

2018 Land Use & Central Business District Elements of the Master Plan

Borough of Oradell

Bergen County, New Jersey

PREPARED FOR:

Borough of Oradell Planning Board

AMENDED AND ADOPTED ON DECEMBER 4, 2018

CORRECTED EDITING ERRORS: APRIL 2, 2019





COMMUNITY PLANNING
LAND DEVELOPMENT AND DESIGN
LANDSCAPE ARCHITECTURE

B U R G I S
A S S O C I A T E S , I N C .

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Bergen County, New Jersey

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BA #3170.01

The original document was appropriately signed and sealed on December 4, 2018 in accordance with Chapter 41 of Title 13 of the State Board of Professional Planners.



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ORADELL TOWN HALL



Section 1:

Introduction to the Plan

The following section provides a brief introduction to the 2018 Borough of Oradell Land Use Element of the Master Plan. It establishes what a Master Plan is, what the legal requirements for a Master Plan are, and highlights previous master planning efforts undertaken by the Borough.

Section 1:

Introduction

1.1: Overview

The 2018 Borough of Oradell Land Use Plan Element of the Master Plan is part of a continuing comprehensive planning tradition that the Borough has been engaged in for 40 years. Since adoption of the Borough's Master Plan in 1978, the Borough has undertaken an ongoing planning process that has been the subject of periodic review and reexamination. The Planning Board adopted its most recent comprehensive Land Use Plan Element of the Master Plan in 1988. A Master Plan amendment was adopted in 1993, and subsequent Master Plan Reexamination Reports were adopted in 1997 and 2005. Each of these plans and reports were designed to guide the future development of the community, in a manner consistent with sound planning criteria and the applicable statutory requirements.

This Land Use Plan Element (LUP) is intended to provide a comprehensive and coordinated long-range approach to guide the growth, development and physical improvements of the community. The LUP is also designed to ensure that the Borough's planning policies and land use goals and objectives remain current and up-to-date, and to ensure that the community's planning efforts remain consistent with the applicable provisions of the Municipal Land Use Law (MLUL). The State statute mandates that all zoning regulations be predicated on a regularly revised and updated land use plan element.

This LUP recognizes that Oradell is a fully developed municipality, which necessitates a planning response that focuses on maintaining the established character of the community, while identifying those areas that warrant an upgraded planning and zoning approach to redevelopment.

The LUP presents an assessment of the outstanding land use planning issues facing the community. It also includes a significant amount of background data which is an obligatory component of any land use plan, as stipulated by the MLUL.

The Land Use Plan (LUP) and Central Business District (CBD) Plan Elements will consist of six basic sections. Following the introductory first section, the second section will set forth the specific objectives, principles, assumptions, policies and standards upon which the master plan recommendations are based. It will include general goals and objectives for the community as a whole, as well as detailed goals and objectives intended for specific areas of the Borough.

The third section will present the LUP recommendations that resulted from the formulation of the goals and objectives. The LUP will be directed to address the immediate and longer term needs of the community and is intended to serve as the basis for development over the course of the next ten years. In accordance with the provisions of the MLUL, the LUP will incorporate longer range planning considerations.

The fourth section will present the CBD Plan. It includes background information on the district and specific land use recommendations, design standards, signage provisions and parking recommendations.

The fifth section presents an evaluation of the LUP's relationship to other plans that impact Oradell. This evaluation includes a review of planning in adjoining municipalities and Bergen County plans, as well as an assessment of the State Development and Redevelopment Plan (SDRP) recommendations as they affect the Borough. In addition, this section includes discussion on the Draft State Strategic Plan (SSP), which is intended to serve as an update to the SDRP.

The final section provides the obligatory background data required to be compiled in conjunction with the formulation of the LUP recommendations. This background data includes information on Oradell's regional location, existing land use and zoning, environmental features, utilities, demographics and socio-economic data, as well as recent development activity.

1.2: Legal Requirements for the Master Plan

The MLUL establishes the legal requirement and criteria for the preparation of a master plan. The Planning Board is responsible for the preparation of this document, which may be adopted and/or amended by the Board only after a public hearing. The MLUL was amended in May 2011 to require planning boards to prepare a review of the master plan at least once every ten years. Previously, boards were required to prepare such a review at least once every six years.

The MLUL also identifies the required contents of a master plan, which are as follows:

1. A statement of objectives, principals, assumptions, policies and standards upon which the constituent proposals for the physical, economic and social development of the municipality are based.
2. A land use plan element that takes into account physical features, identifying the existing and proposed location, extent and intensity of development for residential and non-residential purposes, states the relationship of the plan to any proposed zone plan and zoning ordinance, and addresses smart growth, storm resiliency, and environmental sustainability issues (this last portion is as a result of a bill approved on January 8, 2018).
3. A housing plan and recycling plan prepared by the Planning Board.

In addition, the MLUL identifies a number of other plan elements that may be incorporated into a comprehensive master plan document, such as circulation, open space and recreation, community facilities, conservation, economic, historic preservation, and environmental sustainability plan elements. However, these elements are not obligatory.

The master plan gives the community the legal basis to control development in the municipality. This is accomplished through the adoption of development ordinances which are designed to implement the plan's recommendations.

1.3: Previous Master Plan Efforts Undertaken by the Borough

In 1978, the Borough adopted a Master Plan which set forth a number of community goals and objectives to guide the future growth and development of the municipality. These goals and objectives were largely reaffirmed in the Borough's most recent comprehensive LUP Element of the Master Plan, adopted in 1988. The basic vision outlined in the 1978 and 1988 Master Plan documents sought to retain Oradell's primarily detached single-family residential character and ensure that any development or redevelopment be compatible with that established character, while also seeking to enhance the Borough's CBD and protect the community's environmental resources.

Since the adoption of the 1988 Master Plan, the Borough has undertaken a number of master plan updates and reviews. Specifically, the Planning Board adopted amendments to its Master Plan in 1990 and 1993, and subsequent master plan reexamination reports were adopted in 1997 and 2005. In addition, the Borough has also adopted several iterations of its Housing Element and Fair Share Plan (HE&FSP), with the most recent iteration adopted in November of 2015. An updated version of that 2015 HE&FSP is currently being prepared in recognition of the constantly changing nature of the state's affordable housing issues and evolving case law on affordable housing.

This 2018 LUP Element and CBD Element represents a continuation of the efforts by the Borough to establish a comprehensive plan to guide the future growth and development of Oradell. It builds upon the prior planning activities described above and is designed to ensure that the Borough's master plan remains current and consistent with the applicable statutory criteria.

This document pertains solely to the LUP Element and the CBD Element. All other Plan Elements previously adopted as a part of the Master Plan remain in effect.



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Section 2:

Goals and Objectives

The following section provides the goals and objectives set forth for the Borough of Oradell. It reiterates the purposes of zoning as established by the Municipal Land Use Law, and also sets forth specific goals and policies statements for the community.

Section 2:

Goals and Objectives

2.1: Borough of Oradell - General Goals and Objectives

The Municipal Land Use Law requires that all municipal master plans set forth a statement of objectives, principles, assumptions, policies and standards upon which the master plan recommendations are based. This section of the Borough of Oradell's Master Plan sets forth the general objectives which are consistent with the "purposes of zoning" as defined in the Municipal Land Use Law. The Master Plan is predicated on the following general objectives:

1. To encourage municipal action to guide the appropriate use or development of all lands in the Borough, in a manner which will promote the public health, safety, morals, and general welfare;
2. To secure safety from fire, flood, panic and other natural and man-made disasters;
3. To provide adequate light, air and open space;
4. To ensure that the development of individual municipalities does not conflict with the development and general welfare of neighboring municipalities, the county and the State as a whole;
5. To promote the establishment of appropriate population densities and concentrations that will contribute to the well-being of persons, neighborhoods, communities and regions and preservation of the environment;
6. To encourage the appropriate and efficient expenditure of public funds by the coordination of public development with land use policies;
7. To provide sufficient space in appropriate locations for a variety of agricultural, residential, recreational, commercial and industrial uses and open space, both public and private, according to their respective environmental requirements in order to meet the needs of all New Jersey citizens;

8. To encourage the location and design of transportation routes which will promote the free flow of traffic and pedestrian safety while discouraging location of such facilities and routes which result in congestion or blight;
9. To promote a desirable visual environment through creative development techniques and good civic design and arrangement;
10. To promote the conservation of historic sites and districts, open space, energy resources and valuable natural resources and to prevent urban sprawl and degradation of the environment through improper use of land;
11. To encourage senior citizen community housing, special needs housing and assisted living housing construction;
12. To encourage coordination of the various public and private procedures and activities shaping land development with a view of lessening the cost of such development and to the more efficient use of land;
13. To promote utilization of renewable energy resources; and
14. To promote the maximum practicable recovery and recycling of recyclable materials from municipal solid waste through the use of planning practices designed to incorporate the State Recycling Plan goals and to complement municipal recycling programs.

2.2: Borough of Oradell - Specific Land Use Goals and Objectives

Based on the Borough's analysis of existing conditions and the background data identified in another section of this document, the following goals, objectives and policy statements have been established to protect the overall health, safety and welfare of the community.

1. **Goal:** To maintain and enhance existing areas of stability; to encourage a proper distribution of land uses by designating areas which have their own uniform development characteristics. A principal goal of this plan is to preserve and protect the residential character and existing density of the community by restricting incompatible land uses and building heights from established residential areas, and limiting intensities of use to the levels, and locations, prescribed herein.

Policy Statement: The Borough recognizes that one of its most significant attributes is its diverse residential neighborhoods, with limited intrusions of non-residential development within these neighborhoods. The Plan's land use recommendations are designed to protect and reinforce the diverse residential development patterns (except for areas specifically highlighted in this Plan for change), and only permit attached residential development in those areas specified in the Plan, and preclude them from other areas. Additionally, the Plan is designed to prohibit incompatible land use arrangements, encourage compatible building forms and building heights, and reinforce the intensities of use recommended in this Plan.

2. **Goal:** To ensure that any prospective development is responsive to the Borough's environmental features and that any development preserves these physical characteristics; and further, to recognize and protect watershed lands in the Borough as an important regional source of potable water and preserve the Borough's open spaces and related open space features.

Policy Statement: The Borough seeks to limit development to that which is sensitive to the community's physical characteristics, and preserve its parks, playgrounds, open spaces, green spaces, and environmentally sensitive elements. The Borough seeks to limit development to that which preserves steeply sloped area (defined to include any slope of minimally 15 percent grade), wetlands, and floodplains, and retains existing vegetation (particularly trees of a caliper of 15 inches or more and clusters of trees which may be of lesser caliper, if determined appropriate). Additionally, the Borough takes cognizance of the fact that there are

numerous sites in the municipality that are typified by extensive environmentally sensitive features and therefore may not be able to accommodate its fully zoned development potential.

3. **Goal:** To provide a variety of residential housing types and densities and a balanced housing supply, in appropriate locations, to serve the Borough and region.

Policy Statement: The Borough contains a broad and varied housing stock consisting primarily of detached dwellings, with some townhouse and multi-family units. Consequently, the Borough's policy is designed to acknowledge the existing and established array of housing, but not to allow any more multi-family housing and townhouses beyond that which is prescribed for in this Plan. This policy is in recognition of the broad range of housing in the community. It also recognizes the fact that the Borough seeks to affirmatively address its low- and moderate-income housing obligation, as defined by the Courts, through the plan components established in its Housing Element and Fair Share Housing Plan.

4. **Goal:** To promote the continued maintenance and rehabilitation of the Borough's housing stock pursuant to the Borough's rehabilitation obligation as prescribed by the Council on Affordable Housing (COAH) and/or the Courts.

Policy Statement: The Borough recognizes that a sound housing stock reflects on the quality of a municipality. The Borough, in an effort to ensure that its housing continues to be a sought after commodity, intends to affirmatively address rehabilitation needs pursuant to and within the context of its obligations with respect to the State's affordable housing.

5. **Goal:** To encourage and provide buffer zones to separate incompatible land uses.

Policy Statement: The Borough recognizes the need to reinforce the delineation of boundaries separating residential and non-residential uses. Appropriate buffer zones are needed to be established to provide screening of incompatible land uses and to minimize adverse impacts on residential and other properties. This should be accomplished primarily within the framework of appropriate open space buffer widths containing suitable planting elements (incorporating such elements as multiple rows of staggered plant material, planting clusters, etc. to provide suitable buffer protection), with supplemental fencing when appropriate.

6. **Goal:** To encourage development that takes into account the aesthetic character of the community, in an effort to enhance the visual and aesthetic appearance of the municipality.

Policy Statement: The Borough recognizes the importance of the visual and aesthetic character of a community, including the type and design of landscape elements that comprise development sites. The Borough's site plan review process shall actively encourage developments, and redevelopments which incorporate the highest quality of aesthetic elements to enhance the visual character of the community. Additionally, landscaped areas are encouraged within properties, as are landscaped features within parking lots; the use of foundation plantings and perimeter plantings are also encouraged to enhance lots throughout the community.

7. **Goal:** To discourage the creation of flag lots in the Borough.

Policy Statement: The Borough maintains that flag lots represent an improper land use arrangement which results in over utilization of property, and represents a development pattern which hinders emergency service access to such lots.

8. **Goal:** To preserve and enhance the Borough's Central, Secondary and Office Business District areas by defining their location and functional role in the community. Within this framework, and as further discussed in the

CBD Element, this Plan encourages the continued development of the community's Kinderkamack Road commercial corridor for commercial uses primarily serving the needs of the area's resident population. This should be achieved within a manner that protects and promotes the physical and aesthetic character of the commercial corridor by designing buildings whose appearance is in line with the architectural style of the Oradell Library, Borough Hall, or Fire Station. Consideration should be given to design features that encourage integration within its surroundings through shared parking, complementary landscaping and signage elements into a comprehensive and unified framework. In addition, buffer zones should be provided to screen incompatible land uses and to minimize adverse impacts of commercial redevelopment on residential and other adjacent properties.

Policy Statement: Oradell is characterized by an attractive CBD, but, given the nature of 'brick and mortar' retail today, it needs to be responsive to new retail realities and the impact that online shopping is having on retail districts. Consequently, this Plan includes a specific business district plan that is designed to address issues of use, parking and design standards, as well as other matters, to ensure that Oradell's business district remains viable and responsive to today's and tomorrow's needs for refinement and enhancement.

Within this framework, the Plan encourages the continued improvement of the community's commercial areas for retail and service commercial uses, and restaurant and entertainment—related uses. This should be achieved within a manner that protects and promotes the physical and aesthetic character of the community's commercial areas, and refines the list of permitted uses to be allowed in the district. Within this context, the Borough seeks to:

- a. Enhance the existing image of the Kinderkamack Road corridor by implementing new streetscape design standards, storefront standards, revised signage regulations and traffic calming measures.
- b. Encourage the coordination of all building renovations and the construction of all new buildings in the commercial districts through the utilization of complimentary building materials, colors, and streetscape elements.

- c. Promote the integration of landscaping into all development and redevelopment proposals for the commercial districts.
 - d. Promote new development and redevelopment, as prescribed in the Plan section of this document, while being sensitive to the overall character of the district.
 - e. Improve the visual and functional aspects of the streetscapes within the area through design standards.
 - f. Establish and promote a visual identity (gateways to provide a sense of place) for the commercial district.
 - g. Improve the public elements of the streetscape through landscaping, street furniture, paving, lighting, pedestrian linkages and parking improvements.
 - h. Utilize decorative signage to enhance the visual and aesthetic character of the area and reinforce its overall design theme.
9. **Goal:** Maintain the Borough's system of streets and roads to ensure that the Borough's major roads and arteries are safe for residents and pedestrian traffic while providing efficient movement of vehicular traffic.

Policy Statement: The Borough's road network is characterized by its main streets providing access to regional arterials, through roads, and cul-de-sac streets. The municipality seeks to reinforce a road system that moves traffic in a safe and efficient manner through the community. Consideration of safe pedestrian, bicycle, and motorized movements are to be incorporated into all site plan review functions.

10. **Goal:** Protect and preserve the Borough's local heritage and traditions by developing and providing the municipality with a suitable inventory of historic sites based on verifiable documentation.

Policy Statement: The Borough recognizes that the preservation of the community's historic features serves to enhance an integral part of the community's character. Oradell seeks to protect sites that are associated with events that have made a significant contribution to history; are associated with lives of significant persons in our past; embody distinctive characteristics of a period or method of construction or represent the work of an acknowledged master; possess high artistic values; or have yielded or may be likely to yield information important in history. In order to accomplish this, the Borough should require that future development on or adjacent to these structures and sites take into consideration their unique historic character and protect them through appropriate setbacks, buffers and/or related elements.

11. **Goal:** Provide and maintain a superior system of community facilities and services, including water and sanitary sewer utilities, fire, police, and other public safety services, public works and library facilities.

Policy Statement: The Borough of Oradell has an exceptional system of community facilities and services. It is one of the underlying themes of this plan to ensure that, as any (re)development occurs and the community's demographic character evolves, the Borough is responsive to these changes and continues to offer the appropriate facilities and services to meet the needs of its residents.

12. **Goal:** To promote the conservation of energy and the use of renewable energy sources and sustainable building practices whenever possible.

Policy Statement: The Borough recognizes the need to encourage the use of alternative energy sources as a means to conserve non-renewable resources. Oradell's policy is to encourage the adoption of the appropriate ordinances that facilitate sustainable building practices.





Section 3:

Land Use Plan

The following section contains the Land Use Element for the Borough of Oradell. It identifies the proposed location, extent, and intensity of development of lands to be used in the future for residential, commercial, business, office, recreational, and other public and semi-public uses.

Section 3:

Land Use Plan

3.1: Introduction

The Borough of Oradell Land Use Plan identifies the proposed location, extent and intensity of development of land to be used in the future for varying types of residential, commercial, business, office, recreational and other public and semi-public uses. The Plan is intended to guide the future development of the Borough for minimally the next ten years, in accordance with the provisions of the Municipal Land Use Law, in a manner which protects the public health, safety and general welfare. It is designed to serve as the basis for revisions to the Borough's land use ordinances including zoning, subdivision, and site plan codes.

The Land Use Plan is based on seven residential land use categories, four non-residential land use categories, and one Conservation/Recreation category, as identified herein and shown on the accompanying Land Use Plan Map.

The seven residential categories are identified as follows:

1. Low Density Residential 1: Density of 2.3 dwelling units per acre;
2. Low Density Residential 2: Density of 2.3 to 3.6 dwelling units/acre;
3. Moderate Density Residential 1: Density of 3.6 to 4.8 dwelling units/acre;
4. Moderate Density Residential 2: Density of 4.8 to 5.8 dwelling units/acre;
5. Medium Density Residential: Density of 5.8 to 7.3 dwelling units/acre;
6. High Density Residential: Density of 6.0 to 12.0 dwelling units/acre;
7. Affordable Housing: Density of 6.0 dwelling units per acre.

Non-residential categories are identified as follows:

1. Central Business District;
2. Secondary Business;
3. Office;
4. Commercial/Warehouse;
5. Conservation/Recreation.

3.2: Residential Land Use Categories

A primary objective of this Plan is to preserve and retain the single family residential development pattern that exists in the neighborhoods designated with these land use categories. Any future development here shall be in accordance with these established patterns of development and intensity of use.

The Borough's current residential land use categories provide a broad array of housing types, including detached single-family residential dwellings, townhouses, and apartments, intended for a range of families and housing need, including the needs of low- and moderate-income households. Each of these land use designations are identified as follows:

Low Density Residential 1 and 2

The Oradell land use plan provides for two low density residential land use categories. The Low Density Residential land use category encompasses the northwest corner of the Borough. It encompasses approximately 155 acres in the area north of Soldier Hill Road and west of Kinderkamack Road. This area is uniformly developed at a density of 2.3 dwelling units per acre, consistent with the present zoning requiring a minimum lot size of 18,750 square feet. This plan recognizes the attractive quality of development in this neighborhood, and seeks to reaffirm and encourage the retention of this development pattern.

It is notable that a portion of this land use category fronts directly on the westerly side of Kinderkamack Road from Soldier Hill Road north until Emerson border. This Plan takes notice of the unique residential character of this portion of Kinderkamack Road in this area, and emphasizes that a primary objective of this Plan is to preserve and retain this prevailing residential character and lot arrangement.



Low Density Residential 1 Land Use Category

The Low Density Residential 2 land use category encompasses two areas of the municipality. One is located to the east of Grant Avenue, while the second area is located generally to the west of Seminole and Iroquois Streets, extending southward from Soldier Hill Road to Ridgewood Avenue. These areas have developed in a relatively uniform development pattern, with most lots measuring 12,000 square feet and developed with detached single family dwellings.



Low Density Residential 2 Land Use Category

Moderate Density Residential 1 and 2

Two moderate density detached single family residential land use categories are included in this Plan. Both are designed to reflect existing conditions in the Borough.

The Moderate Density Residential 1 designation provides for densities ranging from 3.6 to 4.8 dwelling units per acre. This designation encompasses those residential neighborhoods north and south of Oradell Avenue as well as the area near Prospect Avenue between Soldier Hill Road and Ridgewood Avenue. This designation is designed to reflect an established lot arrangement characterized by 9,000 square foot lots and prevailing intensities of use. This land use category is also designed to limit any incursion of higher density development in the areas characterized by a less intense development pattern.



Moderate Density Residential 1 Land Use Category

A Moderate Density Residential 2 designation calls for a residential development pattern characterized by densities ranging from 4.8 to 5.8 units per acre. This designation encompasses those portions of the municipality that have developed with single family dwellings on lots of no more than 7,500 square feet. It encompasses the southerly portion of the Borough south of Ridgewood Avenue. It also includes three small areas in the vicinity of Elm Street and Demarest Avenue, Elm and Center Avenue, and the Maple Avenue area. This Plan recognizes that some properties in these areas may exceed these density limits. However, the Plan does not want to encourage additional small lot development that would be out of character with the overall surrounding neighborhood.



Moderate Density Residential 2 Land Use Category

Medium Density Residential

This land use category is designed to permit a density of up to 7.3 dwelling units per acre. It is designed to acknowledge the existing two-family development pattern located on Meyerhoff Place south of Mackay Avenue. These two-family dwellings are situated on 12,000 square foot lots, and this plan is designed to affirm a land use category that is consistent with this established lot arrangement. Future development should utilize additional architectural elements to enhance the visual character of the façade.



Medium Density Residential Land Use Category

High Density Residential

This land use category is designed to acknowledge those existing garden apartments and townhouse developments that exist, primarily along the east side of Kinderkamack Road from Saw Mill Lane to New Milford Avenue. They have developed at densities ranging from six to twelve units per acre. High density development should only be allowed where it includes an affordable housing component.



High Density Residential Land Use Category

Affordable Housing

The affordable housing land use categories is designed to satisfy the Borough's obligation to provide affordable housing within the municipality. See the Housing Element and Fair Share Plan for details.



Fey Place

3.3: Non-Residential Land Use Categories

Central Business District

This document contains further details on the CBD (B-1 Zone) that includes background data on land use, parking, traffic circulation, streetscape, building design and other related issues. It concludes with detailed recommendations on these and other planning issues, all designed to improve and enhance the CBD along Kinderkamack Road. It also seeks to encourage a broader range of uses, such as restaurants and service related establishments, as on-line shopping continues to negatively impact 'brick and mortar' retail establishments. See that section of this report for those details.



Central Business District Land Use Category

Secondary Business

The Secondary Business area is located on Kinderkamack Road, both north and south of the CBD to the Borough's northerly and southerly municipal boundary lines. This area also is designed to address local service commercial needs, consistent with the prevailing scale of two-story development in this area. Second story residential units above the ground floor commercial space shall be permitted provided that all buildings are limited to two-stories in height. The same basic design standards set forth in the CBD section shall also be applicable here.

The continued (re)development in this area should encourage the assemblage of small properties to foster an efficient use of land, the rehabilitation of buildings and their adaptive reuse to retain and reinforce the district's prevailing developed character, the elimination of incompatible land uses, and the provisions of enhanced landscape and streetscape amenities.



Secondary Business Land Use Category

Office

The eastern side of Kinderkamack Road north of Oradell Avenue offers opportunities for larger scale office users to locate in Oradell. This development pattern is encouraged to continue. However, it is recommended that the Borough zoning regulations be enhanced to encourage healthcare uses and medical-related office and research functions, and to require improved site design criteria, to ensure an attractive redevelopment if any of the sites in this land use category are to redevelop.



Office Land Use Category

Commercial/Warehouse

This land use category encompasses properties along Marginal Road, just east of the railroad and south of New Milford Avenue. The area has developed with a number of general business, warehouse and industrial type uses. It is recommended that any future development of this area be consistent with this prevailing development pattern. It is the objective of this plan to establish an area that will accommodate this type of use as a separate and distinct entity from the professional and executive office, retail and service commercial areas located elsewhere in the Borough. However, a focus of any redevelopment opportunities shall be to enhance the character of this area through the imposition of a variety of design standards that will enhance the overall physical appeal of this portion of the community.



Commercial/Warehouse Land Use Category

Conservation/Recreation

This land use category is designed to identify all public and private recreation properties and open space features in the municipality. Additionally, existing school sites are included in this designation.

All existing park, recreation and open space sites are proposed to continue as they presently exist. The focus of this plan is to preserve the Borough's parks, playgrounds, open spaces, green spaces, and environmentally sensitive features.

Open spaces are key to the quality of life within the Borough. From the Borough's ball fields and playgrounds, to the three golf courses within the Borough's borders, these open space areas are an asset that helps differentiate Oradell from other surrounding communities. This is particularly true for lands along the Oradell Reservoir, the Hackensack River, and the Van Buskirk Island Park.

While this document is not an Open Space Plan, which may be a separate element to a master plan, it is suggested that the Borough give consideration to any opportunity to invest in the preservation or enhancement of public spaces next to the reservoir and along the Hackensack River.



Conservation/Recreation Land Use Category



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Section 4:

Central Business District Plan

The Borough of Oradell's CBD represents a unique Town Center, one that is shared by the Borough's residents, customers, business owners, visitors, and commuters alike.

Section 4:

Central Business District Plan

4.1: Introduction

The following section provides an analysis and recommendations regarding the Borough's CBD. The principal elements of this analysis include:

1. Economic Development: A review and update of socio-economic data, as well as commercial trends and uses in the study area. Specific recommendations and strategies are offered that foster commercial development, enhance the marketing of the CBD, and promote and recruit appropriate businesses to the area, including those that create vitality beyond workweek business hours.
2. Land Use: Land use recommendations to address development in the study area. In conjunction with item 1 above, particular attention was given to uses that promote the study area's vitality beyond workweek business hours.
3. Parking: Building on previous plans and studies, recommendations and strategies are proposed to address parking demand for businesses, residents, and other users in the study area. An analysis of floor area in the CBD was undertaken to assist in the determination of parking need. Recommendations take into account improvements to the existing parking supply, as well as additional parking needs, as deemed appropriate.
4. Commercial Signage: Upon review of existing signage regulations, recommendations are provided that support greater flexibility in terms of regulatory framework for businesses, while ensuring appropriate designs.

5. Wayfinding/Community Signage: Designs and recommendations are provided that promote navigational clarity to CBD area uses, including parking, and that provide information supporting uses, activities and businesses in the CBD.
6. Gateways: Oradell has a number of undefined gateways into the CBD. These gateways are accentuated utilizing design strategies that signify the importance of, and entrance to, the CBD.

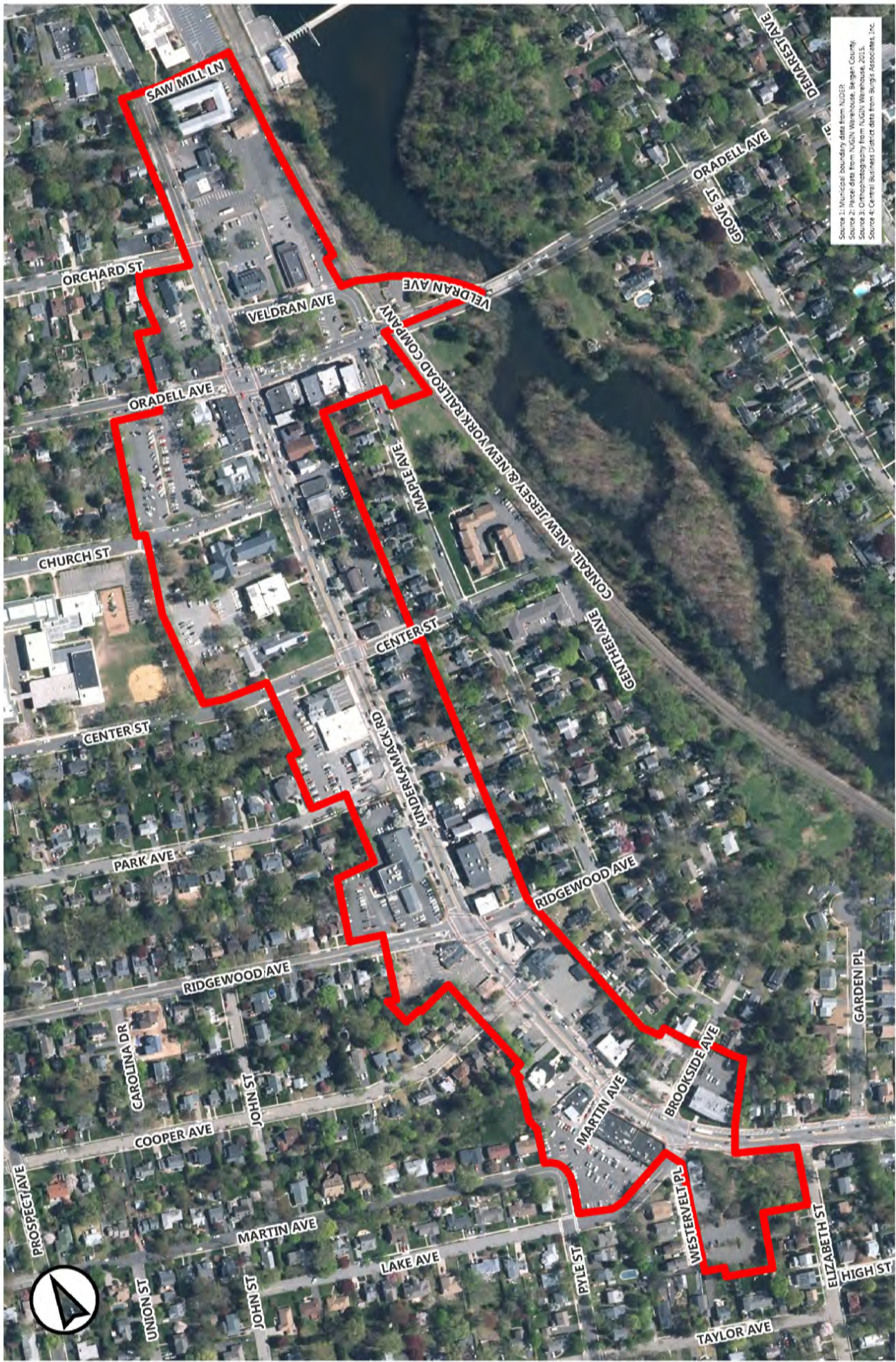
This section represents the culmination of significant analysis and public outreach, which included a public charrette that was held on June 9, 2017 that was attended by over one hundred community stakeholders consisting of local business owners, elected officials, expert consultants, and residents of the Borough. Those who attended the charrette had the opportunity to weigh in on various issues affecting the Borough's CBD, including circulation, signage, business growth, and urban design. The results of this feedback helped guide the recommendations offered throughout this section.

Study Area Location and Size

As noted on the accompanying map, the area of the CBD analyzed in this study includes properties and roadways located predominantly within the B-1 Business District. Certain parcels outside the B-1 Zone are also included, as deemed appropriate. Geographically, the study area encompasses those properties that extend along Kinderkamack Road from Elizabeth Avenue in the south to Saw Mill Lane in the North, as well as peripheral streets that intersect Kinderkamack Road within the B-1 District.

The study area serves as the Borough's 'Central Business District' (CBD) and includes the majority of the community's retail and service commercial uses as well as several prominent civic buildings such as the Municipal Building, Public Library, and Fire Station. The Oradell NJ Transit train station is also located within the study area near the intersection of Oradell Avenue and Maple Avenue.

While the B-3 commercial area along the southern end of Kinderkamack Road was not specifically analyzed herein, many of the findings and recommendations for the core CBD also will be applicable to development in the B-3 zone.



Source 1: Municipal boundary data from NJDEP
 Source 2: Parcel data from NJGIS Warehouse, Bergen County
 Source 3: Orthophotography from NJGIS Warehouse, 2013
 Source 4: Central Business District data from Burgis Associates, Inc.

Legend
 Study Area

Project No.	3170.01	Date	01.12.18	Drawn	TS/DN
Scale	1" = 350'	Day No.		Day No.	aerial
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Central Business District Plan: Aerial Map

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2018 Master Plan
 BOROUGH OF ORADELL, BERGEN COUNTY, NEW JERSEY

4.2: Central Business District Land Use Analysis

The following land use analysis consists of six sections:

1. A brief overview of the methodologies utilized in the analysis of the CBD's land uses.
2. The CBD's land uses by lot, and the distinction between "first-story" land uses and "upper-story" land uses. Twenty-nine land uses are identified in this analysis.
3. Highlights regarding the CBD's commercial core.
4. An overview of the CBD's existing zoning.
5. Considerations regarding the existing zoning regulations governing the CBD.
6. Recommendations.

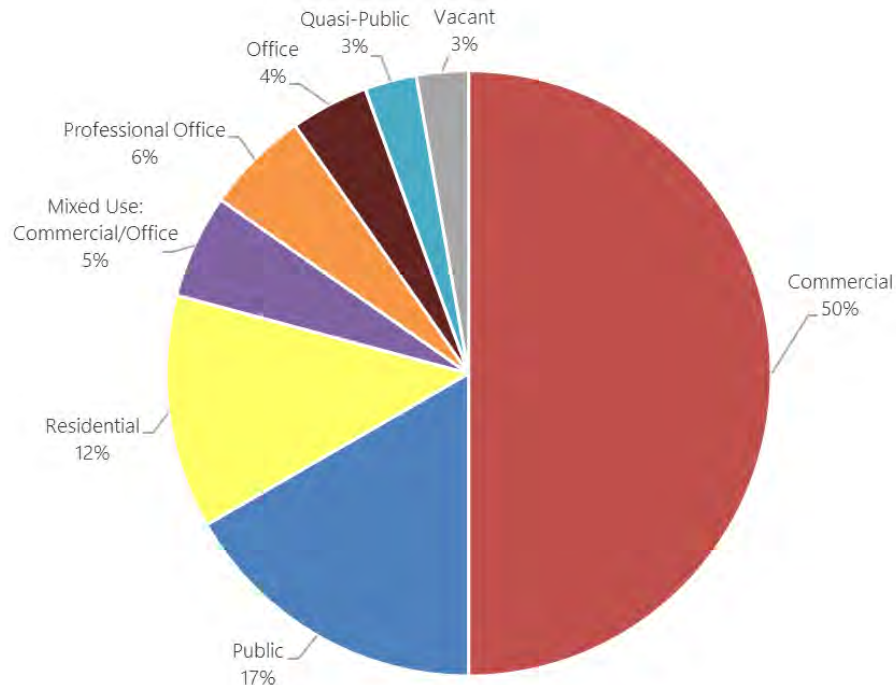
Methodologies

The first step in conducting the land use analysis was assembling a lot line base map, which was obtained by cross-referencing the Borough's current zoning map against GIS parcel data for Bergen County, with refinements made by Burgis Associates, Inc. Next, tax assessment data from the State's 2015 MOD IV tax database was organized and delineated into more specific land use categories. This information was verified and adjusted based upon several site visits and in-person surveys of all business owners in the study area conducted from July to August 2016. The second and third steps were to calculate and analyze the land uses by lot area for Sections 2.3 that serve as a base for subsequent sections.

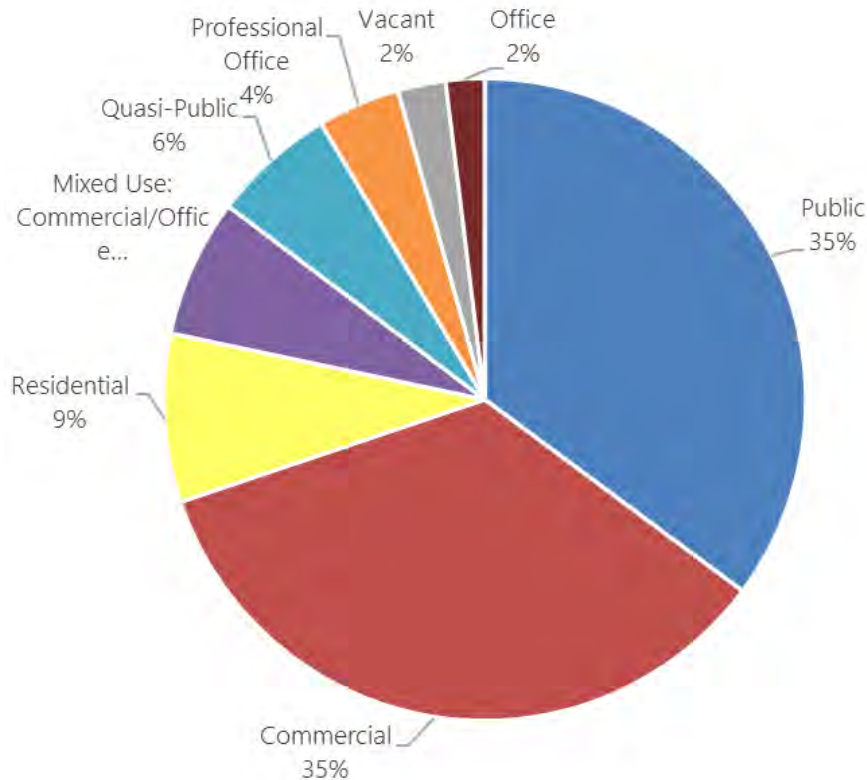
Land Uses by Lot

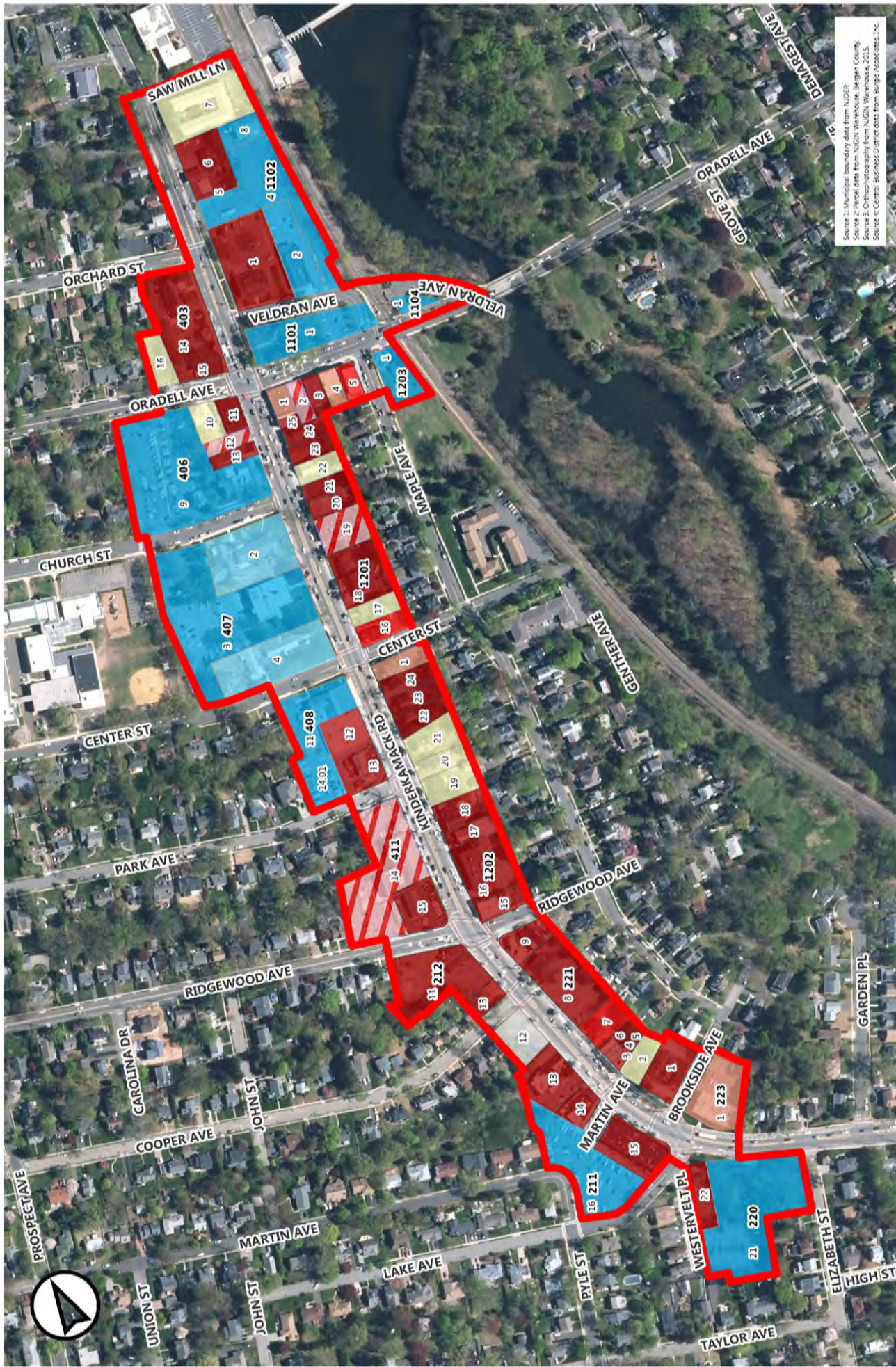
The following section provides an overview of the CBD's first-story and upper-story land uses by lot. It is noted that upper-story uses were obtained from tax records and in-situ observation, and in some cases field verification could not be confirmed due to lack of access. This analysis provides valuable insight into the amount of land coverage within the CBD devoted to supporting each land use.

**Figure 1: General Land Use Categories
Borough of Oradell, New Jersey**



**Figure 2: Land Area Utilization by General Land Use
Borough of Oradell, New Jersey**





Source 1: Municipal boundary data from NJGIS
 Source 2: Parcel data from NJGIS Warehouse, Bergen County
 Source 3: Orthophotography from NJGIS Warehouse, 2013
 Source 4: Central Business District data from Burgis Associates, Inc.

Central Business District Plan: Existing Land Uses

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Project No: 3170.01
 Date: 01.12.18
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Scale: 1" = 350'
 Drawn: elu

Legend

 Commercial	 Public
 Mixed Use: Commercial/Office	 Quasi-Public
 Office	 Residential
 Professional Office	 Vacant

Excluding right-of-ways, Oradell's CBD comprises a total area of approximately 26 acres (.04 square miles), segmented into 72 individual parcels. The majority of these lots (55%) are comprised of single story, commercial-type land uses. Commercial uses are the predominant use and include first floor commercial activities (42%) and institutional land uses (41%), with residential development (9%) and offices uses (6%) constituting the remainder of the uses. Interestingly, public and quasi-public land uses account for only 20 percent of total land use categories by parcel but constitute approximately 41% of the CBD's total acreage. Public parking lots alone account for approximately 3.92 acres (15%) of the CBD's total parcel acreage. Public and quasi-public institutional and religious development account for an additional 5.14 acres (20%), while only 1.76 acres (7%) of parkland exist in the CBD.

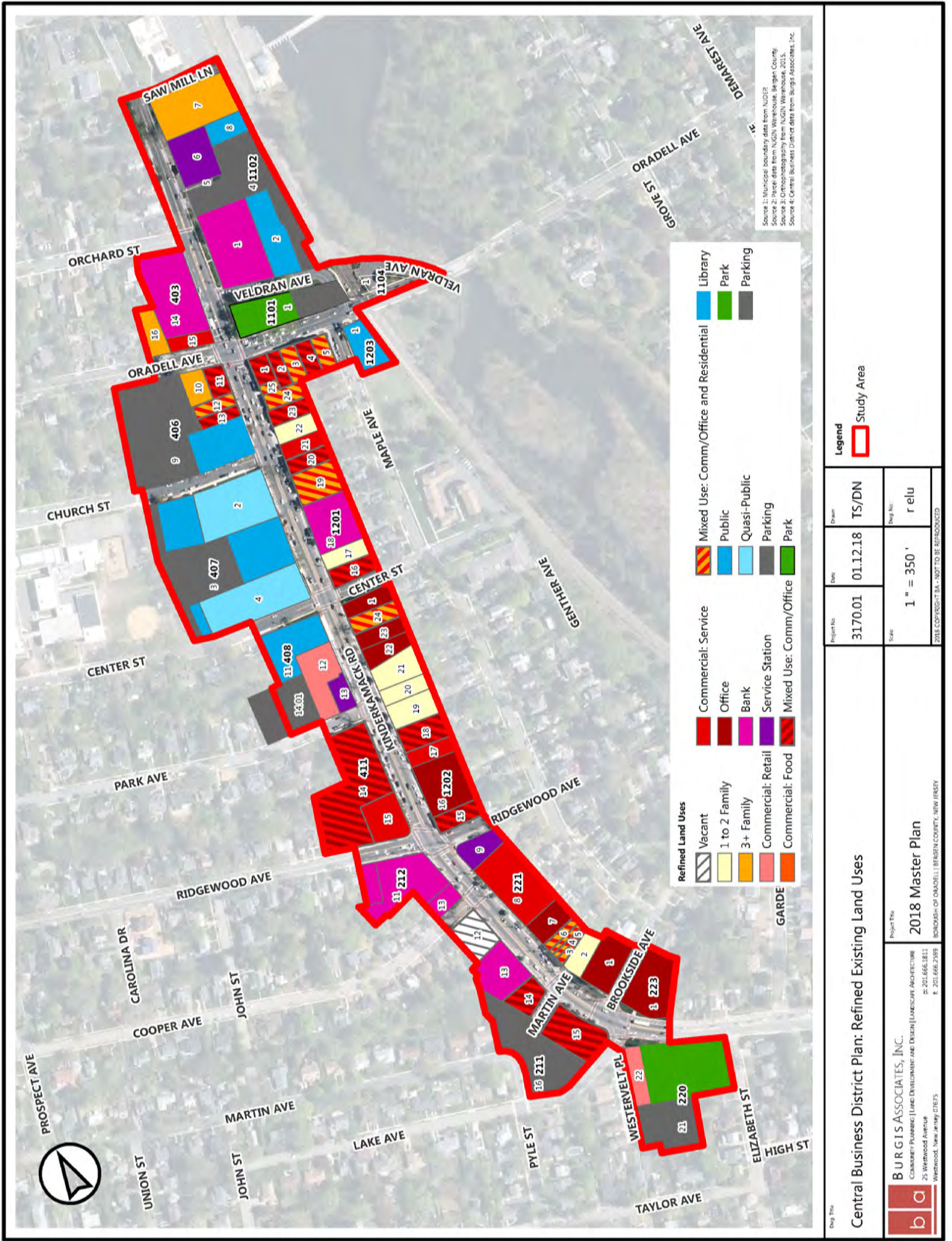
Upper-story land uses can be found on over 3 acres in the CBD, which represents approximately 13% of the total study area. The majority of upper-story uses consist of residential uses. Professional offices and service retail occupying two floors account for approximately 26,320 square feet.

The data outlined in the accompanying table indicates a predominance of smaller eateries and boutique service-oriented retail establishments in the area. Within the commercial subcategories, small eateries and carryout establishments (9.7%) constitute the most abundant use category in the study area, followed closely by personal services such as hair and nail salons (8.7%). While these two categories alone make up 18 percent of CBD commercial activity, they account for only 5.9 percent of the total land area. Conversely, the third most prevalent commercial category, retail banking (7.8%), comprises 13.6 percent of the total CBD land area. Indeed, aside from retail banks, the CBD's commercial makeup is generally typified by small individual storefronts within buildings of one or more other land uses. While these smaller tenant spaces can help the CBD adapt to market slowdowns by allowing smaller business owners and startups to quickly fill vacancies, the fragmentation and lack of larger, leasable space may discourage mid-sized entrants to the market.

Table 1: Specified Land Use by Tenant Occupancy
Borough of Oradell, New Jersey

General Category	Specific Land Use	# of Uses	% of Uses	Acreage*	% of Acreage
Commercial	Convenience Goods	5	4.9%	0.91	3.5%
	Dry Cleaner	2	1.9%	0.11	0.4%
	Eatery & Carry Out	10	9.7%	0.80	3.1%
	Flowers and Novelties	4	3.9%	0.25	1.0%
	Funeral Home	1	1.0%	0.65	2.5%
	Gas Station	5	4.9%	1.15	4.4%
	Performance/Martial Arts Studio	3	2.9%	0.27	1.0%
	Personal Service	9	8.7%	0.72	2.8%
	Printing and Shipping	2	1.9%	0.25	1.0%
	Real Estate	2	1.9%	0.32	1.2%
	Restaurant	1	1.0%	0.06	0.2%
	Retail Bank	8	7.8%	3.52	13.6%
	Retail Other	1	1.0%	0.21	0.8%
	Shopper Goods	6	5.8%	0.59	2.3%
	Theater	1	1.0%	0.15	0.6%
	Vacant	3	2.9%	0.46	1.8%
	Subtotal	63	61.2%	10.43	40.1%
Office and Professional Offices	Dental Office	6	5.8%	0.47	1.8%
	Medical Office	5	4.9%	1.13	4.4%
	Office	5	4.9%	0.91	3.5%
	Subtotal	16	5.5%	2.51	9.7%
Public/Quasi-Public	Federal Post Office	1	1.0%	0.42	1.6%
	Municipal Library	1	1.0%	0.34	1.3%
	Municipal Office	1	1.0%	1.73	6.7%
	Municipal Park	2	1.9%	1.76	6.8%
	Municipal Parking Lot	5	4.9%	3.92	15.1%
	Municipal Service	2	1.9%	0.73	2.8%
	Transit Station	1	1.0%	0.29	1.1%
	Religious Institution	2	1.9%	1.62	6.2%
	Subtotal	15	14.6%	10.82	41.7%
Residential	Multi-Family Residential	3	2.9%	1.06	4.1%
	1- & 2-Family Residential	6	5.8%	1.16	4.5%
	Subtotal	9	8.7%	2.22	8.5%
Total		103	100.0%	25.98	100.0%

* Acreage may differ due to rounding



Land Use Highlights

The following land use highlights are offered:

1. The CBD's commercial core is primarily comprised of a mix of food-related and retail service oriented establishments that could be reinforced by the addition of hard goods retail and by more substantial eat-in dining opportunities.
2. While commercial uses (55%) are the predominant use category, utilization of the CBD land area is more evenly divided between commercial activities (42%) and institutional land uses (41%).
3. Public parking lots total 3.92 acres (15%) of the CBD's total parcel acreage. Most lots are located at either end of the corridor.
4. Only 1.76 acres (7%) of parkland exists in the CBD, situated at either end of the corridor.
5. The district has a number of buildings with an interesting architectural image that adds character to the aesthetic appeal of the area.

Zoning

The CBD study area is primarily defined by the B-1 business zone, which permits businesses, professional and government offices along with retail, instructional studios and mixed use development with residential located above the first floor. The A-1 zone on the southern end of Kinderkamack Road, which permits single-family, two-family, and garden style apartments, was included in the study area because of its higher density characteristics compared to surrounding residential zones. One parcel containing a municipal parking lot in the R-4 zone along Lake Avenue was included, as well as two parcels in the CR zone along Veldran Avenue, which also contain municipal parking and open space. (See accompanying zoning map).

The majority of parcels in the B-1 zone abut a residential zone. It is recommended that in addition to bulk standards for the zone, future non-residential development regulations be incorporated that include additional buffering restrictions along residential property lines, such as additional landscape buffering, fencing and sound attenuation measures.

Zoning Considerations

To establish a future vision of what the Oradell CBD “should be,” an important consideration for review is the existing zoning framework. In discussions with community members, business owners and area patrons, many said that they would like to increase the level of energy and diversity of uses. Within this context, the following is noted:

1. Permitted Uses. As detailed within the following table titled “Table 2: Permitted Uses & Standards in the CBD Study Area and Adjacent Zones,” existing permitted uses generally consist of municipal offices and parking, professional offices, and retail and retail services, and apartments above the first floor. While restaurants are a conditional use within the zone, there are currently no large sit-down restaurants in the central CBD. It is noted that during our discussions with CBD business owners and patrons, there was significant interest for sit-down restaurants, including outdoor dining in the Central and Secondary Business Districts. This interest was also widely supported during the June 10, 2017 public charrette. While the combination of small lot sizes and parking requirements for restaurants pose a potential constraint for restaurateurs, consideration should be given to making restaurants a permitted use to reflect the Borough’s receptivity to this need. Any determination that it is necessary to widen sidewalks to accommodate outdoor dining however, should be done in conjunction with a study to address implications on traffic and parking issues, costs, etc. Given the positive market data outlined in the socio-economic section below, the addition of sit-down dining establishments in the CBD as a principal permitted use has the potential to support and promote evening patronage of surrounding CBD stores and services. Consideration should be given to a significant reduction in parking standards for restaurants, if not their elimination, since they tend to discourage restaurant development in an area characterized by Oradell’s CBD lot configuration. Boutiques, instructional training, fitness/wellness facilities and related-type uses should also be given consideration as additional permitted uses. Furthermore, the prohibition of drive-thru facilities associated with restaurants should be continued.
2. Conditional Uses. Pursuant to Section 240-6.5G(2) of the Ordinance, restaurants are the only specifically permitted conditional use under the B-1 section standards. This is reinforced by §240-6.5G(3) which stipulates that “all other uses not set forth above are prohibited in this zone.” However, this conflicts with Section 240-8.4 pertaining to specific

standards for certain conditional uses, wherein Section 240-8.4B identifies that “automobile service stations and automobile repair shops,” and Section 240-8.4I which identifies “funeral homes” as permitted conditional uses within the B-1 and B-2 zones. It is noted that restaurants also are stipulated in this section under 240-8.4E. It is recommended that these latter uses be removed as a permitted use within the CBD Area, and restaurants be identified as a principal permitted use.

3. Parking. In addition to the above recommendations for modifications to parking standards, it is suggested that consideration be given to a study to determine if the use of meters in the CBD would be appropriate.
4. Floor Area Ratio (FAR). Currently, the B-1 permits a floor area ratio of 35 percent. Compared to similar CBDs, this ratio is considerably less than reasonable and serves to hinder reinvestment potential. Consideration should be given to eliminating the FAR criteria entirely within the B-1 Zone to promote the creation of residential units above storefronts. The elimination of the FAR requirement will also serve to promote the renewal of the aging, and in some cases piecemeal, building stock by increasing space needed to make reinvestment possible. The elimination of the FAR criteria however, should only be done in conjunction with requirements for buffer zones, setbacks and parking requirements to provide screening of incompatible land uses and to minimize adverse impacts on residential and other properties.
5. Building Height. The B-1 zone currently permits a building height of 35 feet. While the number of permitted building stories is not identified for the B-1 zone, it is evident that the permitted building height footage standard has limited development to not more than two-stories. It is recommended that the building height requirement remain at 35 feet while allowing for three-stories with two floors of residential units above the first floor commercial space along the west side of Kinderkamack Road between Elizabeth Street and Orchard Street, and on the east side of Kinderkamack Road between Oradell Avenue and Saw Mill Lane. It is also recommended that the remainder of the CBD is also to remain at 35 feet, but be limited to two-stories with one floor of residential above the first floor commercial space.
6. Bulk Standards. In addition to the recommendation regarding FAR and building height requirements, a review of the B-1 bulk standards shows that most existing lots in the CBD do not meet the criteria in the

Ordinance. Consideration should be given to refining standards specifically for the CBD that reflect the existing context and future vision. No parking should be permitted within the front yard areas of buildings. Provisions pertaining to density, FAR, setbacks, the need for relaxed parking regulations in the CBD (to respond to the needs of shoppers, employees and residents), etc., all need to be reassessed to promote the needs of the B-1 Zone. Additional study may be needed to understand how changes to the parking regulations would help drive business while enhancing the CBD for residents.

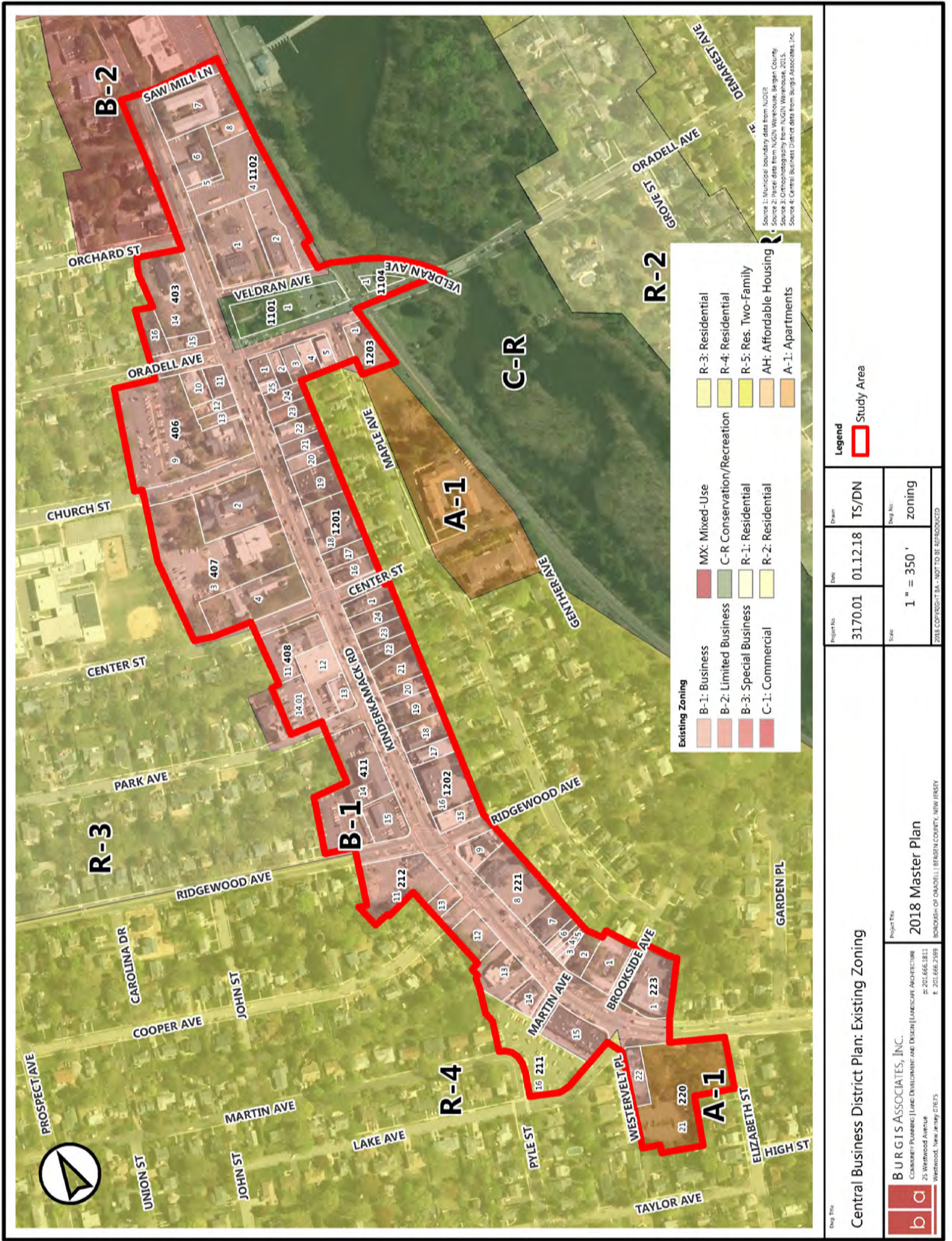
7. Residential Units. As noted elsewhere in this section, the promotion of mixed-use development in the CBD to include residential units above the first floor should be encouraged. A diverse mix of residential unit types in the CBD will serve to allow current residents seeking to downsize and stay within the community while providing younger adults with an amenity-rich downtown environment, with access to quality public transportation.

In support of future mixed-use development and assisting the Borough in addressing its affordable housing goals, consideration should be given to modifying Section 240-6.5G(1)(e) of the Ordinance that identifies residential units above the first floor as being permitted uses provided “that they are efficiency apartments.” The restriction of units to efficiency apartments conflicts with Section 5:80-26.3 of the New Jersey Uniform Housing Affordability Controls (UHAC), which mandates a distribution of low- and moderate-housing units of not more than 20 percent efficiency or one-bedroom units and that at least 20 percent of affordable units shall be three-bedroom units. Because the ordinance currently allows only efficiency apartments above the first floor, it precludes the UHAC mandate to provide a mix of affordable unit types to include two- and three-bedroom units. Further, the restriction on unit types may discourage CBD residential redevelopment that seeks to provide a diversified unit mix.

8. Design Standards. Consideration should be given to implementing design standards that are consistent with the scale and character of the CBD by requiring building designs whose appearance is in line with the architectural style of the Oradell Library, Borough Hall and the Fire Station. Provisions for appropriate street lighting should also be incorporated into design standards, particularly at crosswalks to address pedestrian safety. Section 4.7 of this document addresses design standards in further detail.

Table 2: Permitted Uses & Standards in the CBD Study Area and Adjacent Zones
Borough of Oradell, New Jersey

Zones Within the Study Area									
Zone	Permitted Uses	Min. Lot Area	Min. Lot Width	Min. Front Yard	Min. Rear Yard	Min. Side Yard	Max. Building Coverage	Max. Lot Coverage	Max. Floor Area
B-1	<ul style="list-style-type: none"> - Business, professional and governmental office, including parking accessory thereto. - Retail stores, or mercantile stores, excluding auction galleries and automotive sales or service establishments. - Dancing, music and art instruction studios. - Radio and television repair, locksmiths, watch, clock and jewelry repair, upholstery and furniture repair and other similar service establishments furnishing services other than of a personal nature, but not including gasoline filling stations and other automotive services. - Residential units in other than the ground floor are permitted, provided that they are efficiency apartments. 		150 ft.	15 ft.	Rear yard to be used to meet parking requirements.	10 ft. on side 25 ft. both sides	40%	Maximum lot coverage, including buildings and impervious material but excluding the water surface area of any swimming pool/pond: 85% of the total lot area, except that if all the parking is contained under the building, then the maximum lot coverage shall be 80% of the total lot area.	35%
A-1	<ul style="list-style-type: none"> - All uses permitted in the R-4 Zone, and R-5 Zone, including accessory uses, if a single-family home, the bulk requirements of the R-4 Zone are to be met and not those of the A-1 Zone. If a two-family home, the bulk requirements of the R-5 Zone are to be met and not those of the A-1 Zone. - Garden apartment buildings housing four or more dwelling units. 	40,000 s.f.	150 ft.	40 ft.	Rear yard to be used to meet parking requirements.	20 ft. on side 40 ft. both sides	25%	Maximum lot coverage, including buildings and impervious material but excluding the water surface area of any swimming pool/pond: 40% of the total lot area.	35%
R-4	<ul style="list-style-type: none"> - All uses permitted in the R-1 Zone, including accessory uses, are permitted in this zone. - All uses prohibited in the R-1 Zone are prohibited in this zone. (See § 240-6.12.) 	7,500 s.f.	75 ft.	25 ft.*	Rear yard setback: 25 feet or 25% of the property depth, whichever is greater.	10 ft. on side 25 ft. both sides*	25%	Maximum lot coverage, including buildings and impervious material but excluding the water surface area of any swimming pool or pond: 40% of the total lot area.	Not more than 35% for the first 7,500 square feet, and an additional 17.5% for lot square footage between 7,500 and 15,000 square feet. There shall be no additional floor area ratio permitted for lot area above 15,000 square feet.
CR	- Watershed and reservoir.								
Zones Adjacent the Study Area									
Zone	Permitted Uses	Min. Lot Area	Min. Lot Width	Min. Front Yard	Min. Rear Yard	Min. Side Yard	Max. Building Coverage	Max. Lot Coverage	Max. Floor Area
B-2	<ul style="list-style-type: none"> - General and professional office buildings. - Uses incidental to operating a general office building, such as electronic data processing, cafeteria, generators, and other similar uses. 		150 ft.	35 ft.	Rear yard to be used to meet parking requirements.	20 ft. on side 50 ft. both sides	40%	Maximum lot coverage, including buildings and impervious material but excluding the water surface area of any swimming pool or pond: 75% of the total lot area.	35%
R-3	<ul style="list-style-type: none"> - All uses permitted in the R-1 Zone, including accessory uses, are permitted in this zone. - All uses prohibited in the R-1 Zone are prohibited in this zone. (See § 240-6.12.) 	9,000 s.f.	75 ft.	25 ft.*	Rear yard setback: 25 feet or 25% of the property depth, whichever is greater.	10 ft. on side 25 ft. both sides*	25%	Maximum lot coverage, including buildings and impervious material but excluding the water surface area of any swimming pool or pond: 40% of the total lot area.	Not more than 33% for the first 9,000 square feet, and an additional 16.5% for lot square footage between 9,000 and 18,000 square feet. There shall be no additional floor area ratio permitted for lot area above 18,000 square feet.
*For every foot or part thereof for which the front yard lot width line is five feet above the required front lot width in a lot in a residential zone, 50% of that additional front yard lot width shall be added to the lot's total both side yard setbacks requirements of that zone and the other 50% may be used for the added building width. If the lot has only one side yard, the additional side yard footage shall be added to the single side yard setback requirement. In addition, one-story open front porches that conform to the front yard setback may extend into the side yards along the entire front of the building but limited to each of the									
Zones with Standards Referenced Above									
Zone	Permitted Uses	Accessory Uses							
R-1	<ul style="list-style-type: none"> - Primary dwelling. - One-family dwelling. - Community residences specifically permitted by state statute(s). - Family day-care homes specifically permitted by state statute(s). 	<ul style="list-style-type: none"> - Home office use, meaning an office activity carried on for gain by a resident in a dwelling unit, shall be a permitted accessory use in residential zone districts, provided that: <ul style="list-style-type: none"> - The use is limited solely to office use by permanent, full-time residents of the home. - No nonresident of the dwelling unit, employees, customers, business invitees or guests shall visit the dwelling unit for business purposes. - Interior storage of materials shall only consist of office supplies. - The use shall be no charge to the exterior of buildings or structures because of the use, and no outside appearance of a business use, including but not limited to parking, storage, signs or lights. - The use operator no equipment or process that creates noise, vibration, glare, fumes, odors or electrical or electronic interference, including interference with telephone, radio or television reception detectable by neighboring residents. - The use does not require any increased or enhanced electrical or water supply. - The quantity and type of solid waste disposal is the same as other residential uses in the zone district. - The capacity and quality of effluent is typical of normal residential use and creates no potential or actual detriment to the sanitary sewer system or its components. - Delivery trucks shall be limited to U.S. Postal Service, United Parcel Service, Federal Express and other delivery services providing regular service to residential uses in the zone district. Maximum deliveries shall be 10 per week. - All vehicular traffic to and from the home office use shall be limited in volume, type and frequency to what is normally associated with other residential uses in the zone district. - Private garages, limited to the storage of not more than three vehicles, of which only one may be a commercial vehicle. - Swimming pools and ponds. (See § 240-7.11.) - Fences. (See Article X.) - Tennis courts. (See § 240-8.4D.) 							
R-5	- All uses permitted in the R-1 Zone, including accessory uses.								



Day Title

Central Business District Plan: Existing Zoning

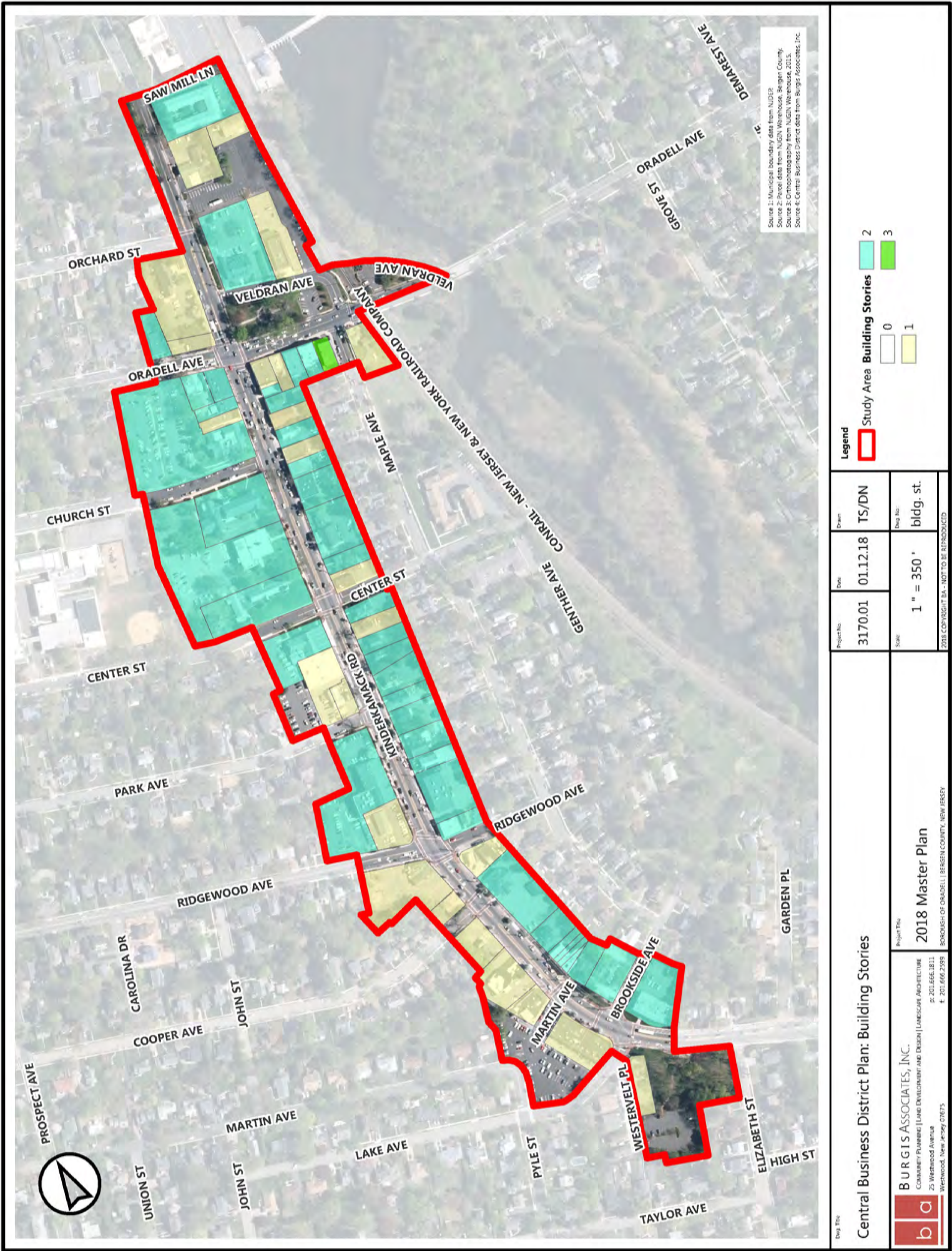
Legend
Study Area

Project No.	Date	Drawn	TS/DN
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Scale	Day No.	zoning	
1" = 350'			

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Project Title
2018 Master Plan
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As economic and suburban lifestyles continue to change, the following contemporary standards for central business districts should be considered that promote the current and future ability of the CBD to meet the needs of residents and business owners while preserving Oradell's historic and small town character:

1. Modify the ordinance to provide three stories with two floors of residential units above first floor commercial space along the west side of Kinderkamack Road between Elizabeth Street and Orchard Street, and on the east side of Kinderkamack Road between Oradell Avenue and Saw Mill Lane, and to provide two stories with one floor of residential above first floor commercial space for the remainder of the CBD zone. The implementation of this standard will encourage some additional development, and enhance the residential character of the CBD, all while still complementing the overall character of the community.
2. Modify the ordinance to remove the 35 percent FAR requirement within the B-1 CBD zone from the bulk standards. Oradell's current FAR standards is inconsistent with contemporary standards for a CBD and severely restricts the development potential of the CBD.
3. Modify the ordinance to include restaurants as a principal permitted use within the zone. There was significant consensus from community members and business owners alike that permitting quality sit-down restaurants in the CBD would be a benefit to the community and promote increased visitation during evening hours. In addition to the permitting of restaurants, a review of restaurant regulations, including parking standards, should be considered to make entry into the CBD more attractive to restaurateurs.
4. Modify the ordinance to permit apartments above the ground floor in the B-1 zone where currently only efficiency apartments are permitted. This will serve to provide a diverse unit mix more attractive to potential residents and developers as well as be in conformance with the state's affordable housing regulations.

4.3: Socio-Economic Development

This section of the analysis utilizes population and economic data from the 2010 Census and 2014 American Community Survey 5-Year Estimates to provide a demographic and market profile of the Borough of Oradell's CBD. The data, presented in the accompanying tables, describe the basic socioeconomic characteristics and conditions that can be used to determine the following:

1. Foundation for the retail market for the CBD;
2. Retail trade in the area and ability to support additional retail development;
3. Market area population;
4. Consumer expenditures.

Based on the general characteristics and size of the CBD, the methodology for the market profile and data analysis defined the market boundary as follows:

1. Primary Trade Area
Borough of Oradell
2. Secondary Trade Area
Borough of Paramus
Borough of Emerson
Borough of Haworth
Borough of Dumont
Borough of New Milford
Borough of River Edge

Demographics Profile

Population. The 2014 American Community Survey 5-Year Estimates indicate a marginal increase in population in all of the trade areas. As listed in the accompanying table, the Borough's population increased by 1.28%, to 8,080 persons in the primary trade area and by 1.21% to 83,282 persons in the secondary trade area. This population suggests a modest market for the CBD.

Although the populations of the trade areas have increased since the 2010 census, the number of households in the primary trade area has not increased nearly as much as the secondary trade area.

**Table 3: Population Characteristics, Primary and Secondary Trade Areas
Borough of Oradell, New Jersey**

	Population			Households		
	2010	2014	% Change	2010	2014	% Change
Borough of Oradell	7,978	8,080	1.28%	2,732	2,746	0.51%
Secondary Market Average	82,285	83,282	1.21%	28,193	29,515	4.69%
Borough of Paramus	26,342	26,612	1.02%	8,203	8,751	6.68%
Borough of Emerson	7,401	7,538	1.85%	2,364	2,545	7.66%
Borough of Haworth	3,382	3,419	1.09%	1,162	1,168	0.52%
Borough of Dumont	17,479	17,706	1.30%	6,147	6,546	6.49%
Borough of New Milford	16,341	16,524	1.12%	6,245	6,362	1.87%
Borough of River Edge	11,340	11,483	1.26%	4,072	4,143	1.74%
Total	90,263	91,362	1.22%	30,925	32,261	4.32%

Source: 2010 Census and 2014 American Community Survey 5-Year Estimates

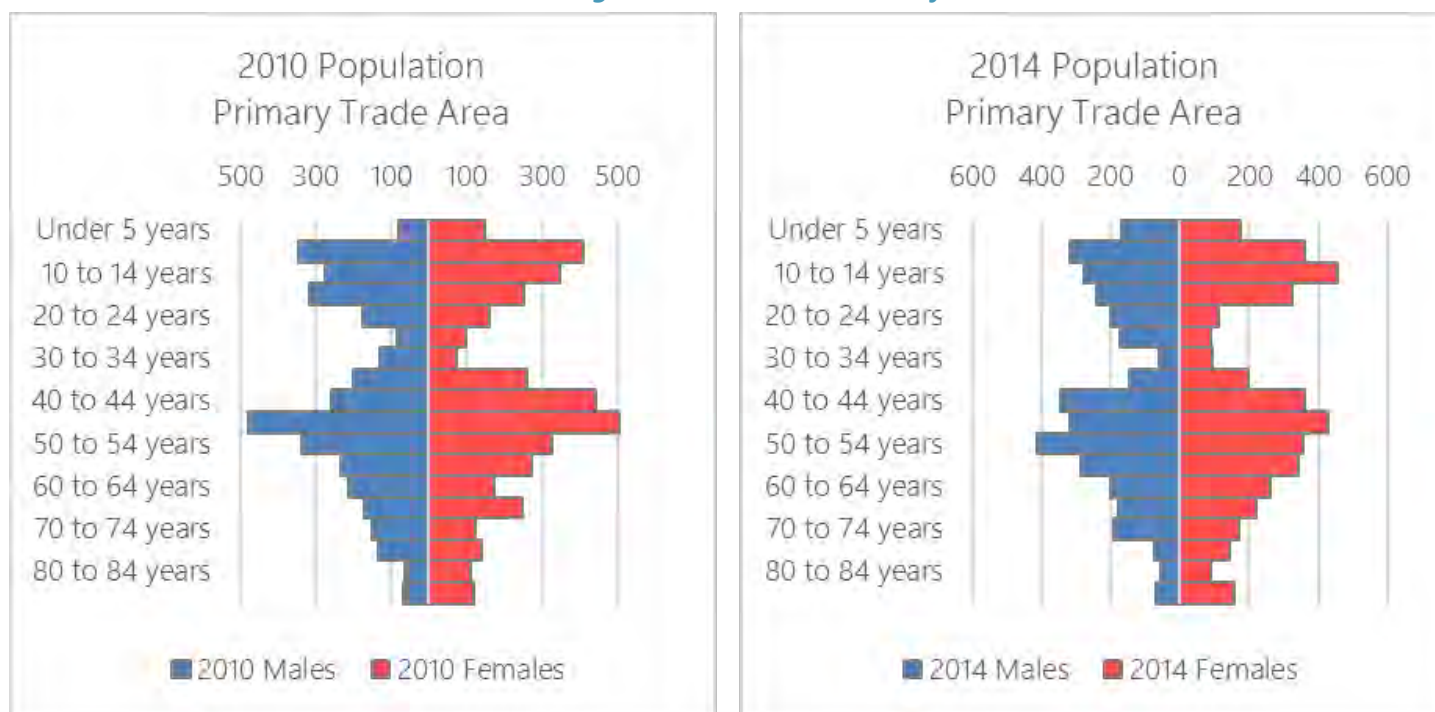
Age. Demographic data indicates a slight decline in the aging population trend in the Primary Trade Area that is inconsistent with national trends. As indicated in the table below, the median age in the Primary Trade Area decreased from 44.2 years to 44.1 years for the total population. Concurrently, the largest age cohort is the 45-54-year-old age category identified by the U.S. Census as the cohort that typically earns the largest share of household income. This is significant because this group will decide on which items to spend household disposable income.

**Table 4: Median Age, Primary Trade Area
Borough of Oradell, New Jersey**

	Oradell		United States	
	2010	2014	2010	2014
Male	44.7	43.6	35.6	36.1
Female	44	45.2	38.1	38.8
Total Population	44.2	44.1	36.9	37.4
% Change		-0.23%		1.36%

Source: 2010 Census and 2014 American Community Survey 5-Year Estimates

Figure 3: Population Age/Gender Comparison, 2010-2014
Borough of Oradell, New Jersey



Source: 2010 Census and 2014 American Community Survey 5-Year Estimates

Market Profile

Income. The primary trade area has a median income of \$144,222 which exceeds the average income of the greater secondary market by \$40,277. As indicated by the median ratio in the accompanying table, the median income in the primary trade area is 39 percent greater than the median income of the overall secondary market trade area. 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. The focus of our analysis will likely need to be on the determination of niche markets that can be developed to ensure a robust Oradell CBD.

**Table5: Household Income, Trade Areas
Borough of Oradell, New Jersey**

	2010		2014	
	Median Income	Ratio of Median	Median Income	Median Ratio
Primary Trade Area	\$123,750	1.25	\$144,222	1.39
Secondary Trade Area	\$99,192	1.00	\$103,945	1.00
Dumont	\$82,286	0.83	\$91,811	0.88
Emerson	\$99,292	1.00	\$108,295	1.04
Haworth	\$135,694	1.37	\$147,788	1.42
New Milford	\$75,075	0.76	\$75,071	0.72
Paramus	\$104,986	1.06	\$96,454	0.93
River Edge	\$97,816	0.99	\$104,250	1.00

Source: 2010 Census & 2014 American Community Survey 5-Year Estimates *Ratio to Median based on Market Area Median Income

Consumer Expenditures

A review of the annual consumer survey published by the U.S. Department of Labor provides insight into general 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 ages 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 accompanying indicates, expenditures in the New York-Northern New Jersey region are higher than the national average in most categories. Notably, expenditures on food are the largest category of retail expenditures, suggesting a high demand for those goods and related services.

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 some 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. A 2016 survey of the CBD indicates that there were 60 retail establishments in the Borough’s CBD, consisting primarily of small eateries, retail banks, and miscellaneous service retailers. Considering the high proportion of expenditures on food identified in the accompanying table, data and previous discussions affirm that there is a retail market for additional and more substantial food and beverage establishments in the district.

Table 6: New York-Northern New Jersey Region Estimated Annual Expenditures
Borough of Oradell, New Jersey

Categories	Avg Annual Expenditure per Consumer (US)	Avg Annual Expenditure per Consumer (New York-Northern NJ)	Total Extrapolated Expenditures based on Trade Area Populations*	
			Primary Trade Area	Secondary Trade Area
<i>Retail</i>				
Food	\$6,692	\$7,330	\$46,350,043	\$548,958,097
Entertainment	\$2,614	\$2,591	\$16,382,343	\$194,028,293
Apparel and services	\$1,673	\$2,338	\$14,784,066	\$175,098,703
Personal care products and services	\$627	\$758	\$4,794,832	\$56,788,769
Alcoholic beverages	\$471	\$569	\$3,596,124	\$42,591,576
Tobacco products and smoking supplies	\$314	\$253	\$1,598,277	\$18,929,590
Reading	\$105	\$126	\$799,139	\$9,464,795
<i>Non-Retail</i>				
Housing	\$17,463	\$25,024	\$158,229,458	\$1,874,029,364
Transportation	\$9,045	\$8,468	\$53,542,291	\$634,141,249
Personal insurance and pensions	\$5,647	\$7,014	\$44,352,197	\$525,296,110
Healthcare	\$3,921	\$3,918	\$24,773,299	\$293,408,638
Cash contributions	\$1,830	\$1,643	\$10,388,803	\$123,042,332
Education	\$1,203	\$2,591	\$16,382,343	\$194,028,293
Miscellaneous	\$680	\$632	\$3,995,693	\$47,323,974
<i>Total</i>	\$52,284	\$63,256	\$399,968,908	\$4,737,129,781
Population 14 years or older*			6,323	74,888

Source: US DOL Bureau of Labor Statistics, 2013-2014 Consumer Expenditures for New York-Northern New Jersey. 2014 American Community Survey 5-Year Estimates & Burgis Associates Analysis. * Minimum Age for a consumer unit as defined in the US DOL Consumer Expenditure Survey.

Employment Profile

Based on a comparison of employment totals by industry in the Primary Trade Area between the 2000 census and the 2014 American Community Survey 5-Year Estimates, employment in the area has remained relatively consistent over time. The largest employment increases in the Primary Trade Area are seen in the Educational, Health Care and Social Services category; and the Professional, Scientific, Management, Administrative and Waste Management category. Conversely, the largest decreases in PTA employment are found in the Wholesale Trade and Manufacturing categories.

Table 7: Primary Trade Area Employment Totals by Industry, 2000 and 2014
Borough of Oradell, New Jersey

	2010		2014	
	#	%	#	%
Agriculture, Forestry, Fishing, Hunting, Mining	0	0%	29	1%
Construction	89	2%	58	2%
Manufacturing	289	8%	168	4%
Wholesale Trade	295	8%	151	4%
Retail Trades	431	11%	445	12%
Transportation, Warehousing, Utilities	138	4%	142	4%
Information	263	7%	193	5%
Finance, Insurance, Real Estate, Rental, Leasing	579	15%	481	13%
Professional, Scientific, Management, Administrative, Waste Management Services	494	13%	704	18%
Arts, Entertainment, Recreation, Accommodation, Food Services	160	4%	155	4%
Other Services	137	4%	134	3%
Public Administration	148	4%	66	2%
Total	3,865	100%	3,847	100%

*2014 data is the average between January 2010 and December 2014. Source: US Bureau of the Census—2000, 2014 American Community Survey 5-Year Estimates
Note: For population aged 16 years and above

Residential Commuter Trends. Based on data derived from the American Community Survey, daytime populations within the Primary Trade Area and the Secondary Trade Area decrease substantially due to commuting-to-work patterns in both geographies. In fact, the daytime population change, based on those people with commutes greater than 14 minutes, is approximately 41% for the region. The loss of a significant percentage of the local daytime population poses a significant challenge for those markets, such as retail and food services, that rely on on-site patronage to drive revenue. It is noted that the daytime population data in this section does not reflect an influx of approximately 2,300 employees to the Borough that may utilize the CBD.

Table 8: Estimated Daytime Population Shift Due To Commuting
Borough of Oradell, New Jersey

	Total Resident Population	Estimated Daytime Population	Daytime Population Change Due to Commuting	Percent Daytime Population Change Due to Commuting
Primary Trade Area	8,080	4,744	-3,336	-41%
Total Market Trade Area	91,362	54,034	-37,328	-41%

2014 American Community Survey Estimates. Does not include an influx of approximately 2,354 employees working in Oradell per the US Census; 2007 Economic Data

Findings

The following findings are offered:

1. The primary trade area population increased by 1.28% to 8,080 persons from the 2010 U.S. Census to the 2014 American Community Survey, and the greater secondary trade area similarly increased by 1.21% to 83,282 total persons.
2. The number of households in the primary trade area increased slightly from 2,732 in 2010 to 2,746 in 2014 or by 14 households. 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 40-59 years of age makes up the largest sector of the Primary Trade Area of approximately 36 percent of the population.
4. The median income in the primary trade area at \$144,222, is 39 percent greater than the median income in the surrounding municipalities.
5. The daytime population in the Borough of Oradell decreases by approximately 41%, thereby decreasing the number of potential consumers in the CBD during those hours.

Recommendations

The following recommendations are offered:

1. Achieving a diversified and complementary tenant mix is a key component for a vibrant CBD. Effort should be made to attract goods-oriented retail to augment an abundance of existing service-oriented retail stores. While service retail such as hair salons and banking tend to be premeditated destinations, a mix of goods-oriented retail encourages pedestrians to stay longer and explore more of the retail corridor. Further, a multiplicity of storefronts adds interest and serves to activate and enhance the streetscape aesthetic.
2. The Borough should explore whether the contemporary CBD trend of boutique, instructional training and fitness or wellness facilities might be an appropriate mix of uses to further serve the Borough population.

3. As noted in the zoning recommendations above, amendments should be contemplated that promote mixed use redevelopment of the CBD that encourage thoughtfully designed residential units above the first floor that balance a transit-oriented CBD model with potential demands on CBD parking.
4. Consideration should be given to programs and uses that encourage evening and weekend patronage of the CBD given the population decrease in the primary trade area during typical work hours.
5. Programs such as farmer markets, small outdoor concerts and CBD customer appreciation or family-oriented events can serve to further drive traffic and awareness of the CBD.
6. Temporary public art placed throughout the CBD can serve to enliven and freshen the streetscape with minimal municipal investment. Working with a local art league on a coordinated thematic art concept can help add interest to the CBD while showcasing the work of local artists.

4.4: Parking

Introduction

While essential for a CBD's wellbeing, parking can come at a significant cost: a cost of capital, land resources, traffic impacts, pedestrian safety considerations and aesthetic appeal. In order to be properly optimized, parking requires a delicate balance of a variety of interests with the overall objectives of a CBD. If not properly balanced, a CBD's growth and vitality can be hindered. As such, the review and refinement of parking in a community's CBD is an ongoing process of research, management refinements and strategic capital improvements, where necessary. The Borough of Oradell has actively sought to implement systematic improvements to the parking resources of its CBD. This section utilizes the CBD parking study conducted by Burgis Associates in 2012 along with contemporary statistics to refine or reinforce prior recommendations to address parking needs in the Borough's CBD based upon the uses that exist in the district.

Methodology

The Borough's parking situation was analyzed using three different methods. An initial assessment of parking need was completed to determine the number of parking spaces that would be required based upon current zoning. This was followed up by a parking analysis based upon the parking demands for individual uses as reflected by the most current Parking Generation Handbook (4th ed.), by the Institute of Transportation Engineers (ITE). This Handbook includes studies of the actual usage, including peak-time parking usage based upon land use category, and provides a clear indication of the amount of parking that is actually occurring on sites. Finally, an assessment of parking need juxtaposed against the location of parking spaces was undertaken to determine if the distribution of existing spaces adequately serves the business community and their customers.

Before exploring the following data, a few caveats must be identified for clarity. First, in some instances the Borough code requires parking based upon number of employees. In a survey of area businesses, it was not possible to attain sufficient accuracy to determine the number of employees in the district, so we made some preliminary estimates based on our experience elsewhere in similar business districts. Secondly, the Borough does not have parking standards for municipal uses; ITE does, however, and we imposed their data on the municipal analysis to ensure we were making apt comparisons on parking need versus demand. Finally, the ITE data likely overstates demand when their information is applied to a central business district where a visitor to the district can make multiple stops to businesses after parking a vehicle; the ITE data assumes individual parking movements for each visit to a use. A three percent reduction in the total number of parking spaces estimated by ITE is used in this study to account for this fact. (An adjustment of from 8 to 12 percent is often recommended to account for customers in a central business district going to multiple stores during a trip to a central business district, however this was slightly reduced in this case due to the nature of the uses that exist in the business district.)

Study Area: Parking

Parking in the area includes a mix of public parking, both on- and off-street, and private off-street parking. There are no structured parking decks in the study area. Parking is not permitted overnight on public streets. There are several municipal lots with varying regulations, often requiring some type of permit. There is no fee for residential permits.

An inventory of all parking spaces in the study area was conducted. The data is presented in the accompanying table. The analysis finds there are 1,229 parking spaces to address the needs of the 223,844 square feet of non-residential floor area and apartments in the district.

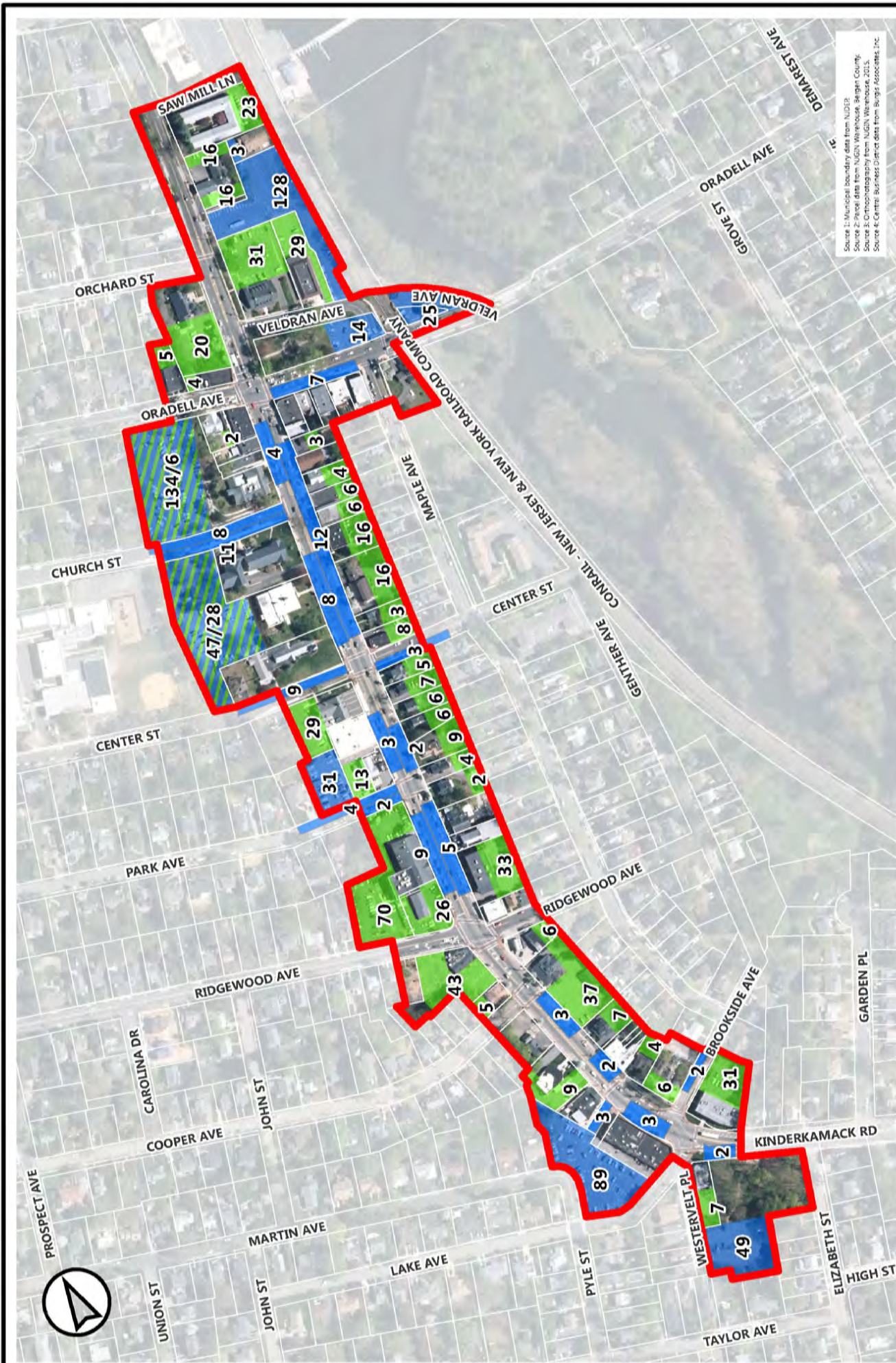
The distribution of these spaces is shown on the accompanying map, and is broken down by total parking distribution and total public parking allocations. The municipality provides a total of 53 percent of the parking in the area, including 560 spaces in municipal parking lots and 97 on-street spaces. Additionally, there are 572 spaces on private property serving individual stores, offices and other uses.

**Table 9: On-Street and Off-Street Parking
Borough of Oradell, New Jersey**

Parking Type	Number of Spaces
Municipal, off-street	560
Municipal, on-street	97
Private, off-street	572
Total	1,229

**Table 10: Nonresidential Floor Area
Borough of Oradell, New Jersey**

Land Use	Square Footage	Percentage
Commercial Business	60,597	27.1%
Commercial Retail	20,848	9.3%
Bank	16,794	7.5%
Office	73,555	32.9%
Restaurant	10,000	4.5%
Auto	8,712	3.9%
Public	33,338	14.9%
Total	223,844	100.0%



Source 1: Municipal boundary data from NJGIS
 Source 2: Parcel data from NUGIN Warehouse, Bergen County
 Source 3: Orthophotography from NUGIN Warehouse, 2013
 Source 4: Central Business District data from Burgis Associates, Inc.

Legend

Study Area

Private

Public

Public/Private

Project No.	Date	Drawn	TS/DN
3170.01	01.12.18		

Scale	Sheet No.
1" = 350'	p alloc

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Central Business District Plan: Total Parking Allocation (Public and Private)

Project Title

2018 Master Plan

BOROUGH OF ORADELL, BERGEN COUNTY, NEW JERSEY

BURGIS ASSOCIATES, INC.

COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE
 25 Westwood Avenue
 Westwood, New Jersey 07675
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b a

Municipal Parking Inventory

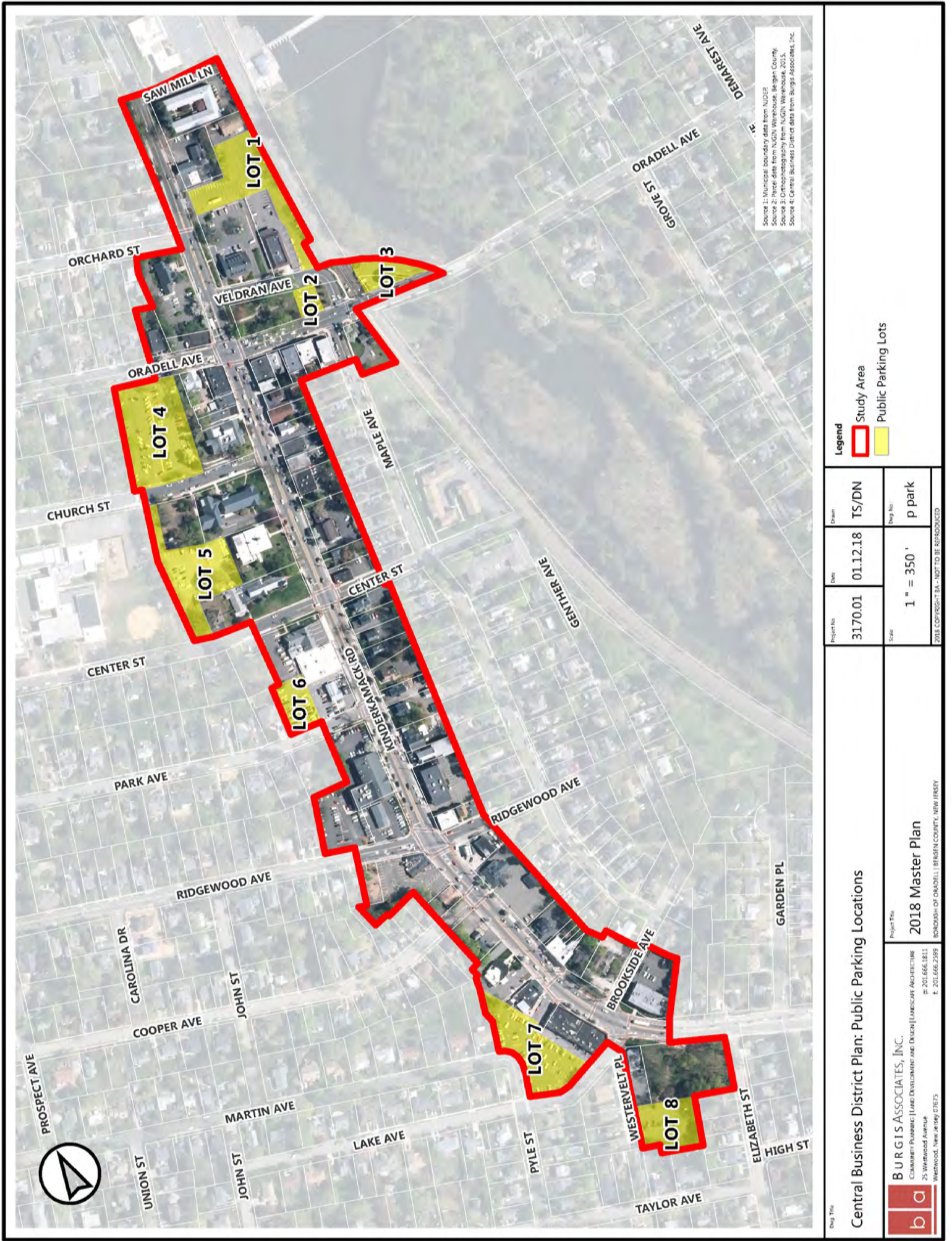
The following is a synopsis of the makeup of the municipal parking inventory throughout the CBD. Un-metered, on-street parking is permitted in many parts of the study area from Oradell Avenue to the south. Restrictions on time for these 97 spaces vary from 15 minutes to three hours during certain hours of the day. There is no fee for this parking.

The municipal parking lots include the following:

1. Veldran Avenue Municipal Parking Lot (Lot #1): This lot, located east of Kinderkamack Road, north of Veldran Avenue, and west of the rail line, contains 131 parking spaces. It provides three-hour parking to the public during the day, and is available 24 hours a day for those with a resident permit, nonresident employee permit or nonresident commuter permit. Seven of the 131 spaces are limited to 15-minute parking. Access is provided from Kinderkamack Road and Veldran Avenue. This lot generally serves train commuters accessing the commuter station located approximately 500 feet to the south of the lot.
2. Schirra Park Municipal Parking Lot (Lot #2): This lot, with 14 parking spaces, is located just east of Schirra Park between Oradell Avenue and Veldran Avenue, west of the railroad. One-hour parking is available for all users from 8:00AM to 6:30PM.
3. World War I Memorial Municipal Parking Lot (Lot #3): This lot has 25 spaces. It is north of Oradell Avenue and east of the railroad right-of-way. Three-hour parking 6:00AM to 2:00AM except with valid resident permit. This lot generally serves train commuters accessing the commuter station located approximately 100 feet southwest of the lot.
4. Library Municipal Parking Lot (Lot #4): This area is behind the Oradell Public Library, between Oradell Avenue and Church Street. There are a total of 141 spaces in this lot. In the upper lot, parking is restricted to three hours between 6:00AM and 2:00AM, except for those vehicles with resident employee permits; ten spaces are restricted to employees of the Oradell Public School system. In the lower lot on the east side, parking is restricted to one hour between 6:00AM and 2:00AM for all vehicles, except for 6 spaces reserved for employees of the Oradell Free Public Library. In the lower lot on the west side, parking is restricted to three hours between 6:00AM and 2:00AM for all users except those that have a valid resident permit. This lot generally serves local employees and train

commuters accessing the commuter station located approximately 600 feet to the east of the lot.

5. Borough Hall Municipal Parking Lot (Lot #5): This 76 space lot has a somewhat 'unique' configuration that is due, in part, to the topography of the site. Its designations include the following:
 - a. In the upper lot, parking is restricted to a maximum of three hours between 6:00AM and 6:00PM except for those with a resident permit, nonresident permit, or Borough employee permit. Parking is also prohibited between 2:00AM and 6:00AM, except for those having a valid overnight parking permit. Additional restrictions are in place in the lower lot for designated spaces for municipal officials.
 - b. The lower lot is restricted to 30-minute parking between the hours of 6:00AM and 6:00PM, except for vehicles with a valid Borough employee permit.
 - c. Parking is prohibited in this lot between 2:00AM and 6:00AM, except for those with a valid Borough employee permit.
 - d. The upper parking lot contains up to eight parking spaces dedicated for Police Department use from only 7:00AM to 3:00PM.
6. Park Avenue Municipal Parking Lot (Lot #6): This 31 space lot is located on Park Avenue, just west of Kinderkamack Road. Three-hour parking is permitted for all users between 6:00AM and 7:00PM, except for those with resident, nonresident employee, or nonresident commuter parking permits. Parking is prohibited between 7:00PM and 6:00AM, except for vehicles with overnight parking permits.
7. Pyle Street Municipal Lot (Lot #7): A total of 89 parking spaces are located on Pyle Street and Lake Avenue. The restrictions for parking on this lot include three-hour parking permitted between 6:00AM and 2:00AM, except for those vehicles with resident and nonresident employee permits, which have no time restriction during daytime hours. Parking is prohibited between 2:00AM and 6:00AM, except for vehicles with overnight parking permits. A portion of this lot is restricted to one-hour parking for all vehicles between 8:00AM and 8:00PM.



Source 1: Municipal boundary data from NJDEP
 Source 2: Parcel data from NJGIS Warehouse, Bergen County
 Source 3: Orthophotography from NJGIS Warehouse, 2013
 Source 4: Central Business District data from Burgis Associates, Inc.

Legend

Study Area

Public Parking Lots

Project No.	Date	Drawn	TS/DN
3170.01	01.12.18		

Scale	Day No.
1" = 350'	p park

Central Business District Plan: Public Parking Locations

Project Title

2018 Master Plan

BOROUGH OF ORADELL, BERGEN COUNTY, NEW JERSEY

BURGIS ASSOCIATES, INC.

COMMUNITY PLANNING | LAND DEVELOPMENT AND DESIGN | LANDSCAPE ARCHITECTURE

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8. Westervelt Place Municipal Lot (Lot #8): This 49 space lot is located on Westervelt Place directly behind the Elizabeth Street park. This lot generally serves bus commuters accessing the commuter stop in front of the park. Parking is permitted from 5:00AM to 12:00AM daily. No overnight parking is permitted on this lot.

Parking Needs Analysis and Recommendations

The following observations are offered with respect to the CBD's existing parking infrastructure:

1. There is a slight shortfall in the number of parking spaces serving the CBD, however, the critical issue is not the number of spaces but their distribution. The analysis reveals there are two blocks, the blocks on the east side of Kinderkamack Road between Oradell and Ridgewood Avenues, that have the greatest shortfall in parking when comparing required parking versus the number of spaces within the area.
2. There are ways to address this parking shortfall. As detailed in the body of this report, three municipal parking lots are located behind the uses fronting the west side of Kinderkamack Road directly opposite the aforementioned blocks with the greatest shortfall in parking, and each of these blocks has much more parking than required. While not the most advantageous to the east side of the street, appropriate signage placed at strategic points along Kinderkamack Road could increase public awareness of these spaces to serve and enhance the CBD. Appropriate pedestrian linkages between these municipal lots and the business district would also facilitate the use of some of these spaces.
3. On the east side of Kinderkamack Road, almost all commercial properties have individual parking lots on-site. It is recommended that any property undergoing redevelopment be designed to integrate its parking lot with parking areas from adjoining properties. Any new parking lot should also include a buffer zone to provide screening of incompatible land uses and to minimize adverse impacts on residential and other properties.

The combining of lots could benefit the community as a whole by realizing more parking spaces than exist at present. This concept would also increase on-street parking in front of these commercial lots by eliminating superfluous curb cuts (driveways) along Kinderkamack Road.

Additionally, by creating a more cohesive circulation system internal to the properties, and off the primary roadway, conflicts resulting from intermittent turning movements onto Kinderkamack Road are reduced, thereby improving traffic safety.

4. The Borough needs to review its parking requirements, as the current requirements do not reflect the most appropriate ratios for some of the uses that exist in the study area. The current standards often result in an excessive parking requirement for some uses; worse, such regulations can serve to discourage potential businesses from considering Oradell as a place to locate. At a minimum, the parking requirements need to be amended for residential uses to reflect the statewide requirements in the Residential Site Improvement Standards (RSIS).
5. It may be prudent at this time to conduct a study of the use of parking meters with nominal fees to determine if they are appropriate for Oradell. This could serve to ensure constant turnover of parking spaces for patrons as well as discouraging employee over use while at the same time generating revenue that can be used to make physical improvements to the business district.
6. Several area business owners and patrons noted during our discussions that often one-hour time periods were not sufficient. To better balance on-street parking demand, consideration should be given to increasing one-hour spaces to two-hours and reducing on-street three-hour spaces to two-hours. We do not recommend modification of timing in the municipal lots. It is noted that an appropriate balance of time between user's needs and parking turnover for adjacent business should be based on the unique development considerations in each area of the CBD.
7. Consideration should be given to updating the Borough's parking standards to include variable parking times based on the period in the day, e.g., permitted parking durations that are shorter during the day and longer at night.

8. The Borough should explore updated Ordinance modifications to permit and encourage shared parking arrangements with associated setback and buffering requirements. This shared concept would most directly benefit development on the east side of Kinderkamack Road and those businesses between Center Street and Ridgewood Avenue where access to public lots is more limited. Shared parking in these areas also will lessen the number of curb cuts needed along Kinderkamack Road increasing the potential for more on-street parking.
9. With the advent of smart technologies that facilitate the metering of parking spaces without the high initial cost of metering each space, the Borough should explore if charging for on-street parking is a viable option. In addition to generating revenue for municipal programs, metering the spaces encourages parking turnover and makes the tracking system more efficient. It is noted that imposing a parking fee on residents for existing free parking will likely meet resistance. One option may be to omit Oradell residents from the fee requirement if their vehicles displays the appropriate residential permit. If pursued, we recommend charging a nominal annual fee, e.g., \$5-10, for the residential permit where currently residents do not pay an annual fee but were non-residents must pay \$75. This will serve to defray printing and distribution cost of the permit and contribute to ongoing parking improvements and serves utilized by residents every day.
10. Through in-situ observation and the CBD survey, an inconsistency in parking enforcement was identified. Parking regulations should be enforced with both frequent patrols and fines sufficient to discourage over parking. As noted in the previous bullet, the Borough should explore smart metering technologies that can assist with enforcement efficiency.

11. The most recent street calming initiatives on Kinderkamack Road utilized striped traffic islands in the middle of the roadway to give the travel lanes a slimmer profile.

Future consideration should be given to removing the traffic median and shifting road elements towards the center of the roadway. This will serve to create the same traffic calming effect, but will also lessen pedestrian crossing distances within crosswalks, increase usable space for parallel parking, and allow for potential expansion of sidewalks for outdoor dining space.

12. Consider a study or studies of the Borough's municipal parking lots to assess whether parking (including structured parking facilities) is appropriate within the CBD. Any such study should assess the economic, visual, and environmental impacts on the community, and provide a cost-benefit analysis of such a development.
13. The Borough should evaluate the appropriateness of off-street parking standards in the B-1 zone.

4.5: Commercial Signage Regulations

A key concern reiterated by numerous business owners during our survey of the CBD was the difficulty in getting signage applications approved. This difficulty stems largely from the signage regulations in the Borough's Ordinance. This section looks at the existing signage regulations and seeks opportunities to streamline and simplify signage regulations and to bring these regulations up to date with contemporary standards consistent with a successful CBD that supports area business while minimizing visual clutter.

Existing Signage Regulations

Article XI of the Borough's land development regulations govern signs and awnings. Except for residential nameplates, single informational signs, and bulletin boards or nonilluminated temporary signs for public or quasi-public uses, no sign, awning, or canopy may be erected in the Borough without a permit issued by the Construction Official, provided that the permit complies with the rules and regulations set forth in Section 240-11.2. We note the following summarized regulations which have a particular relevancy for the Borough's CBD.

1. No sign shall be erected or placed upon the roof of a building.
2. A sign may be affixed to a parapet without extending more than three feet above the roof deck of the building or from the base of the parapet.
3. Where a nonconforming sign exists on the property, all applications for additional signs shall first be reviewed by the Sign Committee of the Planning Board and then require the approval of the Zoning Board of Adjustment.
4. Window signs shall not exceed 20% of the total area of the window, and no window sign shall be more than two feet in height. If there is more than one, signs shall be grouped together but the group shall not cover more than 20% of the square footage of said window.
5. No sign shall consist of more than four colors, inclusive of black and white.
6. If a sign which is conforming is destroyed, it may be rebuilt or repaired to its original condition without obtaining a permit with notification to the Construction Code Official and Zoning Officer in writing.
7. No sign shall be illuminated by intermittent lighting of varying intensity and lights shall line the perimeter of any window.

8. Business signs may be illuminated but shall not be painted with or composed of neon, fluorescent, phosphorescent, LED, or similar material.
9. All signs and all external lighting used in connection with the operation of any business shall be extinguished by 11:00 p.m. unless specifically designed for the safety and the protection of properties.
10. Sign illumination shall be limited to that concentrated upon the face of the sign. No internally illuminated or backlit signs shall be permitted. All bulbs illuminating the sign must be working. If a bulb is not illuminated, then all the bulbs illuminating the sign must be turned off. Flashing bulbs are not permitted.
11. No billboards are permitted.
12. Pennants, buntings, or "grand opening" signs are permitted, up to 24 square feet in size, for a consecutive period of no more than 30 days and for no more than 30 days in one calendar year.
13. No sign shall extend more than eight inches beyond the face of a building or fascia to which it is attached.
14. No sign shall be permitted on a property unless it is related to the occupancy of that property.
15. Company logos may be permitted on a commercial sign only after specific approval of the Board having jurisdiction over the site plan approval for the project, if applicable.
16. No vehicle or mobile sign shall be used to circumvent those regulations.
17. No sandwich signs or similar temporary signs are permitted.
18. Signs used in connection with any occupancy shall be removed from the premises within five days after termination of an occupancy.
19. No revolving or moving sign shall be permitted.
20. No paper signs will be permitted on doors.
21. Except as otherwise specifically provided in this article, no freestanding signs shall be permitted.

In addition to the above, additional regulations for signage is established in Section 240-11.2. We note the following summary of regulations which specifically apply to the CBD:

1. Wall signs for retail use shall be limited to one illuminated or nonilluminated sign (not exceeding 1.5 square feet for each linear foot of the front façade, or 24 square feet whichever is less) on the principal front facade of the building, and a second sign on the wall facing the side street not exceeding 50% of that permitted on the principal front facade.
2. In the event of multiple use of a retail building, one sign shall be permitted for each such use on the first floor of the front facade. The sign for each such retail use shall not exceed 24 square feet or 1.5 square feet of sign area for each linear front foot of the building, whichever is less.
3. Wall signs for office buildings, laboratories or nonretail commercial uses shall have the same requirements as the signs for retail uses covered under this article, with the exception of lettering requirements. Buildings exceeding 10,000 square feet of front facade can increase their sign size to 5% of the area of the front facade or a size of 100 square feet, whichever is less.
4. Ground signs for office buildings, laboratories, nonretail commercial or retail uses are permitted with the limitation of one double-face illuminated or nonilluminated sign allowed per building with a 10 foot setback not exceeding six feet in height, nine feet in length and 18 square feet in total area.
5. Directory signs less than eight square feet in area are permitted.
6. A double-faced or single-faced entrance/exit sign shall be permitted for any building. Such signs shall be uniform in size, comply with the standards of the "Uniform Manual of Traffic Control Devices" among other requirements regarding size, lettering, coloring, illumination, height and location.
7. Canopy and awning signs shall be permitted if consistent in color, shape and size with the building to which they are annexed and are consistent with the character of any existing canopy or awning signs in the neighborhood. The sign should not extend more than five feet from the face of the building and must be a minimum of seven feet in height from the base of the door.

Finally, Section 240-11.3.B identifies the process in which signage and awnings are to be approved:

All sign and awning applications shall be submitted to the Construction Official and shall depict on a drawing all the sign or awnings data necessary to evaluate compliance with this article, including size, colors, the method of illumination of any materials of the sign and a location drawing showing the full facade of the building on which any proposed wall sign is to be placed. A copy of said application shall also be submitted to the Planning Board for aesthetic review and recommendation by a three-person Sign Subcommittee of the Planning Board, two members of which shall constitute a quorum.

Existing Signage Regulation Recommendations

The following recommendations are offered:

1. The Borough should consider undertaking a comprehensive rewrite of its existing signage regulations. As shown in the previous subsection of this report, the current signage regulations are unorganized and scattered, making them difficult to consistently interpret. This is likely due to the compilation of amendments over time. For example, regulations for window signage are established under Section 240-11.1 "General rules and regulations," while regulations for wall signs are established under Section 240-11.2 "Permitted signs," and separate regulations for the content and design of signage is described under both sections. Therefore, regulations regarding signage and awnings should be consolidated in a more efficient and organized manner in order to make them clearer.

In addition to reorganizing, create separate and distinct signage regulations for the Borough's respective commercial/residential zones. This would enable regulations which are more responsive and appropriate to their respective community areas. For example, ground signs for office buildings, laboratories, nonretail commercial and retail uses are currently permitted in the B-1 District. While these signs may be appropriate for the B-2 District, which typically features larger lots and buildings, they may not be appropriate for promoting a CBD.

2. Where appropriate, signage regulations should also be simplified to permit for more flexibility for business owners. One such example of this can be found in the regulations for window signs. In addition to specifying that window signs may only compromise 20 percent of the total window area, such signs can only be 2 feet in height, must be grouped together, and telephone numbers must be less than 10 inches in height. By eliminating superfluous regulations, the Borough could potentially decrease the need for future variance relief.
3. The current criteria regarding awnings and canopies are vague, subjective, and open to interpretation. It may be more appropriate for the Borough to regulate awnings and canopies in a more objective framework by establishing maximum length, width, and height limitations. Regulations should also be established regarding the size of awning and canopy signage, as none currently exist. Please see Section 4.7 for a more detailed discussion regarding canopy regulations.
4. Consideration should also be given to permitting signage perpendicular to a building's façade, or what is termed as hanging signs. Due to the higher speeds and traffic volume along Kinderkamack Road it is impractical for drivers to slow down in order to read perpendicular building signage. Allowing for signage perpendicular to the streetscape permits both pedestrians and drivers to see business signage from a greater distance and aids motorists in reading signage within their field of vision while driving. If considered, a unified design standard should be implemented that promotes a complementary aesthetic throughout the CBD. Design standard considerations should include:
 - a. Lettering that is simple, legible and well-proportioned for clear communication.
 - b. Signs to 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.
 - c. Signs to be aligned with other signs on adjacent buildings, where possible.
 - d. Sign colors, materials, sizes, shapes, and methods of illumination to reinforce the overall composition of the façade.

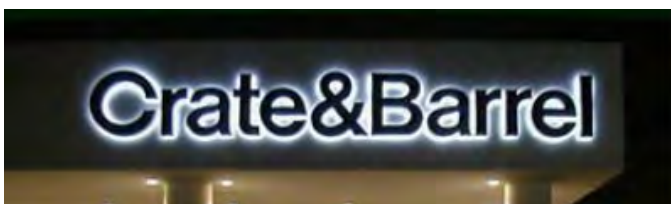
- e. Sign locations not to detract from or hide significant architectural details of the building. Wall signs to be placed within only the first-story of a building.
- f. Review of the relocation of any signs above the first floor.

See Section 4.7 for a more detailed discussion regarding signage design criteria.

- 5. Sign Illumination. Significant advances in LED technology have broadened the lighting options available in signage design. One such advance is the use of “halo” or “backlit” signs. This style of lighting can create an elegant and appropriately scaled lighting effect similar in aesthetic to more traditional lighting styles, including goose light style fixtures. Nevertheless, backlit signs are presently not permitted per Section 240-11.1.J. As such, the Borough should consider amending this regulation.
- 6. In order to prevent any questions of interpretation, definitions for wall signage and canopy signage should be added to the Borough’s list of definitions.
- 7. As established by Section 240-11.1.S, sandwich signs are presently not permitted. If regulated properly, sandwich signs can contribute to a unique sense of place for a CBD. The Borough should consider permitting these signs, particularly if restaurants are to be encouraged in the CBD.
- 8. As established in Section 240-11.3.B., all signage and awning applications must be first submitted to the Borough’s Construction Official, and include the necessary details to demonstrate compliance with the Borough’s regulations. In addition to this submission, applicants are also required to submit signage and awning information to the Planning Board for an aesthetic review as well as to the Sign Subcommittee of the Planning Board. The Borough should consider whether this process is still appropriate, or whether a more streamlined and in-house process should be substituted for the approval of signs in the CBD.



Example of hanging signage.



Examples of backlit signage

4.6: Wayfinding and Gateway Signage

A successful wayfinding program, as illustrated in the accompanying diagram, often consists of a multi-faceted approach, though wayfinding is generally perceived as the static directional signage that assists those unfamiliar with the area to successfully navigate to key features, such as public parking. While static signage is a key consideration and recommendation in Oradell's CBD wayfinding program, it should be considered a mid-point on the spectrum of a holistic wayfinding system. For example, while signage guides a person through the landscape, there are the more large and small-scale considerations of how first to attract patrons to the CBD, and how then to lead people within the area once they have arrived.

These two elements of the wayfinding spectrum are only touched on in this section because the macro component requires a more involved discussion related to the marketing and promotion mechanisms of the CBD by both the private business owner and the municipality. Similarly, the micro component relates to the experiential elements while traversing the streetscape and should be tied to physical and aesthetic considerations related to streetscape improvements and the incorporation of CBD design standards.



Existing Wayfinding Signage

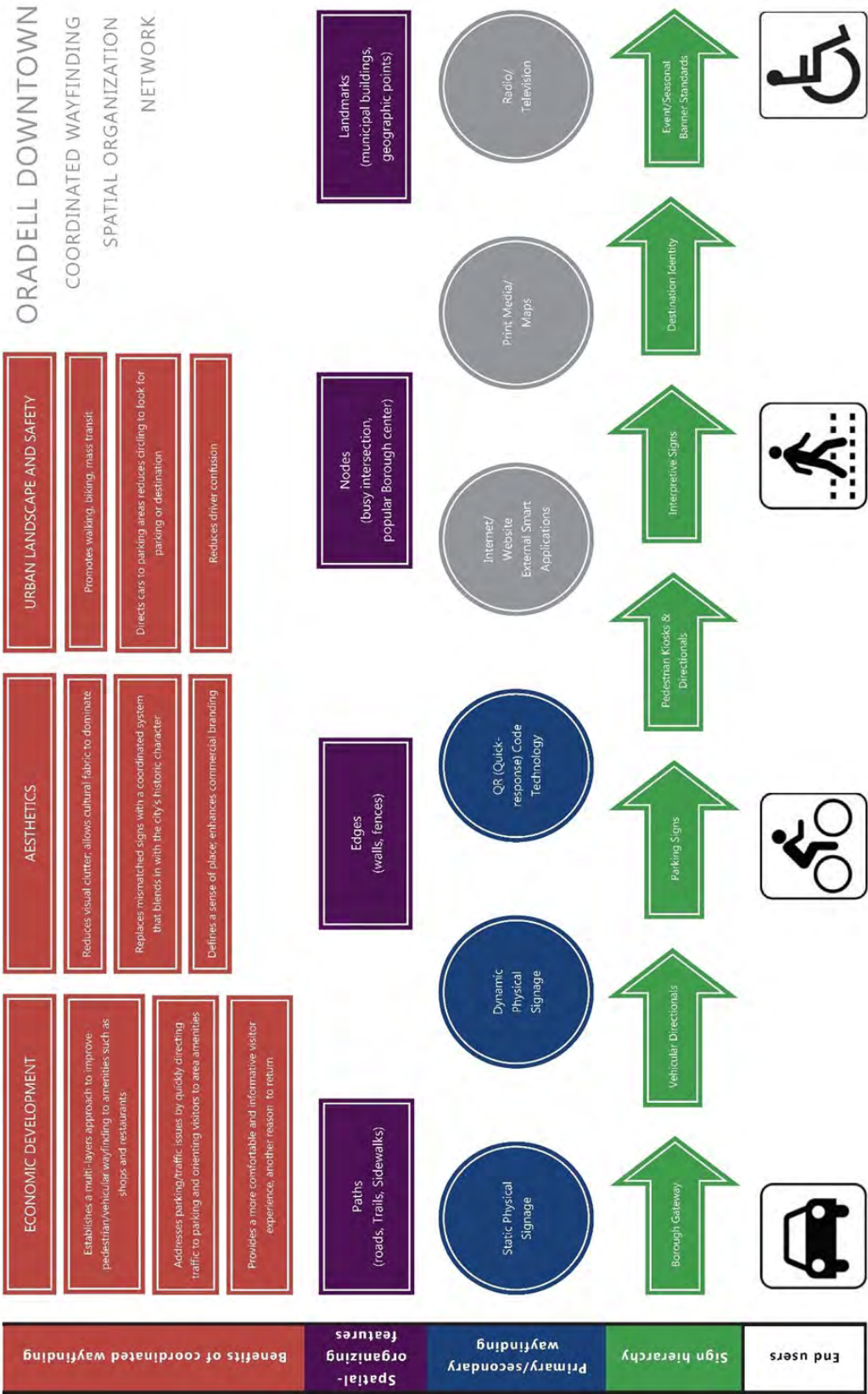
Existing Wayfinding Conditions

While an abundance of signage exists along Kinderkamack Road because of County traffic-related requirements, existing wayfinding specific to Oradell is limited. Typical wayfinding along the Kinderkamack corridor consists of the identification of the public library, Oradell police department, fire department and five directional signs to municipal parking lots.

Currently, all off-street parking areas are located behind the buildings fronting Kinderkamack Road, though only two directional parking signs exist at the intersection of Oradell Avenue and Veldran Avenue going westbound and west of Oradell Avenue and Kinderkamack Road traveling eastbound. The lack of visibility and sufficient identification makes finding the public parking areas exceedingly difficult for visitors. This confusion is compounded by private parking lots in direct proximity to the unidentified public lots.

In addition to traditional wayfinding signage programs, technologies exist to provide a virtual integration of all aspects of the CBD. Such technology, available by the public internet, assists visitors in not only finding the functional elements of the CBD but local events, stores and promotions they might not otherwise have known were available.

Figure 4: Diagrammatic Representation of Coordinated Wayfinding Spatial Organization Chart
 Borough of Oradell, New Jersey



Summary of Wayfinding Needs

In order to address this potentially complex spectrum of wayfinding possibilities, wayfinding must carefully consider and incorporate its primary components: behavior, environment, and operation elements. These components are further defined 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 guidelines provide 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; and
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 CBD's existence. A consistent, branded 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 CBD.

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 CBD's transportation network, and how visitors travel through this network. Origin points, destination points, and travel routes must be clearly recognized to ensure an effective wayfinding program throughout the district. Elimination of clutter and distracting sign elements should also be a focus of operational elements.

Wayfinding Improvement Recommendations

Three common wayfinding options are available for CBDs including: 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.

Static Physical Signage (SPS). Static physical signage is typically the most traditional wayfinding option. 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 also are 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 across the entire sign network.
3. Physical Limits. Restrictions on dimensions limits the amount of information conveyed.

Recommended Action Plan

Because of its high visibility, lower upfront costs, and limited number of identification points in the CBD, static physical signage should be the initial choice of signage for the CBD.

Dynamic physical signage represents an opportunity to better advertise events happening within the CBD; however, due to its cost, dynamic physical signage should be used more sparingly than static signage, particularly near high pedestrian and vehicular traffic areas. The train station and Lots 4 and 5 currently represent most appropriate locations for such signage.



Example of Static Wayfinding Signage

Gateway Analysis and Recommendations

A gateway represents an important and necessary role, even though it is typically only a small segment of a CBD. Indeed, if a CBD 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. Ultimately, a gateway establishes and promotes a theme for its accompanying district. It is 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.

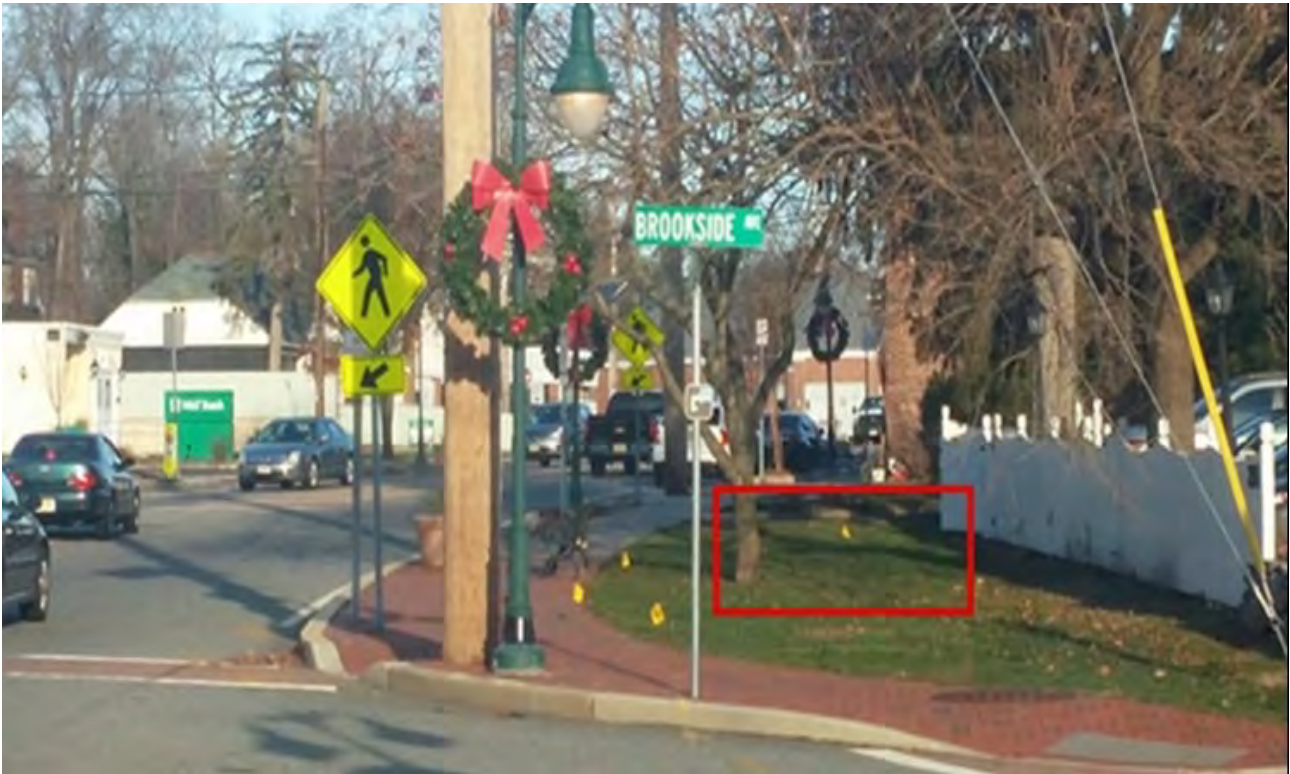
Currently, Oradell's CBD does not have defining gateway features which results in a rather undelineated and uneventful experience that overall does not effectively contribute to a "first impression" of the Borough's CBD. Arguably, the two most prominent areas which could be considered anchor points to the CBD would include the intersections of Kinderkamack Road and Oradell Avenue to the north and Kinderkamack Road and Brookside Avenue to the south.

Through an assortment of landscape improvements, the CBD'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 ones displayed on Figures 17, can be placed just off the sidewalk near the prominent intersections leading into the CBD. It is recommended that monuments be constructed of materials, such as a stone veneer, that compliments the historic architectural materials and styles incorporated throughout the CBD. It is noted that monument features will be difficult to implement due to the current limited availability of municipally-owned open space near key locations to support the scale of a monument feature.



Potential Northern Gateway Location

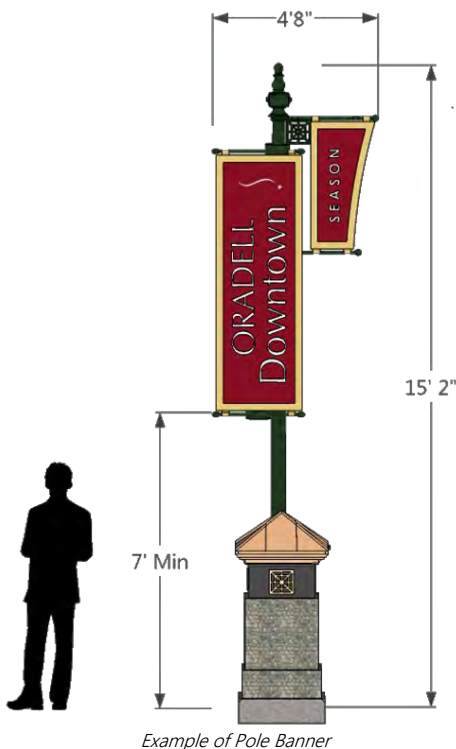


Potential Southern Gateway Location



Gateway Examples

2. *Banner Poles:* Given the lack of available space in the CBD, standalone pole banners, or banners mounted to existing light pole fixtures, provide perhaps the most suitably means for creating a striking visual cue that one is entering the CBD. The increased height provided by banner poles increases signage visibility to motorists. Figure 18 shows two different examples of banners. It is recommended that a minimal clearance of seven feet be provided to not obstruct pedestrian movement. The banner in Figure 18 is accompanied by an additional “seasonal” banner, where space permits, that can be used to promote different events, holidays, or themes within the CBD, fostering a renewed image to maintain district vitality.



Example of Pole Banners

3. 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.
4. Paver Patterned Crosswalks: Resurfacing the CBDs' existing crosswalks with a stamped brick pattern is a cost-effective way to provide an aesthetically pleasing accent to the CBD that also serves as a highly functional way to impart a traffic calming measure and subsequently encourage pedestrian activity.
5. Extended Coated Asphalt Surfacing: Colored asphalt surfacing is another cost-effective means to improve crosswalk delineation and facilitate traffic calming by delineating a narrower traffic aisle width. It should be noted that this material delineation 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.



Lighted Crosswalk Example

The accompanying illustration offers just one example of how the elements mentioned above may be integrated to form a more engaging gateway feature.



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

4.7: Design Standards

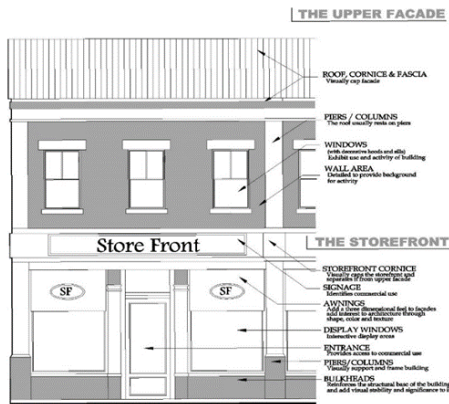
The following section illustrates the types of architectural design guidelines that may serve to direct development and redevelopment in the CBD in a manner consistent with the existing architectural style of the community while adhering to contemporary streetscape design standards. While non-binding, unlike zoning ordinance standards, design guidelines assist property owners in understanding what features and finishes are appropriate and complimentary to CBD architecture and that of the surrounding community. Benefits of a well-developed set of design guidelines include:

1. An aesthetically pleasing and diverse experience for residents and visitors of the borough;
2. Establishing and maintaining a consistent aesthetic character in keeping with the traditional architecture of the Borough;
3. Enhancing the commercial vitality to attract businesses and customers;
4. Encouraging a greater level of pedestrian activity and connectivity between properties;
5. Visually and functionally connecting the uses of buildings to pedestrian and vehicular traffic; and
6. Enhancing crime prevention by increasing opportunity for surveillance of streets from interiors of buildings, by avoiding obstructed windows and hidden alleyways. Architecture and streetscape amenities all contribute to an interesting, inviting and safe CBD for borough residents and visitors.

This section is intended to promote a discussion of the potential benefits of implementing a more comprehensive set of design standards for the CBD.

Standards. To achieve the above stated purpose, all new development and redevelopment projects are recommended to provide a building façade designed to be in sufficient conformity with design standards within the architectural element, herein.

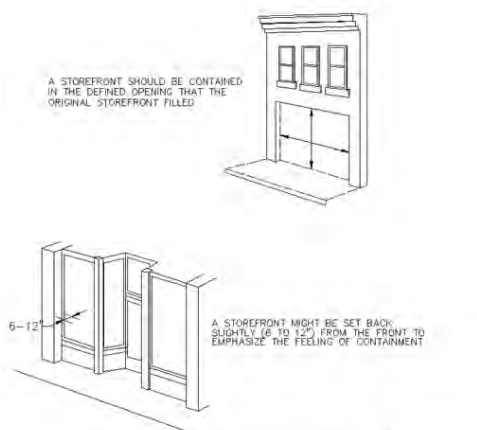
Architectural Elements and Recommendations. The accompanying below indicates typical architectural details on a traditional commercial building. The following recommendations are to serve as guidelines to restore, preserve and enhance these details in all new and redevelopment projects.



Example of Full Architectural Façade



Example of Recessed Entry



Traditional Storefront

Retail Façade Treatments

Building Entries (Doors). Building doors and windows should cover a minimum of 50% of the building frontage. All entries on buildings within the CBD with commercial or office use should comply with items a through c.

1. All entries should be easily identifiable and accessible. If the main entrance is not handicap accessible, a separate entrance should be provided and clearly identified through signage.
2. All main entries should be provided with decorative trim and construction details matching the architecture of the remainder of the building façade.
3. All main entries should incorporate glazing in the overall entry design to maximize visibility of the interior. Glass should occupy a minimum of 10% of the door. Glass can be used as:
 - a. Panels on the door that occupy no more than 75% of the door size;
 - b. Sidelights or
 - c. Enlarged window display areas, which wrap into a recessed entry.

All entries on buildings within the CBD with commercial or office use should provide at least one of the following items:

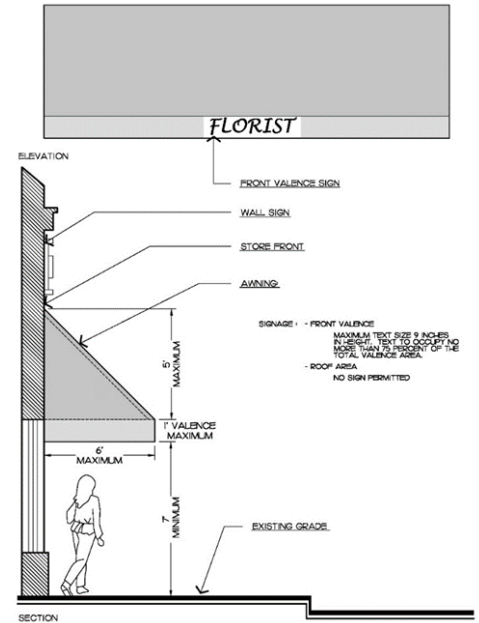
1. A porch to match the size and style of the building;
2. A slight recess from the front façade line to emphasize the feeling of containment;
3. A slightly projection from the front façade line to emphasize the entrance;

Awnings and Canopies. Arcades, canopies, awnings, or similar features that are incorporated into the architecture should not block or hide the architectural details of building, such as cornices or caps of columns. Existing buildings, where the entry is set at the same line as the adjacent front façade marquees and canopies, should be considered to add interest to the entrance and maintain a consistent look with the character of the CBD.

Marquees and canopies can be used in any other case to add interest to a building in the CBD provided that they do not block any architectural details.

The following is encouraged:

1. Coverings over entries that clearly identify the entry, provide pedestrian shelter, and add interest to the streetscape;
2. Arcades, canopies, awnings, or similar features that offer pedestrians protection from weather along the building length facing the street;
3. Canopies and awnings that break for columns and piers;
4. Awning color that complements the color of the wall and trim;
5. Awnings that integrate into the design of the storefront;
6. Awning's should not project closer than 3 feet to the curb line;
7. Awning's should not be lower than 7 feet from the grade level;
8. Awning's should be comprised of canvas/fabric material. Metal and plastic are not recommended;
9. Structural elements should be constructed of a tubular galvanized metal such as aluminum, bronze or copper;
10. For multi-tenant buildings the awnings for each retail space should be the same color and material;
11. Signage should only be permitted on two sides of the canopy;



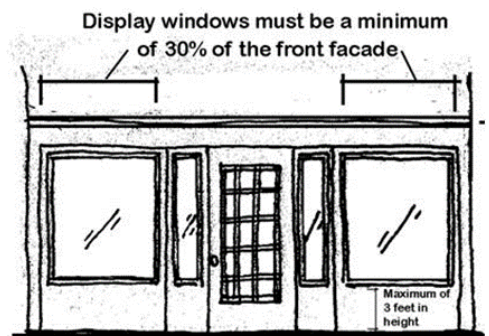
Example of Full Architectural Façade



Entry Emphasized with Façade Details

Windows

1. Minimum of 50% of the building length and 30% of the area between 3 feet and 10 feet in height along sidewalks, plazas, or public open space or rights-of-way should be window or door glass permitting a view of the buildings' interior
2. Display windows must be positioned within a maximum of 3 feet above the grade of the sidewalk and a maximum height of 8 feet;
3. At the street level, there should be a maximum façade length without windows of 10 feet.
4. Bulkheads should have a maximum height of 1 foot and must utilize the same materials, colors and detailing as the display windows;



Standard Display Window

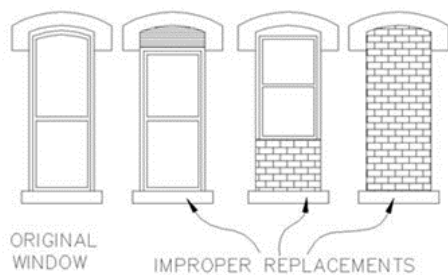
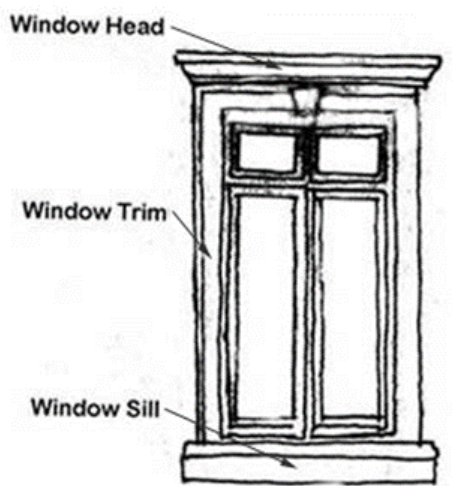


Diagram of Improper Window Replacement



Example of Improper Window Replacement



Window Elements

5. Upper façade windows should replicate the ground floor window rhythm;
6. Size, rhythm, location, and quantity of windows that were originally installed should be preserved. (Improper replacements and window filling should be avoided).
7. The windows on the upper levels should have the appropriate sill or lintel to accent the openings and provide architectural interest;
8. Window sills and lintels should be provided on additions or renovations to match existing sills and lintels on all floors.
9. Window air-conditioner units should be discouraged particularly along the streetscape. Where impracticable a/c units should be concealed or disguised behind screens, grills, vents, or louver designs.

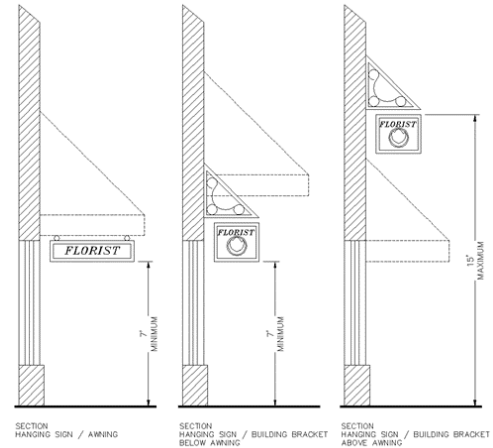
Signage

1. Signage should not block openings and architectural details of the building;
2. Signage should be located above the display window area and below the storefront cornice area. Signage should not be proposed in the upper façade area with the exception of hanging signs perpendicular to the façade used in combination with canopies and awnings. (See hanging signage illustration);
3. Signs should not be permitted higher than the bottom of the windows of the second level of a multi-story building;
4. For buildings with multi-tenant's signs should generally have the same height and location level;
5. Each sign should include a main title which identifies the name of the store and one subtitle which is a description of the business;
6. Window signage should be minimized not occupy more than 20% of the window area.
7. Lots fronting on two or more streets should be permitted signage along each street, but the signage should not be accumulated and used on one street frontage;
8. A maximum area between 55 and 65 percent of the sign surface should be used for lettering;

9. Signs should not be internally illuminated except to illuminate the text or logo of the sign with the remainder of the sign background to be opaque or non-illuminated;
10. Exterior mounted signage should be achieved through decorative light sources shielded so as to control glare;
11. All signs should be designed so that the subtitle should be a smaller font size than the main title;
12. A maximum of two complimentary font styles should be provided on one sign;
13. Hanging signs should be limited to an area larger than 2 square feet.



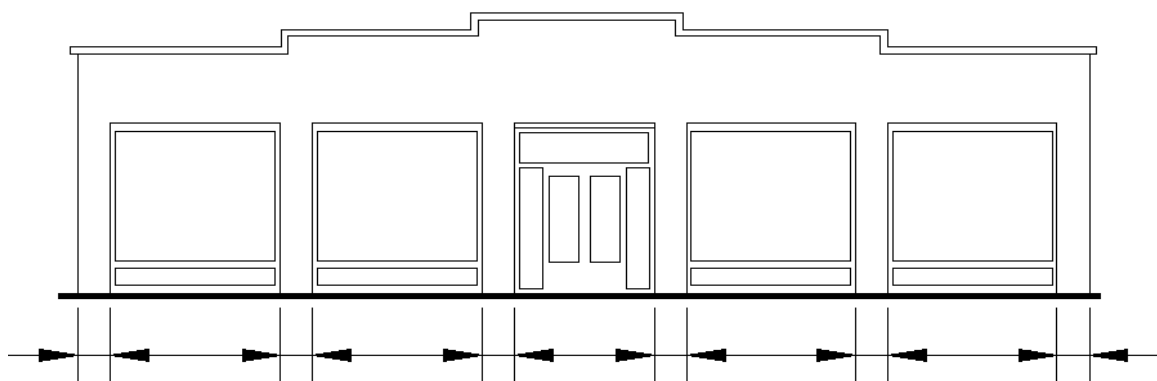
Signage Location



Hanging Sign Diagram

Building Façade Wall Area

1. Brick façades are to be encouraged with the color and style to be similar to the Borough Hall, Public Library, or the Fire Station.
2. Exterior building materials should be classified as either primary, secondary or accent materials.
3. Architectural façade details should wrap around walls that are visible from public right of ways;
4. All related piping, ducting, electrical and mechanical utilities should be located on side walls.
5. The colors and treatment of the building should be complimentary to one another and should be consistent for the entire building.



Long facades, Piers should segment storefronts and visually support the upper



Combination of materials, masonry, stucco and decorative trim contribute to an interesting and vital architecture

Columns and Piers

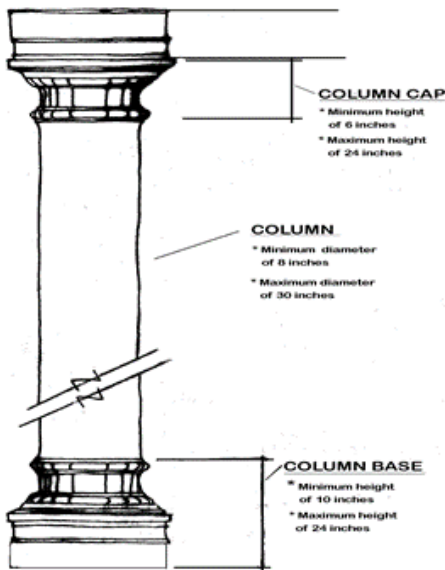
1. A building that exceeds 30 feet in width along a public right of way should include piers, columns or other vertical elements that visually break up the plane of the façade. The vertical elements can include articulations such as insets or projections.
2. Width of vertical elements shall be between 8 and 30 inches.
3. Columns and piers shall have bases and at caps. Column bases shall be a minimum of 10 inches and caps shall be a minimum of 6 inches.

Cornice and Fascia

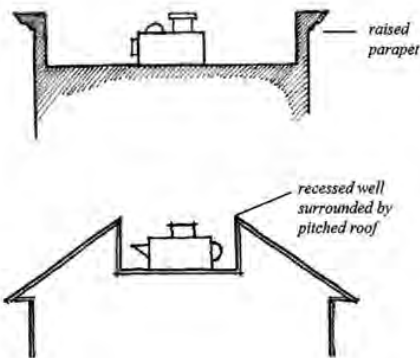
1. The top of the building should be capped by a sloping roof element or a detailed cornice;
2. Each façade should be designed to have a delineated line to separate the commercial ground floor from the stories above. This line can be in the form of a masonry belt, a concrete lintel or a detailed wood cornice.

Roofs

1. All one-story buildings must have a pitched roof. If a pitched roof is not possible, then a combination of a flat roof and pitched roof or a false roof structure is recommended;
2. Materials for pitched roofs shall be limited to architectural dimensional grade asphalt shingles, natural slate, natural terra cotta, natural wood shakes or copper;
3. All roof mounted equipment shall be screened from public view by the use of a parapet wall or other architectural detail. Fencing shall not be utilized to screen rooftop equipment.
4. All building with flat roofs shall include a parapet articulation on the front façade of the building. The articulation should be provided through a cornice design, which is detailed in "Cornice and Fascia" section of the design guidelines.
5. It is recommended that any pitched roof have more than two planes and is broken into at least two height levels



Column Elements



FRooftop Mechanical Screening Elements



Section 5:

Relationship to other Plans

The following section provides an analysis of how the Borough's Land Use Plan relates to other state, regional, and local planning efforts. Specifically, it discusses the State Development and Redevelopment Plan, the State Strategic Plan, the Bergen County Master Plan, and the master plans of its adjoining municipalities.

Section 5:

Relationship to Other Plans

5.1: Introduction

Local planning should not be conducted within a vacuum. On the contrary, the choices made by one community can have far-reaching influences that may affect neighboring communities, municipalities, the county, and even the state as a whole. In addition, as economic, infrastructure, land use and transportation trends continue to evolve and become more complex, so too has the importance of addressing these issues on a regional basis.

In recognition of such, section 40:55d-28(d) of the MLUL stipulates that a Master Plan must include specific policy statements indicating the relationship of the proposed development of a municipality (as developed in its master plan) to the master plans of contiguous municipalities, as well as any pertinent County and State plans.

A description of these plans – and how Oradell’s Land Use Plan relates with each – is described as follows. Note that the following represents a summary of the State Plan and other plan documents; it is not meant to suggest that the Borough endorses all the provisions of these plans.

5.2: State Development and Redevelopment Plan

Recognizing that the state must plan for its future in order to preserve and maintain its social, cultural, economic and natural assets, the New Jersey Legislature adopted the State Planning Act (NJSA 52:18A-196 et seq) in order to better:

“...conserve [the State’s] natural resources, revitalize its Urban Centers, protect the quality of its environment, and provide needed housing and adequate public services at a reasonable cost while promoting beneficial economic growth, development and renewal...”

In an effort to realize these goals, New Jersey adopted the State Development and Redevelopment Plan (SDRP) in 1992 with the aim of providing a blueprint for future development and redevelopment on an integrated and coordinated statewide basis. The main objective of the SDRP is essentially two-fold:

1. To guide future development, redevelopment and economic growth in areas that already contain (or are anticipated to contain) the public services, facilities and infrastructure necessary for such growth, and;
2. To discourage development where it may impair, encroach upon or destroy the state's natural features and environmental assets.

The SDRP seeks to curb development in rural areas and other relatively undeveloped areas of the state and encourage growth within New Jersey's pre-developed corridors, including along transportation corridors, older cities, suburbs with adequate infrastructure, and concentrated rural centers. While it does not take power away from planning and zoning at the municipal level, the SDRP is used as a general guide for a variety of decisions made from the state to the local level.

In order to implement its general statewide policies and objectives, the SDRP divides the state into nine different "Planning Areas," each with its own specific set of policy objectives that are tailored to each area's unique qualities and conditions. The overarching goal of these Planning Areas is to implement land use policies on the local level that will be consistent with state-wide policies.

The SDRP Planning Areas map illustrates the locations of these areas within the Borough. The Planning Areas affecting Oradell are as follows:

1. **Metropolitan Planning Area.** The Metropolitan Planning Area (PA-1) includes a wide spectrum of developed areas, ranging from large Urban Centers to 19th century towns shaped by commuter rail and post-war suburbs. The majority of these areas are developed (72.8 percent) with a significant, yet aging, investment in infrastructure. As such, there is little vacant land available for development; in fact, unprotected and undeveloped space only accounts for approximately 12.5 percent of the entire Planning Area in the state. Much of the development activity that takes place within PA-1 is consequently infill development or redevelopment.

The SDRP further identifies that public and private investment should be the "principal priority" of state, regional and local planning agencies in the PA-1. The Plan establishes an intent to direct development and redevelopment into these portions of the state. With this framework in mind, the policy objectives for PA-1 are summarized to include:

- a. **Land Use:** Promote a diverse range of development and redevelopment in a manner that ensures the most efficient and beneficial utilization of the area's scarce land resources and existing infrastructures.
- b. **Housing:** Provide a full range of housing choices through redevelopment, new construction, rehabilitation, adaptive reuse, and the introduction of new housing into appropriate nonresidential settings. Preserve existing housing stock through maintenance, rehabilitation, and flexible regulations.
- c. **Economic Development:** Promote economic development through the encouragement of redevelopment projects, infill development, public-private partnerships, and infrastructure improvements.
- d. **Transportation:** Encourage the use of public transportation and other modes of transportation to reduce automobile dependency, link centers in the region, and create opportunities for transit oriented development.
- e. **Natural Resource Conservation:** Reclaim environmentally damaged sites and mitigate future negative impacts on remaining environmental and natural resources, including waterfronts, scenic vistas, wildlife habitats, Critical Environmental Sites, and Historic and Cultural Sites.
- f. **Agriculture:** Provide opportunities for farms, greenhouses, farmers markets and community gardens.
- g. **Recreation:** Maintain existing parks and open space while expanding and linking park systems through redevelopment and reclamation projects.
- h. **Redevelopment:** Encourage redevelopment at intensities sufficient to support public transit usage, public safety and pedestrian activity.
- i. **Historic Preservation:** Encourage the preservation and adaptive reuse of historic and cultural resources. Integrate historic preservation with new development and redevelopment efforts.

- j. **Public Facilities:** Complete, repair or replace existing infrastructure systems to eliminate deficiencies and provide capacity for sustainable development.
 - k. **Intergovernmental Coordination:** Regionalize as many public services as feasible and encourage coordination of land use and development policies.
2. **Environmental Sensitive Area.** The Environmentally Sensitive Planning Area (PA5) includes larger areas of natural resources within the state such as watersheds, streams, water supply reservoirs, potable water aquifers, wildlife habitats, wetlands, forested areas, scenic vistas, as well as barrier islands. They are characterized by areas of pristine waters, trout streams and drinking water supply reservoirs; recharge areas for potable water aquifers; habitats of endangered and threatened plant and animal species; coastal and freshwater wetlands; prime forested areas; scenic vistas; and other significant topographical, geological or ecological features, particularly coastal barrier spits and islands. These resources are critically important not only for the residents of these areas, but for all New Jersey citizens.. As such, the designation of this planning area is used as the primary means of protecting large contiguous areas of land; accommodating growth in Centers; protecting the character of existing stable communities; confining programmed sewers and public water services to Centers; and revitalize cities and towns.

The Borough has directed the majority of its higher intensity growth to its predominantly pre-developed areas, which corresponds to the areas designated for the Metropolitan Planning Area (PA-1) straddling that which is designated as conservation/recreation area which corresponds to the Environmentally Sensitive Planning Area (PA-5). Likewise, the Large Bodies of Water Area designation largely corresponds with the conservation/recreation area as well. Nevertheless, a few minor inconsistencies do exist between the SDRP and the Borough's land use plan, which are outlined below:

- 1. **Block 2001 Lot 1:** The majority of this property is identified by the SDRP as being located in the Metropolitan Planning Area designation. However, this site is presently listed on the Borough's Recreation and Open Space Inventory (ROSI), and is identified as Darlington County Park. As such, it is more closely aligned to the SDRP's Parks and Natural Areas designation.

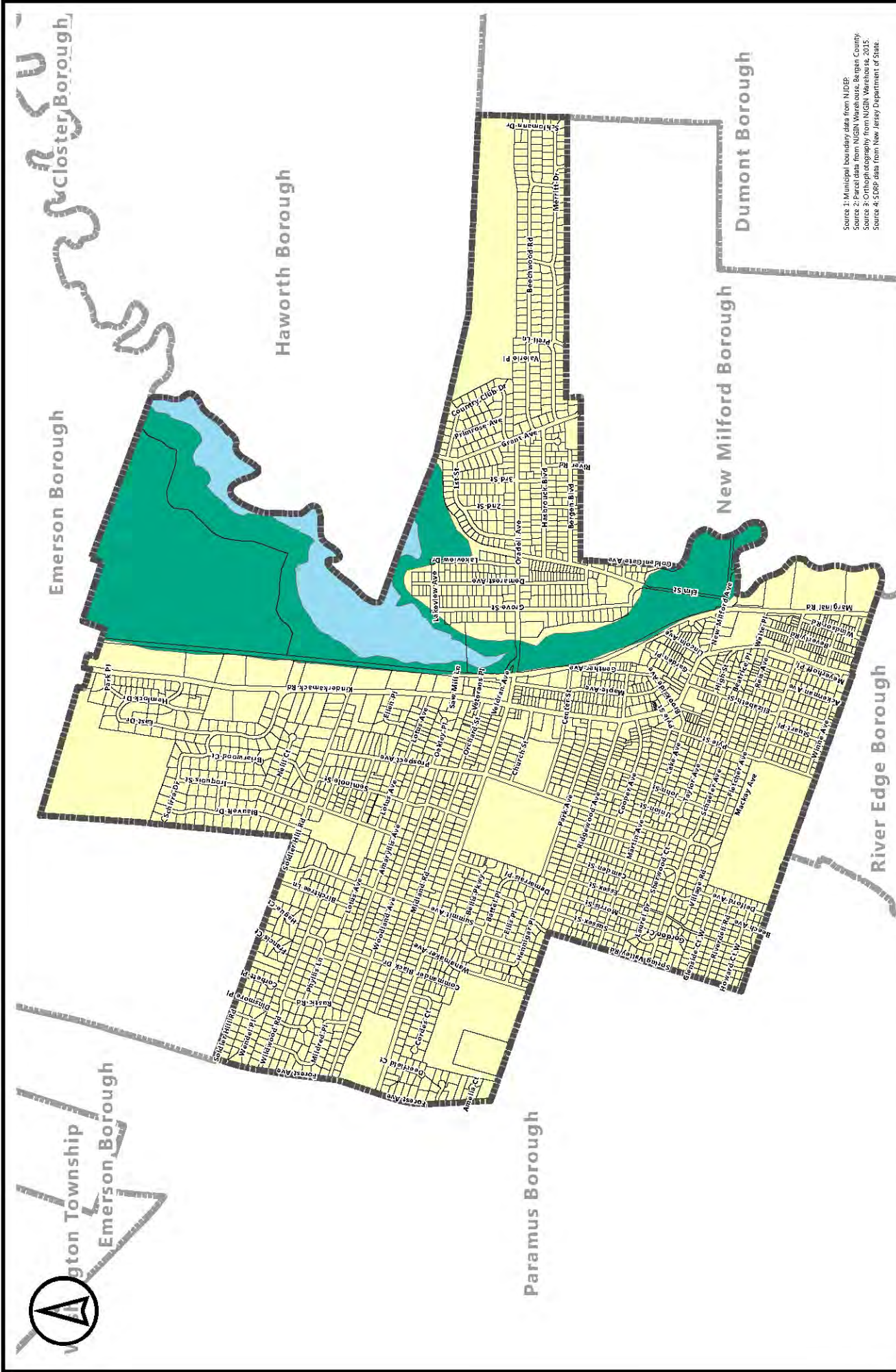
2. **Block 2401 Lots 1 and 17:** This majority of these properties are identified by the SDRP as being located in the Metropolitan Planning Area designation. However, these sites are presently listed on the Borough's Recreation and Open Space Inventory (ROSI)
3. **Block 3001 Lot 1:** This property is identified by the SDRP as being located in the Metropolitan Planning Area designation. However, it is presently listed on the Borough's Recreation and Open Space Inventory (ROSI). As such, it is more closely aligned to the SDRP's Parks and Natural Areas.
4. **Block 2401 Lots 41, 42.01, 42.02, 42.03:** Portions of these properties are identified as being located in the SDRP's Parks and Natural Areas designation. However, these properties are located in the R-1 Residence District and are developed with single-family dwellings. As such, they are more closely aligned to the SDRP's Metropolitan Planning Area.

5.3: State Strategic Plan

In October 2011, the Draft State Strategic Plan (SSP) was developed by the Christie Administration as an update to the current SDRP. The intent of the SSP is to increase focus on policies aimed to foster job growth, support effective regional planning and preserve the State's critical resources. The four overarching goals that serve as the blueprint of the SSP are summarized as follows:

1. **Goal 1:** Targeted Economic Growth: Enhance opportunities for attraction and growth of industries of statewide and regional importance.
2. **Goal 2:** Effective Planning for Vibrant Regions: Guide and inform regional planning so that each region of the State can experience appropriate growth according to the desires and assets of that region.
3. **Goal 3:** Preservation and Enhancement of Critical State Resources: Ensure that strategies for growth include preservation of the state's critical natural, agricultural, scenic, recreation and historic resources.
4. **Goal 4:** Tactical Alignment of Government: Enable effective resource allocation, coordination, cooperation and communication amongst governmental agencies on local, regional and state levels.

Thus far in its draft form, the SSP appears to have a greater emphasis on the State's overall economic framework and provides information and goals for New Jersey's various industry clusters. When and if the SSP is formally adopted, the Borough should examine how its Master Plan is consistent with the SSP.



Source 1: Municipal boundary data from NJDEP
 Source 2: Parcel data from NJGIS Warehouse, Bergen County
 Source 3: Orthophoto imagery from NJGIS Warehouse 2015
 Source 4: SDP data from New Jersey Department of State

Map Title

State Development and Redevelopment Plan: Planning Areas

Legend

- Municipal Boundary
- Planning Area 1
- Planning Area 5
- Planning Area 11 (water)
- Parcels

Drawn

DN

Date

01.12.18

Project No.

3170.01

Scale

1" = 1,800'

Drawn By

sdpr

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Project Title

2018 Master Plan

BOROUGH OF ORADELL | BERGEN COUNTY, NEW JERSEY

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5.4: Bergen County Master Plan

Bergen County's last Master Plan was formally adopted in 1962 and last amended in 1969. As such, the document is severely out-of-date and statutorily inefficient, and holds little, if any, relevance to Bergen County, let alone the Borough of Oradell.

Nevertheless, the County Department of Planning and Economic Development has undertaken an ongoing effort to develop a new Master Plan, which will seek to create a unifying vision for the County's seventy municipalities. A County Master Plan may take into consideration land use, transportation, environmental and water resources, housing, utilities, community facilities, open space, agriculture, parks and recreation, economic development, and historic resources, as well as other factors. Thus far, the following major issues have been identified: the scarcity of land for development; the challenges of redevelopment and shifting economies; population growth; traffic congestion; vanishing open space; recreation needs, and; water and environmental quality. Visioning workshops and a symposium have been held to help craft the Plan's goals and objectives, the results of which are to be detailed in a Master Plan Visioning Report (yet to be released). When and if the County finishes its plan, the Borough should examine its own Master Plan to identify how the community's goals and objectives align with those of Bergen County.

5.5: Master Plans of Adjacent Municipalities

The following section summarizes the master plans of Oradell's adjacent communities. As previously outlined, one of the considerations which influences the Borough's land use recommendations is the coordination of local planning efforts with those of neighboring municipalities. Through this coordination, a greater degree of inter-municipality compatibility can be achieved, particularly along shared borders.

Emerson

Located to the north is the Borough of Emerson. The last reexamination report for the Borough was adopted in April of 2007. A Master Plan amendment was approved and adopted in December of 2015. Additionally, the Borough adopted a Central Business District (CBD) Master Plan in 2003. Much of the uses along the shared border between Emerson and Oradell are largely consistent. The border comprises commercial, recreational and single-family residential use. At the northern most shared boundary, the conservation/recreational use consists of two golf courses, Hackensack Golf Club and Emerson Golf Club, flanking what is primarily commercial use along Kinderkamack Road which connects the CBDs of both Boroughs. Further to the south and west, the shared border between the two municipalities along Soldier Hill Road is characterized by low-density residential.

Haworth

Located to the east of the northern section of the Borough is the Oradell Reservoir and to the east of the Reservoir lies the Borough of Haworth. Hawthorn adopted the updated Land Use and Conservation Plan Elements of its Master Plan in 2007 and Haworth's latest Master Plan Reexamination Report was adopted in October of 2009. Within that reexamination report, the Borough reaffirms a concern from prior reports and plans that the Oradell Reservoir remain protected and preserved and the quality be maintained. The State certified the Oradell Reservoir C-1 in 2001 to protect it from additional development. This is consistent with the Oradell Land Use Plan which identifies the land to the west and south of this waterbody as conservation/recreation.

The rest of the shared border between Haworth and Oradell is exemplified by a small portion of low-density residential near the intersection of Country Club Drive and Grant Avenue and additional conservation/recreational use comprising the southern section of the privately owned White Beeches Golf and Country Club. While the Borough of Haworth designates this area comprising the golf club as recreational use, the area of the same golf club which lies within the municipal jurisdiction of Oradell has been designated as Conservation / Recreation with an overlay zone on the Oradell Land Use Plan which presents an inconsistency. According to the 2007 Haworth Land Use and Conservation Plan, there is potential for only a limited amount of future development on lands owned by the White Beeches Golf and Country Club due to environmental encumbrances.

Dumont

A very small portion of Oradell's eastern boundary is shared with the Borough of Dumont which lies just south of Haworth. Dumont's latest Master Plan Reexamination was adopted in April of 2014. The small portion of Oradell that borders Dumont consists of more recreational use continuing from the White Beeches Golf and Country Club as well as low density residential use south of the golf club. These existing uses are consistent with, and extend across the border into, that portion of Dumont as well, but it is important to note again that the portion of the golf club that lies within Oradell is designated as Conservation Recreation with an overlay zone on Oradell's Land Use Plan. One objective mentioned within Dumont's latest Reexamination Report is "to provide affordable housing units for younger adults and senior citizens", but the portion of the golf club lying within Dumont, which is adjacent to Oradell and Haworth, is designated as Parks and Public land use as opposed to Affordable Housing.

New Milford

Located to the south and east of Oradell lies the Borough of New Milford. Along the northern border of New Milford, the uses within Oradell are designated as low and moderate density residential as well as one small portion of conservation/recreation. New Milford's latest Reexamination Report was adopted in 2010 and there was a Master Plan Update also adopted in 2014. Within this reexamination report, the uses along this northern border are consistent in that they're designated as single-family residential. The north to south border shared between Oradell and New Milford, along New Milford's western edge, is created naturally by the Hackensack River and riparian buffer.

River Edge

Oradell is bordered to the south by the Borough of River Edge. River Edge last updated its master plan with a Reexamination Report in 2009. The uses within River Edge along this shared border include single-family residential, commercial and public buildings, facilities and parking. This is in line with the uses along this border in Oradell including moderate density residential, secondary business along the Kinderkamack Road. There is one area along this shared border within Oradell containing high density residential, adjacent single-family residential in River Edge, but it comprises merely one parcel less than one acre in size. This shared border also contains commercial/warehouse use on one parcel in Oradell adjacent to a parcel designated as public buildings, facilities and parking use within the northeastern most corner of River Edge which appears to be largely vacant area just north of the Park & Ride parking lot north of the River Edge train station.

Paramus

Most of the western border of Oradell is shared with the Borough of Paramus. The uses within Oradell along this border consist primarily of low and medium density residential with exception of one area of conservation/recreation containing the Oradell Swim Club and the Doug Parcells Athletic Complex along Ridgewood Avenue as well as one parcel containing commercial use at the intersection of Ridgewood Avenue and Forest Avenue. Paramus last updated their master plan with a reexamination report in 2015.



Washington Township

Emerson Borough

Closter Borough

Haworth Borough

Paramus Borough

New Milford Borough

Dumont Borough

River Edge Borough

Surrounding Land Uses

- Vacant
- Residential
- Multi-Family
- Public
- Semi-Public
- Public School
- Other School Property
- Commercial
- Cemeteries & Graveyards
- Golf Course
- Utility
- Other Exempt
- Railroad R-O-W

Source 1: Municipal boundary data from NJDEP
Source 2: Parcel data from NJGN, Westchester, Bergen County
Source 3: Orthophotography from NJGN, Westchester, Bergen County
Source 4: Surrounding Land Use data from Rutgers Associates, Inc.

Map Title

Surrounding Land Uses

BURGIS ASSOCIATES, INC.

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Project Title

2018 Master Plan

BOROUGH OF ORADELL | BERGEN COUNTY, NEW JERSEY

Project No.

3170.01

Date

01.12.18

Drawn

AF/DN

Legend

Municipal Boundary

Parcels

Scale

1" = 2,000'

Draw No.

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Section 6:

Background Information

The following section provides background information on the Borough of Oradell, so as to better guide the land use policies set forth in this Plan. The Borough's place in the surrounding region is discussed, as well as its existing land uses, environmental features, utility services, and its evolving demographic character.

Section 6:

Background Information

6.1: Regional Location

The Borough of Oradell is located in the central portion of Bergen County, approximately 4.8 miles south of Rockland County, New York, and approximately 4.5 miles west of the Hudson River. The municipality is bordered by the Borough of Emerson to the north, the Boroughs of Haworth, Dumont and New Milford to the east, the Borough of River Edge to the south, and the Borough of Paramus to the west. Oradell is the 38th largest municipality in Bergen County in terms of land area occupying 1,637 acres, or 2.55 square miles.

Regional access is provided through the Borough via major roadways, including Kinderkamack Road (County Route 503), which runs north-south through the center of the Borough, and Oradell Avenue (County Route 80), which runs east-west through the center of the Borough. Several minor arterials also serve the Borough, including Soldier Hill Road, Ridgewood Avenue, Spring Valley Road, New Milford Avenue, and Grant Avenue. State Highway 17 and the Garden State Parkway are located directly west of Oradell within the Borough of Paramus, providing additional regional access to the Borough.

Oradell is also served by several public transportation alternatives, including NJ Transit's Pascack Valley train line which connects to Secaucus Junction and Hoboken Terminal. The Oradell Train Station is located at the center of the Borough near the northern end of the community's Kinderkamack Road commercial corridor. This area, at the intersection of Kinderkamack Road and Oradell Avenue, has historically been a focal point of the Borough serving as the community's public and business center. Additionally, bus service including NJ Transit's and Rockland Coaches' local and express lines provide connections from Oradell Avenue and Kinderkamack Road to the Port Authority Bus Terminal in New York City among other regional destinations.

The accompanying Regional Location Map provides an illustration of the Borough's regional location, physical layout, and major transportation routes.



Source 1: Municipal boundary data from NJDEP.
Source 2: Parcel data from NJGIS Warehouse, Bergen County.
Source 3: Orthophotography from NJGIS Warehouse, 2015.
Source 4: Railroad data from NJ Transit.
Source 5: Roadway functional classifications from NJDOT.

Drawn By

Regional Location Map



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Westwood, New Jersey 07675

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2018 Master Plan
BOROUGH OF ORADELL | BERGEN COUNTY, NEW JERSEY

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Legend

 Municipal Boundary

 Principal Arterial - County

 Minor Arterial

 Railroad Line

 Parcels

6.2: Existing Land Use

The analysis of the Borough's existing development pattern serves as the foundation for an effective and practical land use plan, zoning ordinance and framing the community's land use goals and objectives. This master plan element examines the community's established development pattern as well as the location and quantity of vacant land. Such information, combined with analyses of Oradell's environmental features, community facilities, and related plan elements, is utilized to develop an assessment of the Borough's full development potential and further, its ability to properly accommodate any potential future growth. Accordingly, the following information is the basis for forecasting future land uses and their intensities and distributions throughout the Borough.

A lot line base map of the Borough was initially prepared to facilitate the land use inventory. Land use data from the Borough's tax office was recorded on the Borough tax maps, the data was field verified to ensure accuracy, and subsequently recorded in mapped form as an existing land use map utilizing the lot line base map as the foundation for recording information.

A total of 13 categories were used in this survey. They include residential (1-4 family), multi-family residential, commercial, industrial, public, semi-public, public school, private school, vacant land, golf course, utility, railroad right-of-way, and roads and other right-of-way. A visual representation of the distribution of land uses throughout the community is provided on the accompanying Existing Land Use Map. An Existing Zoning Map is also included, which identifies the Borough's existing zoning districts.

Overview of Existing Land Use Pattern

The Borough of Oradell encompasses a total 2,791 parcels dispersed over 1,637 acres, yielding an average parcel size of approximately 0.50 acres. As shown in the accompanying table and the Existing Land Use Map, the Borough is primarily characterized by residential land uses. A total of 726 acres, or 44.3 percent of the Borough's total land area, are developed with residential uses. Low-density (one-to four-family) residential development comprises the vast majority of this total, with 720.6 acres, or 44 percent of the Borough's total land area, devoted to such uses. Oradell's eight multi-family residential developments occupy a total of 5.51 acres, or just 0.3 percent of the Borough's total land area.

The Borough of Oradell encompasses a total 2,791 parcels dispersed over 1,637 acres, yielding an average parcel size of approximately 0.50 acres. As shown in Table 1 below and the accompanying Existing Land Use Map, the Borough is primarily characterized by residential land uses. A total of 726 acres, or 44.3 percent of the Borough's total land area, are developed with residential uses. Low

-density (one- to four-family) residential development comprises the vast majority of this total, with 720.6 acres, or 44 percent of the Borough's total land area, devoted to such uses. Oradell's eight multi-family residential developments occupy a total of 5.51 acres, or just 0.3 percent of the Borough's total land area.

With the exception of property designated as right-of-way, golf course uses comprise the second largest land use category in Oradell, accounting for 13 percent of the Borough's total land area. Oradell's golf courses are located along the Borough's northern border with Emerson (Hackensack and Emerson Golf Clubs), and along the Borough's eastern border with Haworth (White Beeches Golf and Country Club).

Public lands, facilities and public school uses occupy approximately 12.8 percent of the Borough's total acreage, representing the municipality's third largest land use category. These uses are generally dispersed throughout the community and very few acres that haven't been developed are developable. A list of Oradell's public lands is included in Appendix A-2 of this document.

Utility uses are the fourth most prevalent land use category, encompassing a total of 145 acres. Oradell's utility uses consist of three separate lots, including the Oradell Reservoir off of Veldran Avenue which is managed by SUEZ Water New Jersey, and two Public Service Electric & Gas Company facilities off of New Milford Avenue in the southern portion of the Borough. Together, these utility uses represent approximately 9 percent of the Borough's total land area.

Image: Oradell Reservoir



Source: Google Maps

Commercial uses occupy only 68 acres within the Borough, accounting for 4.1 percent of the Borough's total acreage. The Borough's commercial uses are primarily concentrated along the Kinderkamack Road corridor, as shown on the accompanying Existing Land Use Map. Whereas the Kinderkamack Road corridor is typified by large office developments north of the Soldier Hill Road, commercial uses along the rest of the corridor are a mix of retail, office, banks, restaurants, personal service establishments, auto related uses, instructional studios, and other business uses. The CBD Element discusses these uses in depth.

Finally, the analysis reveals that there is very little vacant land remaining in the Borough, with only 6.73 acres (0.4 percent of total land area) still undeveloped. The Borough's 28 vacant parcels are scattered throughout the community and lot sizes range from as small as 554 square feet to 24,000 square feet, with the average lot size measuring 0.24 acre.

Table 11: Existing Land Use Distribution
Borough of Oradell, New Jersey

Land Use Category	#	Acres %	#	Parcels %	Average Lot Size (ac)
Residential (1-4 Family)	720.59	44.0	2,595	93.0	0.28
Multi-Family	5.51	0.3	8	0.3	0.69
Commercial	67.78	4.1	85	3.0	0.80
Industrial	0	0.0	0	0.0	--
Public	164.77	10.1	53	1.9	3.11
Semi-Public	5.95	0.4	6	0.2	0.99
Public School	44.34	2.7	2	0.1	22.17
Private School	15.53	0.9	6	0.2	2.59
Vacant	6.73	0.4	28	1.0	0.24
Golf Course	213.23	13.0	3	0.1	71.08
Utility	145.38	8.9	3	0.1	48.46
Railroad Right-of-Way	0.18	0.0	2	0.1	0.09
Roads and Right-of-Way	247.15	15.1	--	--	--
Total	1,637.14	100.0	2,791	100.0	0.50



Wilton Township
Emerson Borough

Emerson Borough

Haworth Borough

Paramus Borough

New Milford Borough

Dumont Borough

River Edge Borough

Source 1: Municipal boundary data from NJDEP.
Source 2: Parcel data from NJGIS Warehouse, Bergen County.
Source 3: Orthophotography from NJGIS Warehouse, 2015.
Source 4: Railroad data from NJ Transit.
Source 5: Roadway functional classifications from NJDOT.

Map Title

Existing Land Use Map

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Project Title
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BOROUGH OF ORADELL | BERGEN COUNTY, NEW JERSEY

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Legend

- | | | |
|--------------|----------------|----------------|
| Vacant | Private School | Utility |
| Residential | Public | Railroad R-O-W |
| Multi-Family | Semi-Public | Commercial |
| | Public School | Golf Course |

6.3: Environmental Features

An analysis of the Borough's physical characteristics is important in determining the development potential of the community's remaining vacant undeveloped acreage, as well as sites being considered for redevelopment. Additionally, information on physical features is useful in assessing sites for their natural resource value and guiding the protection of these resources. The principal environmental features assessed within the framework of this master plan include topography and slopes, wetlands, flood plains and flood hazard areas, category one waterways and buffers and soil conditions.

While the following descriptions and accompanying maps provide an overview of the Borough's physical features and environmental constraints, they should nevertheless be reviewed on a site-by-site basis as individual development applications are submitted to Oradell's various local agencies for review.

Topography and Slope

The Borough of Oradell is characterized by a varied topography, including areas of moderate to steep slopes. Elevations range from less than 20 feet above sea level in the Hackensack River basin to a high of approximately 100 feet above sea level in the northwestern portions of the Borough. In general, the Borough's topography is generally flat to the east of Kinderkamack Road, with more moderate to steep slopes to the west of Kinderkamack Road.

The accompanying Environmental Constraints Map identifies the areas of the Borough with slopes in excess of 15 percent. As shown, areas with slopes in excess of 15 percent are generally concentrated to the west of Kinderkamack Road in the northern portion of the Borough, and to the south of New Milford Avenue in the southern portion of the Borough. Development in areas where slopes are 15 percent or greater require designs that limit disturbance and prevent soil erosion or excessive stormwater runoff.

Wetlands

The National Wetlands Inventory, prepared by the United States Department of the Interior Fish and Wildlife Service, provides an inventory of wetland areas in Oradell as well as other municipalities throughout New Jersey. The wetland delineations are based upon vegetation, visible hydrology and geography in accordance with acknowledged source data pertaining to wetlands classification. This data has been mapped by the New Jersey Department of Environmental Protection (NJDEP) and is illustrated on the accompanying Environmental Constraints Map.

As illustrated on the map, there are approximately 27 acres of wetlands in Oradell, which cover approximately two percent of the municipality. The primary wetland areas are those associated with Herring Brook in the eastern portion of the Borough, as well as the Hackensack River and its tributaries in the central portion of the Borough. Although this map provides a good indication of where wetlands are located, only an official determination from the NJDEP (called a “letter of interpretation” or “LOI”) can validate the presence of wetlands on a given property.

The adoption of the Freshwater Wetlands Protection Act in 1988 established a host of regulations aimed towards the preservation of New Jersey’s wetlands as well as transition areas, or “buffers.” Specifically, the Act requires NJDEP to regulate virtually all activities proposed in wetlands, including cutting of vegetation, dredging, excavation or removal of soil, drainage or disturbance of the water level, filling or discharge of any materials, driving of pilings, and placing of obstructions. In addition, NJDEP must determine the width of transition areas around wetlands, which is dependent on the sensitivity of the particular wetland. Under the Act, wetlands are categorized as Exceptional, Intermediate or Ordinary. Whereas most wetlands require a minimum 50-foot buffer, wetlands categorized as Exceptional may require buffers up to 150 feet in width. However, there are options, such as transition area averaging, which, when systematically applied, may require no buffer area at all. Proposed activities within these transition areas typically require permits from NJDEP.

Floodplains and Flood Hazard Areas

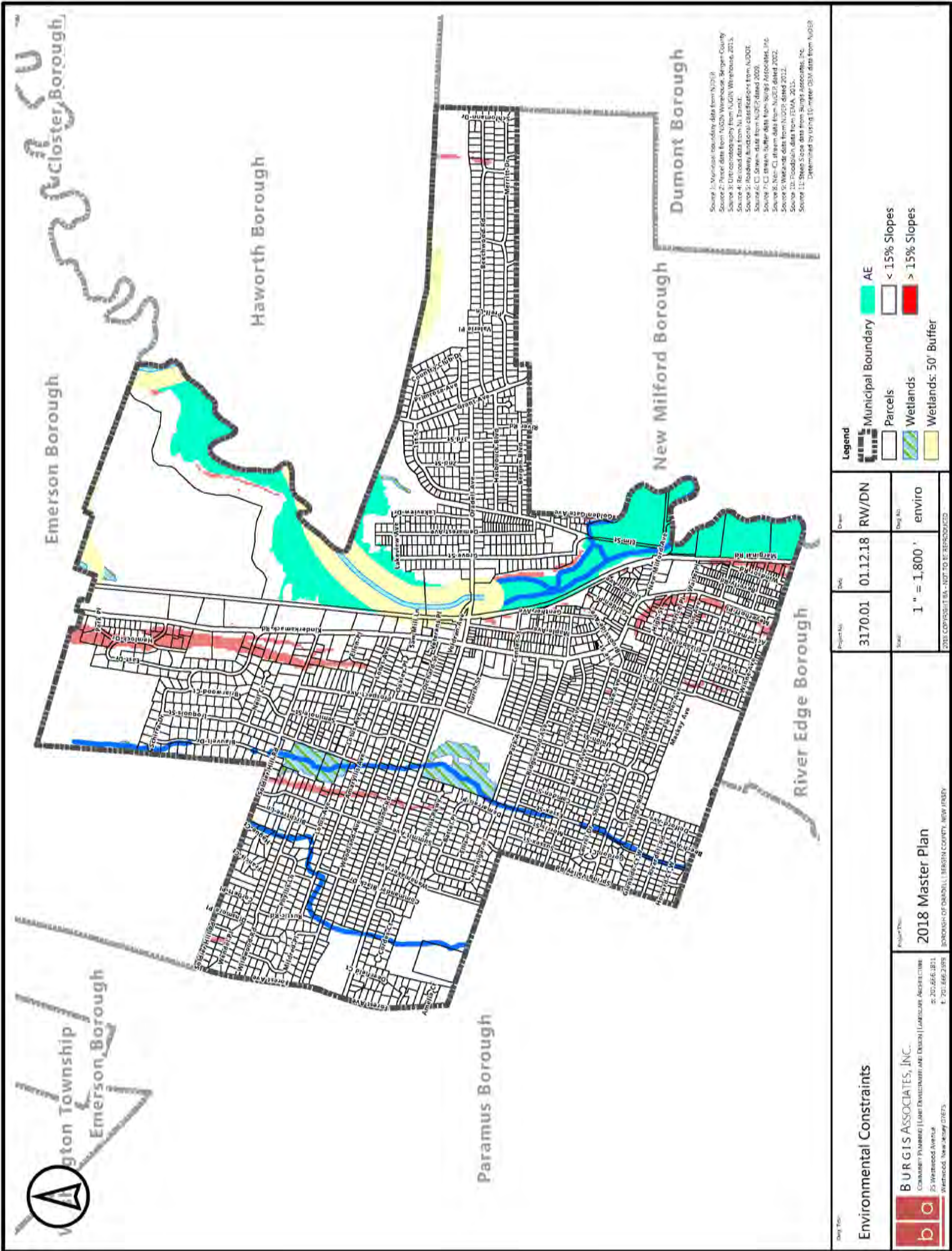
There are approximately 160 acres of land in Oradell that lie within the 100-year floodplain, covering nearly 10 percent of the Borough. The flood hazard areas in the Borough correspond to the Hackensack River, and a significant portion of the Borough’s flood hazard areas are occupied by the Oradell Reservoir. These flood hazard areas are presented in the accompanying Environmental Constraints Map and reflect the data published by Federal Emergency Management Agency as part of the National Flood Insurance Program. This data does not necessarily show all areas of the Borough that are subject to flooding, but does provide a broad overview of potential flood problems throughout the municipality.

Category One Waterways and Buffers

Category One waterways, as well as those areas within 300 feet of such streams, receive special protection under New Jersey's Surface Water Quality Standards (SWQS) because of their exceptional ecological, water supply, and/or recreational significance. In addition, protection is afforded to those waterways with exceptional shellfish or fisheries resources.

In those waters designated as Category One and their surrounding 300-foot buffers, known as Special Water Resource Protection Areas (SWRPAs), existing development is not regulated. However, new construction or expansion to existing structures that will disturb one acre or more of the property or that would increase impervious surfaces on site by at least one-quarter of an acre is prohibited within SWRPAs.

As shown on the accompanying Environmental Constraints Map, the Borough's Category One waterways are associated with the Oradell Reservoir and tributaries of the Hackensack River.



6.4: Soil Conditions

The type and distribution of soils over an area must be taken into consideration when making land use decisions. The Soil Survey Geographic (SSURGO) database maintained by the Natural Resources Conservation Service (NRCS) provides detailed information on soil types and characteristics throughout the United States. The distribution of major soil types in Oradell are shown on the accompanying Soil Series Map. Pursuant to the NCRS, Oradell is comprised of six distinct soil series, excluding water and urban land. Each soil series, which has its own distinct characteristics and limitations as to how land can be developed and used, is described in detail below.

Boonton

The Boonton series includes deep or very deep soils formed in till on uplands. These soils are moderately well and well drained with slope ranges from 0 to 50 percent. Depth to bedrock is more than 4 feet. The soils formed in glacial till composed mostly of red to brown shale, sandstone, basalt, and some granitic gneiss. This soil series is considered very unfavorable for development.

Dunellen

The Dunellen series are deep well drained soils in stratified materials, located primarily on outwash plains and stream terraces. Depth to bedrock is usually greater than 10 feet. Slope ranges from 0 to 35 percent. The underlying bedrock is a red soft shale or siltstone. Runoff is usually negligible to high in these soils. Soils in this series are considered very favorable for building site development where slopes are minimal, yet are considered very unfavorable where slopes are the steepest.

Fluvaquents

This map unit is comprised of somewhat poorly drained to very poorly drained soils. Frequently found in floodplains or flood prone areas, these soils support reeds and herbaceous wetland plants. Slopes range from 0 to 3 percent and surface runoff is medium or slow. These soils provide potential habitat for wetland wildlife and are considered very unfavorable for building site development.

Pascack

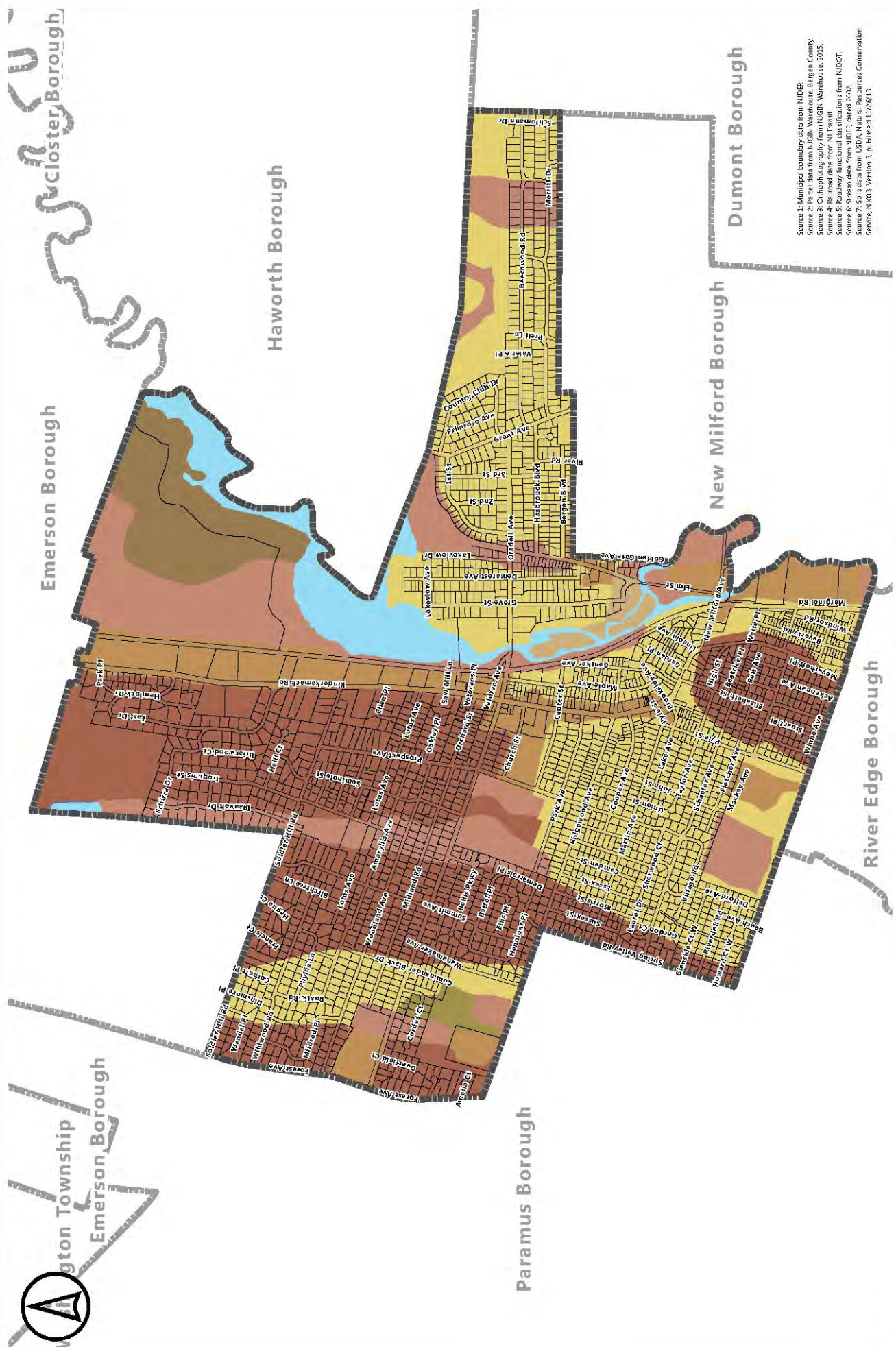
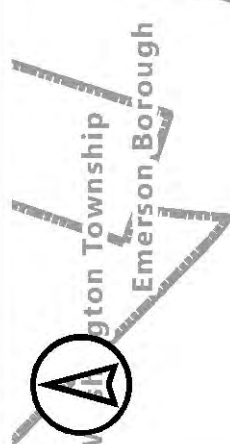
The Pascack series consists of very deep, moderately well drained and somewhat poorly drained soils. These soils are formed in glacial outwash, located in nearly level or slight depressions. The outwash formed from red shales, basalt, and granitic gneiss. Slope ranges from 0 to 8 percent. Soils in this series are considered somewhat to very unfavorable for building site development, depending on the building type.

Riverhead

The Riverhead series includes very deep well drained soils. These soils are formed in glacial outwash deposits derived mostly from granitic materials. Located in nearly level to steep soils on outwash plains, valley trains, beaches, and water-sorted moraines. Slope ranges from 0 to 50 percent with. The depth to bedrock is usually more than 60 inches. Soils in this series are considered very favorable for building site development where slopes are minimal, yet are considered very unfavorable where slopes are the steepest.

Udorthents

This map unit occurs in low areas of marine and estuarine deposits. Not an official series description, these soils have been filled, smoothed, or otherwise disturbed to a depth of 3 feet or more. In these mapped areas, slope ranges from 0 to 5 percent. The original soils are thought to be somewhat poorly drained to poorly drained soils.



Source 1: Municipal boundary data from NJDEP.
 Source 2: Parcel data from NJGIS Warehouse, Bergen County.
 Source 3: Orthophotography from NJGIS Warehouse, 2015.
 Source 4: Railroad data from NJ Transit.
 Source 5: Roadway functional classifications from NJDOT.
 Source 6: Stream data from NJDEP, dated 2002.
 Source 7: Soil data from USDA, Natural Resources Conservation Service, NR03, Version 3, published 11/28/13.

Soils Map

Project Title
2018 Master Plan

Project No.
3170.01

Date
01.12.18

Drawn
RW/DN

Scale
1" = 1,800'

Soils
soils

Scale
1" = 1,800'

Scale
1" = 1,800'

Legend

Municipal Boundary

Parcels

Boonton

Dunellen

Fluvaquents

Pascack

Riverhead

Udorthents

Urban Land

Water

Soils

Boonton

Dunellen

Fluvaquents

Pascack

Riverhead

Udorthents

Urban Land

Water

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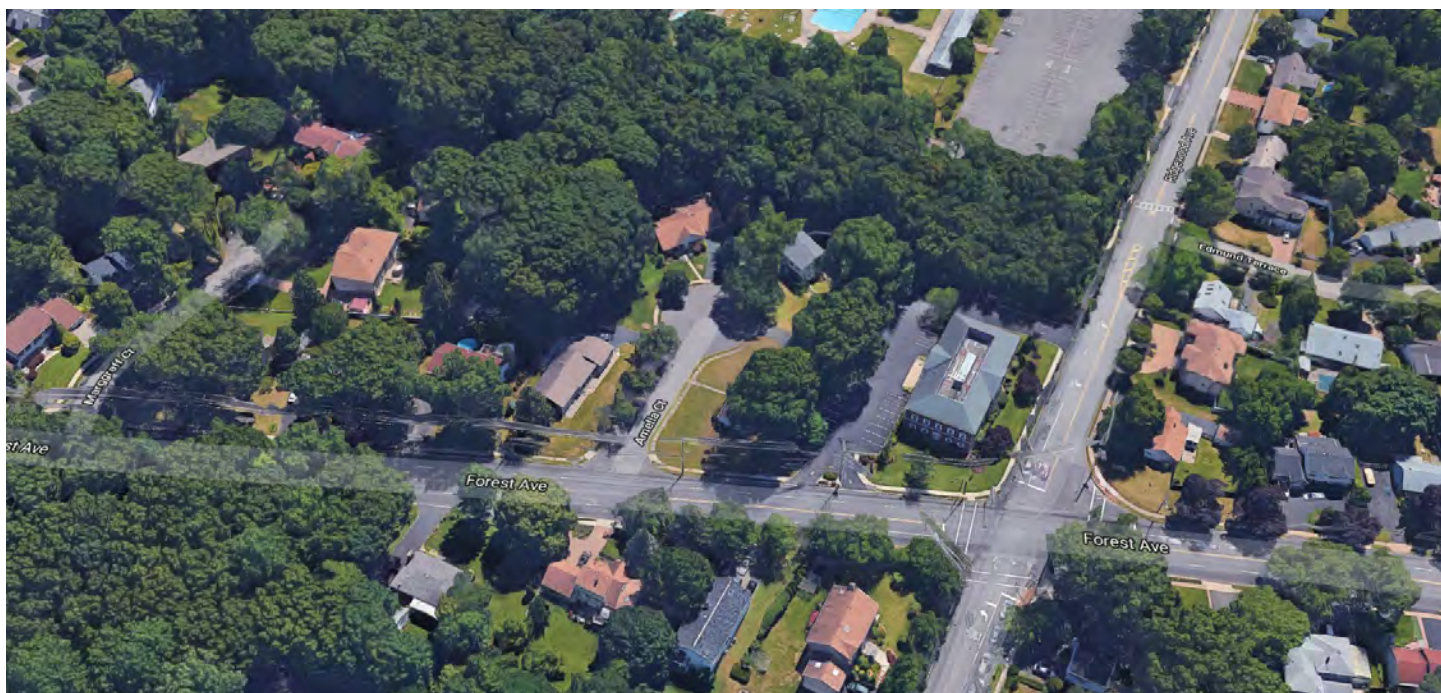
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 WESTWOOD, NEW JERSEY 07675

An analysis of the Borough's potable water supply and sanitary sewer services is presented below. This information is pertinent to the Land Use Plan Element in that the capacity for water and sewer directly impacts the amount and intensity of new development that can occur in the municipality. In addition, it allows for the identification of appropriate sites for wells and water storage facilities.

Sanitary Sewerage

As shown on the accompanying Sewer Service Area Map, the majority of Oradell is located within the Sewer Service Area. The only portions of the Borough that are not within the Sewer Service Area include three single family homes on Amelia Court which have septic systems, and those lands encumbered by the Oradell Reservoir, including the protective watershed surrounding the perimeter of the reservoir, and the Hackensack River. In addition, there are two small water bodies associated with the Hackensack and Emerson Golf Clubs which are also not included within the Sewer Service Area.

Image: Amelia Court



Source: Google Maps

Several sanitary sewer lines traverse private property without recorded easements. The prevalence of this issue has yet to be evaluated.

Sewage collected in Oradell is ultimately transported to the wastewater treatment plant of the Northwest Bergen County Utilities Authority (NBCUA) in Waldwick.

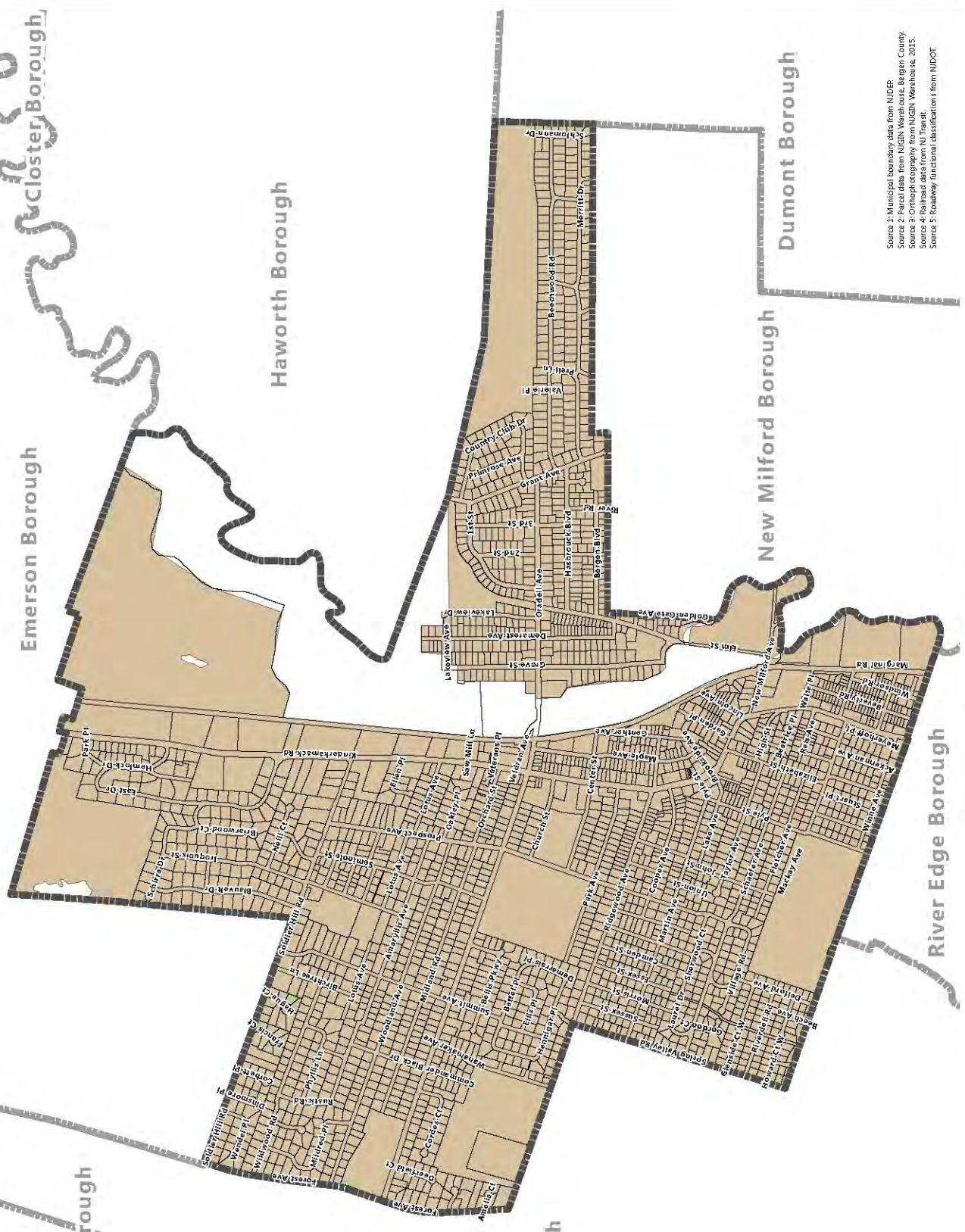
Water System

Public water for the Borough of Oradell is provided to all residents by SUEZ Water New Jersey. Water from SUEZ is derived from the Oradell Reservoir, as well as reservoirs in Woodcliff Lake and Lake Tappan in Bergen County, and Lake DeForest Reservoir in Rockland County, New York.

A review of NJDEP data reveals that there are no public community or non-community wells supplying groundwater in Oradell. Public community water supply wells are those public wells that regularly supply potable water to at least 15-service connections used by year-round residents. Public non-community water supply wells are defined as public water supply wells used by individuals other than year-round residents for at least 60 days of the year.



Wilton Township
Emerson Borough



Source 1: Municipal boundary data from NJDEP
Source 2: Parcel data from NJGH Warehouse, Bergen County
Source 3: Orthophotography from NJGH Warehouse, 2015
Source 4: Railroad data from NJ Transit
Source 5: Roadway functional classifications from NJDOT

Drawn Title

Sewer Service Area

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25 Westwood Avenue
Westwood, New Jersey 07675
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Project Title
2018 Master Plan
BOROUGH OF ORADELL | BERGEN COUNTY, NEW JERSEY

Project No.	Date	Drawn	Scale
3170.01	01.12.18	RW/DN	1" = 1,800'
		Draw No.	SSA

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Legend

Municipal Boundary

Parcels

Sewer Service Area

BCUA

6.5: Demographic Characteristics

This section details the population, housing and employment characteristics of the Borough, and analyzes the changes that have occurred since the preparation and adoption of the 2005 Master Plan Reexamination Report in order to determine the factors that may affect the present and future trends in the Borough.

Population Growth

The study of population trends is an important and integral part of a master plan. It tells us about the past trends in the Borough and the anticipated growth. As shown in the table below, the Borough's population more than doubled between 1950 and 1960, reflecting the suburbanization of Oradell. The population continued to increase steadily in the 1960s, but declined during the 1970s and 1980s, decreasing nearly 10 percent between 1970 and 1990. However, the Borough's population has remained relatively static since the 1990s. The 2014 population estimate of 8,080 represents a 0.4 percent increase over the 2000 census figure of 8,047.

Table 12: Population Growth, 1920-2014*
Borough of Oradell, New Jersey

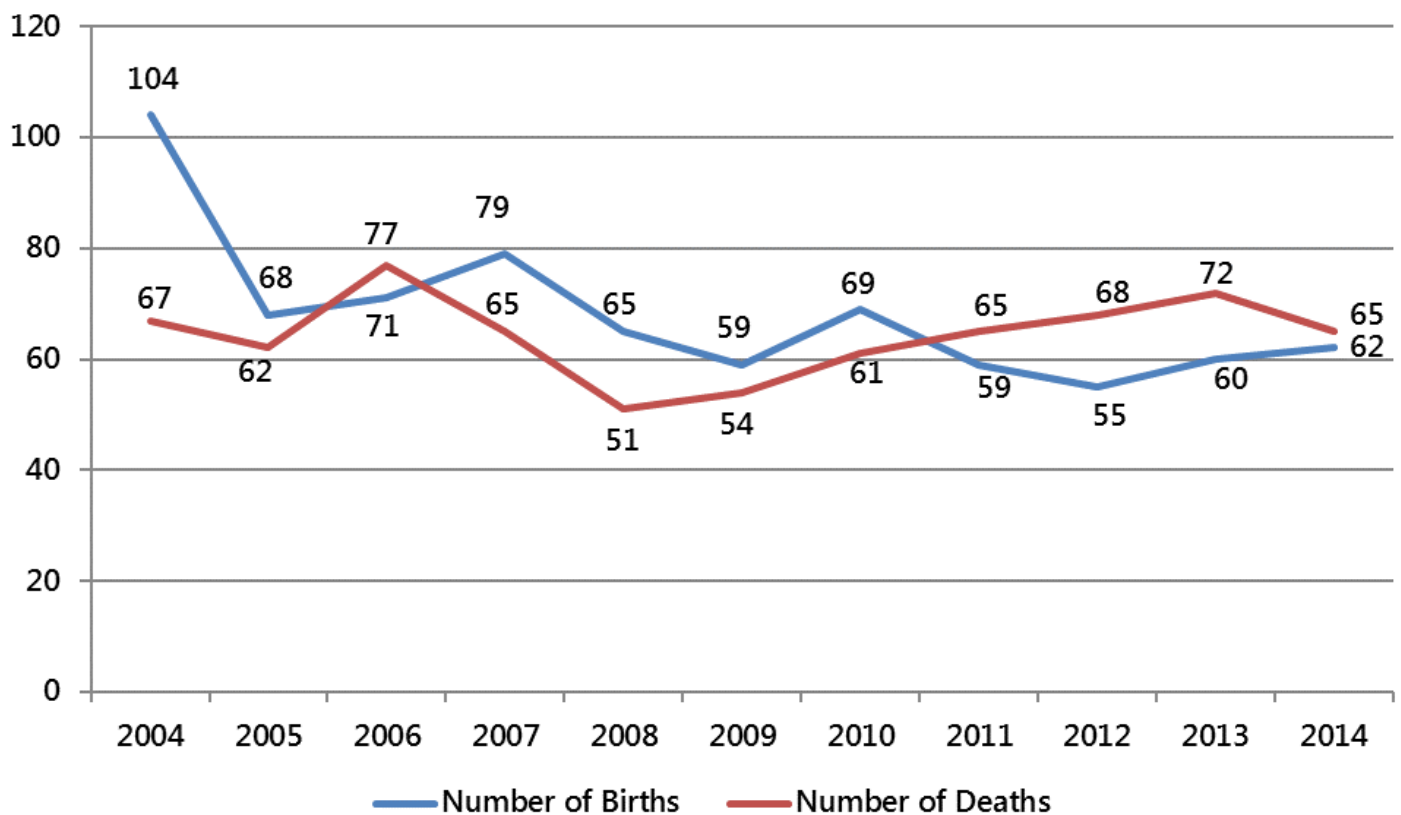
Year	Population	Population Change	Percent Change
1920	1,286	--	--
1930	2,360	1,074	83.5
1940	2,802	442	18.7
1950	3,665	863	30.8
1960	7,487	3,822	104.2
1970	8,903	1,416	18.9
1980	8,658	-245	-2.7
1990	8,024	-634	-7.3
2000	8,047	23	0.2
2010	7,978	-69	-0.9
2014*	8,080	102	1.3

* 2014 data is the average between January 2010 and December 2014.
Source: Bergen County Data Book; 2014 American Community Survey 5-Year Estimates.

Birth and Death Statistics

Data on the number of births and deaths helps a community assess its future needs for community facilities and services, particularly with respect to the school system and recreational facilities. The figure below illustrates the birth and death statistics for the Borough between 2004 and 2014. As shown the number of births has declined significantly since 2004, which has implications for the school system, whereas the death rate was relatively static. Since 2011, the number of deaths of Oradell residents has exceeded the number of births.

Figure 5: Births and Deaths, 2004-2014
Borough of Oradell, New Jersey



Source: New Jersey Department of Health, Center for Health Statistics, 2017.

Age Distribution

The following table illustrates changes to the Borough's age distribution between 2000 and 2014. As shown, the largest increase in the population between 2000 and 2014 was in the population aged 45 to 54, which increased from 15.8 percent of the population to 18.9 percent during this period. The population of seniors aged 55 and over has also been increasing on the whole; in 2014, seniors represented 30.3 percent of the population, as compared to 27.7 percent of the population in 2000. The largest decreases in population between 2000 and 2014 were found in the 25 to 44 and under 5 age cohorts. The population aged 25 to 44 decreased from 26.3 percent of the population to 18.1 percent during this period, while the population under 5 decreased from 6.3 percent of the population to 4.3 percent. Overall, Oradell's median age increased from 41.3 to 44.1 between 2000 and 2014. This data all has significant implications regarding the provision of community facilities and housing needs.

Table 13: Age Distribution, 2000 and 2014*
Borough of Oradell, New Jersey

Age Group	2000		2014*	
	Number	Percent	Number	Percent
Under 5	509	6.3	344	4.3
5-9	567	7.1	680	8.4
10-14	631	7.8	733	9.1
15-19	435	5.4	569	7.0
20-24	287	3.6	314	3.9
25-34	770	9.6	416	5.1
35-44	1,344	16.7	1,048	13.0
45-54	1,272	15.8	1,525	18.9
55-59	505	6.3	629	7.8
60-64	390	4.8	464	5.7
65-74	676	8.4	763	9.4
75-84	479	5.9	368	4.6
85+	182	2.3	227	2.8
Total	8,047	100.0	8,080	100.0

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

Household Size

As shown in the table below, the average household size for the Borough declined steadily in the years between 1980 and 2000, and then remained static between 2000 and 2010 at approximately 2.8 people per household. However, the average household size data for 2014 showed a slight increase from 2010, at 2.94 people per household. This data is consistent with data for the county as a whole.

Table 14: Average Household Size, 1980 to 2014*
Borough of Oradell, New Jersey

Year	Average Household Size
1980	3.12
1990	2.89
2000	2.83
2010	2.84
2014*	2.94

* 2014 data is the average between January 2010 and December 2014.
Source: Bergen County Data Book; 2014 American Community Survey 5-Year Estimates.

Dwelling Units

The following table provides detail regarding the tenure and occupancy of the Borough's housing stock. As shown below, the American Community Survey recorded a total of 2,746 housing units in the Borough in 2014, representing a 3.1 percent decrease since 2000. The percentage of units estimated to be owner-occupied in 2014 was 86.3 percent, down slightly from 88.5 percent in 2000. Conversely, the proportion of units that are vacant has increased significantly during this period, from 1.5 percent of all units in 2000 to 4.3 percent of all units in 2014. This continues to represent a healthy occupancy for the Borough.

Table 15: Housing Units by Tenure and Occupancy Status, 2000 and 2014*
Borough of Oradell, New Jersey

Characteristics	2000		2014*	
	Number of Units	Percent	Number of Units	Percent
Owner Occupied	2,507	88.5	2,371	86.3
Renter Occupied	282	10.0	257	9.4
Vacant Units	44	1.5	118	4.3
Total	2,833	100.0	2,746	100.0

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

Units in Structure

The following table provides additional information on the characteristics of the Borough's housing stock. As shown below, the housing stock is predominantly characterized by single-family detached units. In both 2000 and 2014, these represented approximately 90 percent of all dwelling units. However, between 2000 and 2014, the Borough's second most predominant housing type changed from two-family units to dwellings in structures with 20 or more units. Whereas two-family units decreased from 3.7 percent to 2.1 percent of all units between 2000 and 2014, dwellings in structures with 20 or more units increased from 1.9 to 4.4 percent of all units during this same period.

Table 16: Units in Structure, 2000 and 2014*
Borough of Oradell, New Jersey

Units in Structure	2000		2014*	
	Number	Percent	Number	Percent
Single Family, Detached	2,553	90.0	2,463	89.7
Single Family, Attached	31	1.1	32	1.2
2 Units	105	3.7	58	2.1
3 to 4 Units	42	1.5	20	0.7
5 to 9 Units	31	1.1	7	0.3
10 to 19 Units	18	0.6	34	1.2
20 or More Units	53	1.9	122	4.4
Other	0	0	10	0.4
Total	2,833	100.0	2,746	100.0

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

Age of Housing Stock

The following figure identifies the relative age of housing in the Borough as reported for 2014. As shown, two-thirds of the Borough's housing units were constructed prior to 1960. Only 55 units (representing 2.0 percent) of Oradell's housing units have been constructed since 1990, reflective of both the health of the older housing stock and the fully developed nature of the community.

Table 17: Age of Housing Stock, 2014*
Borough of Oradell, New Jersey

Year Structure Built	Number	Percent
2010 or Later	0	0
2000 to 2009	27	1.0
1990 to 1999	28	1.0
1980 to 1989	122	4.4
1970 to 1979	389	14.2
1960 to 1969	466	17.0
1950 to 1959	876	31.9
1940 to 1949	191	7.0
1939 or earlier	647	23.6
Total	2,746	100.0

* 2014 data is the average between January 2010 and December 2014.
Source: 2014 American Community Survey 5-Year Estimates.

Purchase and Rental Value of Housing Units

The following two tables identify rental values and purchase values for specified renter-occupied and owner-occupied units in Oradell. As shown in Table 18, approximately 25 percent of Oradell's rental housing stock had monthly rents of \$1,500 or more in 2014. This is up significantly from 2000, at which time only 17 percent of the Borough's rental units had monthly rents of \$1,500 or more. And whereas the majority (57 percent) of all rental units had monthly rents less than \$1,000 in 2000, no rental units had monthly rents less than \$1,000 in 2014. The Borough's 2014 median monthly rent of \$1,400 represents a 46 percent increase from 2000, and is 4.5 percent higher than the 2014 median monthly rent of Bergen County as a whole, which is \$1,340. It is also important to note that the proportion of rental units for which no cash rent is paid increased substantially between 2000 and 2014, from 9 percent of all units in 2000 to 28 percent of all units in 2014.

Table 19 shows that whereas less than 10 percent of the Borough's owner-occupied units were valued at \$500,000 or more in 2000, nearly 62 percent of the Borough's owner-occupied units had a value of \$500,000 or more in 2014. The Borough's 2014 median value of \$562,600 is 70 percent higher than the Borough's median value in 2000, and is 27 percent higher than the County's 2014 median value of \$443,500.

Table 18: Specified Renter Occupied Housing Units by Rent, 2000 and 2014*
Borough of Oradell, New Jersey

Rent Range	2000		2014*	
	Number	Percent	Number	Percent
Less than \$250	0	0	0	0
\$250 to \$499	10	3.5	0	0
\$500 to \$749	18	6.4	0	0
\$750 to \$999	132	46.8	0	0
\$1,000 to \$1,499	48	17.0	121	47.1
\$1,500 or More	48	17.0	64	24.9
No Cash Rent	26	9.2	72	28.0
Total	282	100.0	257	100.0
Median Rent		\$957		\$1,400

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

Table 19: Specified Owner Occupied Housing Units by Value, 2000 and 2014 *
Borough of Oradell, New Jersey

Value Range	2000		2014*	
	Number	Percent	Number	Percent
Less than \$100,000	12	0.5	27	1.2
\$100,000 to \$149,999	17	0.7	8	0.3
\$150,000 to \$199,999	180	7.4	20	0.8
\$200,000 to \$299,999	750	30.9	0	0
\$300,000 to \$499,999	1,229	50.6	850	35.8
\$500,000 to \$999,999	228	9.4	1,371	57.8
\$1,000,000 or More	13	0.5	95	4.0
Total	2,429	100.0	2,371	100.0
Median Value		\$330,900		\$562,600

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

Place of Residence the Previous Year

The table below provides information on where Oradell residents in 2014 resided the previous year. As shown, residential mobility within the Borough is highly stable, with 96 percent of the Borough's 2014 population residing in the same house the previous year. The Borough's population is less mobile than Bergen County as a whole, wherein 92 percent of the 2014 population resided in the same house the previous year.

Table 20: Place of Residence the Previous Year (Population 1 Year and Over), 2014 *
Borough of Oradell, New Jersey

Residence 1 Year Ago	Number	Percent
Same House	7,739	96.0
Different House, Same County	214	2.7
Different County, Same State	3	0.0
Different State	47	0.6
Different Country	58	0.7
Total	8,061	100.0

* 2014 data is the average between January 2010 and December 2014.
Source: 2014 American Community Survey 5-Year Estimates.

Income Level

The median household income for Oradell households increased approximately 58 percent between 2000 and 2014, rising from \$91,014 to \$144,222. The Borough's 2014 median household income is 72 percent higher than the 2014 median household income of Bergen County as a whole, which is \$83,686. Detailed household income figures are shown in the table below.

Table 21: Household Income, 2000 and 2014 *
Borough of Oradell, New Jersey

Income Level	Number	2000 Percent	Number	2014* Percent
Less than \$10,000	60	2.1	0	0
\$10,000 to \$14,999	79	2.8	24	0.9
\$15,000 to \$24,999	121	4.3	119	4.5
\$25,000 to \$34,999	159	5.7	100	3.8
\$35,000 to \$49,999	298	10.7	249	9.5
\$50,000 to \$74,999	399	14.2	188	7.2
\$75,000 to \$99,999	397	14.1	288	11.0
\$100,000 to \$149,999	601	21.4	406	15.4
\$150,000 to \$199,999	380	13.5	488	18.6
\$200,000 or More	315	11.2	766	29.1
Total	2,809	100.0	2,628	100.0
Median Income		\$91,014		\$144,222

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

Employment Trends

The table below provides information on the employment status of Borough residents age 16 and over. As shown, the unemployment rate for Oradell's civilian labor force increased by 155 percent between 2000 and 2014, from 2.9 percent in 2000 to 7.4 percent in 2014. This is just slightly higher than Bergen County's 2014 unemployment rate of 7.3 percent. It is also important to note that the percentage of the Borough's population in the labor force also increased during this period, from 63.6 percent in 2000 to 66.8 percent in 2014.

Table 22: Employment Status of Residents Age 16 and Over, 2000 and 2014 *
Borough of Oradell, New Jersey

Employment Status	2000		2014*	
	Number	Percent	Number	Percent
In labor force	3,980	63.6	4,156	66.8
Civilian labor force	3,980	63.6	4,156	66.8
Employed	3,865	61.8	3,847	61.8
Unemployed	115	1.8	309	5.0
% of civilian labor force	--	2.9	--	7.4
Armed Forces	0	0	0	0
Not in labor force	2,279	36.4	2,069	33.2
Total Population 16 and Over	6,259	100.0	6,225	100.0

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

Type of Work

The following two tables detail information on the employment characteristics of employed Oradell residents. Table 23 details occupation characteristics, while Table 24 details industry characteristics. A large proportion of the town is employed in the management, professional and related occupations sector. Additionally, the amount of persons employed in education, health and social services has increased to 29 percent of the total population.

Table 23: Employed Residents Age 16 and Over, By Occupation (2000 and 2014*)
Borough of Oradell, New Jersey

Occupation	2000		2014*	
	Number	Percent	Number	Percent
Management, Business, Science and Arts	2,189	56.6	2,464	64.0
Service Occupations	234	6.1	252	6.6
Sales and Office Occupations	1,124	29.1	907	23.6
Natural Resources, Construction, and Maintenance	124	3.2	145	3.8
Production, Transportation and Material Moving	194	5.0	79	2.1
Total	3,865	100.0	3,847	100.0

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

Table 24: Employed Residents Age 16 and Over, By Industry (2000 and 2014*)
Borough of Oradell, New Jersey

Industry	2000		2014*	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing, Hunting, Mining	0	0	29	0.8
Construction	89	2.3	58	1.5
Manufacturing	289	7.5	168	4.4
Wholesale Trade	295	7.6	151	3.9
Retail Trade	431	11.2	445	11.6
Transportation, Warehousing, Utilities	138	3.6	142	3.7
Information	263	6.8	193	5.0
Finance, Insurance, Real Estate, Rental, Leasing	579	15.0	481	12.5
Professional, Scientific, Management, Administrative, Waste Management Services	494	12.8	704	18.3
Educational, Health Care, Social Services	842	21.8	1,121	29.1
Arts, Entertainment, Recreation, Accommodation, Food Services	160	4.1	155	4.0
Other Services	137	3.5	134	3.5
Public Administration	148	3.8	66	1.7
Total	3,865	100.0	3,847	100.0

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

Means of Transportation to Work

The table below details the means of transportation to work for employed residents age 16 and over in 2000 versus 2014. As shown, the percentage of residents who travel to work alone in a private automobile increased slightly between 2000 and 2014, from 74.6 percent of workers in 2000 to 74.9 percent of workers in 2014. Meanwhile, the proportion of workers who carpool, walk, or use public transportation decreased during this period, from 22 percent of the workforce in 2000 to 19.5 percent of the workforce in 2014. Interestingly, the percentage of workers in the Borough who work from home nearly doubled between 2000 and 2014, from 2.9 percent of the workforce in 2000 to 5.7 percent of the workforce in 2014.

Table 25: Means of Transportation to Work, 2000 and 2014 *
Borough of Oradell, New Jersey

Transportation Method	2000		2014*	
	Number	Percent	Number	Percent
Drove Alone – Car, Truck, or Van	2,841	74.6	2,775	74.9
Carpooled– Car, Truck, or Van	249	6.5	247	6.7
Public Transportation (excludes taxicab)	532	14.0	450	12.1
Walked	57	1.5	25	0.7
Other Means	19	0.5	0	0
Worked from Home	112	2.9	210	5.7
Total	3,810	100.0	3,707	100.0

* 2014 data is the average between January 2010 and December 2014.
Source: U.S. Bureau of the Census – 2000; 2014 American Community Survey 5-Year Estimates.

6.6: Recent Development Activity

The accompanying tables summarize development activity in the Borough of Oradell since 2000. Between 2000 and 2015, certificates of occupancy were issued for 46 dwelling units and demolition permits were issued for 35 dwelling units, representing a net growth of 11 dwelling units during this period. As shown in the following table, most of this growth occurred in just one year. Whereas residential growth in the Borough was essentially flat between 2000 and 2014; the Borough experienced a net increase of 10 dwelling units in 2015.

**Table 26: Residential Certificates of Occupancy and
Demolition Permits Issued (Dwelling Units), 2000-2015
Borough of Oradell, New Jersey**

Year	COs	Demos	Net
2000	4	2	2
2001	1	2	-1
2002	3	1	2
2003	0	0	0
2004	2	4	-2
2005	4	3	1
2006	1	4	-3
2007	3	3	0
2008	5	3	2
2009	4	1	3
2010	0	0	0
2011	0	3	-3
2012	4	1	3
2013	3	0	3
2014	2	8	-6
2015	10	0	10
Total	46	35	11

Source: NJDCA, Division of Codes & Standards, Construction Reporter

The following table summarizes non-residential development activity in Oradell since 2000. Between 2000 and 2015, certificates of occupancy were issued for approximately 95,000 square feet of non-residential development. As shown below, 70 percent of this new development has been related to education, while an additional 26 percent has been office space. With the exception of the clearly anomalous education project developed in 2006, the Borough has experienced an average annual increase of 2,088 square feet of new non-residential floor area since 2000.

Table 27: Non-Residential Certificates of Occupancy (Square Feet), 2000-2015
Borough of Oradell, New Jersey

Year	Office	A-4*	A-5**	Education	Institutional	Total
2000	0	0	0	0	0	0
2001	70	0	0	0	0	70
2002	0	0	0	0	0	0
2003	200	0	0	0	0	200
2004	0	0	0	0	0	0
2005	3,225	0	0	0	0	3,225
2006	0	0	0	63,823	0	63,823
2007	490	0	0	0	0	490
2008	17,430	0	0	0	0	17,430
2009	1,372	0	0	0	0	1,372
2010	0	0	0	0	0	0
2011	0	660	0	0	533	1,193
2012	0	0	0	0	0	0
2013	1,551	0	3,356	2,438	0	7,345
2014	0	0	0	0	0	0
2015	0	0	0	0	0	0
Total	24,338	660	3,356	66,261	533	95,148

*: A-4 Assembly uses intended for viewing of indoor sporting events and activities.
 **: A-5 Assembly uses intended for participation in and viewing of outdoor activities.
 Source: NJDCA, Division of Codes & Standards, Construction Reporter

