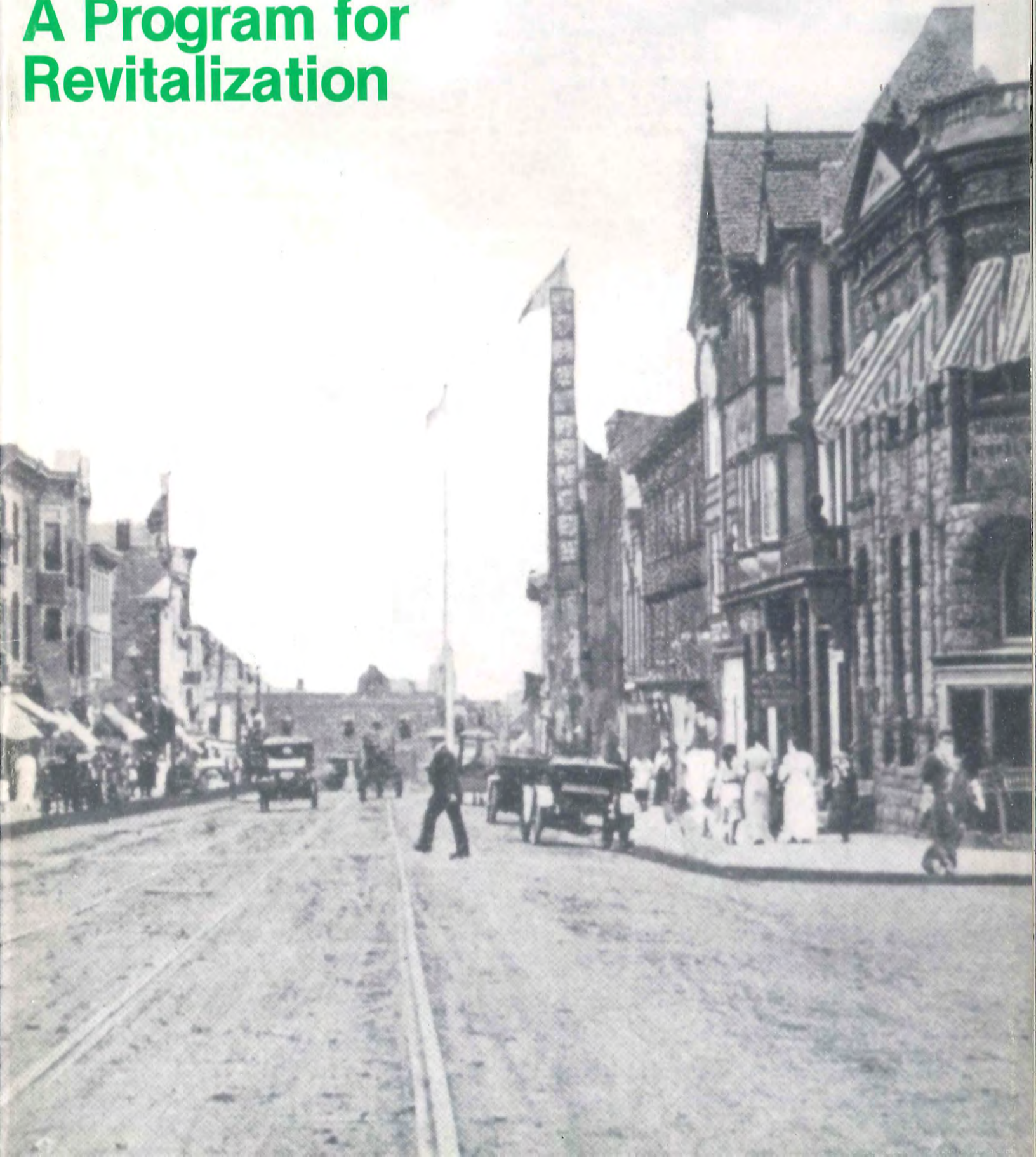


Rutherford, New Jersey

A Program for Revitalization



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A Program for Revitalization

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Mayor and Council
Borough of Rutherford, N.J.
176 Park Avenue
Rutherford, N.J. 07070

April 11, 1979

Dear Sirs,

This letter transmits the summary report of the revitalization study prepared by Miceli Kulik Associates, Inc. following work with your Rutherford Downtown Revitalization Committee. This summary report presents only the highlights of the conclusions and recommendations of the overall study. A single copy of the detailed reports on the customer serving area, parking, traffic conditions, and street and pedestrian area esthetic improvements that were developed during the study is also attached for the Borough's files.

This report is not submitted as an end to the work of the Rutherford Downtown Revitalization Committee. We hope that these overall plans and objectives will meet with the approval of the Mayor and Council. When agreement is reached, we anticipate your need for coordination of a phased implementation of plans. The Downtown Revitalization Committee whose membership includes representatives of commercial and mercantile businesses, the local governing body, the Planning Board, the Police Department, the Board of Aesthetic Review and residents will serve to see the project accomplished.

Rutherford is fortunate in being at present the leading commercial retail center for the South Bergen area. It is a viable and successful locale for the many stores which serve the needs of our residents and those of the surrounding towns. In order to plan ways to continue an atmosphere conducive to economic well-being for local commercial enterprises the Rutherford Chamber of Commerce and the Rutherford Borough government together funded this detailed study. In view of the probable development of a large shopping center in the Meadowlands area this study is particularly timely, and we urge you to give high priority to the implementation of its recommendations.

We request a meeting with the Mayor and Council following your review of this report to discuss the necessary steps to realize our mutual objectives.

Sincerely,

Willard A. Reenstra, Chairman
Downtown Revitalization Committee

Why Revitalization?

How quickly change has come about. In 1832 the first horsedrawn train passed through what we now call Rutherford. There were no more than 20 houses in the town in 1860 and less than 1000 people lived in the Borough at the time of its incorporation on September 21, 1881. A lot on Park Avenue then cost about two hundred dollars.

Change came to Rutherford at an ever increasing pace in the years ahead. Following the turn of the century, the Borough prospered and developed into a fashionable suburban community, one of Bergen County's finest. Large single family homes were built, tree lined streets were developed, modern schools and services were provided, and a fine business district emerged. Rutherford's shops and theatres offered a convenient variety of goods, services and entertainment to Rutherfordians and attracted shoppers and business people from well beyond the Borough limits. The clustered shops, offices, banks, churches, and theatres and the railroad generated an air of excitement and a spirit of community. Aside of its role as a visual core, the business district has generated a substantial tax revenue for the Borough.

While Rutherford's business district remains viable today, there is the general feeling that it is facing new and serious challenges. Challenges that are not unlike those being exerted upon downtowns, big

and small, across America. Challenges synonymous on the one hand with aging and worn shopping streets with inadequate parking, environmental mediocracy, vulnerability to weather, a lack of shopping variety and poorly promoted services and on the other hand by new and glossy shopping centers with massive and convenient parking areas, environmentally exciting and weather protected, well managed with aggressive and skilled merchandising for a great variety of goods. The regional shopping mall in many communities has become the "town square", the European "piazza" of suburbia. The malls are capturing the hearts and pocket-books of millions of American Shoppers.

Why is it important to bolster downtown Rutherford now?

The business district is the core of the Borough. Deterioration of the core effects the entire community. We must attract new businesses and prevent a pattern of decay, the



moving away of our finer shops, empty retail space, a new abundance of discount stores, and shoddy facades and displays—a general erosion of style. The image of a shopping district reflects the image of the entire community and its people. It makes sense economically, socially and environmentally to remodel downtown to keep abreast of today's competitive and sophisticated merchandising world.

What's involved in remodeling downtown?

A shopping trip downtown must be a fun experience rather than a chore. Convenient access and parking, an atmosphere of delight, a feeling of safety and an excellent selection of goods are the basic ingredients. In a nutshell it is said that the convenience of adequate parking and clarity of circulation in addition to an exciting physical environment plus safety are the ingredients that will yield a profit producing atmosphere.



Economic and Market Factors

There are five elements of business district revitalization.

1. Economics—an analysis of the present and potential market to establish a sensible level of investment for the municipality.
2. Parking and Traffic—an inventory of existing parking and traffic situations and substantiation of traffic modification and parking requirements.
3. Environment—the remodeling of public spaces, streets and buildings to create an appropriate image.
4. Management—the planning of an organizational structure to maintain the remodeled environment and manage business district business affairs.
5. Promotion—the organization and management of promotional activities for effective merchandising and to attract new appropriate businesses.

The members of the Rutherford Revitalization Committee and their consultants have been working at delineating a plan to apply these principles in an orderly and comprehensive way to Rutherford's business district. The primary elements of that plan are described and illustrated as follows:

In order to determine a realistic future economic potential for the business areas of Rutherford and to indicate potential economic advantages of business area improvements, it has been necessary to carry out a study of economic and market factors. Based upon a survey of businessmen and analysis of available data, trade areas have been delineated.

The Rutherford Trade Area includes the following communities:

East Rutherford	Carlstadt	Wallington
Lyndhurst	Nutley	Wood Ridge
North Arlington		

The population of the Trade Area will reach 85,000 by about 1985 and the modest growth rate would edge up to 90,000 by 1990. The population of Rutherford is expected to increase a few hundred people per year to reach about 23,000 by 1985.

General population characteristics of the Rutherford Trade Area are that it has a higher residential density, a higher level of education and a high medium family income compared with neighboring communities. An additional positive indicator of market capacity is the high number of households with cars compared with some nearby towns.

Retail trade capture rates are a comparison of current and projected trends that have been related to the potential effects of alternative actions and market conditions. This analysis shows that the achievement of an active revitalization program may increase the capture rate for the local trade area by 5% and the extended area up to 4% from 3%. This being so, the increased sales would go up over \$13,000,000 per year. Or it could be said that failure to act could bring a loss of potential sales well over 10%. If the Mall in the Meadows is in full operation by this date but no revitalization action is taken, the losses in sales resulting from the competing shopping center could reach \$28,000,000 a year. Assuming the shopping center is built, the advantage to be gained from business area revitalization is estimated to be an additional \$20,000,000.

The assumptions can be altered, including the capture rates, but it does appear that a comprehensive revitalization program which can capitalize on the friendly hometown atmosphere of the unusually compact and varied Rutherford shopping area may significantly add to its overall attractiveness and increase resulting capture rates which could have a particularly significant effect if competition of a nearby shopping center develops.

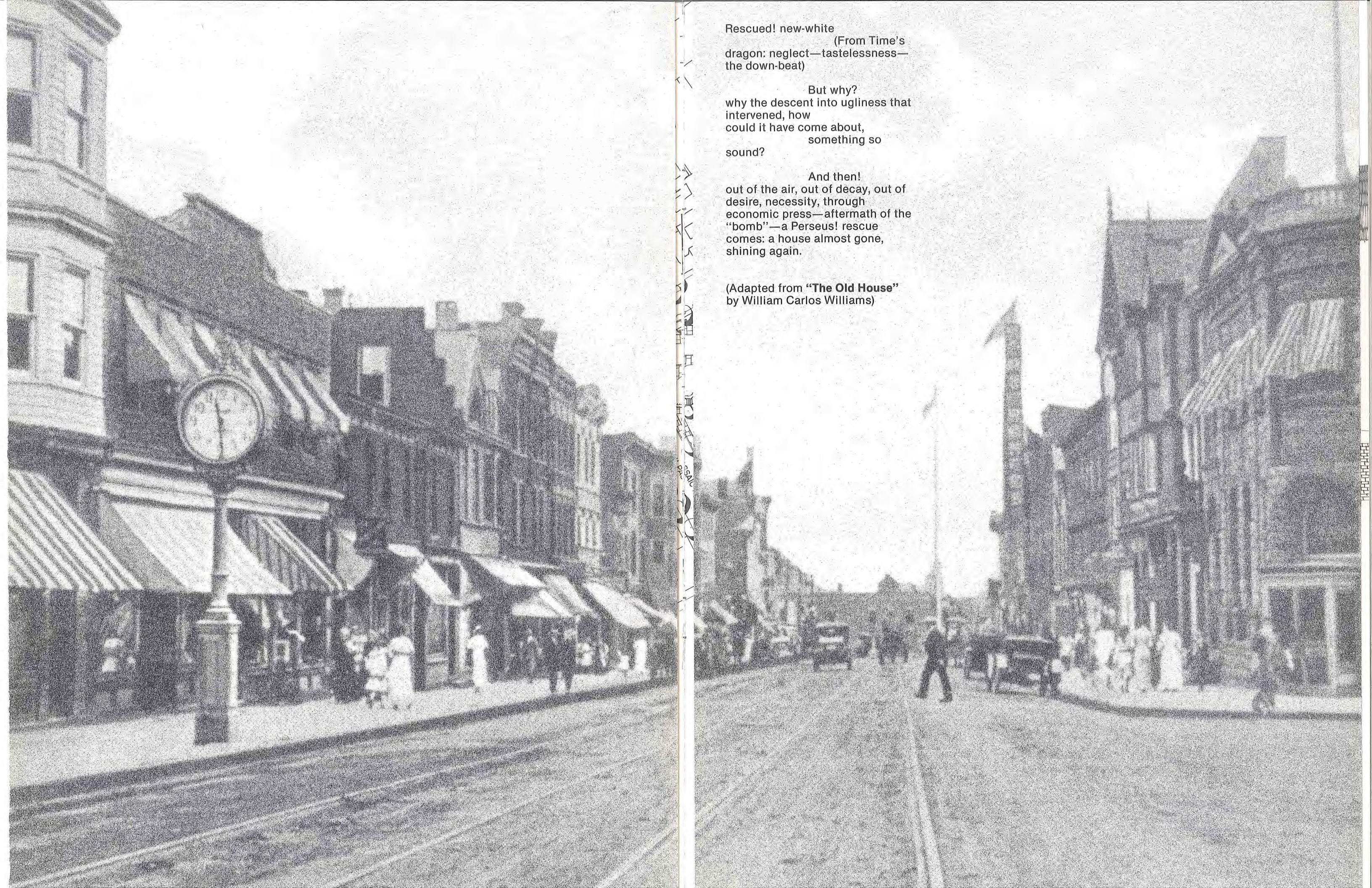
The Business Survey provided additional data indicating a wide range in the crucial sales per square foot ratio: from some low values to \$150 and even over \$200 but with a good many stores performing at the level of about \$100 per square foot. By 1985 this ratio may reach twice the current levels. In any event the market analysis suggest that revitalization efforts may increase sales, as shown, which can be thought of as increasing the dollars per square foot ratio \$10 to \$15 and still provide good business for ten new stores.

If action were taken and a large shopping center is built, the competition might result in 10% less in sales per square feet but no stores need be lost.

On the other hand, if no action is taken but the shopping center *is* built, the result indicated would be a 20% cut in dollars per square foot and twenty-one stores out of business.*

Based on this analysis of economic and market factors it is clear that funds spent on revitalization will be a very profitable investment in terms of increased market capture rates, resulting increases in sales per square foot and major total sales increases.

*The pattern across the country in such circumstances goes from losses in stores, as well as increased vacancy rates to a deterioration in quality of goods and services offered, poor maintenance, reduced rents and finally tax delinquency and structure deterioration.



Rescued! new-white
(From Time's
dragon: neglect—tastelessness—
the down-beat)

But why?
why the descent into ugliness that
intervened, how
could it have come about,
something so
sound?

And then!
out of the air, out of decay, out of
desire, necessity, through
economic press—aftermath of the
“bomb”—a Perseus! rescue
comes: a house almost gone,
shining again.

(Adapted from “The Old House”
by William Carlos Williams)

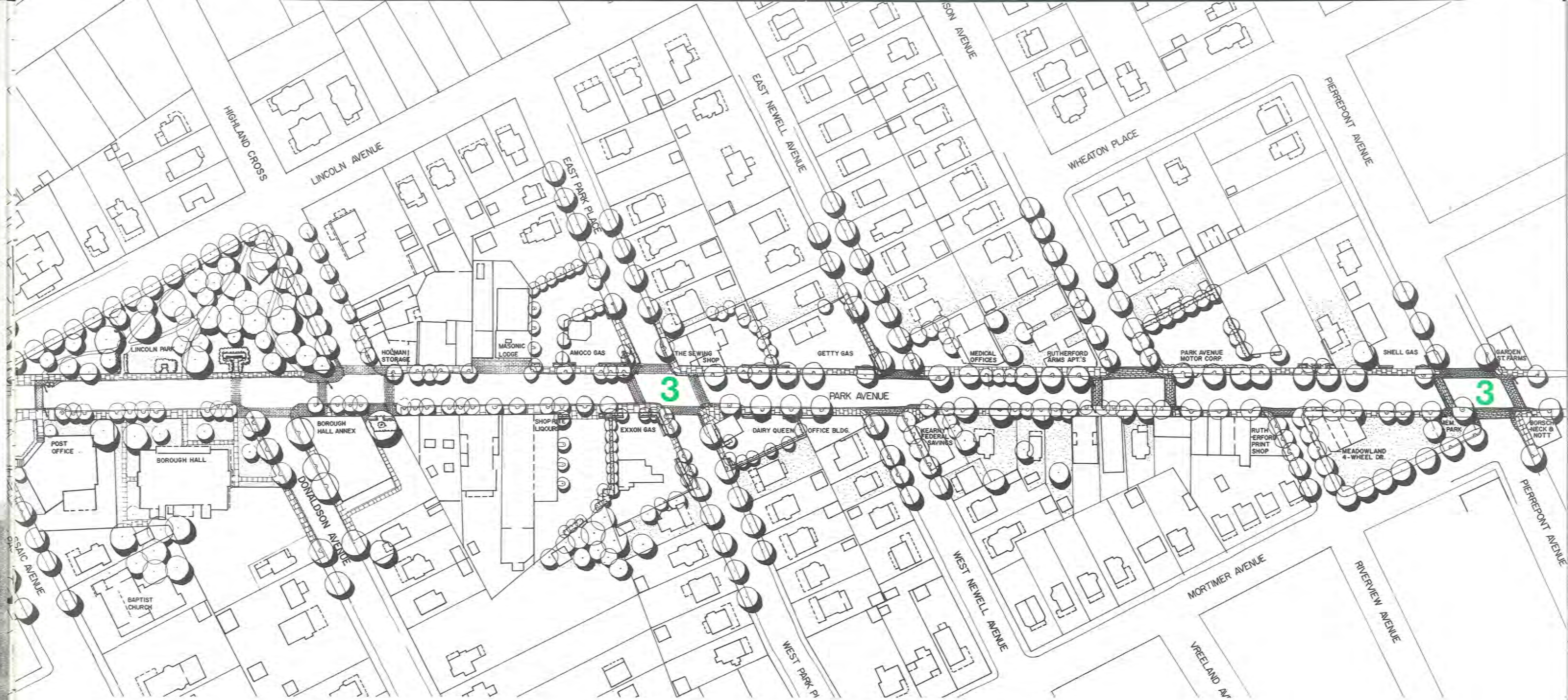


1 Station Square
 Improved traffic lanes, extended sidewalks with bus shelters, textured paving, uniform signage, on and off-street parking access, lighting, street furniture, evergreen plantings, flowering trees, high headed deciduous trees, and seasonal flowers will promote a sense of clarity, direction and an image of downtown Rutherford as a place to work, shop and live.

2 Rutherford Railroad Station and Platform
 The platform area of this gateway to the community will be refurbished with a design treatment sympathetic to the reclaimed Victorian Station and the work proposed in the revitalization program for downtown Rutherford.
 Elements of the design such as textured pavement, wooden benches, other outdoor furnishings, pedestrian level lighting, flowering deciduous trees, evergreen shrubs, and seasonal flowers help to celebrate this resurrected public gathering place.

3 Park Avenue Concourse System
 The maintaining of hourly parking spaces on Park Avenue and the implementation of a uniform design treatment of brick crosswalks, textured paving with brick band accents, street furniture, pedestrian level lighting, signage and building facade improvements will project the image of downtown as a positive shopping environment. An interior arcade is planned to link shops and provide weather protection.

4 William Carlos Williams Plaza
 The rehabilitation of the Rivoli Theater for use as a cultural center places a major focus on this pedestrian plaza. Textured pavements, amphitheatre terraces, benches, kiosks, public art, pedestrian level lighting, seasonal flowers, evergreen shrubs, and bosque of high-headed deciduous trees form an urban open space for spontaneous public gathering, concerts, theatrics and exhibits.
 The Center will house two theaters, workshop space, offices, and may serve as a home base for a professional performing arts company.



5 Sylvan Street Bazaar

An innovative renovation of a commercial building will provide an indoor pedestrian link from the Ettrick Terrace parking deck to the Williams Carlos Williams Plaza.

The Bazaar will be an atrium of shops with a roof garden restaurant overlooking the Plaza and Park Avenue. Twenty-four (24) additional parking spaces will be provided. In conjunction with an access drive to the second level of the Ettrick Terrace Parking Deck.

6 Commuter Parking

The vacant railroad right-of-way west, of Station Square, will be developed into a 50-car commuter parking area. Improve site drainage, asphalt paving, protective fencing, street trees, evergreen shrubs and a plaza at the Park Avenue and Erie Avenue intersection with textured pavings, seating and bicycle racks will provide more comfortable access to the railroad.

7 Ettrick Terrace Parking Structure

The proposed parking deck will provide 62 additional parking spaces to downtown. Access to both levels will be from the street eliminating the need for space consuming ramps. The second level entry and exit to and from Sylvan Street will be incorporated into the 24-car parking area behind the Sylvan Street Bazaar.

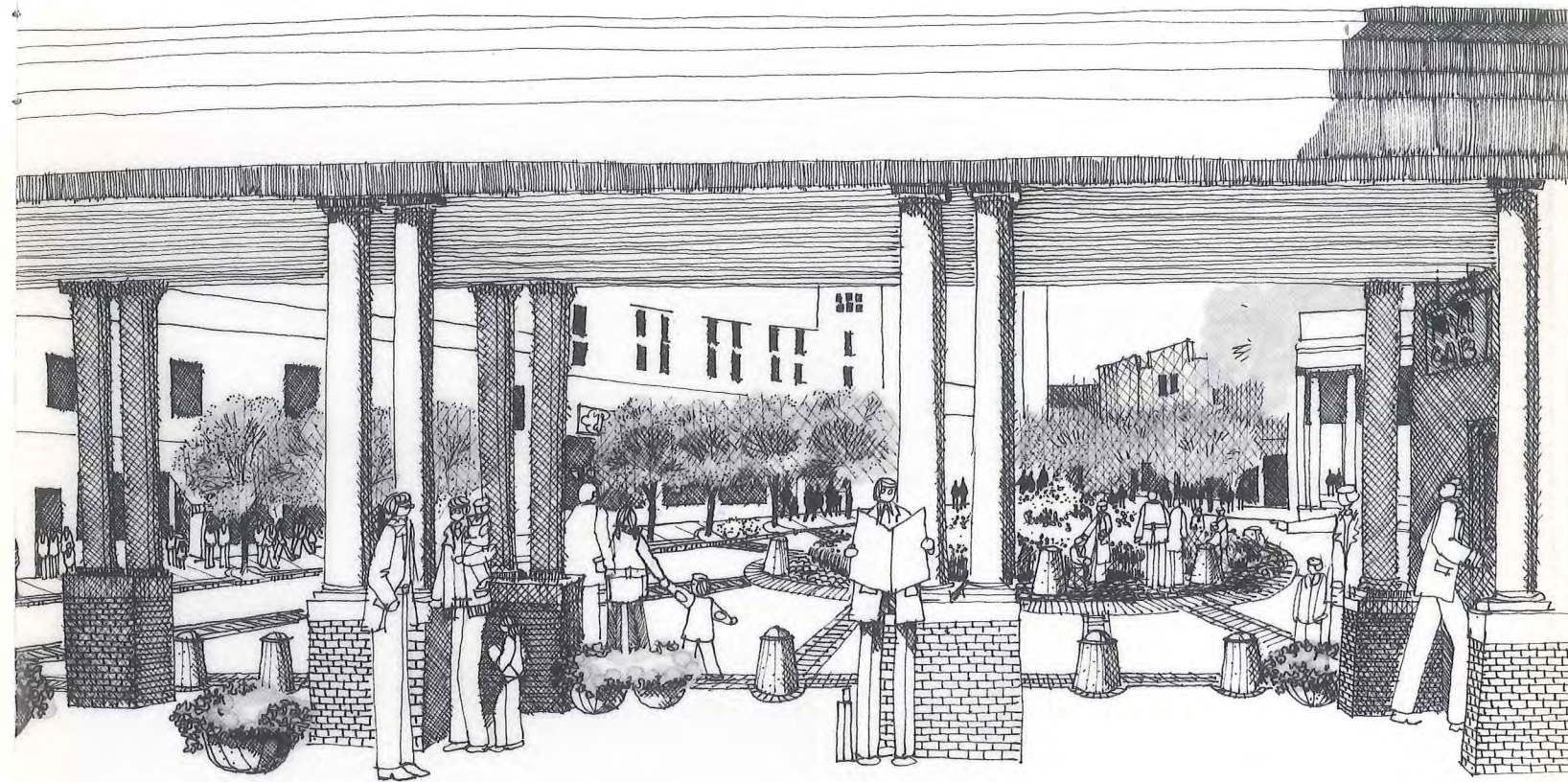
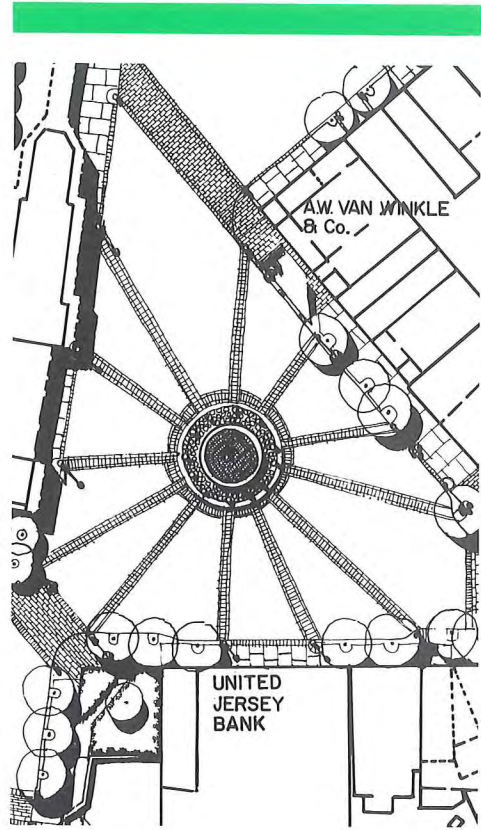
Walkways with textured paving, benches, signage, pedestrian level lighting, evergreen shrubs and flowering trees will make a comfortable connection between the parking lot, the Sylvan Street Bazaar, interior walkway to downtown and the refurbished Terrace Park.

8 Kip Avenue Parking Expansion

The acquisition of adjacent properties and the incorporation of underutilized commercial properties enable the realignment of the Kip Avenue parking area creating an additional 51 parking spaces.

A service and entry corridor to the rear of most Park Avenue stores will strengthen pedestrian accessibility and comfort.

Station Square



1 The passenger station and commercial buildings converging at Park Avenue form the Square at the intersection of Orient Way, Erie, Park and Ames Avenue.

Station Square is the gateway to Rutherford's downtown business district. Over the past twenty-years, in an effort to ease traffic flow through Station Square and downtown, wide traffic lanes were provided at the Station Square Circle.

Several important conclusions from the design and traffic studies of Station Square are that the wide traffic lanes serve to:

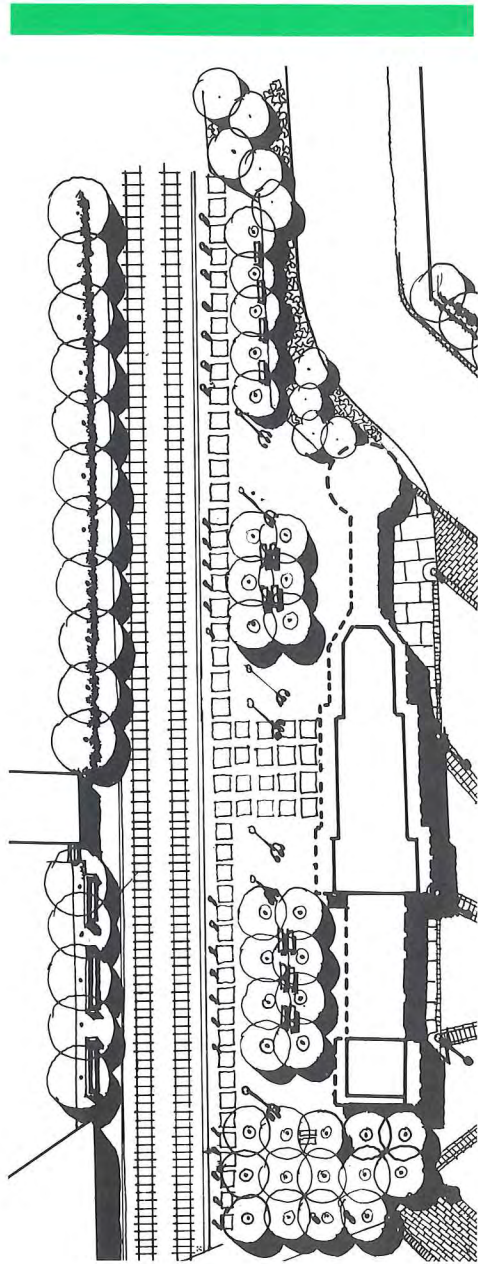
1. Promote a general lack of direction which help to increase and prolong traffic jams;
2. Diminish Station Square's identity as a place of business or more importantly as a gateway to the community.
3. To create an image of downtown Rutherford as a place for automobile through traffic rather than an easily accessible pedestrian shopping district.

A totally new atmosphere on the Square is envisioned. A textured pavement radiating from a central sculptural fountain, expanded sidewalks, new lighting and plantings will mark the Square as the gateway to Rutherford. The realignment of the traffic lanes and placement of appropriate signage will give the motorist a clearer sense of direction enabling him/her to move more confidently and comfortably through the Square. Conveniently located bus shelters, and the restored Erie Railroad Passenger Station reinforces the image of the Square as a public mass transit center.

View of Station Square from platform—Reinforcing a traditional concept in town planning, the "Public Square" is embellished with a sculptural fountain that radiates a welcoming image for Downtown Rutherford.

Photo and sketch—existing and proposed view looking west from platform.

Rutherford Railroad Station and Platform



2 Creating an effective public gathering place. Bosques of trees, seating, textured pavement and appropriate lighting will accent the railroad station currently under restoration.



The State of New Jersey in an effort to accommodate the return to mass transit has begun the restoration of the Rutherford Railroad Passenger Station.

The station's former rate of deterioration can be attributed to several factors:

1. A slackening off of commuters using mass transit over the past 20-years.
2. The encroachment of the automobile on the Station along Station Square.
3. Limited facility use due to short hours of operation.

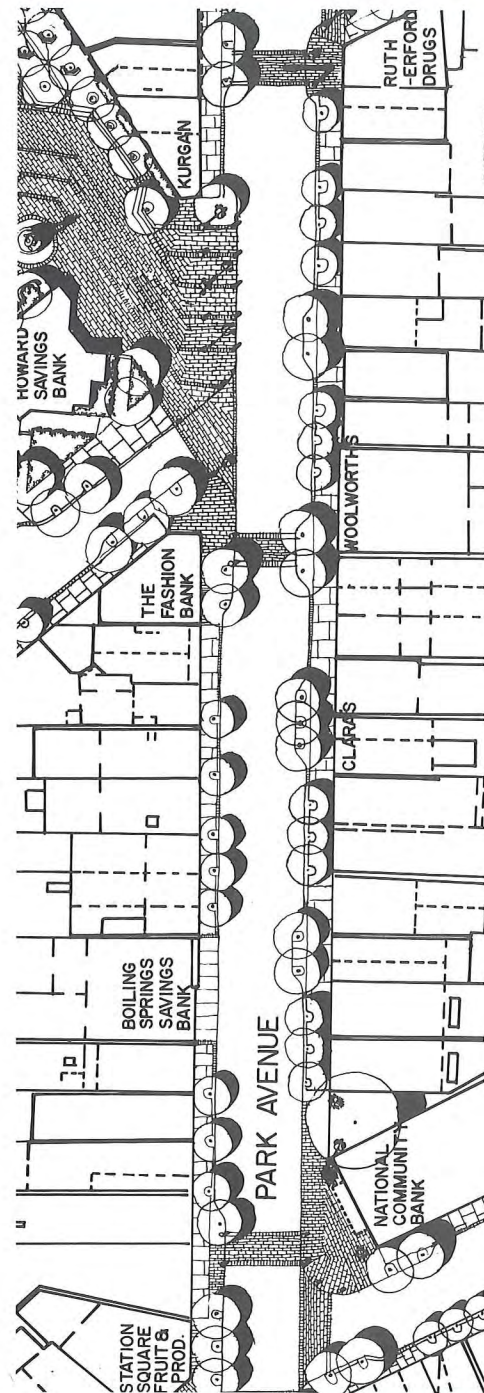
Pavement, plantings, lighting and outdoor furniture will be incorporated into the final redevelopment of the railroad station area. These materials will be complementary to the work soon to follow throughout Rutherford's Business District.

The upkeep of the Station will be supported by sub-letting additional space for a commercial use (news, candy, flower stands).



Photo and sketch—existing and proposed view looking north from platform.

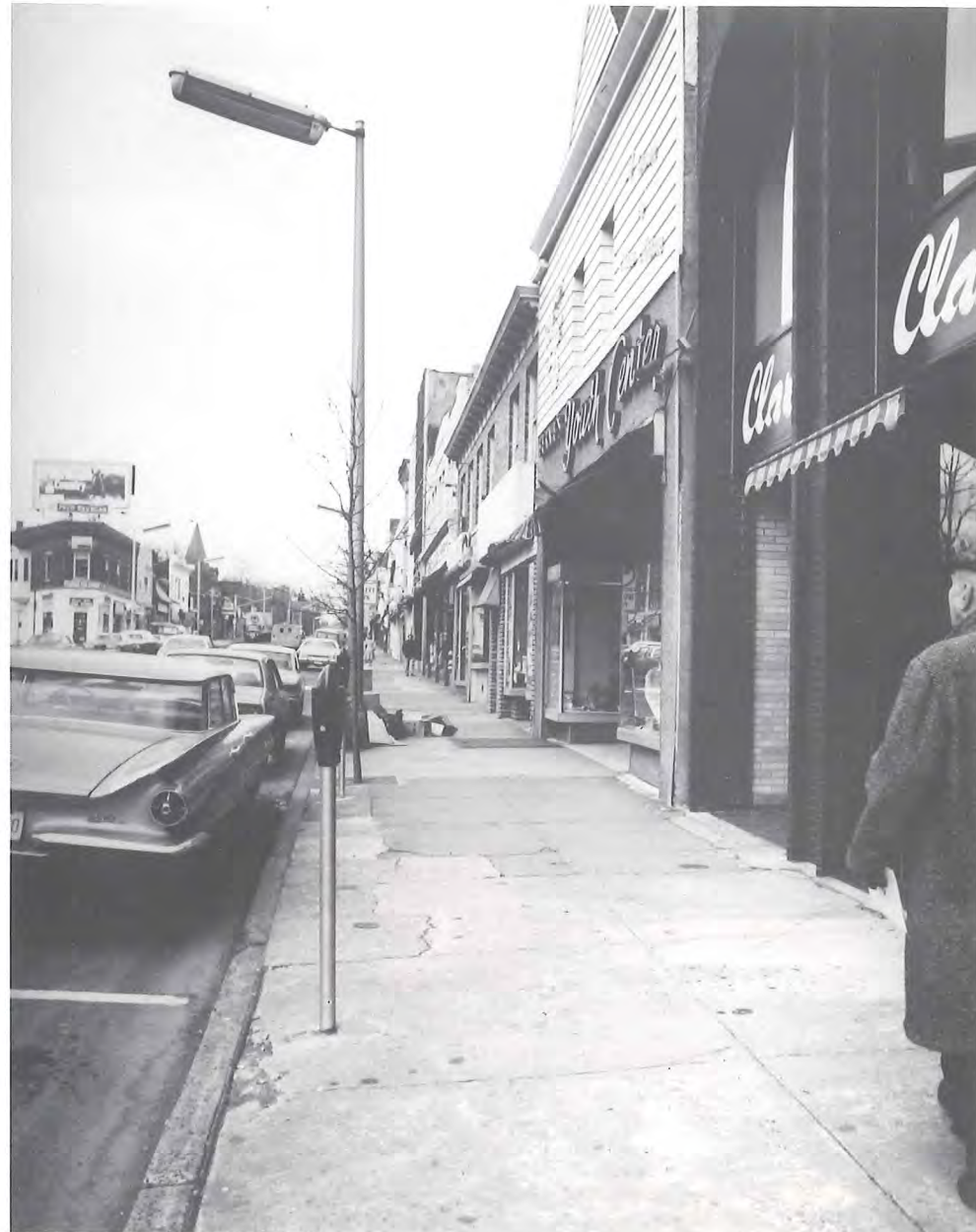
Park Avenue Concourse System



A unique diversity of shops help to maintain downtown's business. Narrow sidewalks, limited on and off-street parking, uncoordinated signage and street furniture all serve to limit pedestrian, automobile and shopper accessibility and comfort.

A new environmental image is planned for Park Avenue. The remodeling will include extended sidewalks of brick and concrete

pavers, deciduous and flowering shade trees, planters of seasonal flowers with complementary street furniture, pedestrian level lighting and signage. Preserving existing hourly parking on Park Avenue and increasing the size of public parking areas will promote a business district that is easily accessible to the pedestrian and automobile.



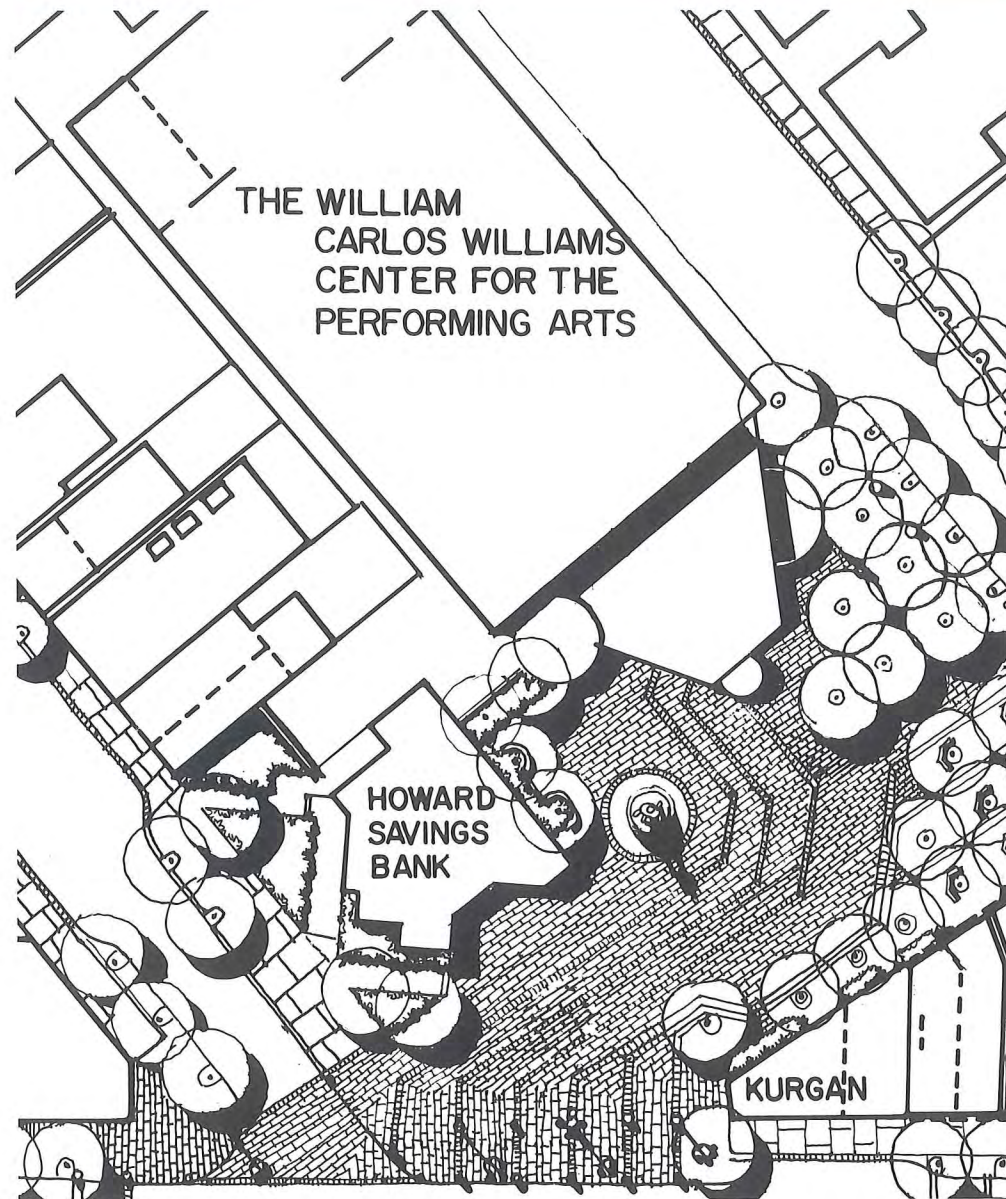
3 A uniform design treatment of the extended sidewalks along Park Avenue promote directional clarity, accessibility and comfort for the business district. Plan illustrates Park Avenue Concourse System from Ames Avenue to Franklin Place.

Extended sidewalks maintain the rhythm of the street while establishing a human scale thereby freeing up the movement of people and allowing for the periodic closing of Park Avenue for certain downtown activities. This concourse system when combined with a suggested program for a uniform building facade improvement will enhance Park Avenue's image as a pleasant accessible pedestrian shopping environment.

The creative use of textured pavement, uniform plantings, street furnishings and pedestrian level lighting results in a pleasant shopping environment.

Photo and sketch—existing and proposed view looking west on Park Avenue.

William Carlos Williams Center for the Performing Arts and Plaza



4 The William Carlos Williams Plaza will be a public open space created by the closing of Sylvan Street between Glen Road and Spring Dell.

The fire damaged Rivoli is in the process of being rehabilitated as a Center for the Performing Arts under the direction of a nonprofit corporation formed for this purpose. The Center will house two theaters, workshop space, offices, community meeting rooms and may serve as a home base for a professional performing arts company.

William Carlos Williams Plaza will be created by the closing of Sylvan Street between Glen Road and Spring Dell. Textured pavements, "amphitheatre" terraces, benches, kiosks, public art, lighting, plantings and seasonal flowers, evergreen shrubs, and bosques of high headed shade trees form the public square. Varied activities are envisioned such as concerts, theatrical events, exhibitions, special events and spontaneous public gathering. The plaza will become a vital entry point or "link" between the Ettrick Terrace parking area while acting as a pleasant buffer between The Terrace residential area and the commercial district.

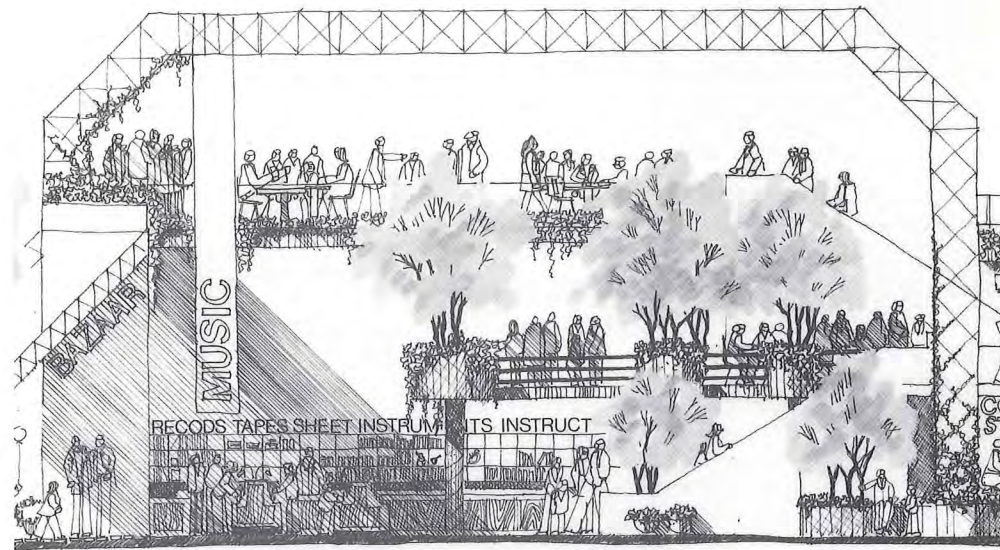
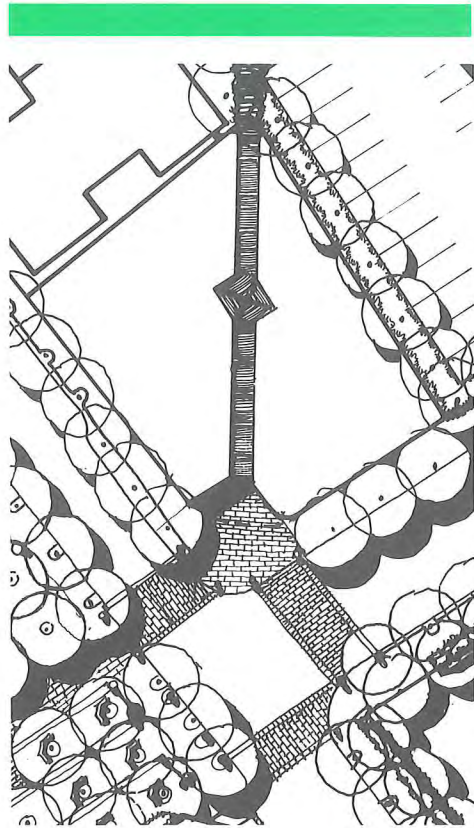
In conjunction with the closing of Sylvan Street, one-way traffic will be re-directed away from Park Avenue on Glen Road to alleviate traffic congestion feeding toward Station Square on Park Avenue.



Photo and sketch—existing and proposed view looking toward the William Carlos Williams Center for the Performing Arts from Park Avenue at Glen Road.



Sylvan Street Bazaar



5 The central location of the bazaar at the intersection of Sylvan Street and Spring Dell calls for a unique blend of specialty shops and interior promenade which links the business district to strategic off-street parking.

Sketches indicate general planning concepts. Detailed building evaluations and rehabilitation planning by a licensed professional architect will be required.

The innovative renovation of the commercial building at Spring Dell and Sylvan Street and its adjacent parking area will serve as a valuable resource in developing a link between the Ettrick Terrace Parking Area, the new plaza and downtown.

The concept of the Bazaar is to recycle an existing commercial space into an atrium of selling areas situated along an indoor pedestrian walkway. Embellished with a rooftop garden restaurant, the Bazaar will serve as a welcome anchor to the downtown business district, providing a greater variety of commercial space.

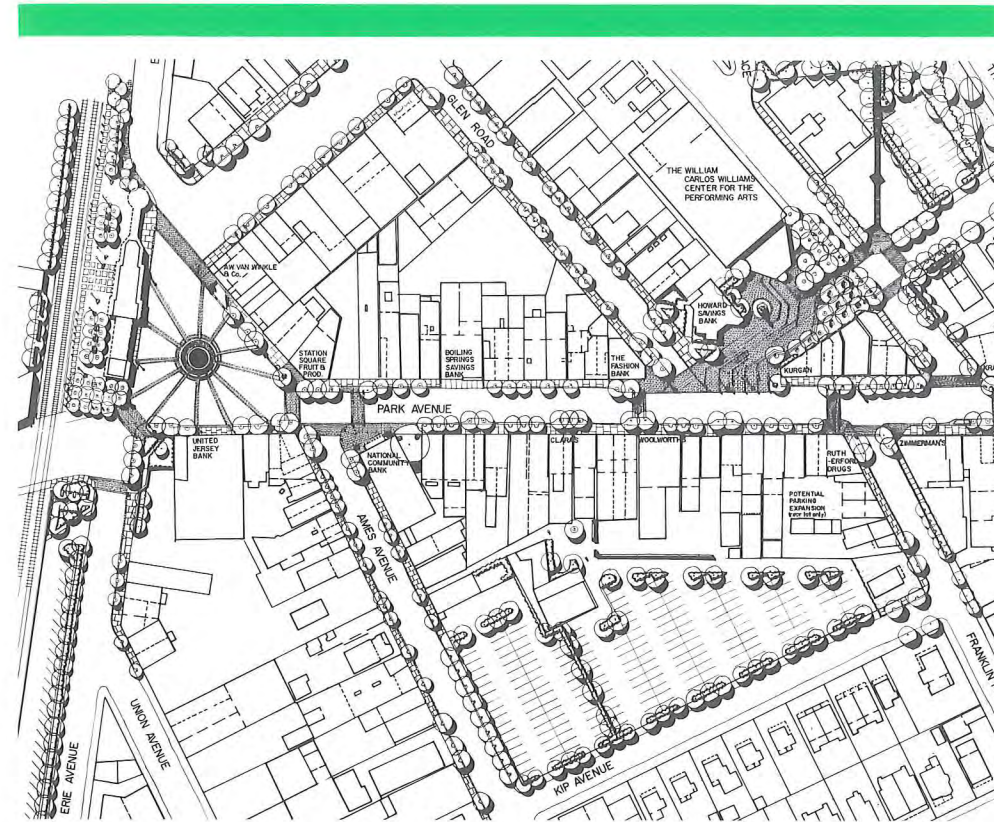
The "Bazaar" should be structured to encourage a new dimension in Rutherford's commercial image.



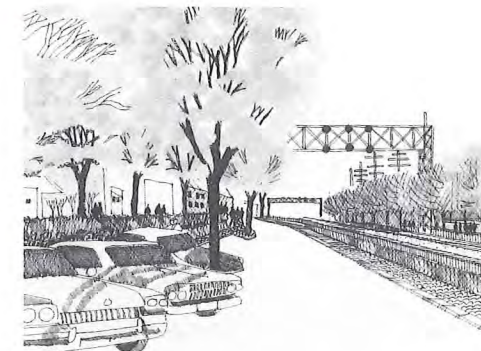
Specialty items such as coffees, teas, and herbs, pastas; cheeses; provisions; candies and nuts; special baked goods, fancy fruits and vegetables, delicatessen, and crepes will be featured.



Parking and Traffic Summary:



6
7
8 Photo and sketch—existing and proposed view of commuter parking from Park Avenue Railroad crossing looking north.



The parking analysis of Rutherford's business districts has indicated that there is a need for 1200 parking spaces to satisfy the requirements of existing retail and office space. Since there are approximately 900 existing parking spaces, a need for 200-300 spaces must be taken into consideration.

There are several opportunities to provide additional parking space to

reduce or eliminate the deficit. The Park Avenue Concourse System, will retain on-street parking. The acquisition of adjacent properties and the incorporation of under-utilized commercial properties enable the realignment of the Kip Avenue parking area creating an additional 51 parking spaces. A service and shopper entrance corridor to the rear of Park Avenue stores will strengthen pedestrian accessibility and reduce service traffic along Park Avenue.

The proposed parking deck at Ettrick Terrace will provide an additional 62 parking spaces. Automobile access will be from Ettrick Terrace on the first level and from Sylvan Street to the second level, behind the Sylvan Street Bazaar where an additional 24 parking spaces will be provided. An interior walkway through the Bazaar will provide easy access to the downtown shopping area.

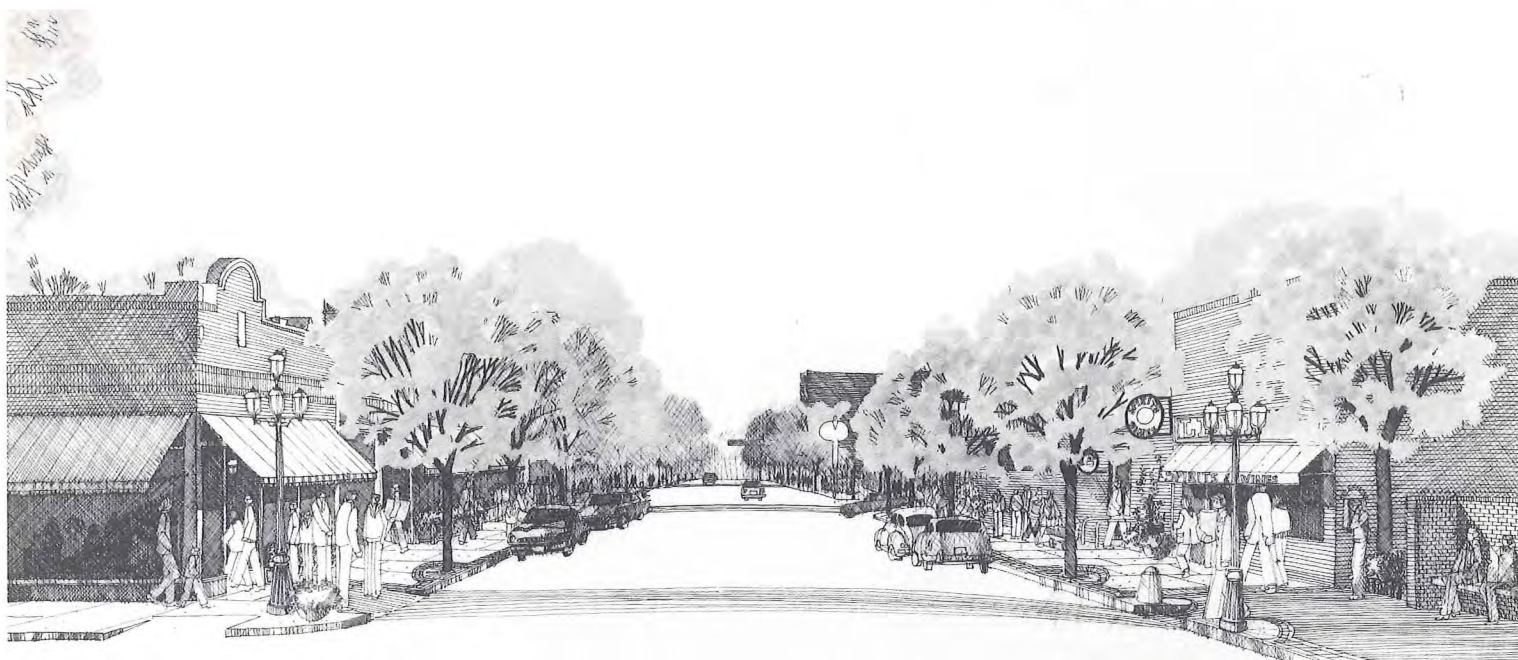
Long-term parking at the Kip Avenue and Ettrick Terrace parking areas presently limits the available number of spaces to shoppers. Much of this long-term parking is done by commuters whom have nowhere else to park.

In order to accommodate Rutherford's growing number of rail commuters and to relieve competition for downtown parking spaces, the vacant railroad right-of-way will be developed into a 50-car plus commuter parking area. Meters or resident parking stickers will be available at moderate cost. Improved site drainage, asphalt paving, paint stripping, protective fencing, street trees, plantings, and bicycle racks will provide comfortable access to the rehabilitated Rutherford Railroad Station.

Consideration should be given to opening Chestnut Street to serve as an alternate route for traffic to Erie or Union Avenue. Replacing Chestnut Street's role as a part-time play street for St. Mary's School, Home Avenue between Franklin Place and Ames Avenue should be closed at peak school hours.

These interrelated elements of Rutherford's downtown revitalization will provide more than two hundred additional parking spaces.

West End Concourse System and Parking Expansion



The primary problem facing the West End Business District is the heavy traffic congestion resulting from traffic lanes that are too narrow to accommodate the queues for the existing supermarket, or for the insufficient parking facilities on the south side of Union Avenue. The combination of unsightly utility lines and chaotic signage produces a lack of movement clarity and poor environmental image.

Acquisition of a right-of-way between Carmita Avenue and the supermarket and other private parking areas will make the off-street parking areas more easily accessible and help to divert a large portion of traffic backups during peak hours.

Converting acquired rear commercial property along the south side of Union Avenue between Carmita and Springfield Avenues will allow for an additional 22-parking spaces in the immediate future. Potential

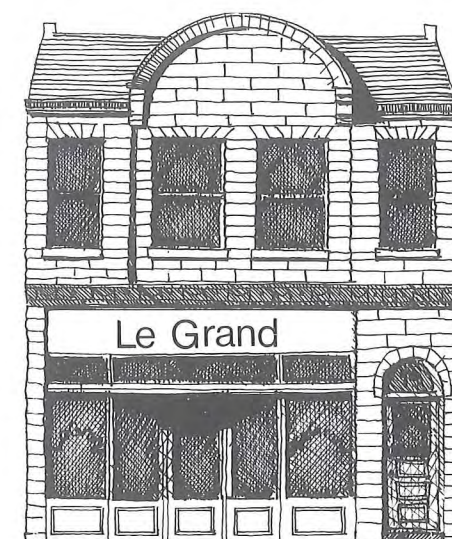
acquisition of one or two of the adjoining properties would add up to forty additional spaces. In the event that this parking area is obtained, curb parking can be eliminated on the north side of Union consistent with the easterly traffic flow towards Park Avenue. Left turn lanes can then be provided to the large parking areas on the north side of Union Avenue while maintaining improved through traffic lanes.

The revitalization of the West End will also involve the burial of all street utilities, expanded sidewalks, decorative paving, bus shelters, uniform street furniture, pedestrian level lighting, evergreen shrubs, and seasonal flower plantings. These improvements will foster a comfortable and harmonious shopping environment for the West End Business District.



Photo and sketch—existing and proposed view looking north from Santiago Avenue.

Building Facade Rehabilitation

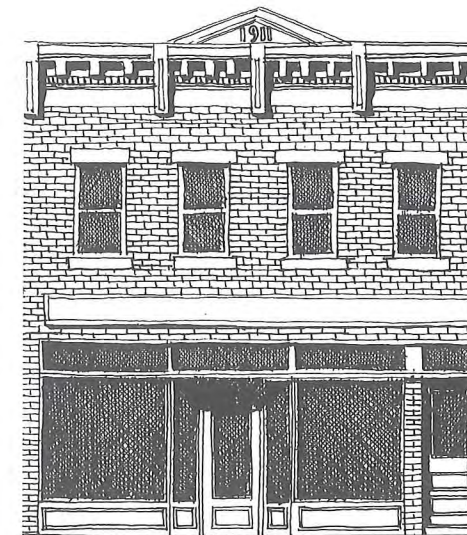


Existing

1. Architectural style preserved
2. Air conditioning and overhanging sign disrupt design continuity
3. Storefront material over-simplifies architectural style.

Proposed

1. Clean and point stone where necessary.
2. Accent color roof trim, cornice and lintel.
3. Complementary signage
4. Restore wood frame storefront with overstory window to maintain line and visibility.



Existing

1. Preserve roof trim and cornice
2. Preserve window trim, facade texture and color
3. Sign obscures building lintel
4. Non-compatible building materials limit storefront transparency and interrupt overall design intent.

Proposed

1. Clean and accent paint roof trim and cornice
2. Clean and point all brick facade
3. Uniform signage to complement restored lintel and storefront.
4. Restored storefront provides original transparency and echoes period style.

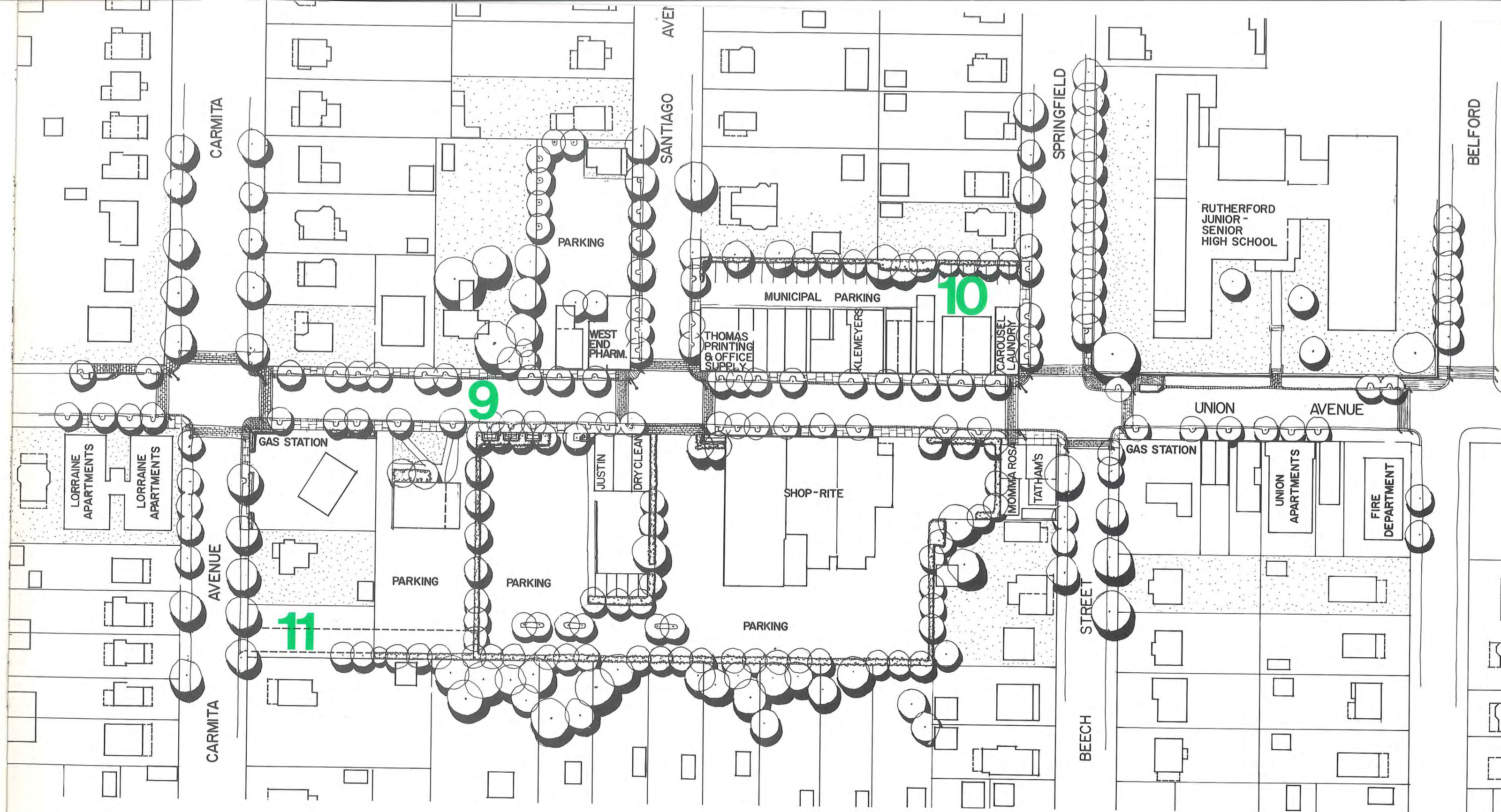
Particular elements to be evaluated will include:

1. Architectural style
2. Texture and colors
3. Roof trim and cornice
4. Fenestration and trim
5. Door and doorway styling
6. Ornamentation and signage.

The illustrations indicate prototypical existing conditions and proposed facade treatments.

Although the existing commercial structures are privately owned, their impact upon the overall environmental image of the street scene, as perceived by the public, is significant. Rutherford is fortunate in having a variety of respectable indigenous architecture representing over one hundred years of architectural style. For structures presently in need of repair, or aesthetic remodeling, a facade rehabilitation program is planned.

Sketches indicate general planning concepts. Detailed building evaluations and rehabilitation planning by a licensed professional architect will be required.



9 West End Concourse System

The burial of utility lines in conjunction with the reconstruction of existing sidewalks, with brick and textured paving, and the addition of bus shelters, street furniture, pedestrian level lighting, tree, evergreen shrub and seasonal flower plantings will enhance the West End Shopping Environment.

10 Santiago Parking Acquisition

The acquisition of rear commercial property along Union Avenue between Springfield and Carmita Avenues will contribute 22 sorely needed parking spaces to the West End.

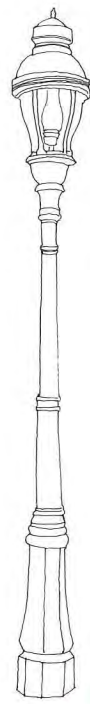
11 Carmita Avenue Right-of-Way

Acquisition of a right-of-way between Carmita Avenue and the ShopRite parking area will make the private off-street areas more easily accessible thereby relieving traffic congestion along Union Avenue.

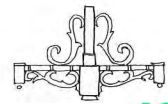
Project Vocabulary

Design integrity is achieved through the selective clustering of harmonious street furnishings such as plantings, pavings, lights, signage, bus shelters, litter baskets, benches and phones.

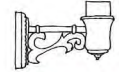
Shown here are detailed drawings of key elements of the design vocabulary for Rutherford's Downtown Revitalization.



Light

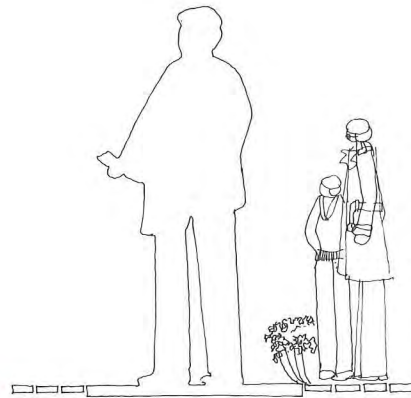


5 Cluster

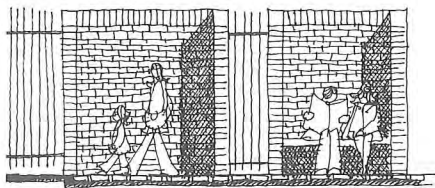
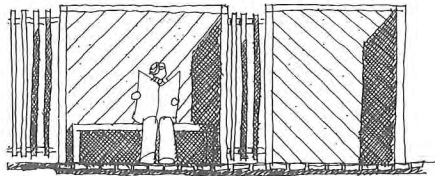
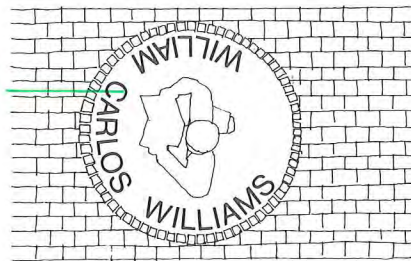


Wall Bracket

Sculpture



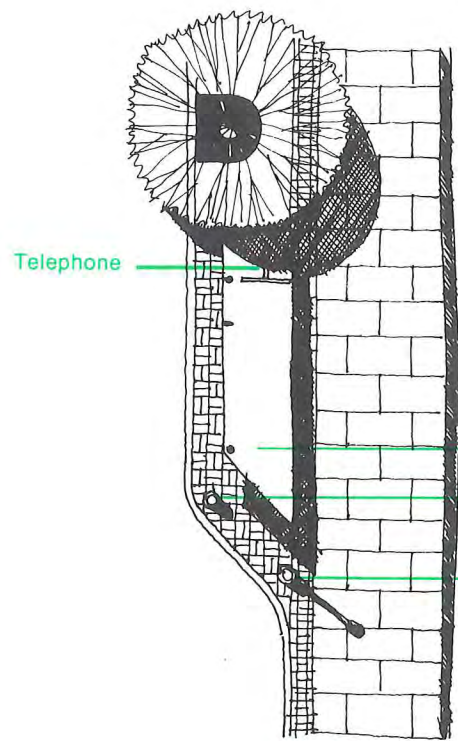
Bronze Plaque and Sculpture



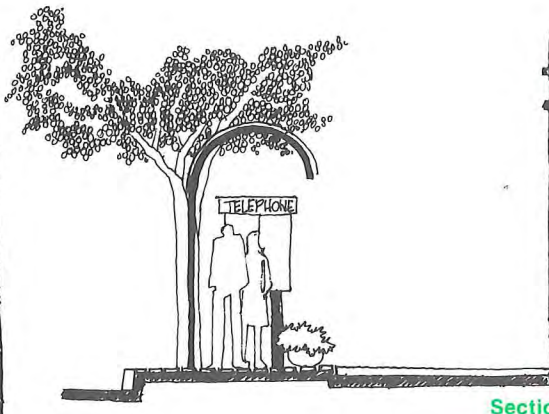
Reinforcing the Streetscape/Screening Parking—Construction Sites

A. Wood screen with wood picket openings for temporary screening.

B. Permanent brick screen walls. Wood bench and steel fence sections for visual relief and penetration.



Plan



Section

Bus Shelter

Bollard

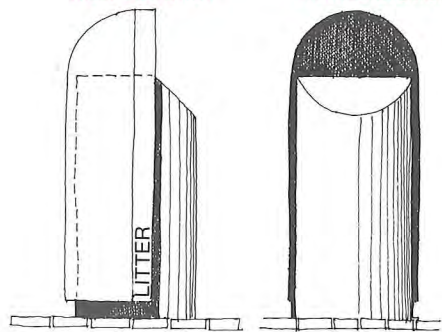
Light

Bus Stop

Litter Receptacle

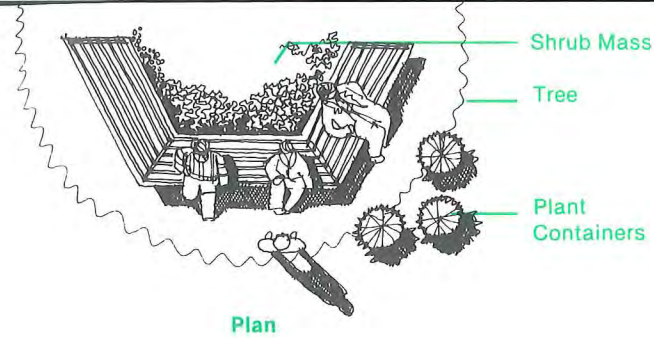
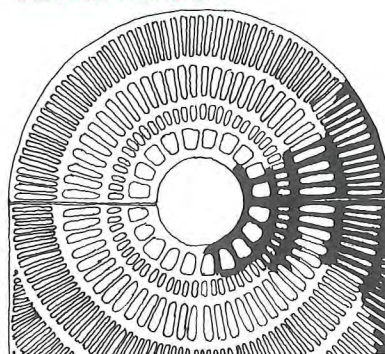
Side Elevation

Front Elevation



Plan

Cast Iron Tree Grate

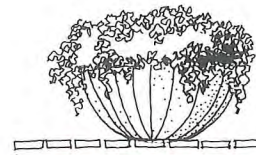


Plan

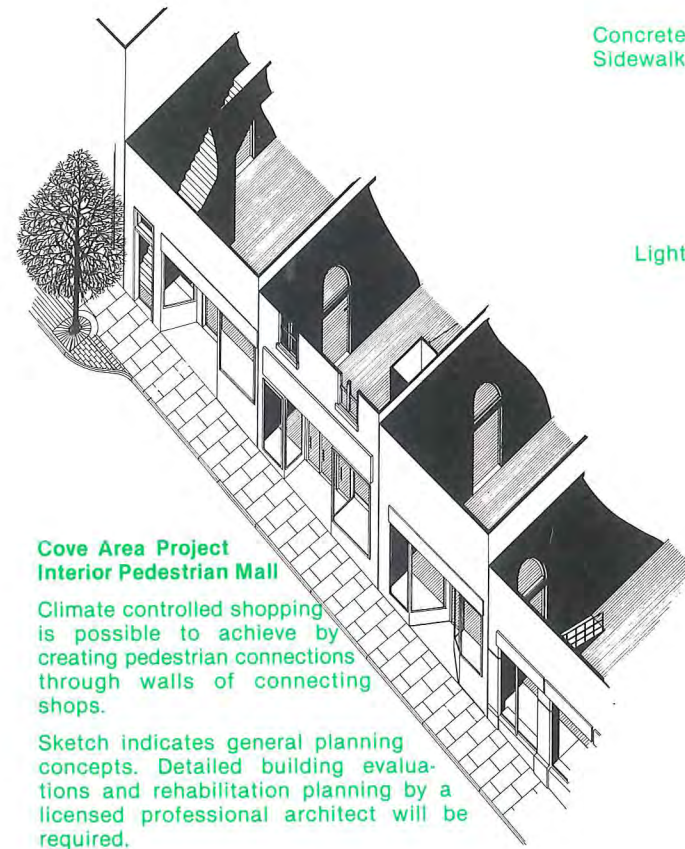
Shrub Mass

Tree

Plant Containers



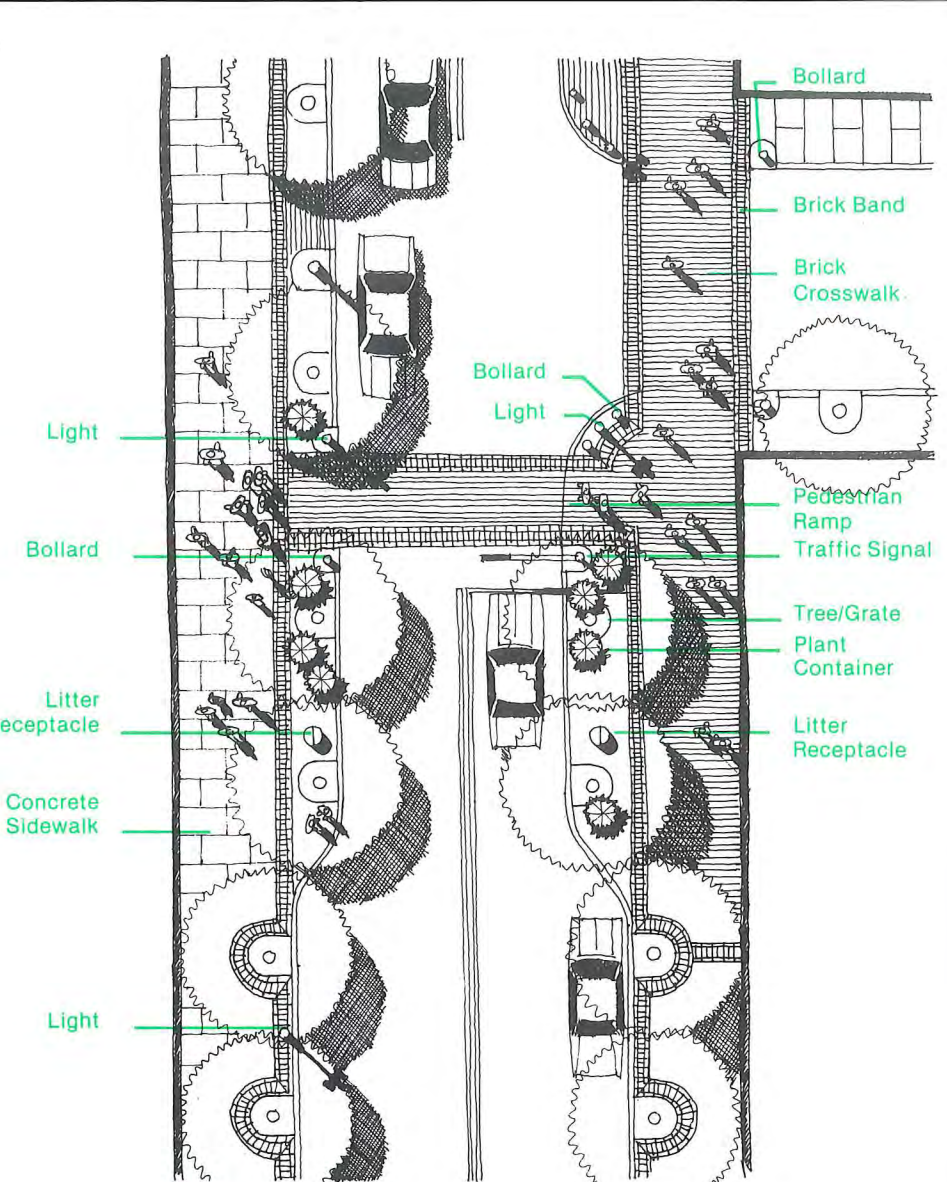
Plant Container-Seasonal Flower



Cove Area Project Interior Pedestrian Mall

Climate controlled shopping is possible to achieve by creating pedestrian connections through walls of connecting shops.

Sketch indicates general planning concepts. Detailed building evaluations and rehabilitation planning by a licensed professional architect will be required.



Plan Typical Development

Light

Bollard

Litter Receptacle

Concrete Sidewalk

Light

Bollard

Brick Band

Brick Crosswalk

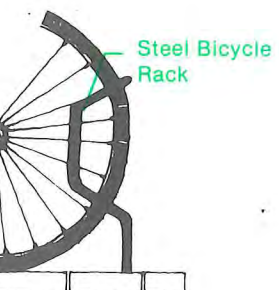
Bollard Light

Pedestrian Ramp

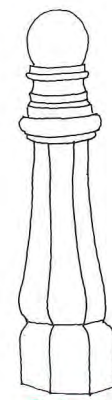
Traffic Signal

Tree/Grate Plant Container

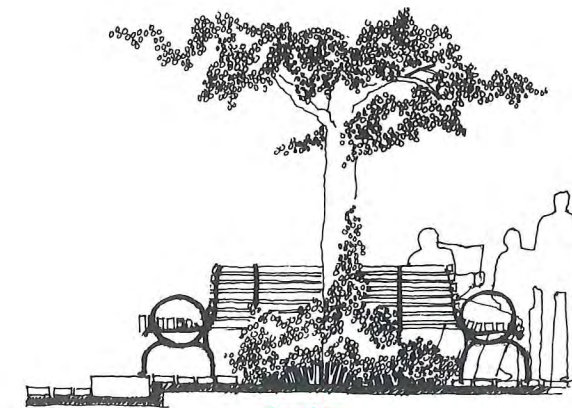
Litter Receptacle



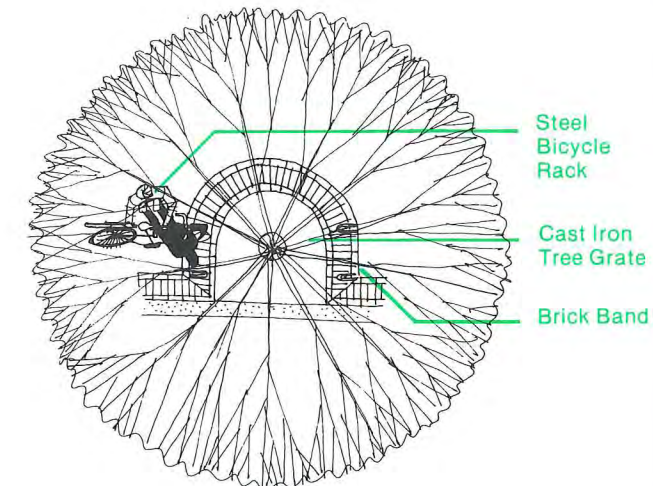
Steel Bicycle Rack



Bollard



Section



Plan

Steel Bicycle Rack

Cast Iron Tree Grate

Brick Band



Wood Bench with Back

Implementation

The value of this comprehensive plan to revitalize Rutherford's Business District is in its ability to be realized in a timely and undiluted manner. The time between the moulding of ideas into a comprehensive plan and the finished product is the most critical time element in the revitalization project. If extended over a too great a period today's aspirations can rapidly succumb to apathy. A continuous and orderly program of implementation must be imminently forthcoming. This involves enlightenment of the public, enlisting the support of individuals and organizations, strong commitment on the part of public bodies and incentive to individual property owners. An essential ingredient in the process is a substantial and immediate implementation of the basic design work in order that confidence and sense of accomplishment are not diminished to the point of public disinterest. The Borough and the property owners, therefore, are in a position to be the primary power in establishing revitalization as a reality through time investment in the private and public space improvement aspects of the project.

The threads of Rutherford's Business District are woven through the social, economic and environmental fabric of the Borough. Through complete revitalization, comfortable and exciting human environments can be created, and the viability of the business districts can be secured.



Rutherford, New Jersey / A Program for Revitalization

Priority 1, Immediate Action

Project	Elements	Actions	Cost	Possible Funding Sources
1A Concourse System Park Avenue Station Square to West Passaic Avenue	Curb extensions, Walkways, Drainage, Crosswalks, Street furniture, Lighting, Planting, Sculptural fountain	A Functional Survey, Physical Survey Detail Design B Bidding Documents C Construction	32,000 51,000 830,000 \$913,000	Revenue Sharing/Federal, Community Development/County, Benefit Assessment/Borough, Bonding/Borough, Borough Budget
1B Wm. Carlos Williams Plaza (Sylvan street closing)	Pavements and steps, Drainage, Furniture, Lighting, Planting	A Detail Design B Bidding Documents C Construction	5,000 10,000 150,000 \$165,000	Revenue Sharing/Federal, Green Acres/State, Community Development/County, Benefit Assessment/Borough, Contributions
1C Railroad Station and Platform	Interior stripping, painting, floor Exterior repairs, painting, Paving, Street furniture, Signage, Lighting, Planting	A Station Rehabilitation B Platform Reconstruction	N.A.	State of N.J. D.O.T./State Borough Contributions
1D Commuter Parking	Curbing, Paving, Paint stripping, Drainage, Fencing, Street furniture, Bicycle Racks, Signage, Lighting, Planting	A Prepare Survey and Detail Design B Coordinate with County and R.R. C Bidding Documents D Construction	2,000 3,000 3,000 49,000 \$57,000	FAUS/Federal, UMTA/Federal/State, Community Development/County, Bonding/Borough
1E West End Parking Expansion	Curbing, Paving, Drainage, Fencing, Signage, Planting	A Acquisition B Prepare Survey and Detail Design C Bidding Documents D Construction	Not Included 2,400 2,400 18,000 \$22,800	Bonding/Borough, Capital Improvement/Borough
1F Kip Avenue Expansion	Curbing, Paving, Paint stripping, Signage, Lighting, Planting	A Acquisition B Prepare Survey and Detail Design C Bidding Documents D Construction	Not Included 3,500 6,000 68,000 \$77,500	Bonding/Borough Capital Improvements/Borough LDC/Non-profit Organization
1G Ettrick Terrace Parking Deck and Sylvan St. Bazaar	Parking Deck, Retail Development, Revitalized and New Retail Development, The Terrace Park, Redevelopment	A Acquisition B Design C Bidding Documents D Construction	N.A.	Green Acres/State Bonding/Borough LDC/Non-profit Organization Private

Priority 2

Project	Elements	Actions	Cost	Possible Funding Sources
2A Concourse System Park Avenue—West Passaic to Pierrepont including Lincoln	Curb extensions, Walkways, Drainage, Crosswalks, Street furniture, Signage, Lighting, Planting	A Functional Survey Physical Survey, Detail Design B Bidding Documents C Construction	15,000 35,000 398,000 \$448,000	Revenue Sharing/Federal, Community Development/County, Benefit Assessment/Borough, Bonding/Borough
2B West End Concourse System	Curb extensions, Walkways, Drainage, Crosswalks, Furniture, Signage, Lighting, Planting, Bury overhead utilities**	A Functional Survey Physical Survey, Detail Design B Bidding Documents C Construction	8,500 15,000 220,000 \$243,500	Revenue Sharing/Federal, Community Development/County, Benefit Assessment/Borough, Bonding/Borough
2C Facade Rehabilitation	Fenestration, Facade Articulation, Signage	A Survey Delineation Average Cost Analysis B Bidding Documents C Construction	\$7,500	Community Development/County, Contributions, Private

* Costs are general and should be updated prior to firm budgeting of each project.
** Exclusive of burial of overhead utilities.

**Rutherford,
New Jersey**
**A Program for
Revitalization**

