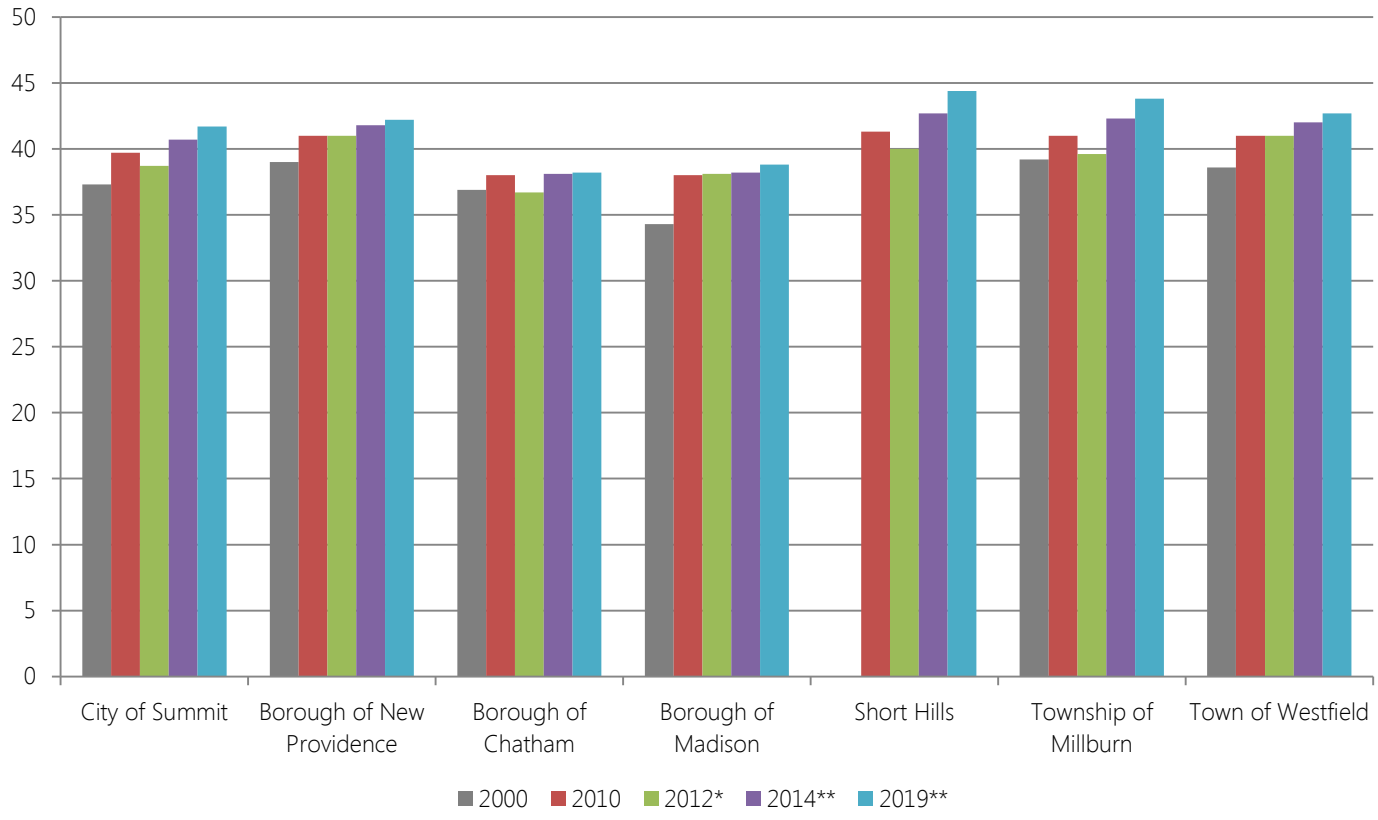
Table C and Figure B below provide the median age for the City and its comparable communities.

Table C:
Median Age (City of Summit and Comparable Communities)

MUNICIPALITY	2000	2010	2012*	2014**	2019**	PERCENT CHANGE, 2010-2019
City of Summit	37.3	39.7	40.5	40.7	41.7	5.04%
Borough of New Providence	39.0	41.0	41.0	41.8	42.2	2.93%
Borough of Chatham	36.9	38.0	36.7	38.1	38.2	0.53%
Borough of Madison	34.3	38.0	38.1	38.2	38.8	2.11%
Short Hills	N/A	41.3	40.0	42.7	44.4	7.51%
Township of Millburn	39.2	41.0	39.6	42.3	43.8	6.82%
Town of Westfield	38.6	41.0	41.0	42.0	42.7	4.15%

Source: US Census Bureau, ESRI
** Estimate provided by US Census Bureau*
*** Estimate provided by Esri*

Figure B:
Median Age (City of Summit and Comparable Communities)



From 2000 to 2012, the City's median age increased from 37.3 to 39.7 years of age. This trend is expected to continue well into 2019, when the City's estimated median age will reach 41.7 years of age, which represents a 5.04% increase since 2010. This, as well as Figure 1 in the Draft Downtown Plan, suggest that the City's population is aging.

However, this trend is hardly limited to Summit alone; each one of Summit's comparable communities is estimated to have a higher median age in 2019 than in 2000 or 2010. Of these communities, three (3) had a higher 2019 projected median age in Summit; nevertheless, it should be noted that the City did have the second highest percentage increase in its median income.

SECTION A.4: HOUSEHOLD SIZES

As indicated in Table D and Figures C and D below, the increase in the City's population described above is relatively reflective of current and projected increases in its average household sizes. While the number of households in the City is expected to have experienced a slight decrease from 2000 to 2012, it is nevertheless expected to increase to over 8,000 households by 2019. In addition, the average household size is expected to increase slightly from 2.67 and 2000 to 2.78 in 2019.

Table D:
Household Sizes (City of Summit and Comparable Communities)

MUNICIPALITY		2000	2010	2012*	2014**	2019**
City of Summit	Number of Households	7,897	7,708	7,646	7,913	8,279
	Average Household Size	2.67	2.77	2.80	2.78	2.78
Borough of New Providence	Number of Households	4,404	4,408	4,234	4,410	4,518
	Average Household Size	2.67	2.73	2.84	2.74	2.75
Borough of Chatham	Number of Households	3,159	3,073	2,955	3,093	3,134
	Average Household Size	2.67	2.91	3.02	2.93	2.94
Borough of Madison	Number of Households	5,520	5,485	5,520	5,608	5,747
	Average Household Size	2.53	2.58	2.59	2.58	2.59
Short Hills***	Number of Households	N/A	3,993	3,933	4,170	4,225
	Average Household Size	N/A	3.30	3.30	3.19	3.19
Township of Millburn	Number of Households	7,021	6,813	6,481	6,831	6,901
	Average Household Size	2.81	2.96	3.09	2.97	2.97
Town of Westfield	Number of Households	10,622	10,566	10,235	10,782	11,211
	Average Household Size	2.77	2.85	2.93	2.86	2.87

Source: US Census Bureau, 2008-2012 ACS Five-Year Survey, ESRI
** ACS: DP02, 5 Year Estimate*
*** Estimate provided by Esri*
**** Census Designated Place as of 2010. Limited data available.*

The trends in Summit's households and household sizes are relatively similar to its comparable communities. Figure C offers that the number of households throughout Summit's comparable communities generally remained similar or slightly decreased from 2000 to 2010, and then continued to increase from 2012 to 2014. Likewise, Figure D offers that average household sizes are generally slightly larger than they were in 2000. Short Hills is the only exception to this trend.

Figure C:
Number of Households Percentage Increase/Decrease (City of Summit and Comparable Communities)

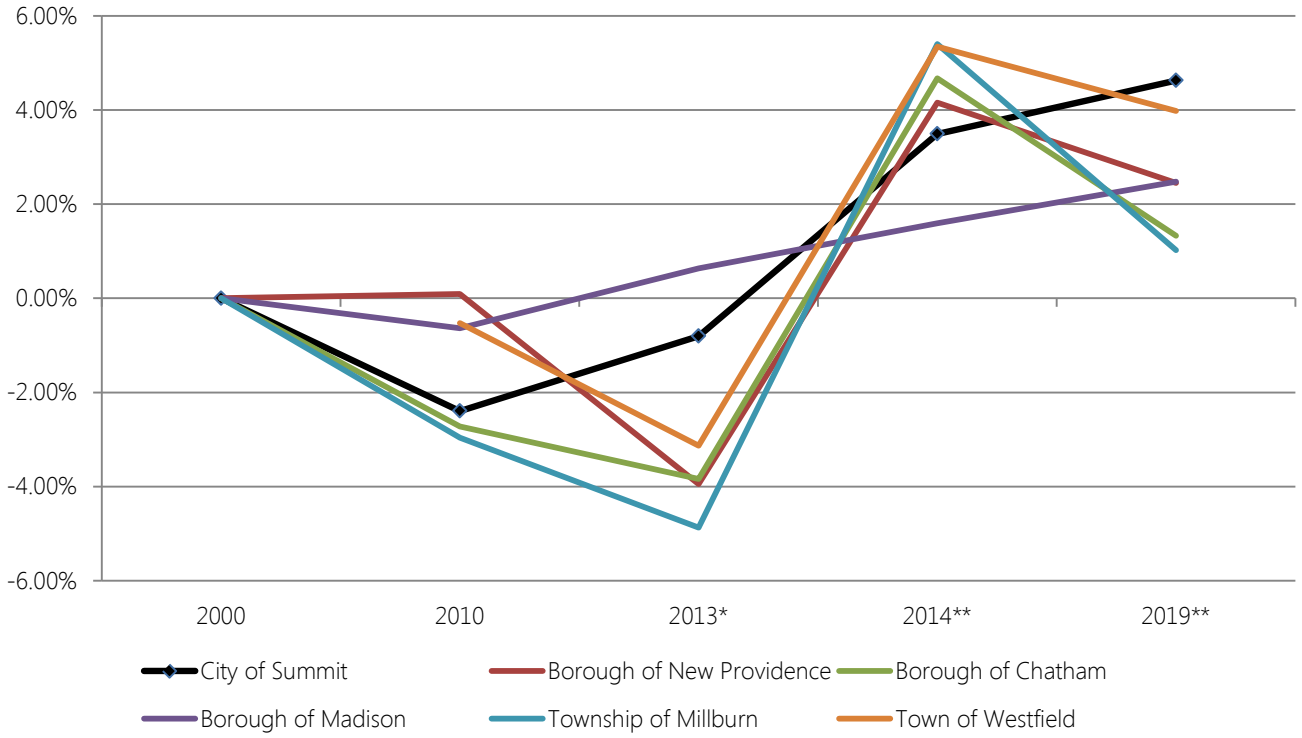
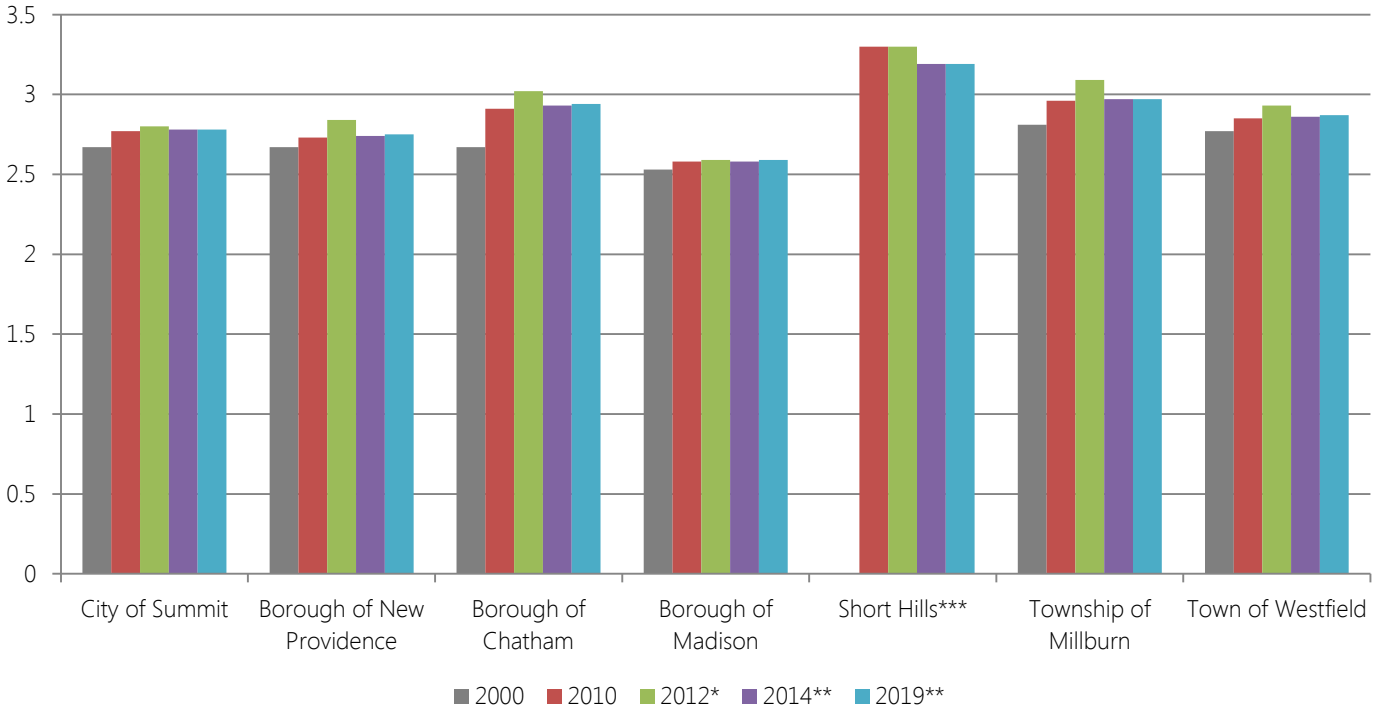


Figure D:
Average Household Size (City of Summit and Comparable Communities)



*** Some data was unavailable for Short Hills

SECTION A.5: FAMILY SIZES

Table E and Figures E and F provide information regarding family sizes for the City of Summit and its comparable communities. Similar to the overall number of households, the number of estimated families is expected to have decreased from 2000 to 2013, but is projected to increase to 5,890 by 2019. Conversely, the average family size is expected to have increased from 2000 to 2013 from 3.18 individuals per family to 3.36 individuals per family. This increase is expected to taper off slowly by 2019, by which time the City's average family size is expected to be 3.32. This is representative of an increase of 4.4% since 2000.

Table E:
Family Sizes (City of Summit and Comparable Communities)

MUNICIPALITY		2000	2010	2012*	2014**	2019**
City of Summit	Number of Families	5,610	5,517	5,428	5,644	5,890
	Average Family Size	3.18	3.29	3.38	3.30	3.32
Borough of New Providence	Number of Families	3,309	3,315	3,290	3,330	3,408
	Average Family Size	3.13	3.20	3.25	3.22	3.23
Borough of Chatham	Number of Families	2,384	2,398	2,359	2,405	2,431
	Average Family Size	3.14	3.37	3.42	3.41	3.42
Borough of Madison	Number of Families	3,785	3,677	3,716	3,759	3,854
	Average Family Size	3.05	3.19	3.20	3.20	3.21
Short Hills***	Number of Families	N/A	3,680	3,451	3,685	3,734
	Average Family Size	N/A	3.40	3.50	3.42	3.42
Township of Millburn	Number of Families	5,551	5,551	5,366	5,565	5,562
	Average Family Size	3.32	3.32	3.43	3.32	3.34
Town of Westfield	Number of Families	8,181	8,200	7,903	8,348	8,666
	Average Family Size	3.20	3.31	3.44	3.32	3.33

Source: US Census Bureau, 2008-2012 ACS Five-Year Survey, ESRI
** ACS: DP02*
*** Estimate provided by Esri*
*** Census Designated Place as of 2010. Limited data available.*

Once again, the trends in Summit's families and family sizes are relatively similar to its comparable communities. Figure E demonstrates that the number of families throughout Summit's comparable communities remained relatively similar or slightly decreased from 2000 to 2010, and then continued to increase from 2013 and 2014. Likewise, Figure D offers that average family sizes are generally larger than they were in 2000.

Figure E:

Number of Families Percentage Increase/Decrease (City of Summit and Comparable Communities)

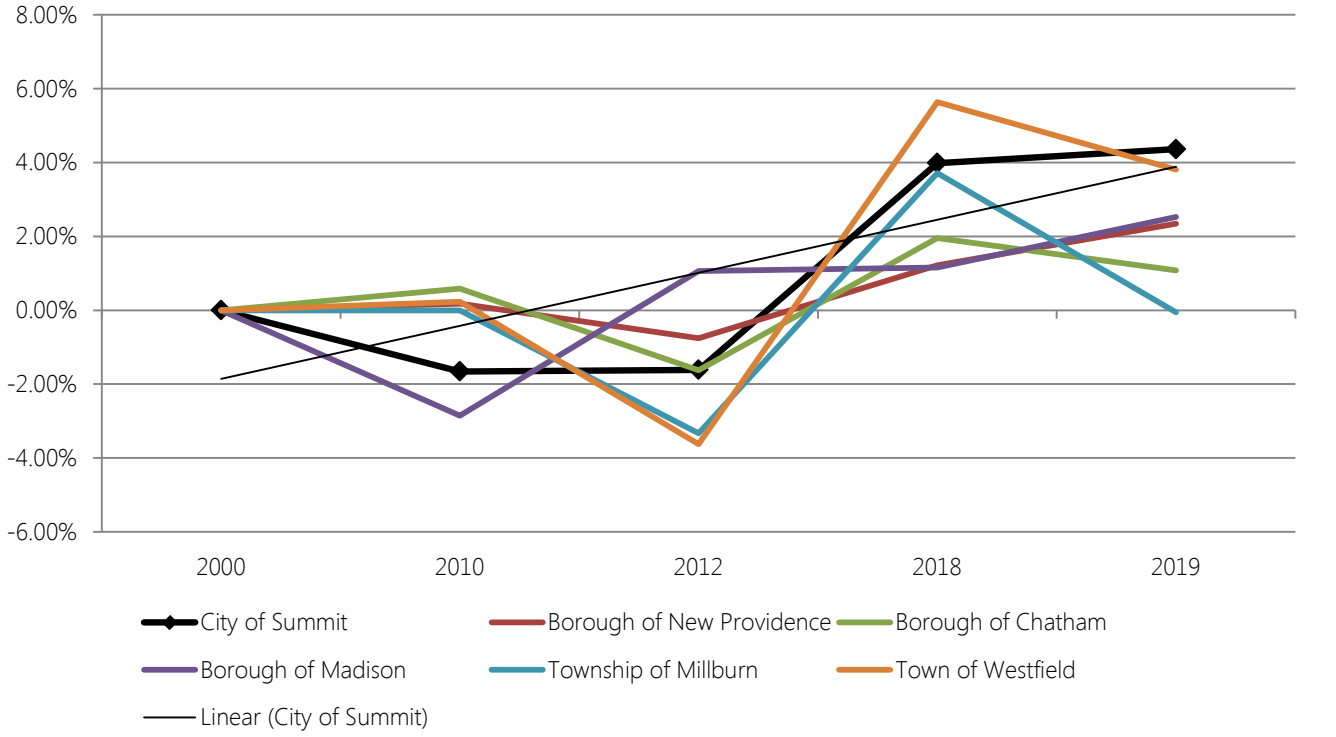
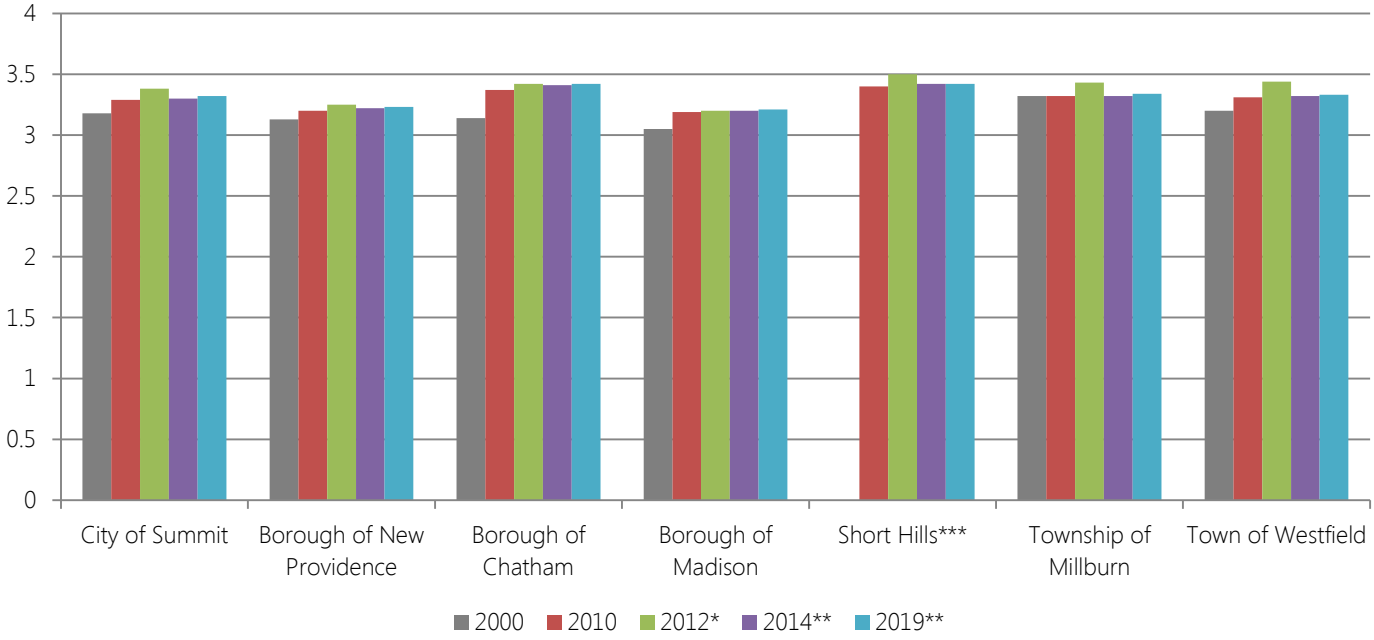


Figure F:

Average Family Size (City of Summit and Comparable Communities)



*** Some data was unavailable for Short Hills

SECTION A.6: HOUSEHOLDS AND CHILDREN

The following section provides additional insight into the composition of households in the City and its comparable communities by analyzing the number of children by household.

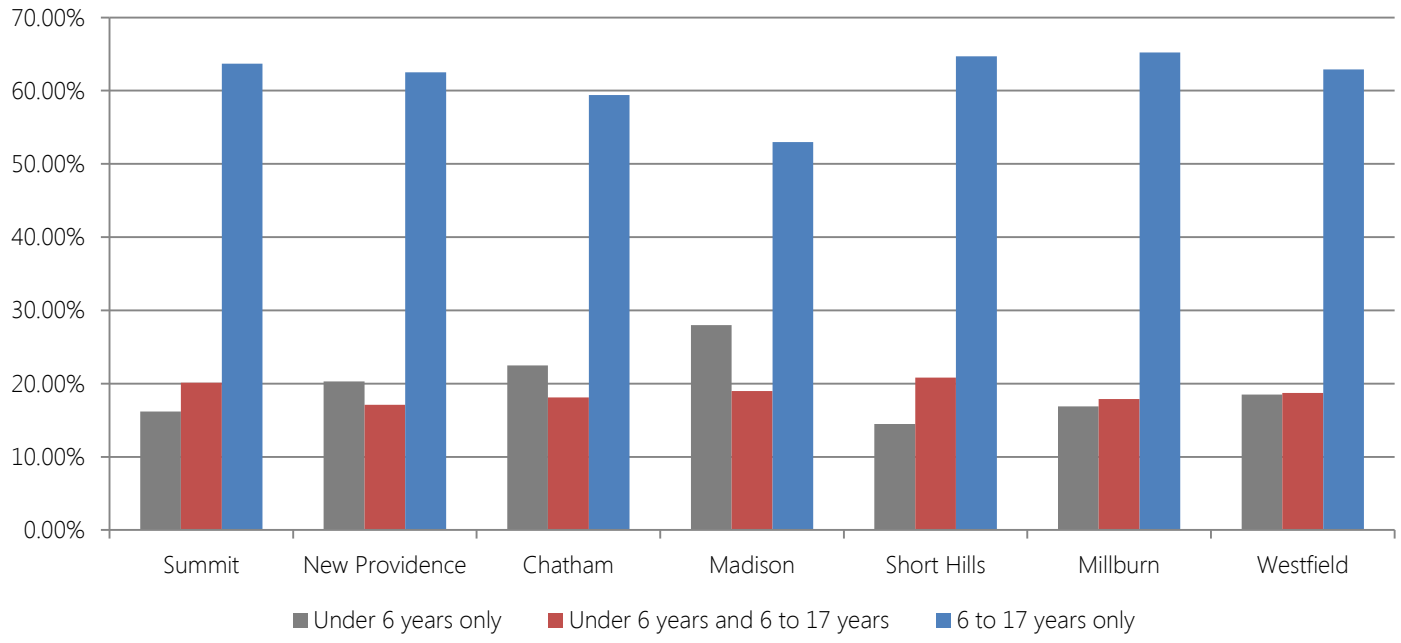
Table F:
2012 Households with Children under 18 Years (City of Summit and Comparable Communities)

CHILDREN	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
Under 6 years only	16.2%	20.3%	22.5%	28.0%	14.5%	16.9%	18.5%
Under 6 years and 6 to 17 years	20.1%	17.1%	18.1%	19.0%	20.8%	17.9%	18.7%
6 to 17 years only	63.7%	62.5%	59.4%	53.0%	64.7%	65.2%	62.9%
Total	2,506	1,751	1,481	1,893	2,001	3,199	4,466

Source: US Census Bureau, 2012 5-Year ACS (S1101)

As it can be seen on Table F above, Summit has the third highest number of households with children under 18 years of age. The majority (63.7%) of these households only contain children aged 6 to 17 years old, while 16.2% contain children only under six years of age. Only Short Hills has a smaller percentage of households under six years of age.

Figure G:
2012 Households with Children under 18 Years (City of Summit and Comparable Communities)



SECTION A.5: EDUCATIONAL ATTAINMENT

Table G provides insights into the levels of educational attainment for the City of Summit.

Table G:
Educational Attainment For Ages 25 and Up (City of Summit)

		2000		2010		2012
INCOME	NUMBER	PERCENT*	NUMBER	PERCENT*	NUMBER	PERCENT*
Less than 9th Grade	407	2.8%	556	4.0%	242	1.7%
9th Grade to 12th Grade	692	4.8%	391	2.8%	457	3.2%
High School Diploma or Equivalent	2,173	15.0%	2,216	16.0%	1,982	13.9%
Some College	1,650	11.4%	1,337	9.6%	1,578	11.1%
Associate's Degree	652	4.5%	788	5.7%	715	5.0%
Bachelor's Degree	4,595	31.7%	4,382	31.6%	4,873	34.1%
Master's Degree	2,710	18.7%	2,626	18.9%	2,804	19.6%
Professional Degree	1,053	7.3%	1,165	8.4%	1,203	8.4%
Doctorate	585	4.0%	417	3.0%	421	2.9%
Total	14,517	100.0%	13,878	100.0%	14,275	100.0%

Source: US Census Bureau, 2008-2012 ACS Five-Year Survey
** Estimate provided by US Census Bureau*

As it can be seen, the City's educational attainment levels have remained relatively similar from 2000 to 2012, although there are some indications that the population is becoming more well-educated. The number of residents with less than a 9th grade education, some high school education, or a high school diploma or equivalent have all decreased from their 2000 levels. In addition, while the percentage of residents with doctorate degrees has decreased since 2000, the percentage of those with a Bachelor's, Master's, or Professional Degree have all risen.

Tables H, I and J provide the educational attainment levels of Summit and its comparable communities for the years 2000, 2010, and 2012 respectively. Table K provides additional insight by analyzing the percentages of 2012 populations with at least a bachelor's degree for Summit and its comparable communities

Table H:
2000 Education Levels for Ages 25 and Up (City of Summit and Comparable Communities)

EDUCATIONAL ATTAINMENT	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS***	MILLBURN	WESTFIELD
Less than 9th Grade	2.8%	2.3%	1.5%	3.8%	N/A	1.2%	1.8%
9th to 12th Grade**	4.8%	2.6%	2.0%	5.4%	N/A	2.2%	2.9%
HS Diploma/Equivalency	15.0%	19.0%	12.3%	17.5%	N/A	9.5%	15.1%
Some College**	11.4%	13.5%	12.5%	12.4%	N/A	9.6%	13.0%
Associate's Degree	4.5%	4.5%	5.1%	4.1%	N/A	3.4%	4.7%
Bachelor's Degree	31.7%	30.5%	38.4%	30.8%	N/A	35.6%	32.7%
Graduate Degree	18.7%	17.1%	19.2%	16.8%	N/A	21.9%	18.3%
Professional Degree	7.3%	5.4%	6.0%	4.8%	N/A	13.0%	8.0%
Doctorate Degree	4.0%	5.1%	3.1%	4.4%	N/A	3.6%	3.5%

Source: US Census Bureau, 2008-2012 ACS Five-Year Survey
** Estimate provided by US Census Bureau*
*** No Degree*
**** No Information Available*

Table I:
2010 Education Levels for Ages 25 and Up (City of Summit and Comparable Communities)

EDUCATIONAL ATTAINMENT	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
Less than 9th Grade	4.0%	0.9%	0.7%	4.1%	0.6%	1.2%	2.4%
9th to 12th Grade**	2.8%	2.9%	1.0%	3.4%	0.9%	2.2%	1.8%
HS Diploma/Equivalency	16.0%	12.6%	10.2%	17.0%	4.9%	9.5%	14.4%
Some College**	9.6%	12.2%	7.8%	9.5%	7.9%	9.6%	10.9%
Associate's Degree	5.7%	5.8%	3.7%	5.3%	2.0%	3.4%	4.2%
Bachelor's Degree	31.6%	37.3%	42.1%	32.2%	35.3%	35.6%	36.0%
Graduate Degree	18.9%	19.3%	24.7%	20.0%	24.6%	21.9%	19.9%
Professional Degree	8.4%	5.8%	6.6%	4.3%	18.1%	13.0%	6.5%
Doctorate Degree	3.0%	3.2%	3.2%	4.2%	5.5%	3.6%	3.8%

Source: US Census Bureau, 2008-2012 ACS Five-Year Survey
** Estimate provided by US Census Bureau*
*** No Degree*

Table J:
2012 Education Levels for Ages 25 and Up (City of Summit and Comparable Communities)

EDUCATIONAL ATTAINMENT	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
Less than 9th Grade	1.7%	1.7%	1.2%	4.0%	0.0%	0.5%	2.2%
9th to 12th Grade**	3.2%	3.4%	1.5%	4.0%	0.7%	0.9%	1.8%
HS Diploma/Equivalency	13.9%	16.0%	10.3%	14.7%	4.8%	9.7%	13.5%
Some College**	11.1%	13.0%	6.5%	9.6%	5.6%	6.7%	11.9%
Associate's Degree	5.0%	5.4%	3.1%	4.4%	1.7%	3.0%	4.2%
Bachelor's Degree	34.1%	32.9%	43.2%	32.5%	36.4%	35.7%	36.3%
Graduate Degree	19.6%	19.9%	23.2%	20.5%	26.3%	24.0%	18.2%
Professional Degree	8.4%	4.1%	7.0%	6.0%	18.8%	14.8%	8.0%
Doctorate Degree	2.9%	3.7%	3.9%	4.2%	5.6%	4.7%	3.9%

Source: US Census Bureau, 2008-2012 ACS Five-Year Survey
** Estimate provided by US Census Bureau*
*** No Degree*

Table K:
2012 Education Levels for Ages 25 and Up (City of Summit and Comparable Communities)

EDUCATIONAL ATTAINMENT	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
Bachelor's Degree of Higher	65.0%	60.6%	77.3%	63.2%	87.1%	79.3%	66.7%

Source: US Census Bureau, 2008-2012 ACS Five-Year Survey
** Estimate provided by US Census Bureau*

As it can be seen, Summit is relatively on par with its comparable municipalities in regards to educational attainment, as its percentage of population with at least a bachelor's degree is similar to that of Madison and Westfield's. Over three-quarters of the populations of both Chatham and Millburn is estimated to have at least a bachelor's degree, while nearly 90% of the population in Short Hills is estimated to have such an educational attainment.

Additional insights can be gathered by analyzing levels of educational achievement in regards to both gender and race, which are provided by Tables L and M below, respectively.

Table L:
2012 Education Levels for Ages 25 and Up (City of Summit and Comparable Communities)

EDUCATIONAL ATTAINMENT	SUMMIT		NEW PROVIDENCE		CHATHAM		MADISON		SHORT HILLS		MILLBURN		WESTFIELD	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Less than 9th Grade	1.6%	1.7%	2.1%	1.4%	1.3%	1.2%	3.3%	4.6%	0.0%	0.0%	0.0%	0.9%	1.4%	2.9%
9th to 12th Grade**	2.2%	4.1%	3.2%	3.6%	1.7%	1.3%	3.4%	4.7%	0.3%	1.2%	0.6%	1.2%	1.8%	1.8%
HS Diploma/Equivalency	11.1%	16.3%	10.2%	21.4%	13.6%	7.4%	11.3%	17.7%	1.9%	7.6%	8.4%	11.0%	10.1%	16.6%
Some College**	10.1%	11.9%	14.1%	11.9%	6.7%	6.4%	10.1%	9.2%	4.7%	6.5%	6.7%	6.6%	13.6%	10.3%
Associate's Degree	3.2%	6.6%	4.9%	5.8%	1.6%	4.5%	3.4%	5.3%	0.5%	2.7%	1.8%	4.1%	2.9%	5.3%
Bachelor's Degree	35.8%	32.7%	32.0%	33.7%	37.9%	47.9%	31.3%	33.7%	30.2%	42.1%	32.0%	39.1%	36.9%	35.7%
Graduate Degree	21.0%	18.5%	22.0%	17.9%	25.1%	21.6%	23.9%	17.5%	29.7%	23.1%	25.2%	22.9%	18.8%	17.7%
Professional Degree	11.1%	6.1%	5.5%	2.8%	8.7%	5.5%	7.4%	4.8%	25.8%	12.5%	19.6%	10.4%	9.2%	7.0%
Doctorate Degree	3.8%	2.2%	5.9%	1.6%	3.5%	4.3%	5.9%	2.7%	7.0%	4.4%	5.8%	3.7%	5.4%	2.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: US Census Bureau, 2008-2012 ACS Five-Year Survey (B15002)
** Estimate provided by US Census Bureau*
*** No Degree*

As it can be seen on the Table L above, it appears as if males ages 25 and up are estimated to be slightly more educated than females ages 25 and up. Both the majority of males (35.8%) and females (32.7%) in the City are estimated to have a Bachelor's Degree. However, the percentages of males with a graduate degree, professional degree, or doctorate degree are estimated to be higher than their female counterparts. Conversely, the number of females with less than a high school diploma or equivalency is estimated to be greater than the percentage of males. This trend appears to be relatively similar throughout the City's comparable communities.

Table M on the following page analyzes educational attainment by race. As it can be seen, those who identified as Asian alone were generally estimated to have the highest levels of education, as nearly 78.8% of these respondents were estimated to have a bachelor's degree or higher. Those who identified as White alone had the second highest levels of education, as 75.2% of whites were estimated to have a bachelor's degree or higher.

Generally, those who identified as Asian had the greatest estimated levels of education within Summit's comparable communities. In some instances, those that identified as "two or more races" were estimated to have higher levels of income. We would note that sample sizes were often small for this category, and as such their margin of errors were somewhat large.

Table M:
Educational Attainment by Race (Summit and Comparable Communities)

MUNICIPALITY		LESS THAN HS	HS DIPLOMA/ EQUIVALENT	SOME COLLEGE	BACHELOR'S DEGREE OR HIGHER	TOTAL
City of Summit	White alone	1.9%	8.1%	14.8%	75.2%	100.0%
	Black or African American alone	5.9%	36.6%	20.3%	37.2%	100.0%
	Hispanic or Latino	17.8%	40.0%	21.8%	20.3%	100.0%
	Asian alone	5.4%	2.0%	13.8%	78.8%	100.0%
	Some other race alone	7.2%	69.7%	20.3%	2.8%	100.0%
	Two or more races	8.0%	19.7%	9.5%	62.8%	100.0%
New Providence	White alone	4.2%	16.0%	21.0%	58.8%	100.0%
	Black or African American alone	64.7%	8.2%	27.1%	0.0%	100.0%
	Hispanic or Latino	13.6%	38.6%	2.4%	45.5%	100.0%
	Asian alone	2.8%	7.5%	4.4%	85.3%	100.0%
	Some other race alone	0.0%	100.0%	0.0%	0.0%	100.0%
	Two or more races	0.0%	57.6%	0.0%	42.4%	100.0%
Chatham	White alone	1.5%	10.0%	9.9%	78.6%	100.0%
	Black or African American alone	71.4%	0.0%	28.6%	0.0%	100.0%
	Hispanic or Latino	22.5%	36.2%	8.5%	32.9%	100.0%
	Asian alone	2.7%	0.0%	6.4%	91.0%	100.0%
	Some other race alone	64.4%	0.0%	0.0%	35.6%	100.0%
	Two or more races	20.3%	0.0%	0.0%	79.7%	100.0%
Madison	White alone	7.0%	14.6%	14.4%	64.0%	100.0%
	Black or African American alone	8.8%	26.9%	20.0%	44.2%	100.0%
	Hispanic or Latino	23.6%	23.2%	15.9%	37.3%	100.0%
	Asian alone	9.0%	4.2%	7.3%	79.6%	100.0%
	Some other race alone	10.0%	0.0%	90.0%	0.0%	100.0%
	Two or more races	0.0%	0.0%	0.0%	100.0%	100.0%
Short Hills	White alone	0.7%	4.8%	7.6%	86.8%	100.0%
	Black or African American alone	0.0%	44.1%	17.6%	38.2%	100.0%
	Hispanic or Latino	0.0%	13.4%	8.5%	78.1%	100.0%
	Asian alone	1.0%	1.0%	3.8%	94.1%	100.0%
	Some other race alone	0.0%	0.0%	37.5%	62.5%	100.0%
	Two or more races	0.0%	0.0%	0.0%	100.0%	100.0%
Millburn	White alone	1.2%	8.0%	10.0%	80.8%	100.0%
	Black or African American alone	0.8%	40.6%	15.2%	43.4%	100.0%
	Hispanic or Latino	7.0%	31.3%	11.9%	49.8%	100.0%
	Asian alone	0.6%	8.1%	3.4%	87.8%	100.0%
	Some other race alone	20.1%	0.0%	28.2%	51.7%	100.0%
	Two or more races	0.0%	0.0%	23.7%	76.3%	100.0%
Westfield	White alone	3.6%	13.5%	15.2%	67.7%	100.0%
	Black or African American alone	11.5%	22.3%	36.9%	29.3%	100.0%
	Hispanic or Latino	7.9%	17.6%	19.3%	55.3%	100.0%
	Asian alone	2.9%	8.0%	11.6%	77.5%	100.0%
	Some other race alone	8.3%	20.0%	0.0%	71.7%	100.0%
	Two or more races	0.0%	9.5%	42.1%	48.4%	100.0%

Section B: Economic Information

Section B provides a more detailed insight into the economic makeup of Summit and its comparable municipalities, and includes information and projections regarding household incomes, disposable income, and net worth.

SECTION B.1: HOUSEHOLD INCOME

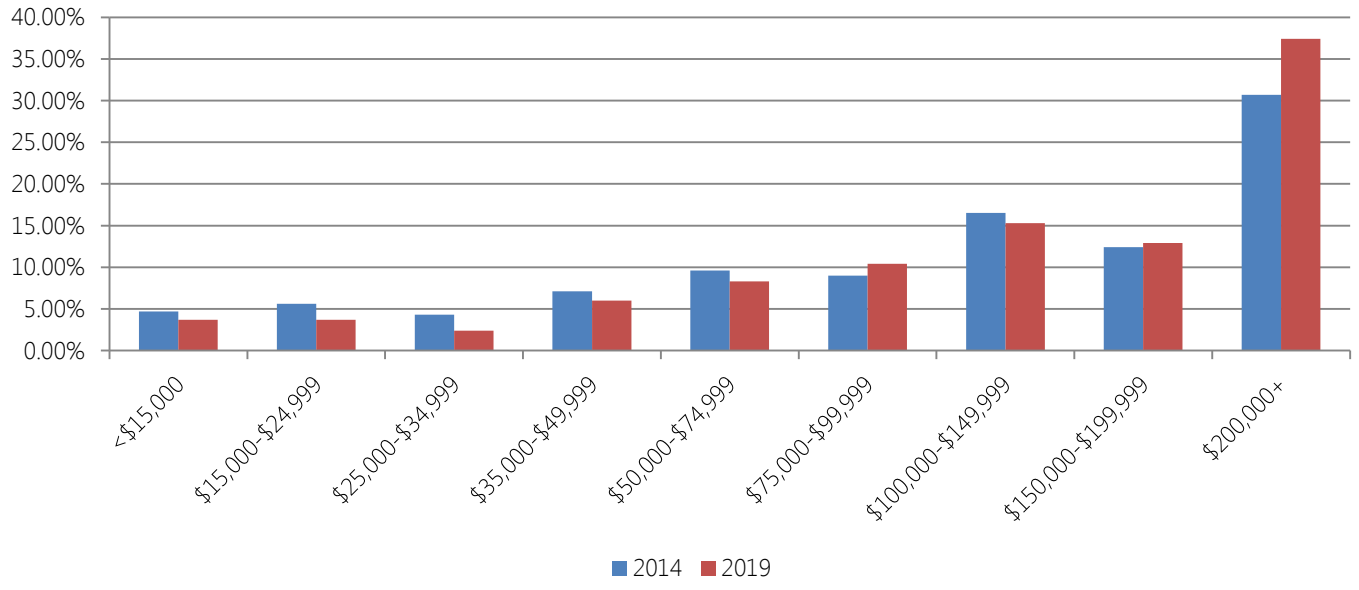
Table 4 of the Draft Report offers the 2000 and 2010 median incomes for a number of geographies. Table N and Figure H expand on this information by providing household income estimates for 2014 and 2019 for the City.

Table N:
Household Income (City of Summit)

	2014		2019	
INCOME	NUMBER	PERCENT*	NUMBER	PERCENT*
<$15,000	370	4.7%	306	3.7%
$15,000-$24,999	447	5.6%	306	3.7%
$25,000-$34,999	341	4.3%	199	2.4%
$35,000-$49,999	562	7.1%	493	6.0%
$50,000-$74,999	762	9.6%	686	8.3%
$75,000-$99,999	715	9.0%	857	10.4%
$100,000-$149,999	1,304	16.5%	1,263	15.3%
$150,000-$199,999	985	12.4%	1,071	12.9%
$200,000+	2,427	30.7%	3,098	37.4%
Median Household Income		$124,606		$151,036
Average Household Income		$165,553		$199,552
Per Capita Income		$59,381		$71,439

Source: Esri
** Estimate provided by Esri*
Note: Includes adjustment for inflation

Figure H:
Household Income (City of Summit)



As indicated by Table N above, the majority of households (30.7%) in the City have an estimated 2014 income of over $200,000, and this percentage is expected to increase to 37.4% by 2019. The City's median household income, average household income, and per capita income are also all expected to increase from 2014 to 2019

Table O:
Household Income, 2014 (City of Summit)

	Age of Householder						
INCOME	<25	25-34	35-44	45-54	55-64	65-74	75+
<$15,000	7	34	42	45	72	50	120
$15,000-$24,999	6	43	68	116	84	72	58
$25,000-$34,999	1	30	52	59	63	68	68
$35,000-$49,999	7	68	103	92	74	67	151
$50,000-$74,999	26	98	103	97	126	91	221
$75,000-$99,999	8	120	177	102	122	111	75
$100,000-$149,999	15	133	152	378	274	206	146
$150,000-$199,999	12	92	275	248	195	106	57
$200,000+	1	49	519	939	636	190	93
Median Household Income	$67,454	$85,586	$156,535	$176,846	$151,569	$103,417	$58,450
Average Household Income	$87,406	$106,962	$181,894	$206,829	$187,264	$136,602	$92,351

Source: ESRI
Note: Includes adjustment for inflation

As it can be seen in Table O, households headed by householders between 45-54 years of age are the dominant economic cohort in the City in terms of 2014 household income. Households with householders between 35-44 years of age are the second most dominant group, with a median household income of $156,535, while households with householders between 55-64 years of age have a median household income of $151,569. However, it should be noted that the average household income for households with householders aged 55-64 is actually higher than that of households with householders aged 35-44, which suggests that there is a greater degree of variability within this older cohort.

Figure I offers a visual breakdown of the data presented above.

Figure I:
2014 Household Income (City of Summit)

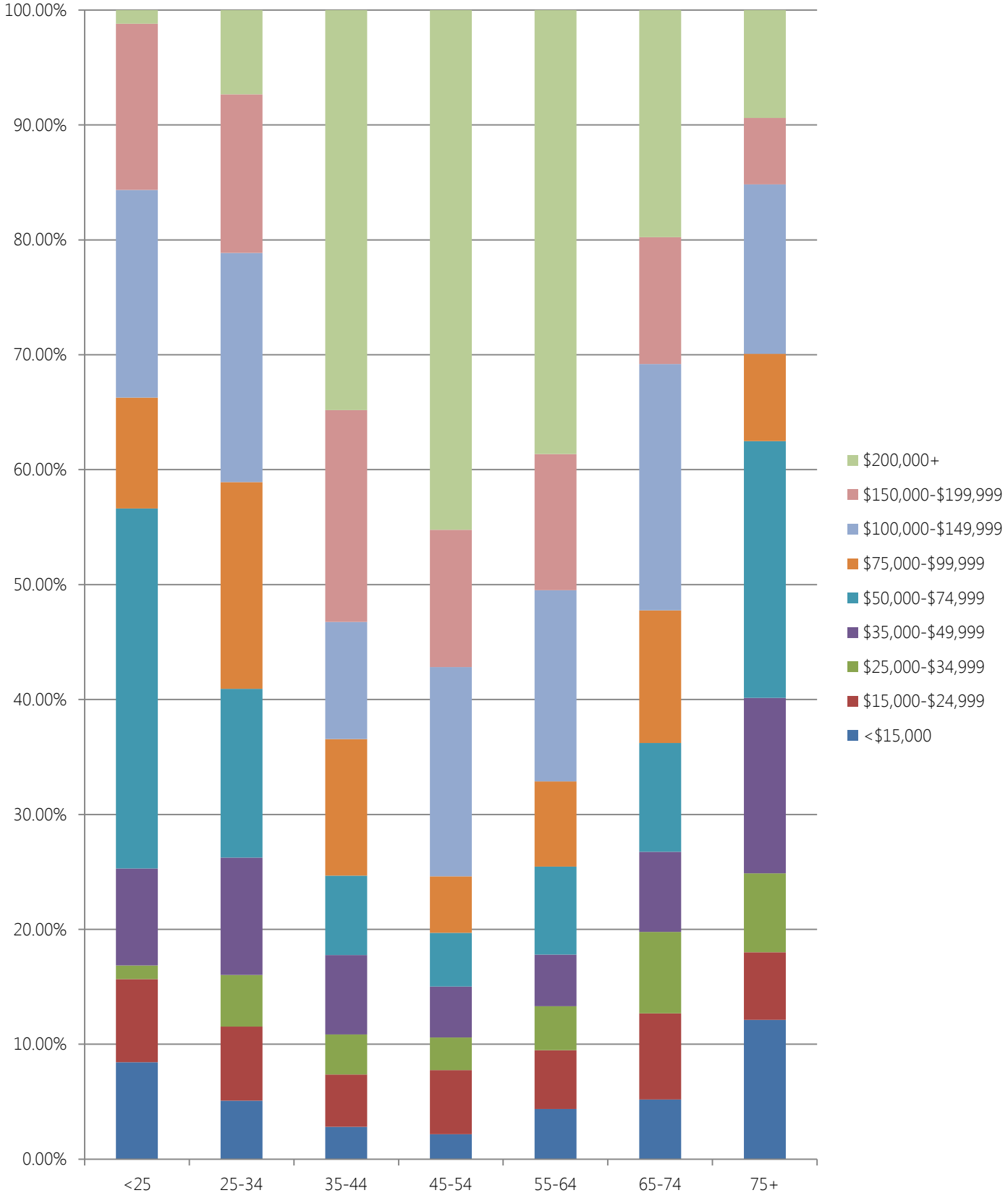


Table P:
Household Income, 2019 (City of Summit)

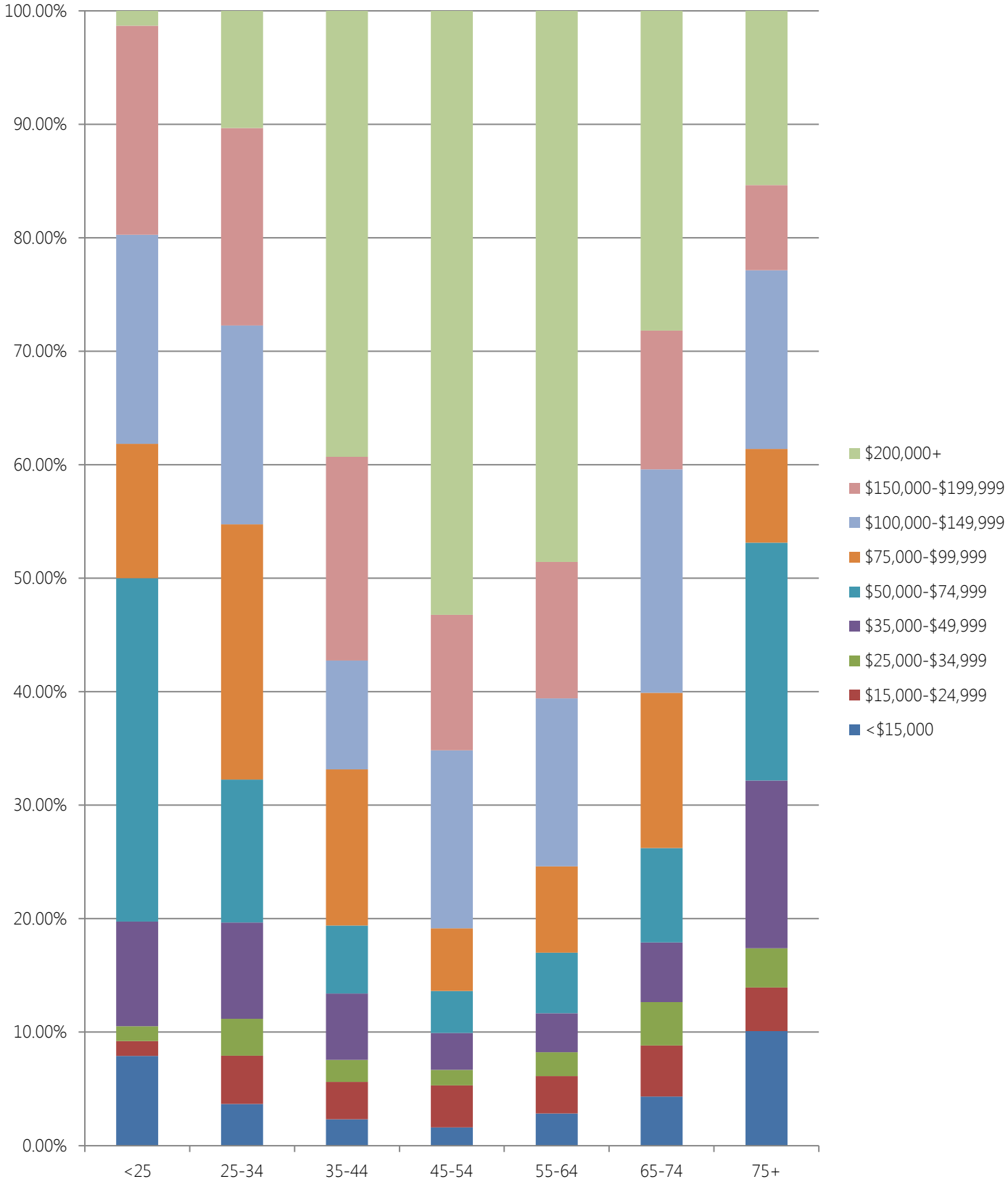
	Age of Householder						
INCOME	<25	25-34	35-44	45-54	55-64	65-74	75+
<$15,000	6	26	31	32	55	51	105
$15,000-$24,999	1	30	44	74	64	53	40
$25,000-$34,999	1	23	26	27	41	45	36
$35,000-$49,999	7	60	78	65	67	62	154
$50,000-$74,999	23	89	80	74	104	98	218
$75,000-$99,999	9	159	184	110	148	161	86
$100,000-$149,999	14	124	128	313	288	232	164
$150,000-$199,999	14	123	240	238	234	144	78
$200,000+	1	73	525	1,062	945	332	160
Median Household Income	$75,000	$93,146	$166,375	$200,001	$192,549	$120,675	$69,874
Average Household Income	$94,660	$123,954	$208,955	$248,593	$233,436	$172,873	$119,350

Source: US Census Bureau, ESRI
Note: Includes adjustment for inflation

Table P shows a shift in the distribution of the City's household incomes for 2019. Once again, households with householders aged 45-54 are expected to have the highest median and average household incomes in 2019, both of which are expected to rise from 2014. However, unlike in 2014, households with householders aged 55-64 are projected to be the second highest earning cohort, followed by households with householders aged 35-44. This trend is consistent with Table 3 of the Draft Downtown Plan and Table B of this report, and suggests that the City's population is not only aging but is also not being as equally replaced by younger, higher earning households.

Figure J provides a graphic representation of the data presented above.

Figure J:
Household Income, 2018 (City of Summit)



Tables Q and R below provide the 2014 and 2019 household incomes respectively for the City and its comparable communities.

Table Q:
2014 Household Income (City of Summit and Comparable Communities)

INCOME	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
<$15,000	4.7%	2.4%	3.2%	5.5%	1.1%	1.7%	3.8%
$15,000-$24,999	5.6%	3.9%	1.4%	4.8%	2.1%	2.6%	2.7%
$25,000-$34,999	4.3%	8.2%	2.7%	6.2%	1.8%	3.5%	5.3%
$35,000-$49,999	7.1%	8.1%	6.6%	8.3%	4.3%	6.5%	5.7%
$50,000-$74,999	9.6%	8.4%	9.9%	11.9%	4.1%	7.4%	10.0%
$75,000-$99,999	9.0%	6.4%	6.7%	8.5%	5.1%	6.9%	8.6%
$100,000-$149,999	16.5%	18.2%	16.6%	18.0%	14.5%	15.2%	19.0%
$150,000-$199,999	12.4%	16.1%	17.0%	15.1%	10.5%	10.7%	14.7%
$200,000+	30.7%	28.2%	35.9%	21.7%	56.5%	45.6%	30.2%
Median Household Income	$124,606	$130,190	$156,467	$109,810	$200,000	$176,368	$132,842
Average Household Income	$165,553	$163,079	$189,011	$144,335	$238,757	$208,252	$170,913
Per Capita Income	$59,381	$58,994	$64,349	$51,760	$75,224	$70,150	$59,490

Source: Esri
Note: Includes adjustment for inflation

Table R:
2019 Household Income (City of Summit and Comparable Municipalities)

INCOME	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
<$15,000	3.7%	1.8%	2.3%	4.4%	0.8%	1.3%	2.9%
$15,000-$24,999	3.7%	2.5%	0.9%	3.3%	1.2%	1.7%	1.8%
$25,000-$34,999	2.4%	4.4%	1.3%	3.6%	0.9%	2.0%	3.0%
$35,000-$49,999	6.0%	6.6%	5.0%	6.9%	3.1%	5.2%	4.8%
$50,000-$74,999	8.3%	7.0%	8.0%	10.5%	3.2%	6.2%	8.6%
$75,000-$99,999	10.4%	6.0%	6.1%	9.2%	4.2%	6.3%	8.1%
$100,000-$149,999	15.3%	15.6%	13.1%	16.9%	10.6%	12.0%	16.7%
$150,000-$199,999	12.9%	18.8%	18.7%	17.4%	10.7%	11.4%	16.7%
$200,000+	37.4%	37.3%	44.6%	27.8%	65.3%	54.0%	37.5%
Median Household Income	$151,036	$128,010	$182,193	$131,872	$200,000	$200,000	$159,708
Average Household Income	$199,552	$183,408	$229,133	$175,393	$285,601	$250,745	$206,144
Per Capita Income	$71,439	$66,131	$77,770	$62,865	$89,952	$84,434	$71,600

Source: US Census Bureau, Esri
Note: Includes adjustment for inflation

The distribution of the City's household incomes, as well as its median, average, and per capita incomes, are relatively similar to its comparable communities. By 2019, Summit is expected to have higher household incomes than New Providence and Madison, and comparable household incomes to Westfield. Short Hills features the highest household incomes in both 2014 and 2019; however, it should be noted that Short Hills is a CDP, and as such has a smaller and consequently less diverse polling population than the total municipality.

Figure K:
2014 and 2019 Per Capita Income (City of Summit and Comparable Communities)

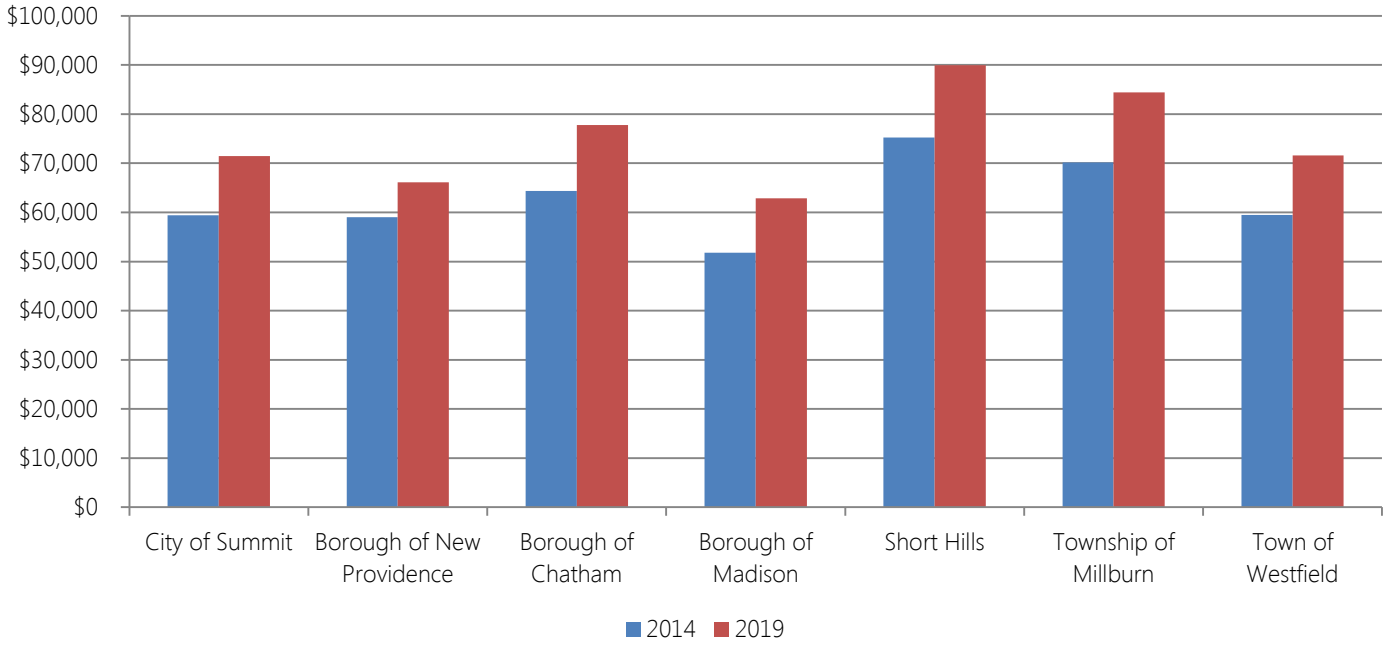


Figure K provides a graphical representation of the 2014 and 2019 per capita incomes of Summit and its comparable communities, while Figures L and M provide median household incomes by cohort. Most of the City's comparable communities follow a similar trend in regards to income by age cohort. By 2019, households with householders aged 45-54 will generally have the greatest incomes, followed closely by households with householders aged 55-64.

Figure L:
2014 Median Household Incomes (City of Summit and Comparable Municipalities)

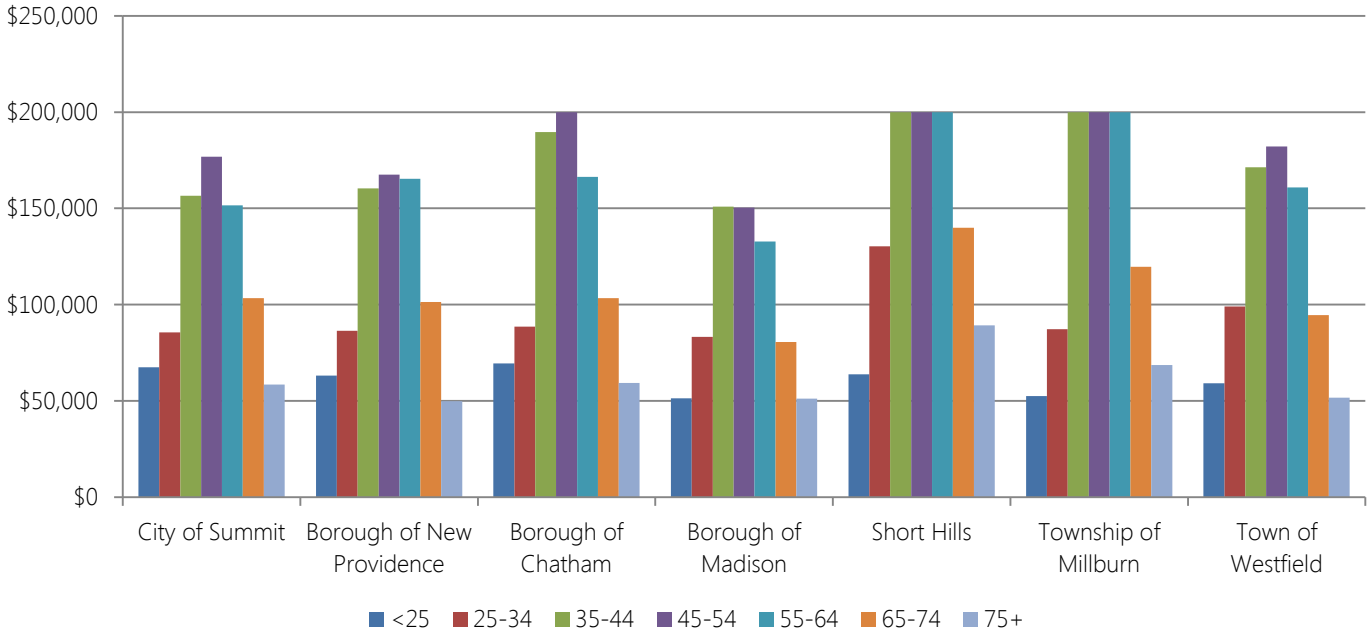
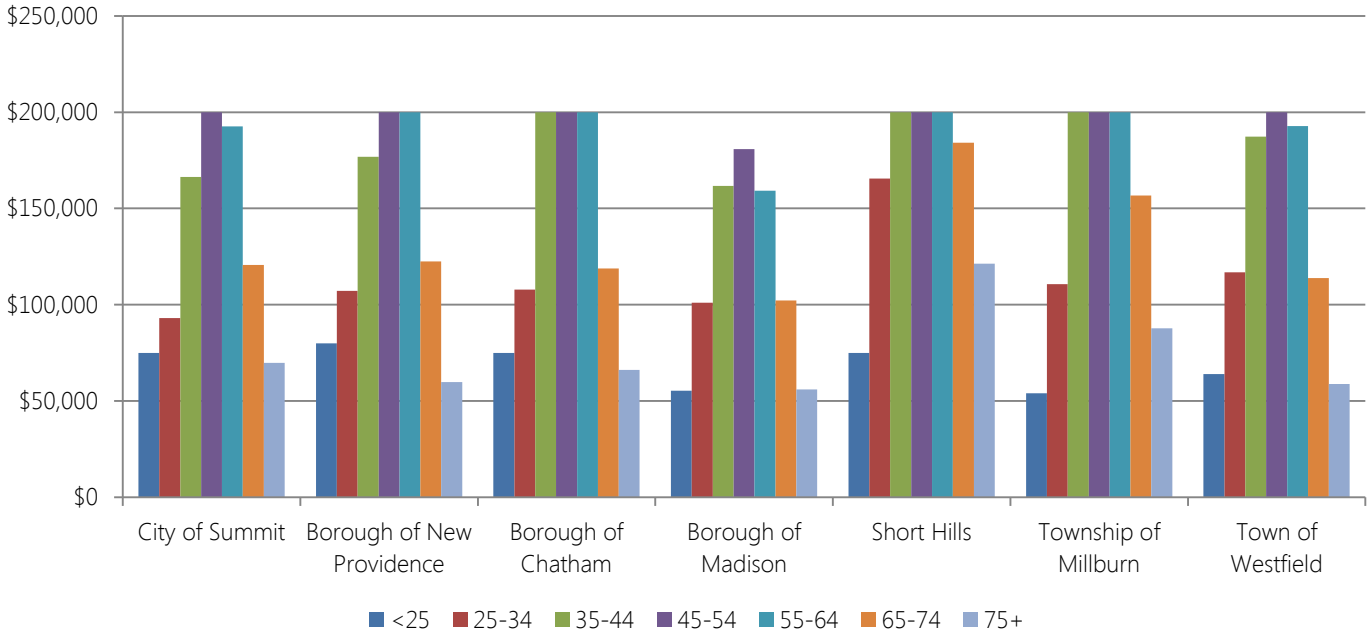


Figure M:
2019 Median Household Incomes (City of Summit and Comparable Municipalities)



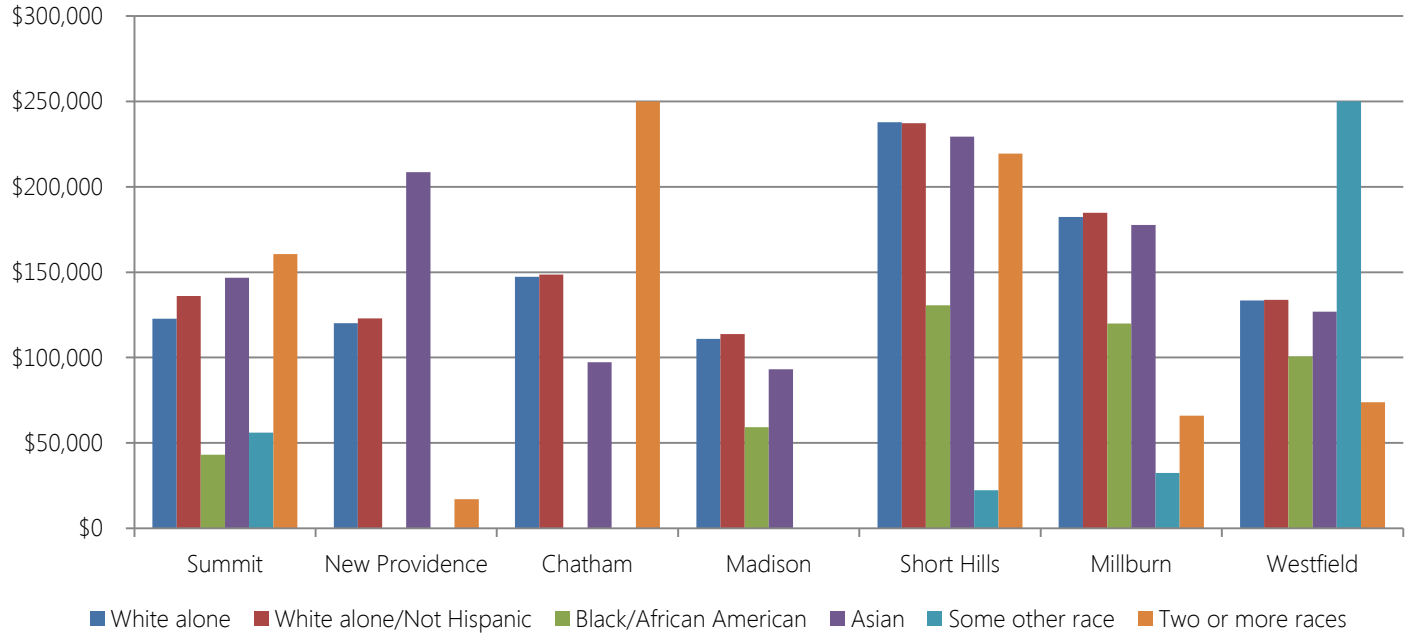
Further insights can be garnered by examining the median household incomes of the City of Summit and its comparable community by race, which can be seen in Table S below:

Table S:
2012 Household Income by Race (Comparable Municipalities)

Race	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
White alone	$122,776	$120,208	$147,321	$110,960	$237,813	$182,360	$133,474
White alone/Not Hispanic	$135,968	$122,994	$148,693	$113,722	$237,167	$184,704	$133,892
Black/African American	$43,083	-	-	$59,348	$130,556	$119,886	$100,597
Asian	$146,696	$208,583	$97,222	$93,250	$229,318	$177,639	$126,883
Some other race	$56,165	-	-	-	$22,361	$32,466	$250,000
Two or more races	$160,568	$17,171	$250,000	-	$219,306	$65,972	$73,864

Source: US Census Bureau, 2012 ACS 5-Year Estimates
- Indicates that either no sample observation or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution

Figure N:
2012 Household Income by Race (Comparable Municipalities)



As it can be seen in Table S and Figure N above, Asian households have the highest median household incomes in Summit, followed by households comprised of two or more races, white alone/not Hispanic, and white alone. As previously noted, Asians were identified to have the highest levels of education, which may partially explain this correlation. Those households in the City comprised entirely of African Americans have the lowest median household income.

Overall, there appears to be no definitive trend for Summit and its comparable communities in relationship to household income by race.

The following tables analyze household incomes by the number of household earners. Table T provides insights into household sizes by number of workers in household, while Table U lists 2012 household incomes by number of household earners.

Table T:
2012 Household Size by Number of Workers in Household (City of Summit and Comparable Communities)

NUMBER OF WORKERS	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
No workers	20.5%	18.7%	14.0%	21.5%	16.7%	16.8%	20.4%
1 Workers	44.3%	37.9%	47.6%	41.8%	39.6%	39.3%	39.9%
2 Workers	29.7%	37.3%	33.9%	30.7%	38.3%	38.8%	32.8%
3 or More Workers	5.5%	6.2%	4.5%	6.0%	5.4%	5.0%	6.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: US Census Bureau, 2012 ACS 5-Year Estimates

Table U:
2012 Household Income by Number of Household Earners (City of Summit and Comparable Communities)

RACE	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
No Earners	$86,905	$57,083	$57,841	$58,156	$103,920	$100,833	$82,978
1 Earner	$152,206	$126,250	$149,297	$111,087	$237,313	$211,920	$145,536
2 Earners	$177,256	$171,467	$196,250	$173,672	$250,000+	$233,264	$182,118
3 or More Earners	$123,750	$202,417	$176,607	$169,063	$250,000+	$250,000+	$168,553

Source: US Census Bureau, 2012 ACS 5-Year Estimates

As it can be seen in Table T, the majority of households in both Summit (44.3%) and its comparable communities were estimated to have one worker. Approximately 30% of households in the City have two or more workers, which is the lowest estimated percentage when compared to its comparable communities.

Table U suggests that those households in the City with two earners recorded the highest household incomes. Chatham, Madison and Westfield were estimated to have similar trends, while New Providence and Millburn had their highest estimated household incomes for households with three or more earners.

SECTION B.2: DISPOSABLE INCOME

While information regarding household incomes does provide for a useful background in measuring the economic composition of a community, an analysis of disposable income – defined as after-tax household income – allows for a more thorough insight into the actual purchasing power of communities.

Table V provides an overview of the disposable incomes for the City of Summit, while Table W and Figure O further disaggregates this information by age of householder.

Table V:
2014 Disposable Income (City of Summit)

INCOME	NUMBER	PERCENT*
<$15,000	474	6.0%
$15,000-$24,999	519	6.6%
$25,000-$34,999	434	5.5%
$35,000-$49,999	721	9.1%
$50,000-$74,999	1,044	13.2%
$75,000-$99,999	905	11.4%
$100,000-$149,999	1,790	22.6%
$150,000-$199,999	1,224	15.5%
$200,000+	802	10.1%
Median Disposable Household Income		$95,230
Average Disposable Household Income		$111,231

Source: Esri
** Estimate provided by Esri*
Note: Includes adjustment for inflation

Table W:
2014 Disposable Income by Age of Householder (City of Summit)

	Age of Householder						
INCOME	<25	25-34	35-44	45-54	55-64	65-74	75+
<$15,000	7	41	54	67	97	64	144
$15,000-$24,999	6	50	81	117	91	98	76
$25,000-$34,999	2	55	56	81	75	66	99
$35,000-$49,999	14	87	122	92	115	82	209
$50,000-$74,999	24	174	246	132	186	135	147
$75,000-$99,999	16	93	132	245	192	154	73
$100,000-$149,999	13	131	434	492	377	188	155
$150,000-$199,999	1	28	261	472	319	95	48
$200,000+	0	8	105	378	194	79	38
Median Disposable Income	$59,958	$61,588	$103,726	$125,616	$105,929	$79,467	$46,763
Average Disposable Income	$66,596	$73,658	$111,480	$146,909	$125,410	$99,931	$72,135

Source: ESRI
Note: Includes adjustment for inflation

Figure O:
2014 Disposable Income by Age of Householder (Summit)

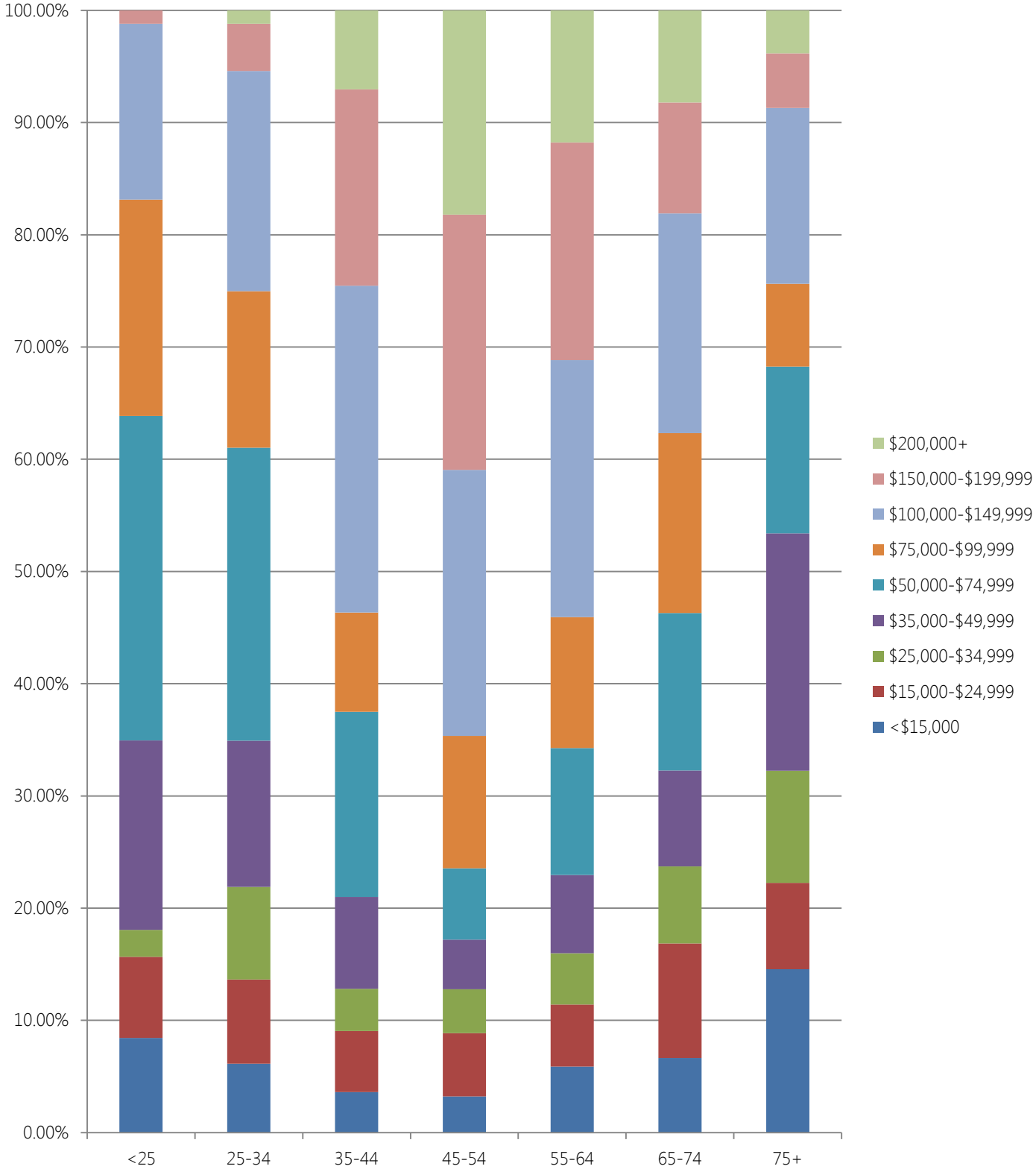


Table V reveals the median and average disposable household incomes are $95,230 and $111,251 respectively, which is indicative of the City's strong purchasing power.

Similar to what was observed with 2014 household incomes in Table P, Table W reveals that households with householders aged 45-54 have the greatest disposable incomes, with a median and average disposable household income of $125,616 and $146,909, respectively. Households with householders aged 55-64 have the second greatest level of disposable income, while households with householders aged 35-44 have the third greatest levels of disposable income.

Table X displays the disposable incomes of the City and its comparable communities, while Figure P provides a graphic representation of the distributions of disposable household incomes by age of householder. As it can be seen, most of the City's comparable communities have a similar median and average disposable household income as Summit.

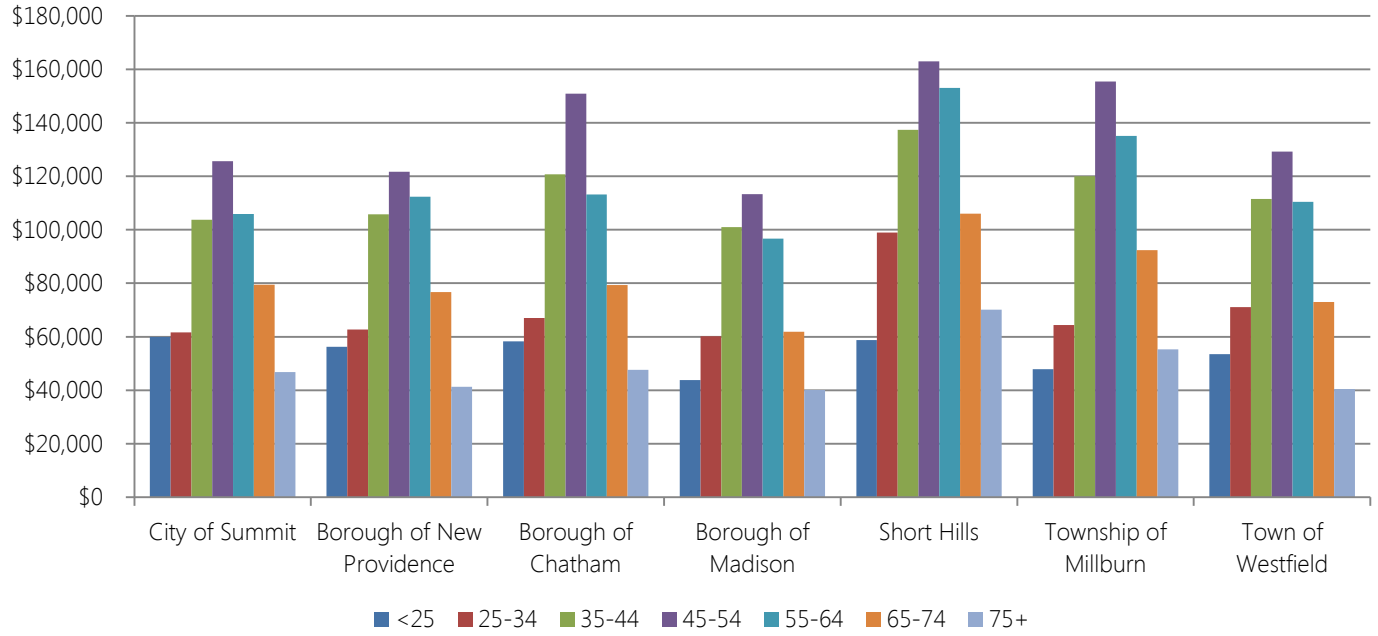
Figure P, however, shows that the distribution of disposable household income varies. Like in Summit, households with householders aged 55-64 in New Providence, Short Hills, and Millburn have the second highest disposable household incomes. Conversely, the second highest disposable household income levels are found to be in households with householders aged 35-44 in Chatham, Madison, and Westfield.

Table X:
2014 Disposable Household Income (City of Summit and Comparable Communities)

INCOME	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
<$15,000	6.0%	3.4%	3.5%	6.6%	1.6%	2.3%	4.4%
$15,000-$24,999	6.6%	7.0%	2.5%	6.8%	2.5%	3.7%	4.8%
$25,000-$34,999	5.5%	8.0%	4.6%	7.2%	3.0%	4.9%	5.5%
$35,000-$49,999	9.1%	8.9%	8.9%	10.9%	4.5%	7.3%	8.5%
$50,000-$74,999	13.2%	10.4%	11.0%	13.8%	6.8%	10.0%	12.9%
$75,000-$99,999	11.4%	12.6%	11.9%	12.7%	9.9%	10.6%	13.3%
$100,000-$149,999	22.6%	26.3%	28.0%	23.8%	24.4%	22.9%	25.5%
$150,000-$199,999	15.5%	14.2%	18.3%	11.0%	28.5%	23.1%	15.3%
$200,000+	10.1%	9.2%	11.3%	7.1%	18.8%	15.2%	9.8%
Median Disposable Income	$91,999	$99,079	$109,049	$82,588	$142,236	$118,926	$100,706
Average Disposable Income	$107,253	$110,524	$124,189	$98,750	$153,137	$135,433	$114,251

Source: Esri
Note: Includes adjustment for inflation

Figure P:
2014 Median Disposable Household Incomes (City of Summit and Comparable Municipalities)



SECTION B.3: NET WORTH

An analysis of net worth provides an additional insight into the economic make-up of a community. Information regarding household incomes and disposable household incomes do not take into account other sources of wealth or financial assets. Net worth, on the other hand, includes home equity, equity in pension plans, net equity, net equity in vehicles, IRAs and Keough accounts, business equity, interest-earning assets and mutual fund shares, and stocks. In short, net worth is defined as total household wealth minus secured and unsecured debt.

Table Y provides the 2013 Net worth for the City of Summit, while Table Z and Figure Q further analyze this information by age of householder. As indicated by Table Y, the degrees of net worth are fairly high in the City and, as indicated by the vast difference between the median and average net worth, distributed fairly unevenly. However, such a skewed distribution of net worth is to be expected for any community, as net worth typically rises with age. This is demonstrated in Table Z and Figure Q, which show that households with older householders have much larger net worth than those households with householders of a younger age.

Table Y:
2014 Net Worth (City of Summit Summit)

INCOME	NUMBER	PERCENT*
<$15,000	1,173	14.8%
$15,000-$34,999	380	4.8%
$35,000-$49,999	205	2.6%
$50,000-$74,999	409	5.2%
$75,000-$99,999	242	3.1%
$100,000-$149,999	476	6.0%
$150,000-$249,999	544	6.9%
$250,000-$500,000	972	12.3%
$500,000+	3,512	44.4%
Median Net Worth		$356,566
Average Net Worth		$1,259,991

Source: Esri

** Estimate provided by Esri*

Note: Includes adjustment for inflation

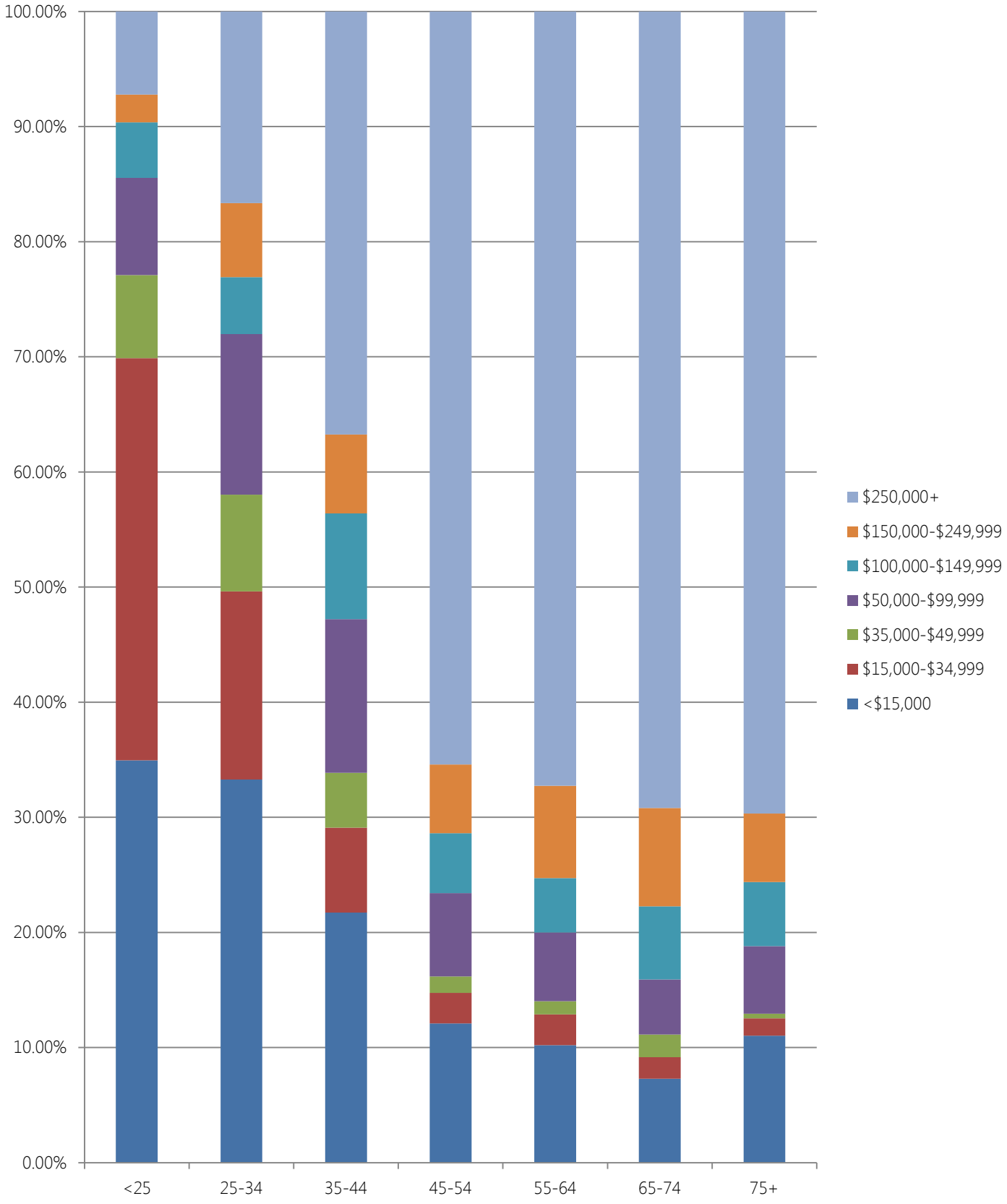
Table Z:
2014 Net Worth by Age of Householder (City of Summit)

	Age of Householder						
INCOME	<25	25-34	35-44	45-54	55-64	65-74	75+
<$15,000	29	222	324	251	168	70	109
$15,000-$34,999	29	109	110	55	44	18	15
$35,000-$49,999	6	56	71	30	19	19	4
$50,000-$99,999	7	93	199	150	98	46	58
$100,000-$149,999	4	33	137	108	78	61	55
$150,000-$249,999	2	43	102	124	132	82	59
$250,000+	6	111	548	1,358	1,107	665	689
Median Net Worth	$20,040	$35,515	$112,170	$250,001	$250,001	$250,001	$250,001
Average Net Worth	$147,553	$220,297	$495,142	$1,080,1235	$1,299,908	$1,278,674	$1,053,432

Source: ESRI

Note: Includes adjustment for inflation

Figure Q:
2014 Net Worth by Age of Householder (City of Summit)



The following table compares the net worth of Summit with its comparable communities.

Table AA:
2014 Net Worth by Age of Householder (Comparable Communities)

INCOME	SUMMIT	NEW PROVIDENCE	CHATHAM	MADISON	SHORT HILLS	MILLBURN	WESTFIELD
Median Net Worth	$356,566	$500,001	$500,001	$272,768	$500,001	$500,001	$500,001
Average Net Worth	$1,259,991	$1,424,342	$1,569,467	$1,121,196	$2,107,392	$1,801,414	$1,580,193

Conclusions

The following general conclusions can be drawn from the information presented above:

1. The City's population has experienced a steady increase since 2000, and this trend is expected to continue well into 2019.
2. Perhaps one of the City's greatest demographic advantages over its comparable communities is its daytime population, which increases to nearly 37,000 people every day. Of the comparable communities analyzed in this memorandum, this represents the greatest increase over daytime population.
3. While the City's median age has remained relatively stable since 2000, it is expected to rise by 2019 which indicates that the City's population is aging slightly. We note that the average age of the City's population is estimated to by 41.7%, which represents an approximately 5% increase from 2010. However, it should also be noted that four (4) of the comparable communities analyzed in this report are expected to have higher median ages by same timeframe.
4. Household and family sizes have remained relatively stable since 2000, although both are expected to rise by 2019.
5. Educational attainment levels in the City are high, and are expected to rise; there will be a greater percentage of the population with at least a bachelor's degree by 2012 than in 2000.
    a. A greater percentage of males in the City were estimated to have at least a bachelor's degree or greater, while a greater percentage of females were estimated to have less than a high school education. This was a similar trend for most of the City's comparable communities.
    b. Those identified as Asians were generally the most well-educated in the City, followed closely by those identified as White. This trend was relatively similar to most of the City's comparable communities.
6. Household incomes are relatively high in the City, and are only expected to grow through 2019.
    a. As the City continues to age, household incomes are expected to become higher in older households.
    b. Those identified as Asian were estimated to have the highest household incomes in the City, followed closely by those identified as White/not Hispanic. This is relatively reflective of the City's estimated levels of education.
    c. Incomes were estimated as being highest in those households with two (2) earners, followed by households with one (1) earner and households with three (3) earners. We note that 29.7% of households in the City had two (2) workers.

7. Similar to household incomes, disposable incomes are relatively high in the City and are expected to grow through 2019.
8. Net worth is also very high within the City, as well as unevenly distributed according to age. While no estimate was provided, it is likely that net worth will become even more concentrated in older cohorts by 2019 as the City continues to age and household incomes continue to rise in households with older householders.

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