



Central Business District Public Discussion

Borough of Bernardsville, New Jersey

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B U R G I S
ASSOCIATES, INC.

Discussion Topics



Downtown Trends

- General downtown trends
- Bernardsville downtown



Planning Tools

- Master Plan
- Ordinances
- Implementation



Design Examples

- Architecture
- Streetscape
- Wayfinding

What makes a
good downtown?



Elements of a Downtown

Attractive streetscape

Recreation amenities

Easy parking

Diversity of uses

Pedestrian-friendly

Traffic calming

Public spaces and artwork

Outdoor dining

Business growth

Nightlife

Apartments above stores



Downtown Trends

Downtowns

Historic

- Clothing stores (boutiques)
- Video stores 
- Independent movie theaters
- Record stores 
- Hardware stores
- Bookstores **Waldenbooks**
- Local family pharmacy
- Five and dime

2018



Trending Uses: Experience/Service Oriented

- Outdoor dining
- Wine tasting
- Pinot palette
- Children's crafts/gymnastics
- Microbreweries
- Specialty medical (vanity services)
- Pet services/Doggie day care
- Health spas
- Boutique fitness

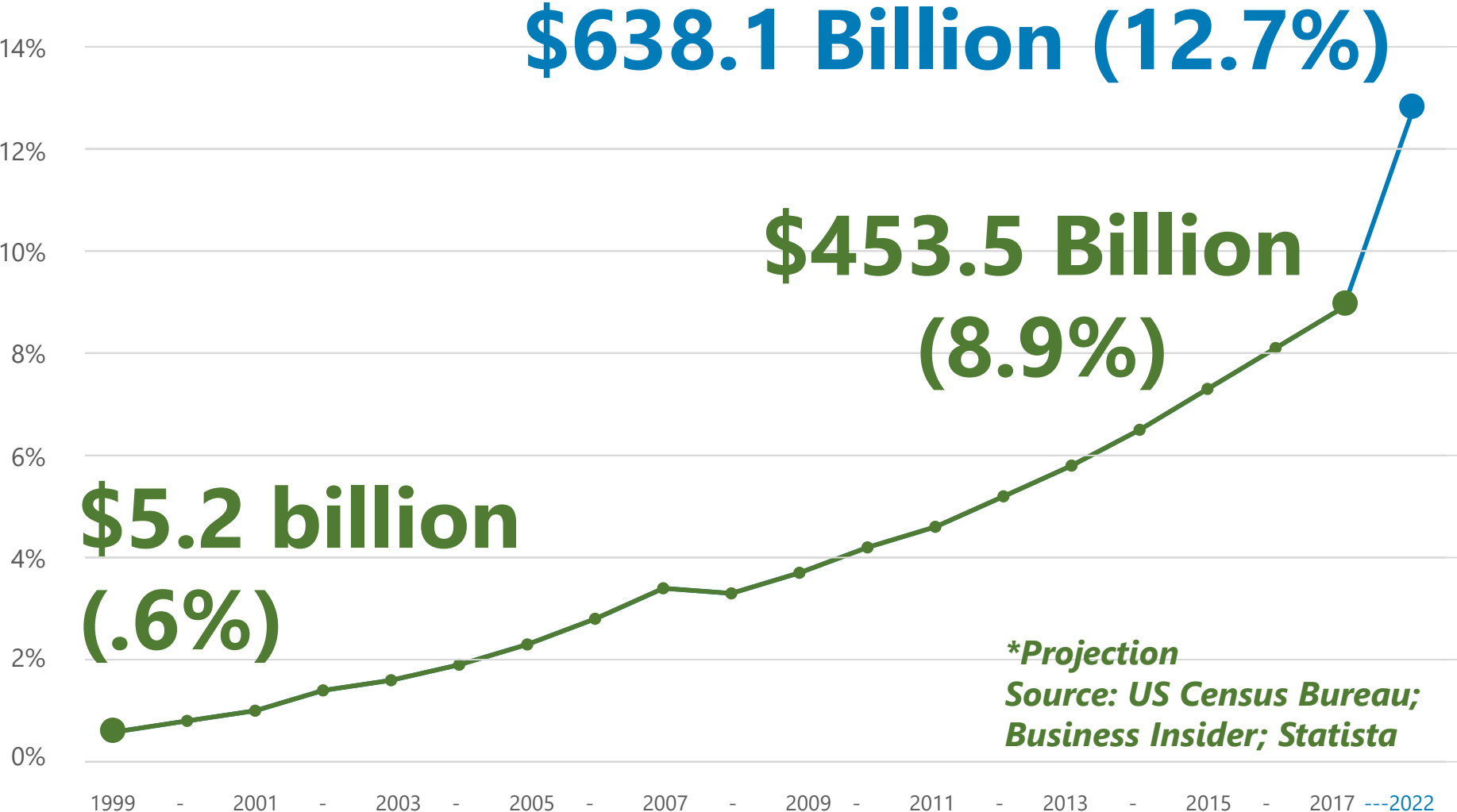


Issues Facing Downtowns Today

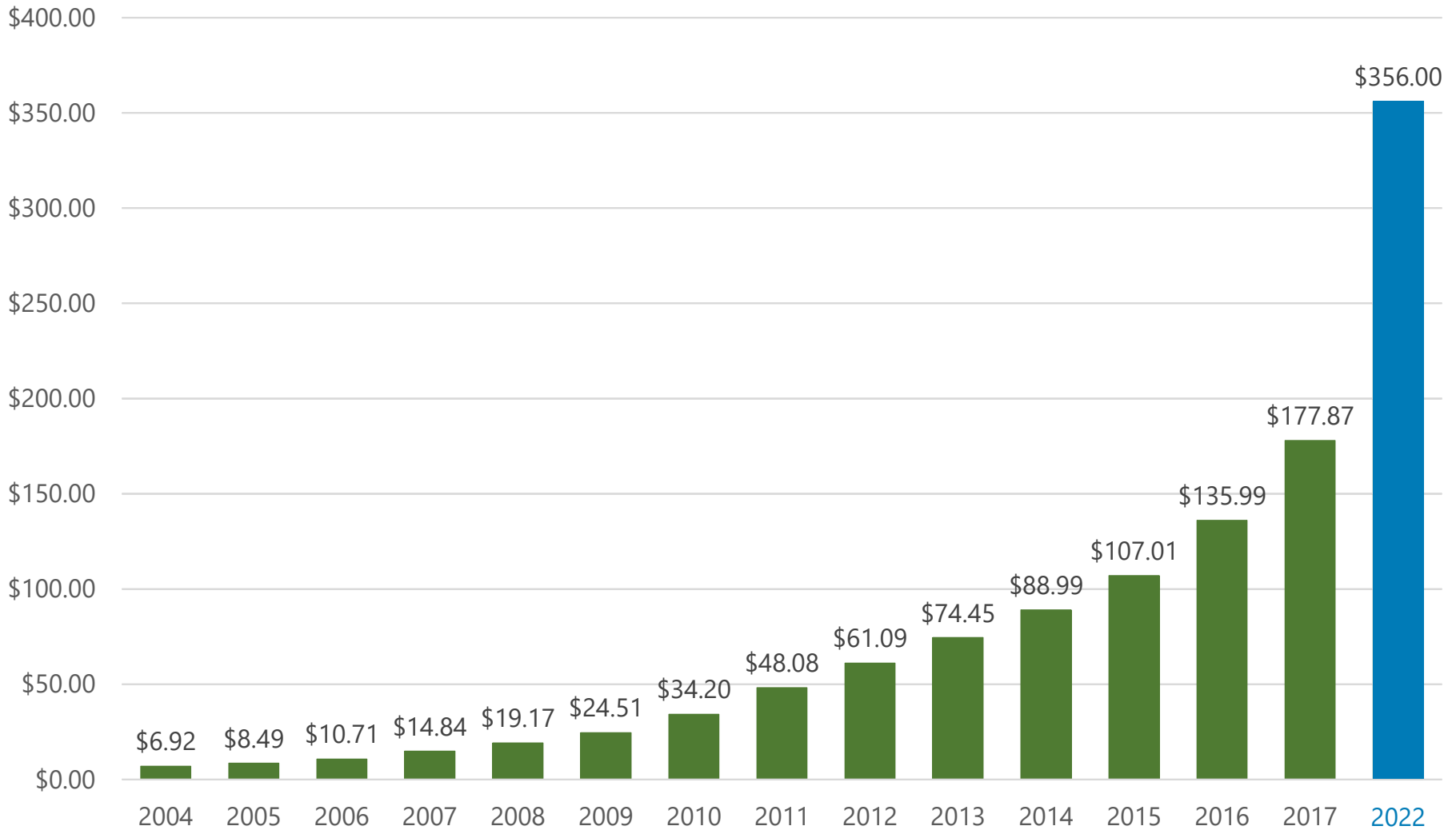
- E-commerce



E- Commerce Retail Sales



Amazon Sales (in billions)



Source: Statista

Issues Facing Downtowns Today

- E-commerce
- Land use

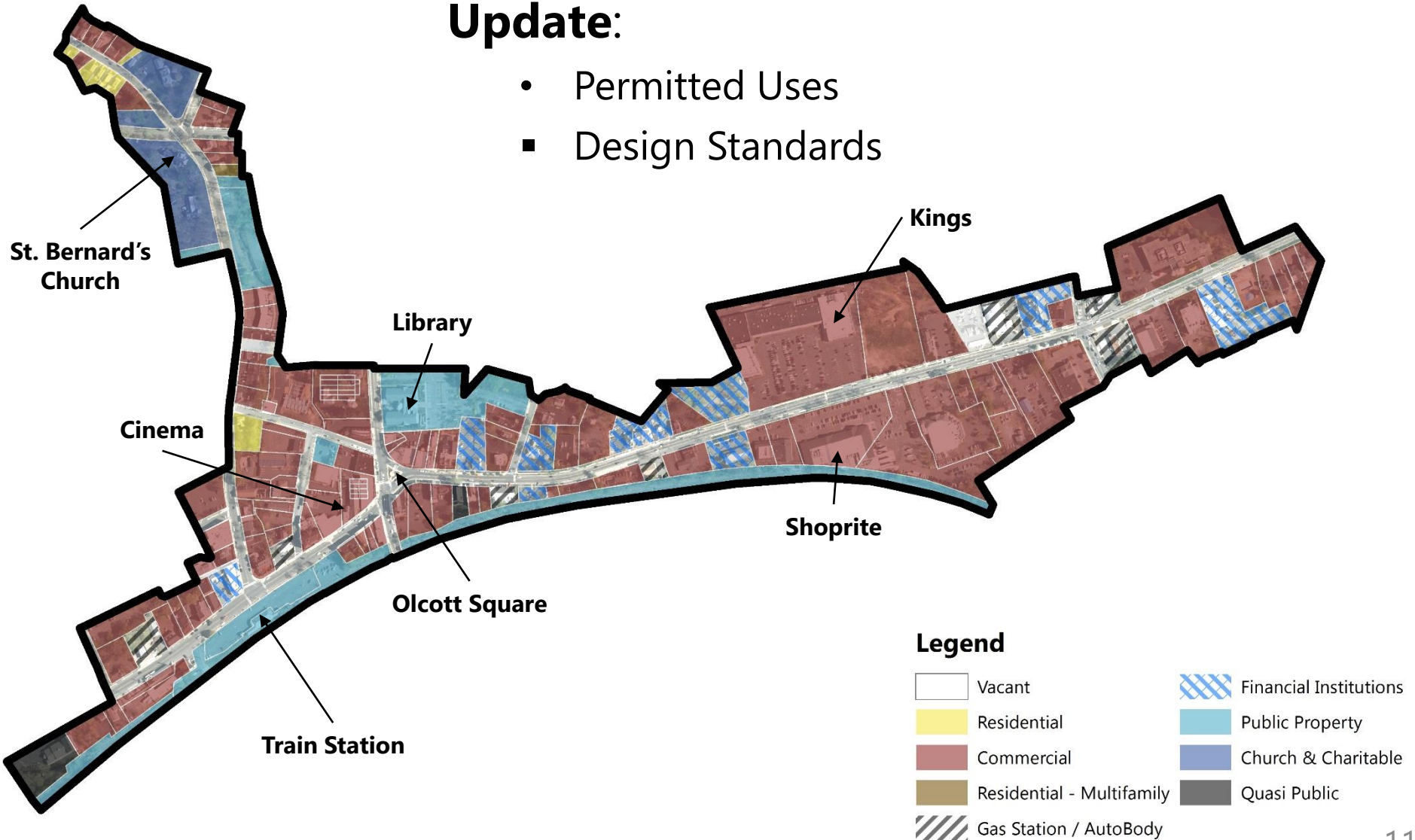




Land Uses

Update:

- Permitted Uses
- Design Standards



Issues Facing Downtowns Today

- E-commerce
- Land use
- Aesthetic appeal/streetscape features



Aesthetic Appeal



Aesthetic Appeal



Aesthetic Appeal



Issues Facing Downtowns Today

- E-commerce
- Land use
- Aesthetic appeal/streetscape features
- Parking & wayfinding





Parking & Wayfinding

- Amount of parking
- Distribution of parking
- Parking standards
- Wayfinding



Legend

Off Street Parking

Ownership

-  Private
-  Public

Issues Facing Downtowns Today

- E-commerce
- Land use
- Aesthetic appeal/streetscape features
- Parking & wayfinding
- Demographic trends



Demographic trends

Age Cohort	1980	1990	2000	2010	2016
Under 5	4.1%	4.7%	7.4%	5.9%	6.4%
5-18	24.3%	17.1%	19.4%	24.0%	21.9%
19-24	7.3%	7.7%	3.3%	4.2%	4.3%
25-34	11.8%	13.4%	10.3%	8.0%	11.2%
35-44	13.6%	15.1%	18.9%	14.6%	12.8%
45-54	14.9%	16.6%	16.6%	18.7%	16.3%
55-64	12.4%	11.7%	11.3%	12.4%	12.4%
65 and Over	11.6%	13.7%	12.8%	12.2%	14.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



Issues Facing Downtowns Today

- E-commerce
- Land use
- Aesthetic appeal/streetscape features
- Parking & wayfinding
- Demographic trends
- Opportunities for downtown revitalization



Opportunities



Rail Station

Opportunities



Former Audi Site (0.43 acres)

Opportunities



Quimby Lane

Planning Tools to Implement Downtown Vision

Planning Tools



Master Planning

- Establishes a vision through policy goals and objectives



Ordinance Amendments

- Adopted by Borough Council per Master Plan recommendations
- Includes land use regulations, architectural standards



Plan Implementation

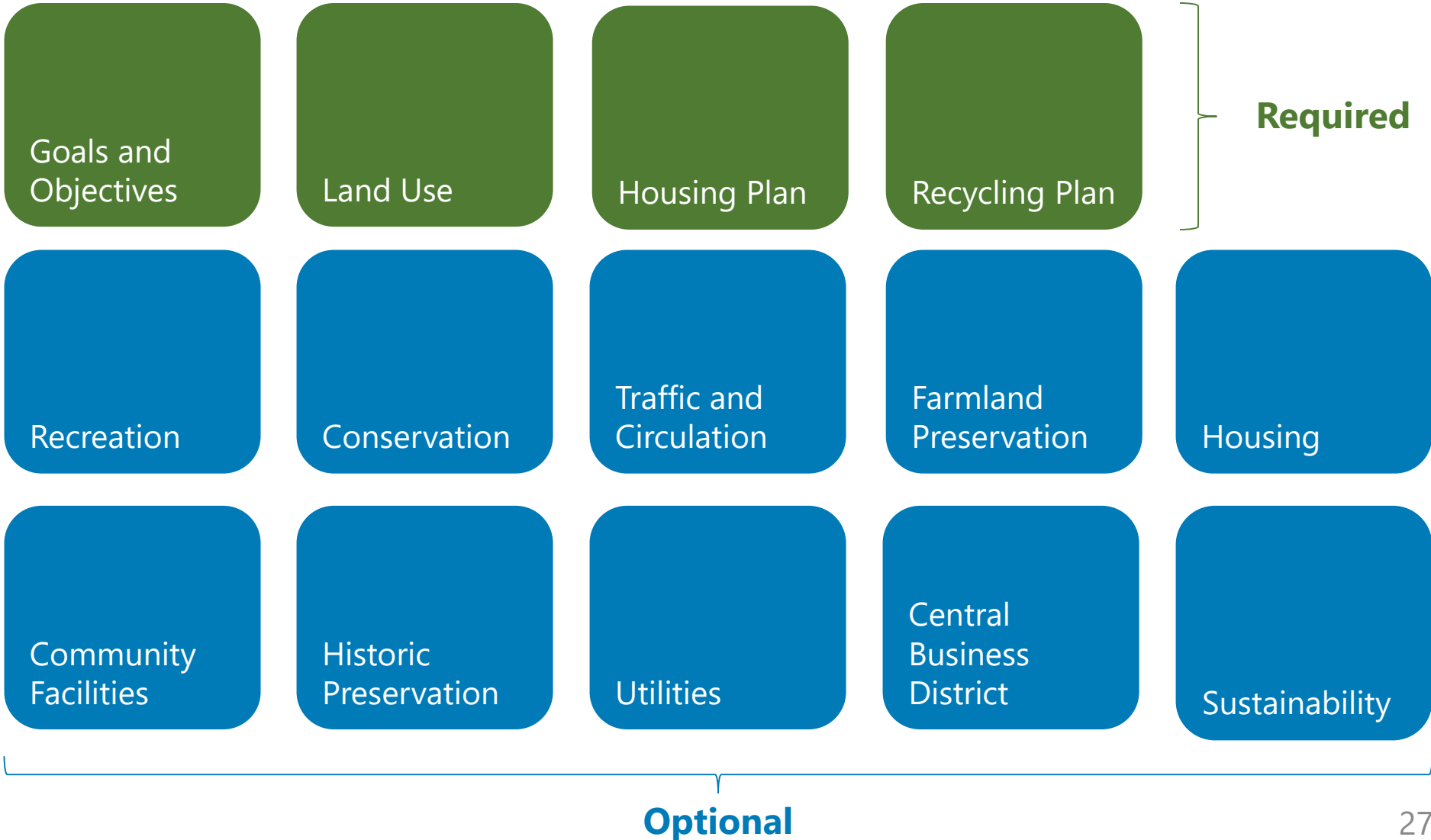
- Site plan review by Planning Board
- Potential redevelopment

What is a Master Plan?

A series of statements that:

1. Lay out the land use policies of the community;
2. Identify the extent to which development may occur; and
3. List goals and objectives.

Master Plan Elements



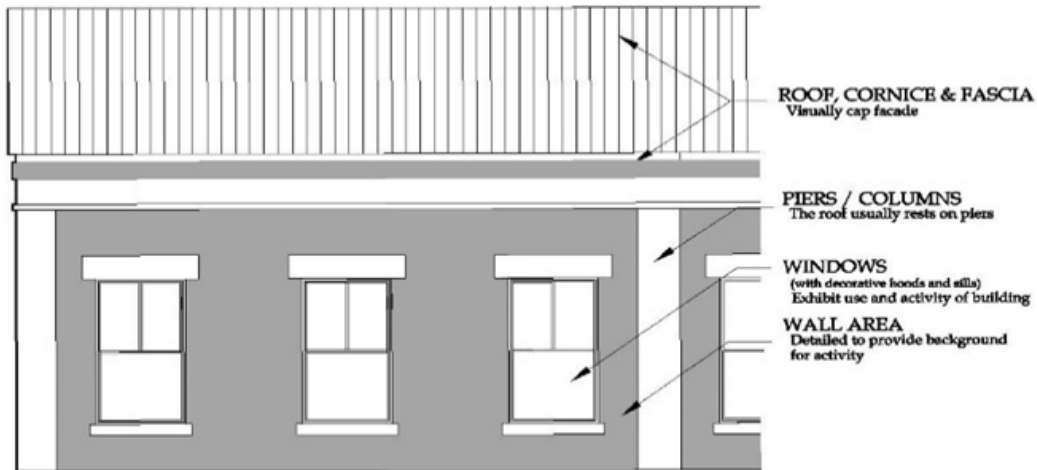
Examples of Downtown Design Elements

Design Standards: Benefits

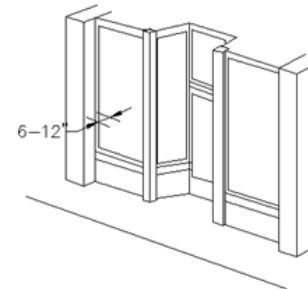
1. Aesthetically pleasing experience
2. Consistent aesthetic character
3. Attracts businesses and customers
4. Encourage pedestrian activity
5. Improves building connectivity

Design Standards

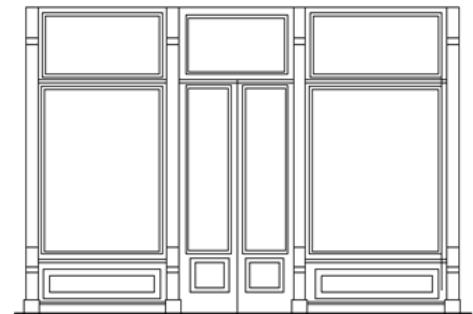
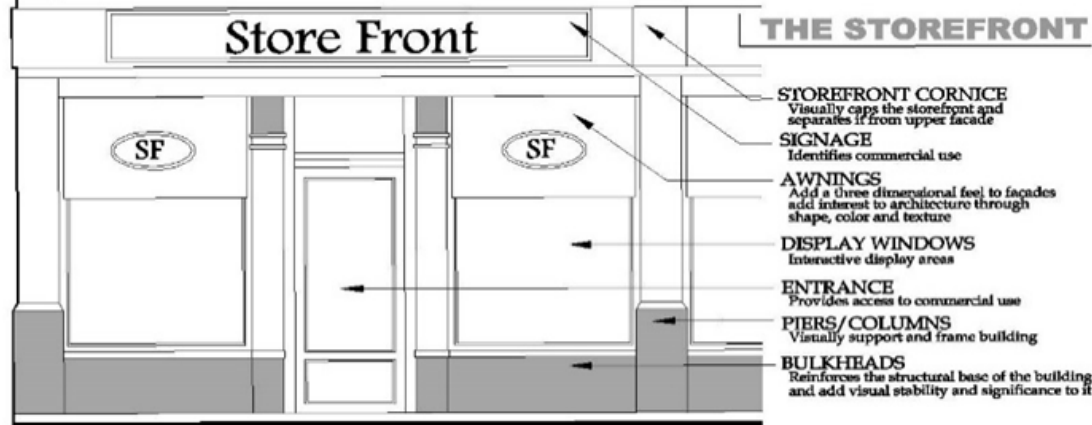
THE UPPER FACADE



A STOREFRONT SHOULD BE CONTAINED IN THE DEFINED OPENING THAT THE ORIGINAL STOREFRONT FILLED



A STOREFRONT MIGHT BE SET BACK SLIGHTLY (6 TO 12") FROM THE FRONT TO EMPHASIZE THE FEELING OF CONTAINMENT



Examples of facade design

Design Standards



Design Standards



Example of storefront fenestration

Design Standards - Comparison



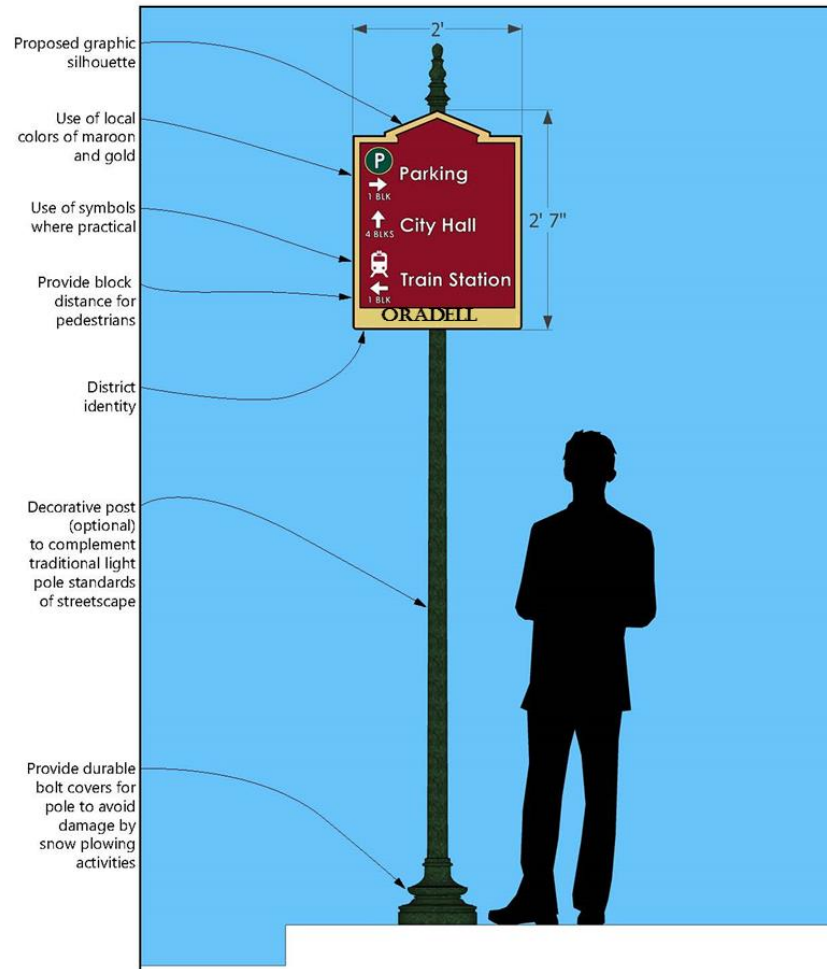
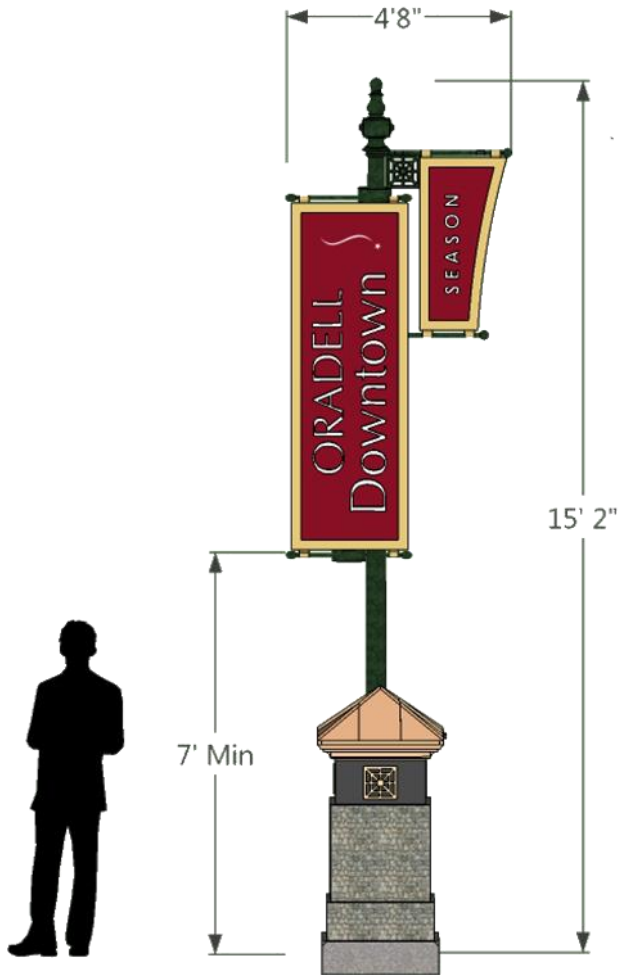
Design Standards



Wayfinding

- Means by which people are directed to areas of utility and interest
- Key contributor to the thematic identity of an area
- Plays a significant role into tying together the many elements of a place into one unified theme

Wayfinding: Examples



Wayfinding



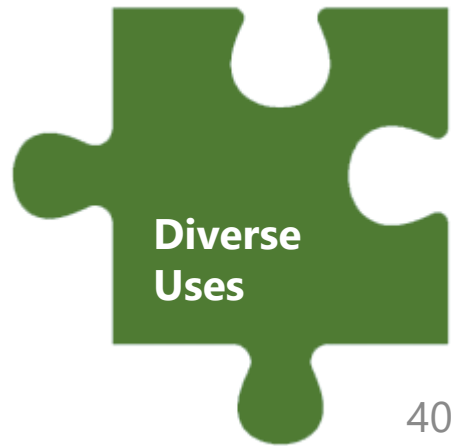
Sidewalks and Streetscapes



Pocket Parks



Putting the Pieces Together...



Topics for Discussion

- Land Uses
 - Mix and type of uses
 - Additional at-grade retail, apartments above
- Architectural Standards
 - Façade improvements
 - Streetscape improvements
- Downtown Vision
- Parking and Circulation
 - Location of spaces
 - Number of spaces
 - Parking requirements
- Transit Opportunities
 - Rail station opportunities of use
 - Enhancement of transit
 - Uber/Lyft

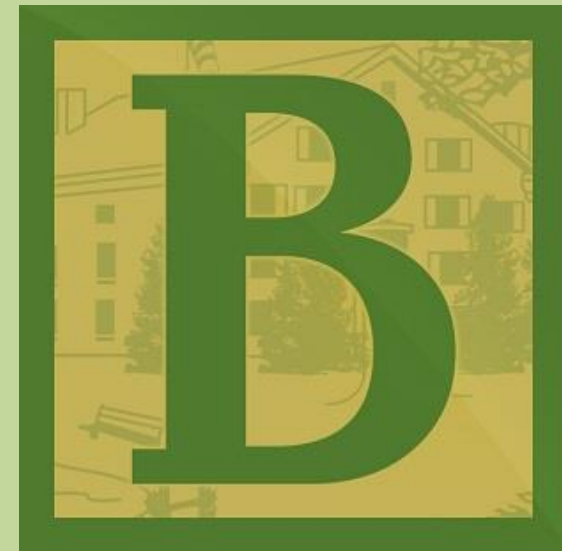


Bernardsville Downtown Revitalization Survey

March 24, 2018

Bernardsville Downtown Revitalization Committee

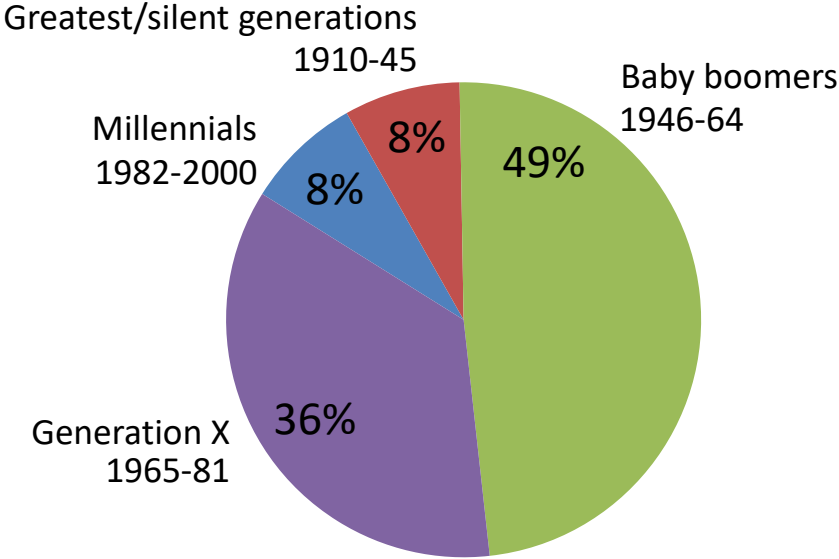
- Bonnie Stone Sellers, Presenter
- Paul Sedlak, Presenter
- Pat Bosworth
- Mary Kellogg
- Sam Maddaluna



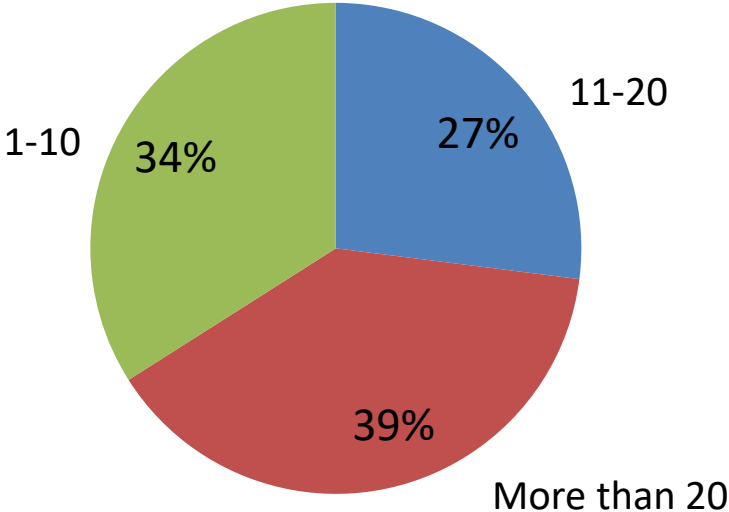
Demographics

- Survey period: - January 5 – February 28, 2018
- Responses: - 1,102 total; 678 provided addresses, 424 anonymous
 - 4,579 write-in comments

Age breakdown

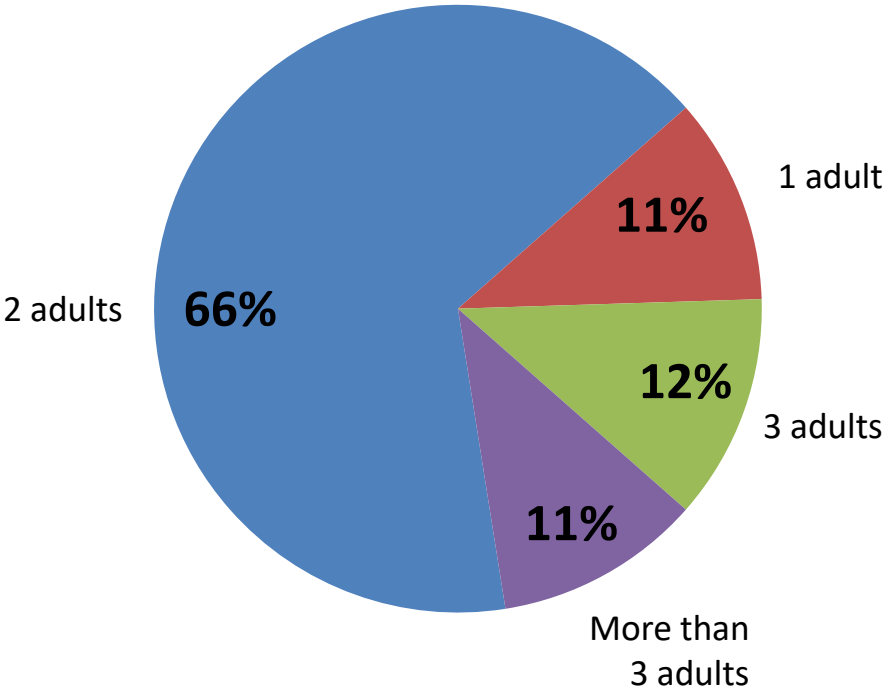


Years in Bernardsville

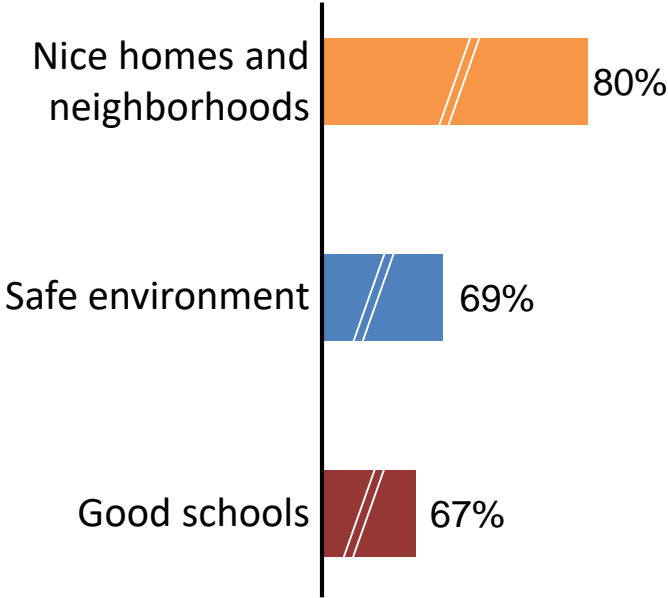


Context

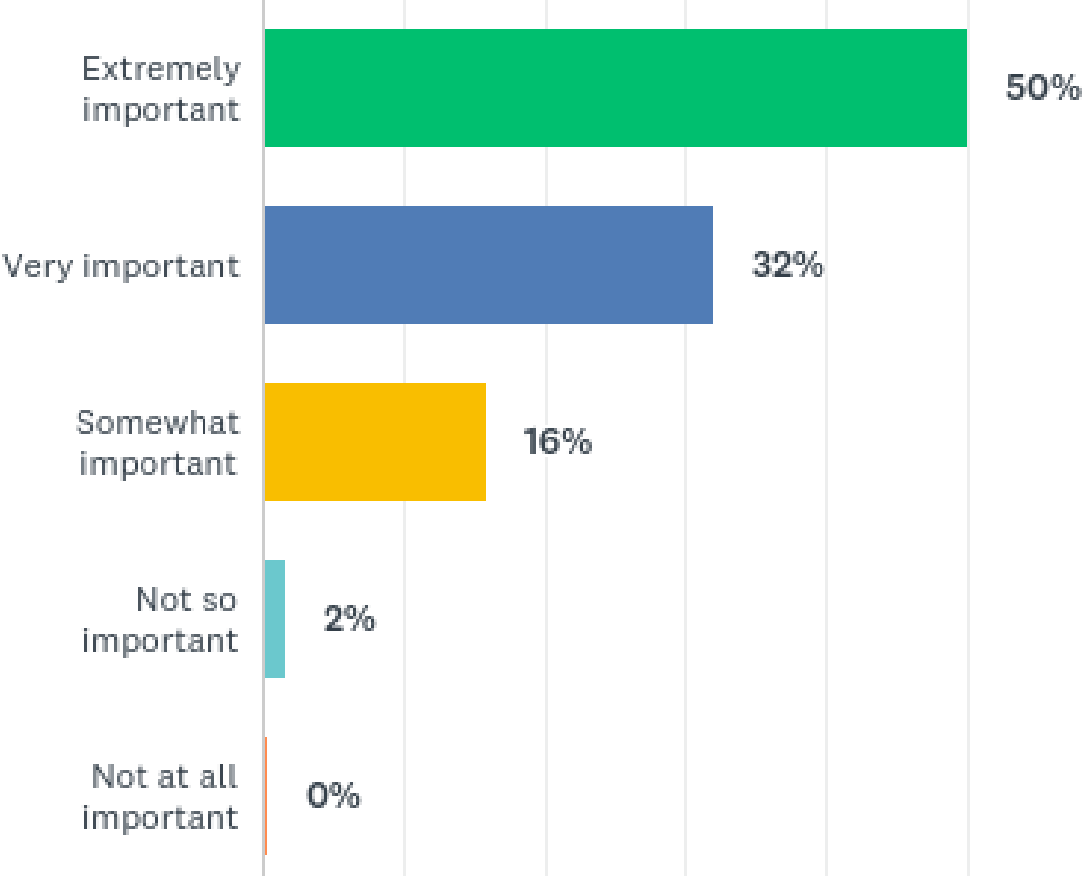
89% of households have 1, 2 or 3 adults



Attracted residents to Bernardsville: top 3



98% think revitalization of the downtown is important

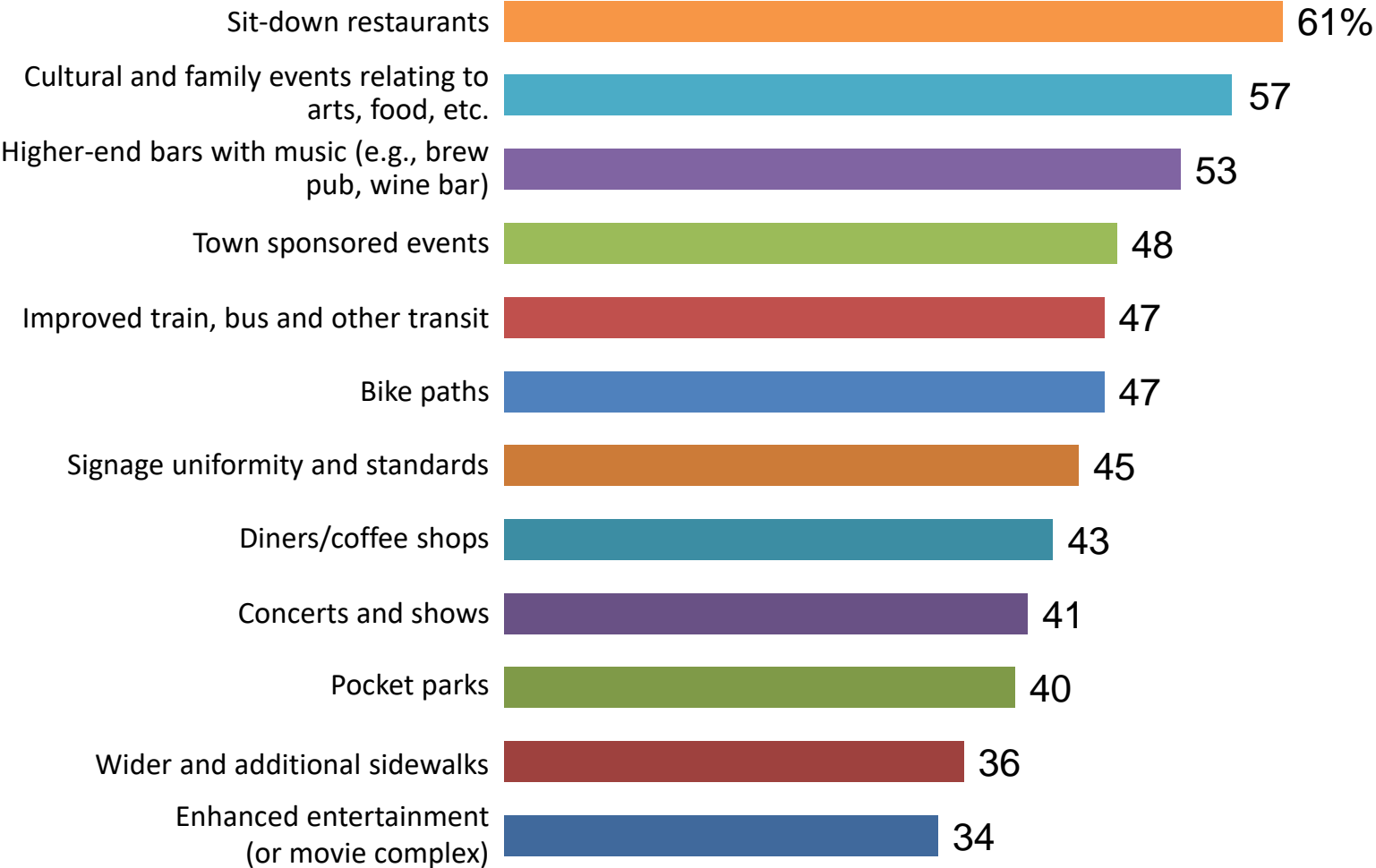


Issues of concern: top 3

	Property values	Aesthetic appeal	Street-scape	Traffic congestion	Variety retail	Open space	Mass transit	Parking
Millennials	*				*	*		
Gen X	*	*	*					
Baby Boomers	*	*	*					
Greatest/Silent Generation	*	*	*					
Overall (weighted average based on a scale of 1-5)	4.29	4.04	3.91	3.83	3.79	3.61	3.41	3.35

More of these uses or activities

Percent

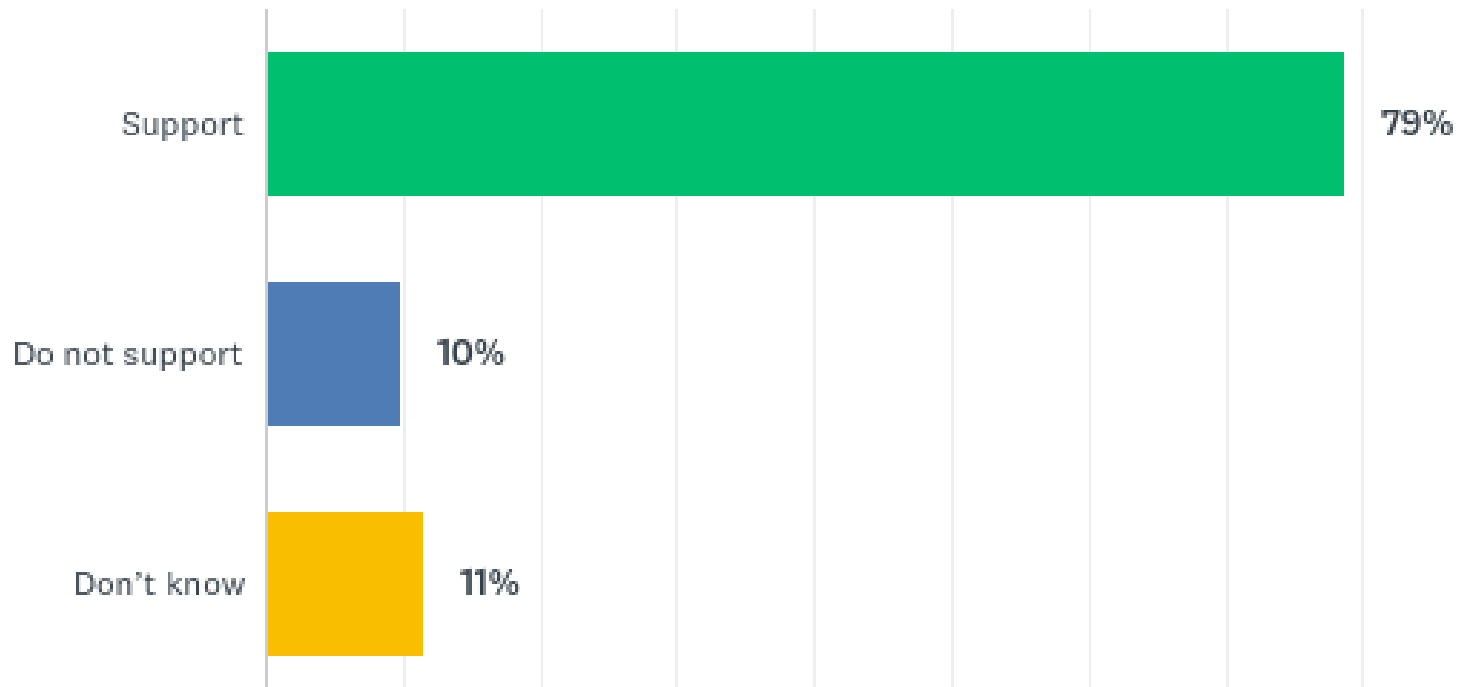


Less of these uses or activities:

“Bernardsville is losing its small town character, aesthetic and feel”

- Banks
- Nail salons
- Fast food restaurants
- Above ground wires and telephone poles
- Hair salons
- Strip malls
- Removal of trees

Architectural controls that regulate the aesthetics of store front facades, signage, lighting and landscaping

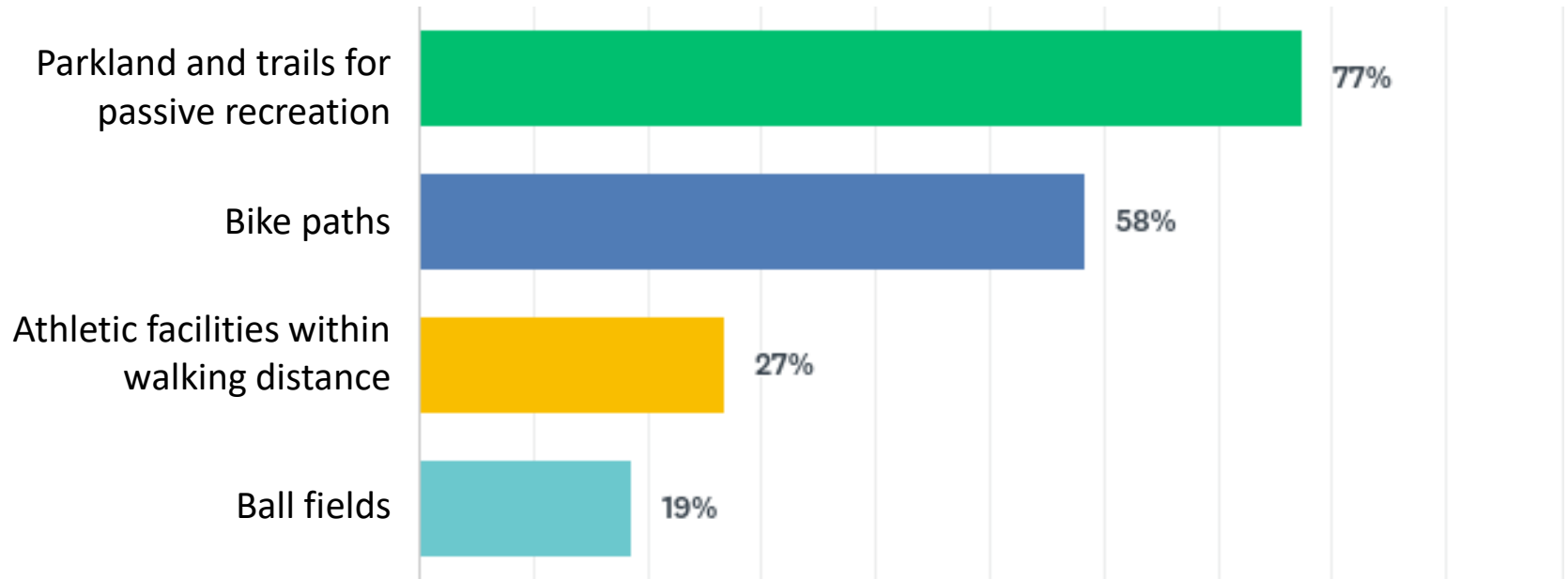


Expanded or additional outdoor activities (like the weekend farmer's market)?



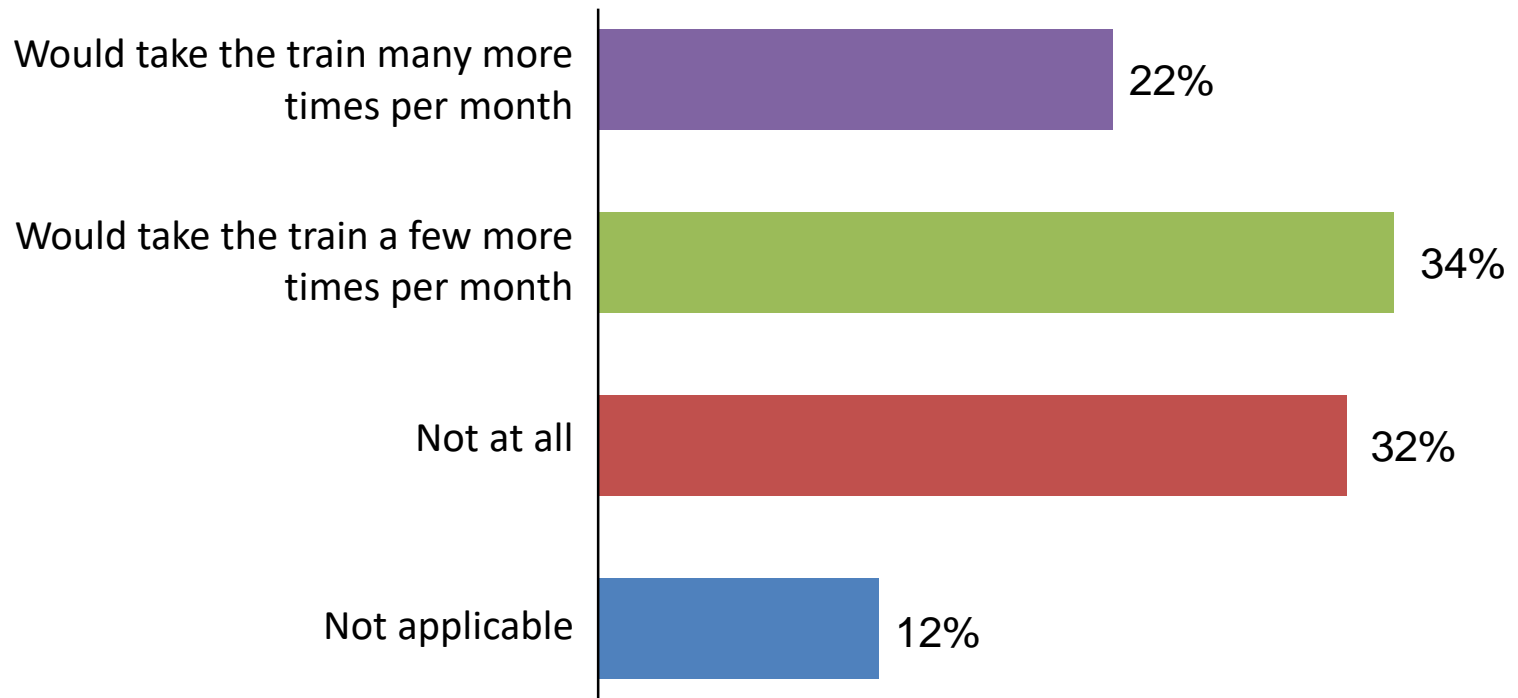
- Fairs, music concerts, expanded farmer's market, food trucks, art shows, craft beer events, outdoor movies, cultural fairs related to holidays
- "Taste of Bernardsville" sidewalk event sponsored by our own local restaurants
- Summer family sports events
- Pocket parks

Downtown recreation facilities



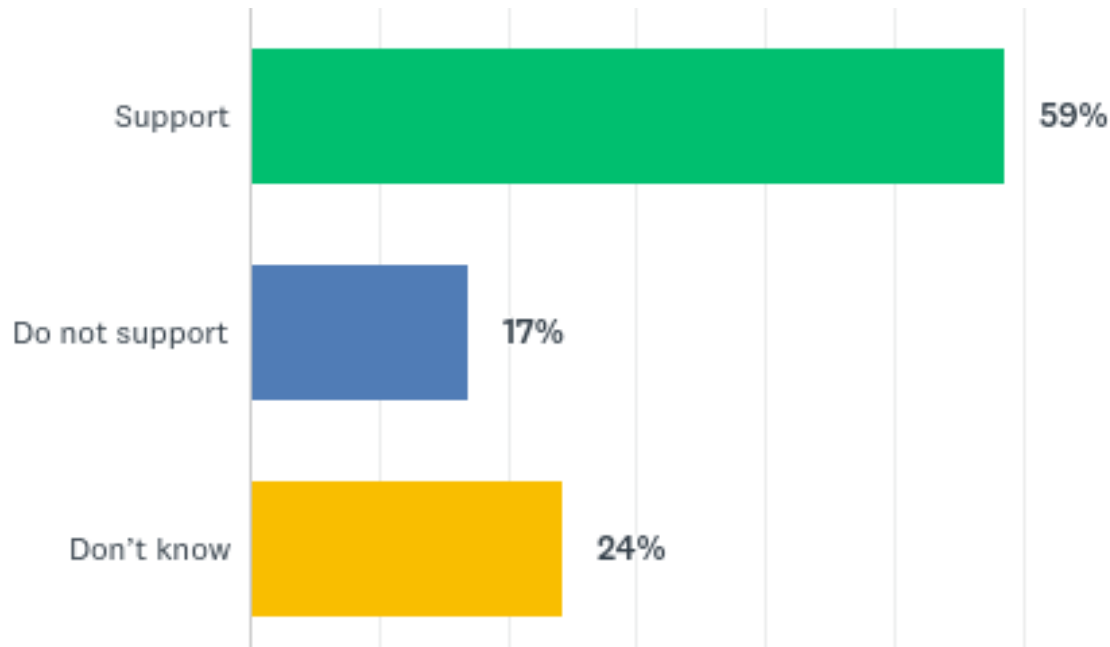
- *“We DESPERATELY need to address these issues.... This is as important to our falling Real Estate values.”*
- *“We need to create more facilities for teens and preteens....”*

Monthly train usage with adding more direct trains to Manhattan



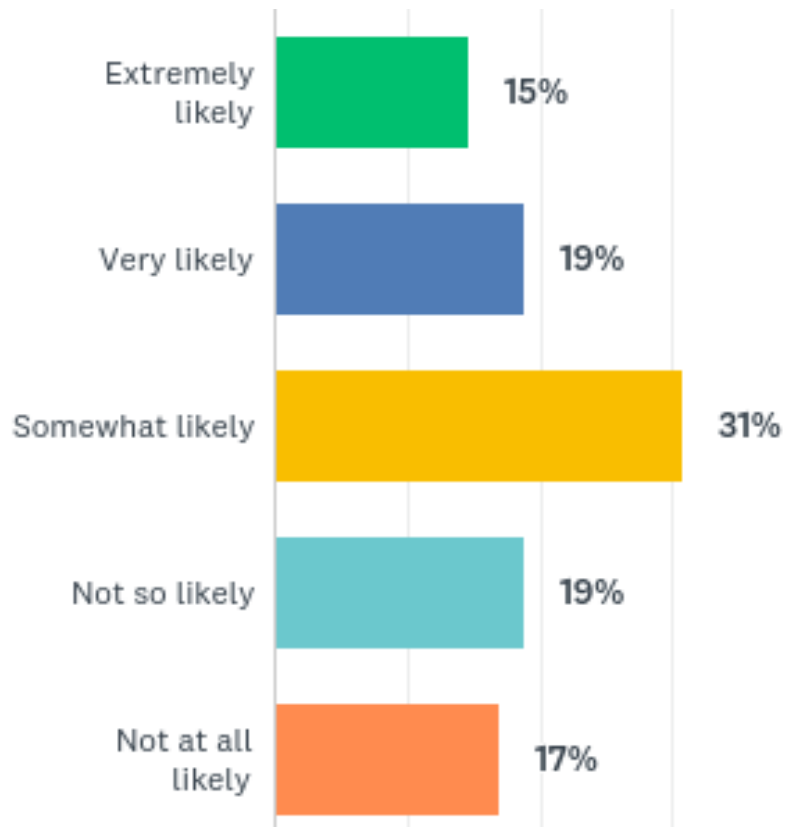
- *“We NEED to have better transportation to Manhattan. Would increase property value if residents could commute more easily.”*
- *“Get rid of the local train service - create a high speed regional direct service”*
- *“Need later trains on weekends to NYC to have dinner/drinks ...in the city...”*

Adding parking



- Make better use of existing lots
- Install clear signage as to lot locations and availability
- Build a small garage that fits into the community character

Will new apartments and townhomes with retail revitalize downtown?




- *“I think the idea of adding more condos to the downtown area is a bad idea! Our roads and neighborhoods can't handle the traffic...”*
- *“More reasonably priced downtown housing (e.g. not \$1M condos) would help ensure more foot traffic and better support retail and dining”*


Most repeated comment from the survey:


*“**Property values** in Bernardsville have **plummeted**.*


*Outsiders can easily see the **lack of amenities** that Bernardsville offers... If Bernardsville doesn't change things soon, it may become like a **ghost town**.”*


Survey results overview

- Downtown revitalization  - 98% said it was important, very important or extremely important

- Architectural controls  - 79% support regulating the aesthetics of storefront facades, signage, lighting and landscape
- 94% said aesthetic appeal is a large or vital concern

- Outdoor programs  - 94% support expanded additional outdoor activities (like the weekend farmer's market)

- Train service  - 56% would take the train more often if there was better service, either more direct trains or fewer stops

- Parking  - 59% support adding more downtown parking

Breakout groups

1. Downtown vision and models from other towns
2. Land use
3. Architectural standards
4. Parking and circulation
5. Transit opportunities

Recap and Next Steps

What you told us (quotes from survey) ...

Vision

- *“Bernardsville should strive to maintain its historic, small-town charm while providing locally owned restaurants (casual, fine dining, coffee roasters, bakery) shops (antiques, consignment boutiques), art galleries.”*
- *“Route 202 entering Bernardsville needs to be TREE-LINED from Madisonville Rd to just past the town hall...”*

What you told us (quotes from survey) ...

Millennials

- *“Something needs to be done to keep our 20-30 year olds connected to the town.”*
- *“In order to upgrade the downtown, we will need to have more residents that work in New York.”*

What you told us (quotes from survey) ...

Business development

- *“Propose attractive fiscal incentives that would help create a flourishing pro-business environment. Then partner with the Chamber of Commerce.”*
- *“Our downtown is looking sad with so many empty stores.”*

What you told us (quotes from survey) ...

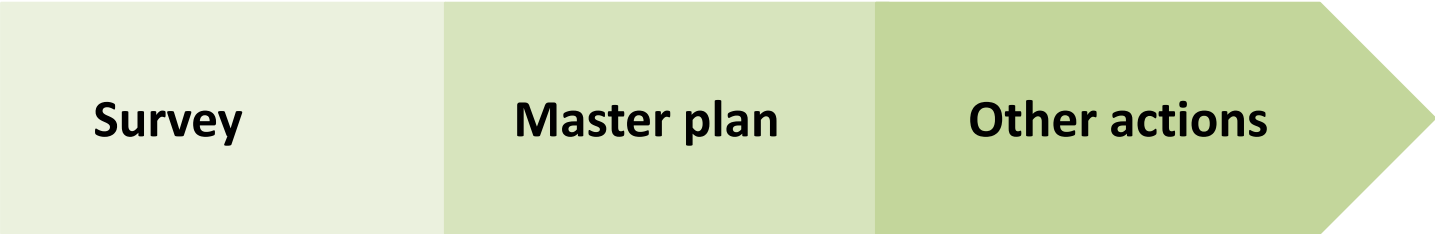
Development ideas

- *“I think the car wash / post office area should be leveled & apartments &/or retail built there - will help increase tax base & economic activity for retailers in downtown area.”*
- *“Consider converting former Audi site into pocket park with more parking for that area; it has been vacant a very long time and is a depressing site in the center of town.”*

What you told us (quotes from TODAY) ...

- *“This is **terrific**. Great information and **thank you** for **sharing** with the community and **involving** us in this critical process”*
- *There is **currently no reason to walk around town** for the day like Red Bank, Lambertville, and Frenchtown.*
- *“**Private parking lots** have to go”*
- *“**Successful towns** are **built from the Transit Out**”*
- *“Need a **Specialty Food District** ... Butcher, Cheese Shop, Bakery and Brew Pub”*
- *“It’s a **shame** that we did not do this **10 or 15 years ago**”*

Next steps: workplan for subcommittee 2018



✓ **Collect** results on residents' preferences

We are here

• **Brainstorm** at Visioning Session

• **Summarize** information learned from residents in report by Burgis Associates

• Draft changes to **Master Plan** respecting downtown

• Draft implementing **ordinances** and/or **zoning** changes

• Review and approve by **Planning Board** and **Council**

• Devise mechanisms to **encourage private sector** to gain interest in new ideas

• Begin discussions to enhance **transit options**

Why this is so important

1. Residents' **mandate** for action

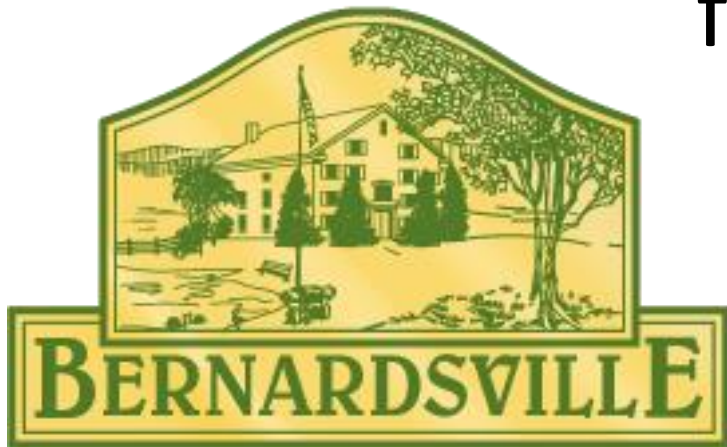
- **98%** said this is important, very important or extremely important
- **Strong** desire for resident input

2. We **love** our town

3. Our Master Plan states we must **protect** and **preserve** our **Real Estate values**

4. We must position Bernardsville for **future** home owners

“Times and conditions change so rapidly that we must keep our aim constantly focused on the future.”



- *Walt Disney*