

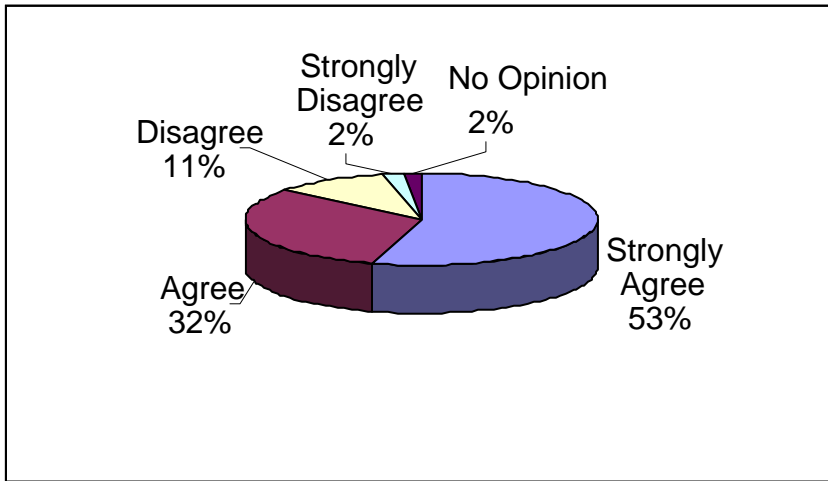
Bloomfield Center Redevelopment
Public Workshop #2 – Questionnaire Results

SA= Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree, NO=No Opinion
57 Total Completed Surveys, plus 10 with comments only.

Section A: Building Form

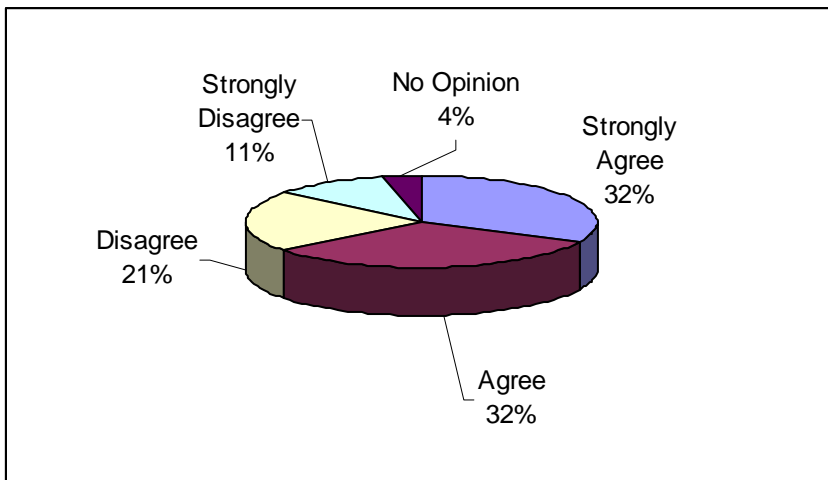
1. Guidelines should be established that guide the height, scale and form of new buildings in downtown

31 SA 18 A 6 D 1 SD 1 NO

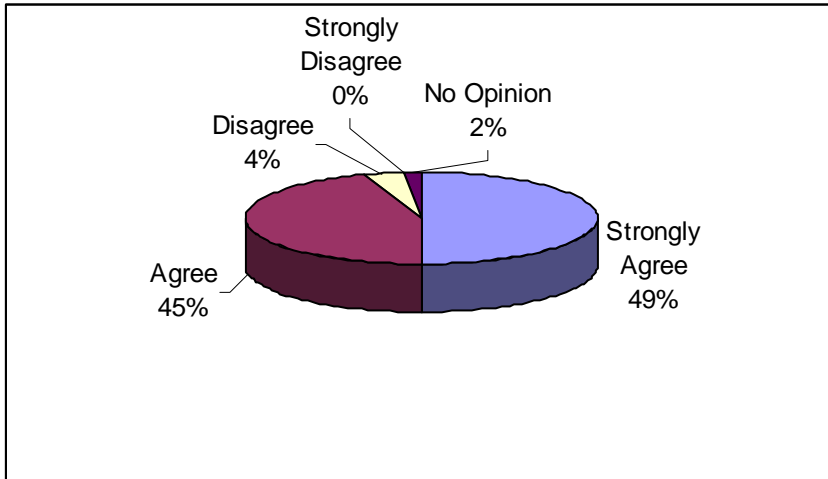


2. New Buildings should be kept lower than the tallest building in downtown

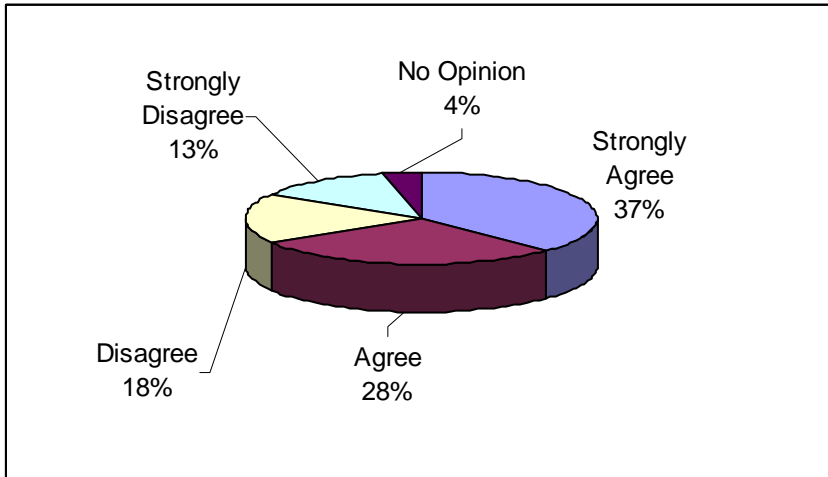
18 SA 18 A 12 D 6 SD 2 NO



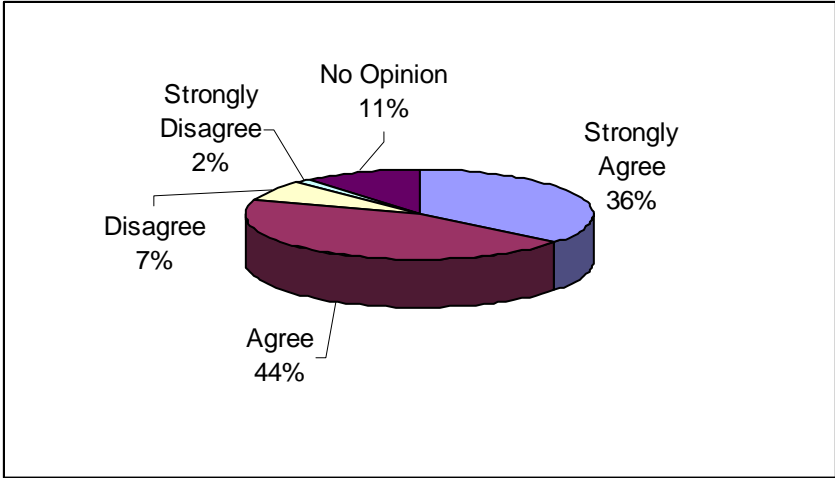
3. A variety of building heights is important in downtown
28 SA 25 A 2 D 0 SD 1 NO



4. It is important to maintain the “2-4 story” building character that currently exists in downtown
21 SA 16 A 10 D 7 SD 2 NO

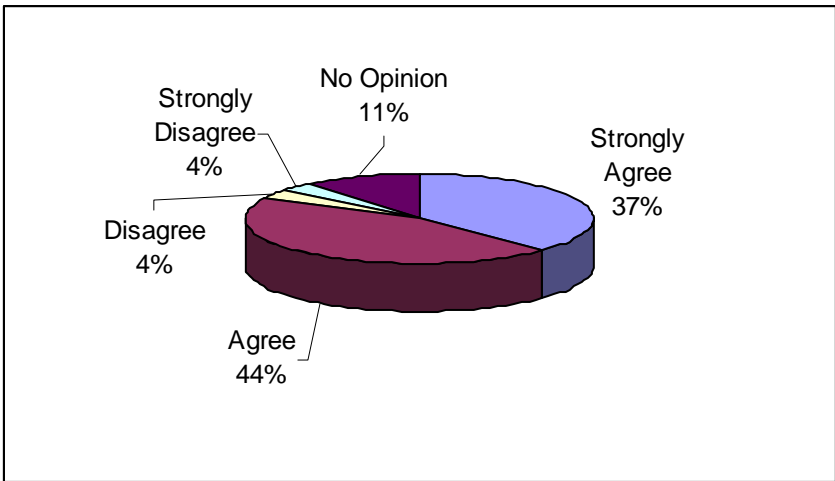


5. At a particular height, buildings should be required to “step back” to maintain the current character of downtown Bloomfield
20 SA 25 A 4 D 1 SD 6 NO



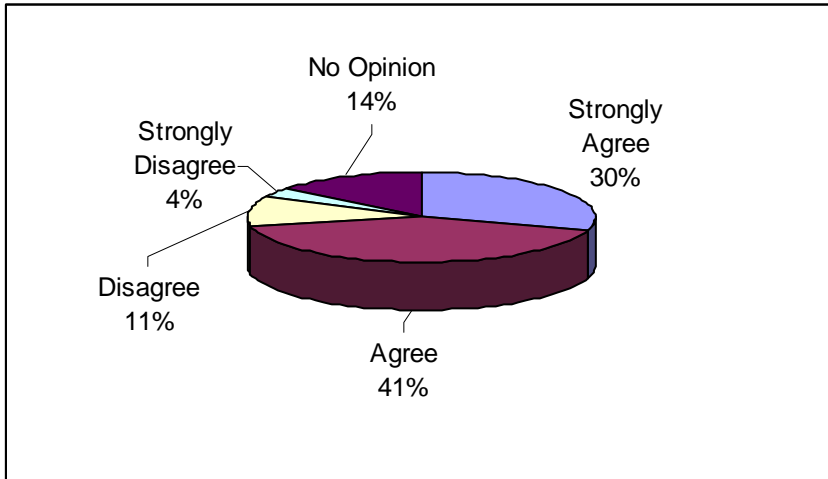
6. Larger buildings should be required to provide ‘building breaks’ to maintain a smaller appearance

6. 21 SA 25 A 2 D 2 SD 6 NO



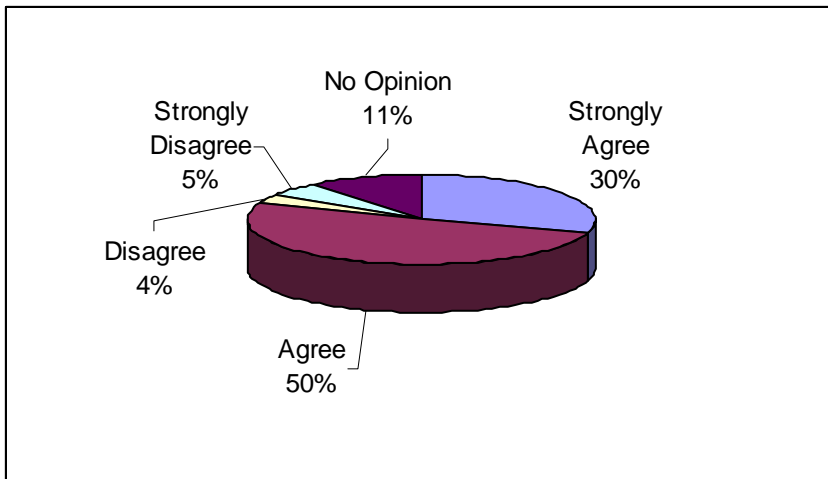
7. Balconies overlooking the street should be provided on new buildings.

17 SA 24 A 6 D 2 SD 8 NO



8. All buildings should have Storefronts, "stoops" or front porches that face the street.

8. 17 SA 29 A 2 D 3 SD 6 NO



Additional Comments:

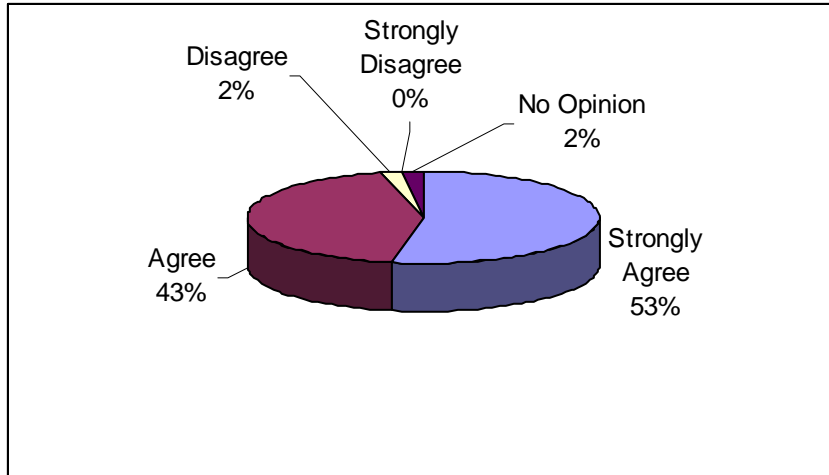
- Parking Decks should look like a park in front.
- Referencing Question 8 – should have a 'New England' style
- No Nail Salons, Dollar Stores, Gogo Bars, Cheap Digs
- Trader Joe's NOW (let them come in anywhere, however they want)
- All ?merchants, storeowners? must follow rules
- Although there are numerous buildings in the center, I would not miss if altered or demolished for newer construction. I would hope that we would encourage the township to designate certain buildings or groups of buildings as historic.
- I strongly believe in keeping existing character of buildings (i.e) heights.
- The downtown area of Meissner(sp?) park in ft. Lauderdale Florida has a great feel with step back façade, mix of retail, restaurant, and entertainment options. The loss of 12 miles west theatre company was a loss to the community.
- Union members should be considered when building & renovation structures

- The greener the better – not like Venn Park – which has way too much concrete – more trees – curb bump outs to slow traffic & create landscaped islands
- Parking decks that look like buildings – like the one at Montclair State; & the one at Manhattan Plaza, which has a green strip at base of Garage with benches.
- Question #1: Variety works. Quality control through plan review serves this purpose. Guidance docs can be offered, but don't require “lockstep (a process or routine that is standardized and inflexible – Encarta Dictionary: English)” adherence.
- Question #2: Again, this should be considered on a project by project basis
- Question #4: Primarily ‘yes’, but exceptions are ok (ex.- the bldg at 6 points).
- Question #2: New buildings should be kept lower than the tallest building in downtown “or I'll move... nothing should ever be built larger than the Leo building at 6 points”
- Question #7: Balconies overlooking the street should be provided on new buildings “provided they fit the context of [the] surrounding buildings”
- Question #8: Care should be taken NOT to provide nooks and crannies for [people] to “hang out”
- To really make the center attractive the Leo building should come down and a courtyard should be made.
- The stores should have large display windows; need this for holiday displays
- Bloomfield needs an architecture identity. No more cheap neon signs!!!
- Need Window Boxes.
- ****NO MORE BUILDING[S] LIKE THE PINK H&R BLOCK BUILDING ON GLENWOOD AVENUE.**
- All of these issues ring true for what I view as an attractive downtown.
- Question #5: At a particular height, buildings should be required to “step back” to maintain the current character of downtown Bloomfield “at the upper limits of heights – not at the 2nd story necessarily”.
- Question #7: Not on all buildings, but certainly should be mixed in.
- It is important to develop [a] diverse built terrain and landscape – varying heights, forms, elements, building materials, styles, etc.
- On building form, the two photos bottom right & bottom left are very distinctive and pleasant.
- Setbacks, building breaks, Glass (large) are key.

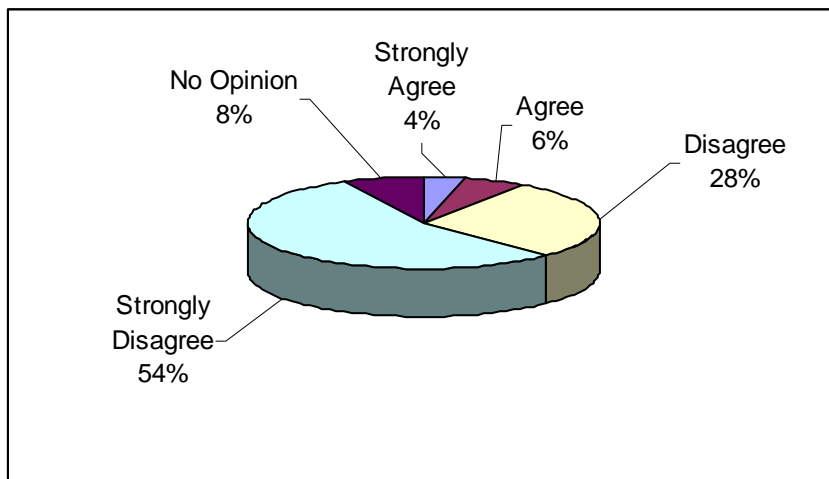
Section B: Storefronts & Signage

1. Guidelines should be established for storefronts and signs downtown.

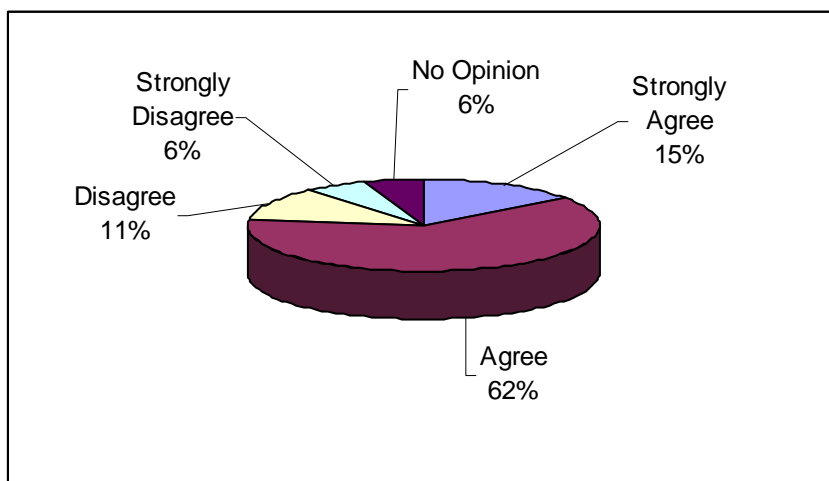
28 SA 23 A 1 D 0 SD 1 NO



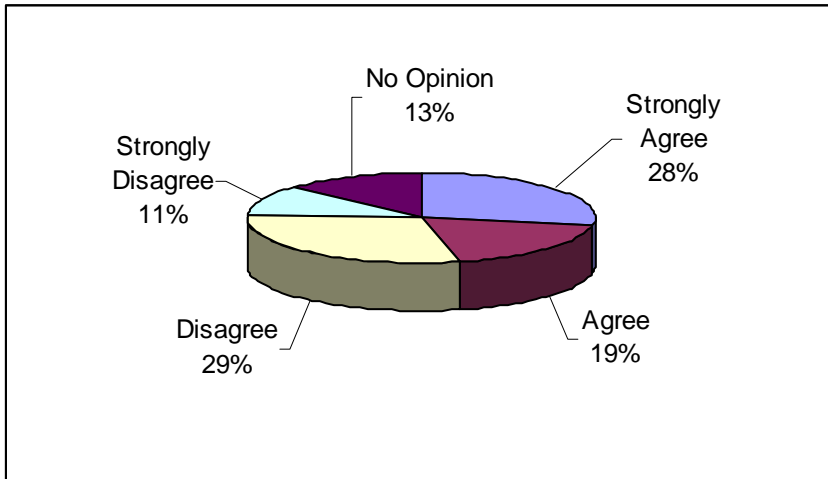
2. I am happy with the current storefronts and signs in downtown
2 SA 3 A 15 D 29 SD 4 NO



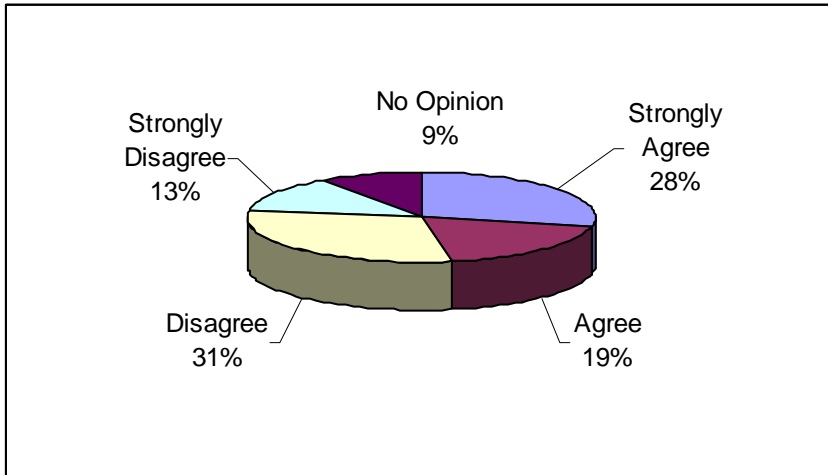
3. A variety of sign types and styles should be encouraged in downtown.
8 SA 33 A 6 D 3 SD 3 NO



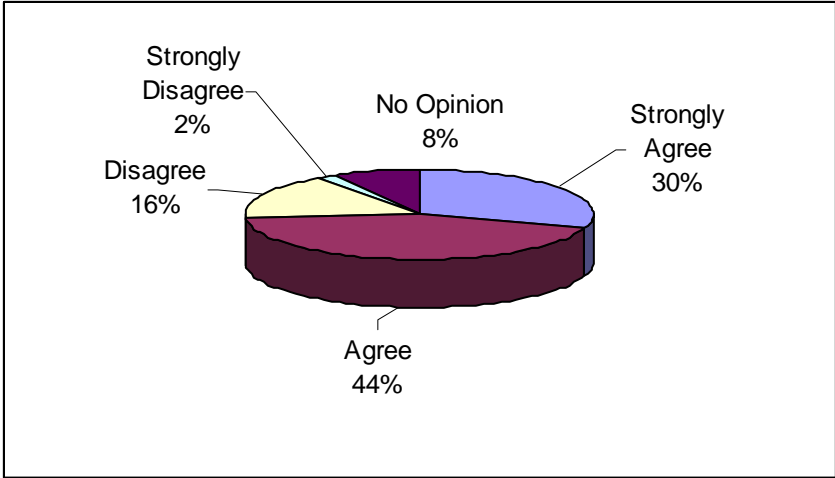
4. Internally lit signs should NOT be permitted downtown.
15 SA 7 A 16 D 6 SD 7 NO



5. Neon signs should NOT be permitted downtown
15 SA 10 A 16 D 7 SD 5 NO

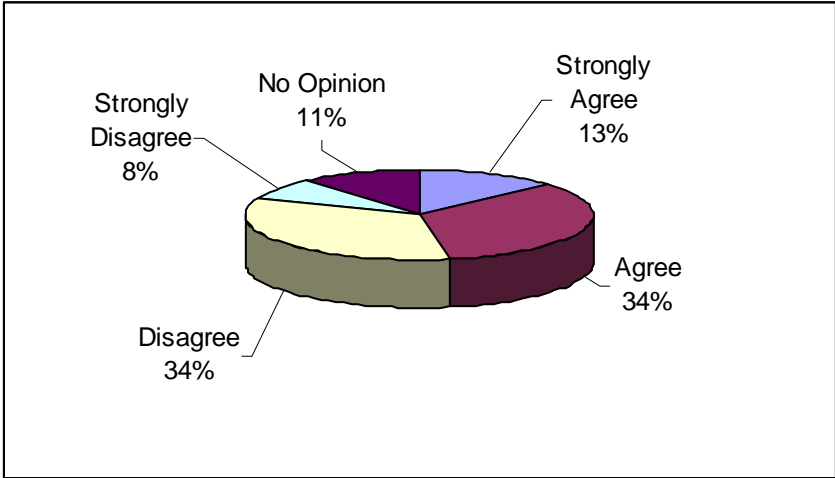


6. "Projecting" or Blade Signs" should be permitted in downtown
15 SA 22 A 8 D 1 SD 4 NO



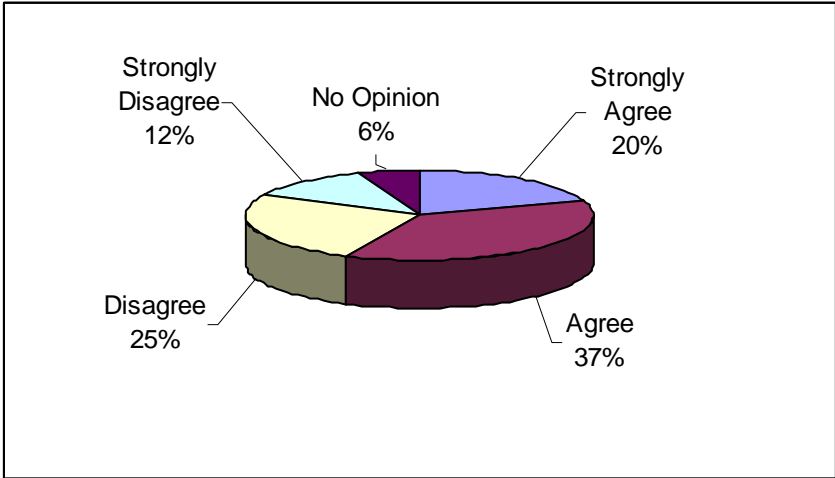
7. awnings should be required for downtown storefronts

7 SA 18 A 18 D 4 SD 6 NO



8. Signs should not be permitted above the first floor

10 SA 19 A 13 D 6 SD 3 NO



Additional Comments:

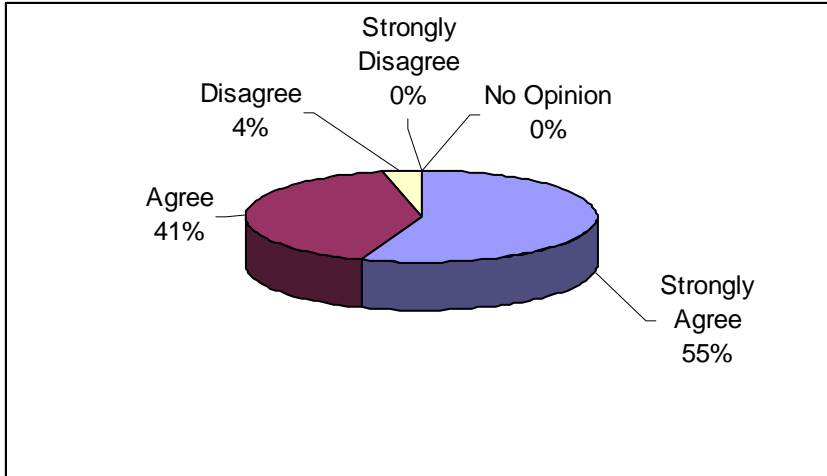
- Charming, clean, well done – ‘New England Style’
- Referencing Question 7 – must have good taste
- Referencing Question 8 – done in good taste
- I think their might be different designs for different streets. Streets could be designed for different types of businesses.
- Referring to question 8 – Heavily trafficked streets should allow signs above the 1st floor.
- Referencing question 6 – ‘blade signs’ should have size restrictions
- Referencing question 4 – LED backlit
- LED backlit or LEG signage – LED’s are highly efficient and not overly bright
- Existing buildings – remove energy wasting/old inefficient equipment – get existing buildings
- Think Cooperstown!!
- Referencing question 5 – depends, some new ones are cute and stylish
- Referencing question 7 – awnings of canvas not vinyl, maybe not on every single storefront
- Referencing question 8 – depends on style, Senioritas ‘maiden’ is ok
- Referring to question 7 – some awnings should be required
- Some neon signs and internally lit signs are very creative and tasteful
- I hope the will not be to force out local businesses to bring in Urban Outfitters and Starbucks. Anix(??) would be best.
- Blade signs and awnings can be nice if they are done with aesthetic or architectural interest. Otherwise, if you have too many or if they all look the same or you can’t see all they way down the street.
- Question #2: While some storefronts are attractive (Seonita’s) others [are not] and other materials that are not aging well
- Question #4 & 5: Either can be done well with proper design
- Question #7: Not necessarily all, but most – unless and interesting design option is proposed
- Question 38: In areas like on Bloomfield Ave, Signage needs to be useful for pedestrians and cars.
- Question #2: The place is a free for all of dollar stores and nail salons hawking wares in windows
- No advertising should be permitted on glass storefront windows. Glass should be mostly 80% uncovered – more attractive and safer.
- Window boxes. Different storefront styles. Bows, bays, multi-paned, flat. No vertical blinds.
- The materials / styles and “quality” of the signage is very important. There should be very specific guidelines on sign size and design, I’ve noticed a certain kind of “harmony” in places that have this. Vermont, the U.K., and closer to home, Red Bank.
- Question #3: Variety is important.
- Question #7: I believe they (awnings) are desirable and would be included in most designs – I don’t think it needs to be regulated.

- All signs should be monitored and kept within reason. Everyone may want to express style & variety but the sign should be sent with an application of design where a board can make suggestions or help modify, so a style of unity or class [can] be met.

Section C: Streetscape and Urban Design

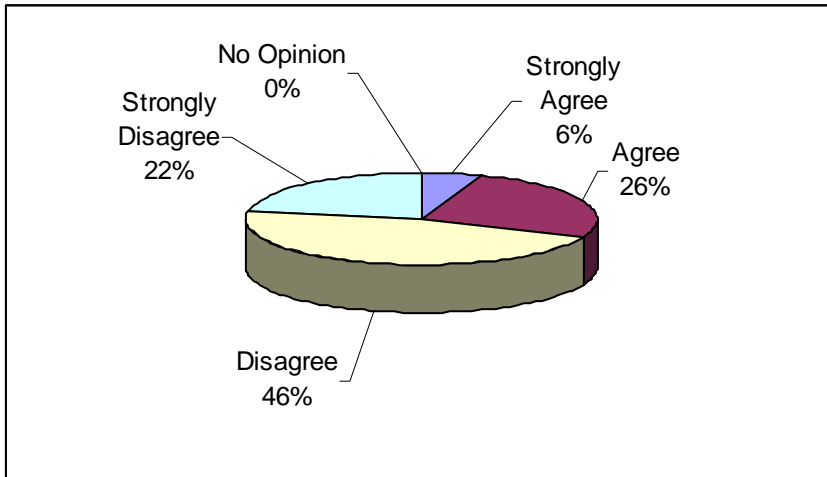
1. Guidelines should be established that guide the elements, character and style of streetscape improvements in the downtown.

30 SA 22 A 2 D 0 SD 0 NO



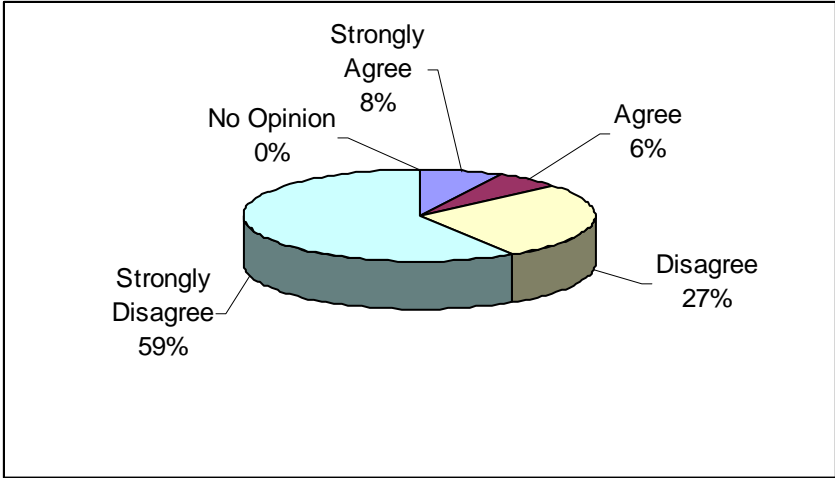
2. Sidewalk widths throughout the downtown are sufficient.

3 SA 14 A 25 D 12 SD 0 NO



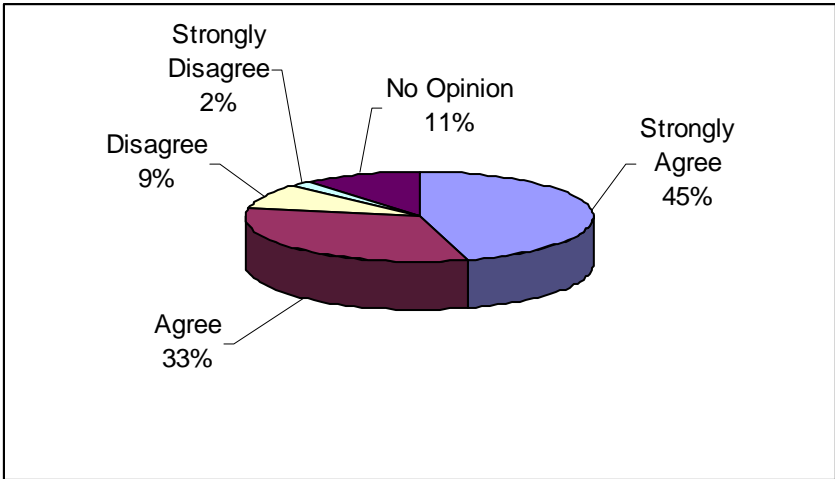
3. the downtown currently provides a satisfying, comfortable and safe pedestrian experience.

4 SA 3 A 14 D 30 SD 2 NO



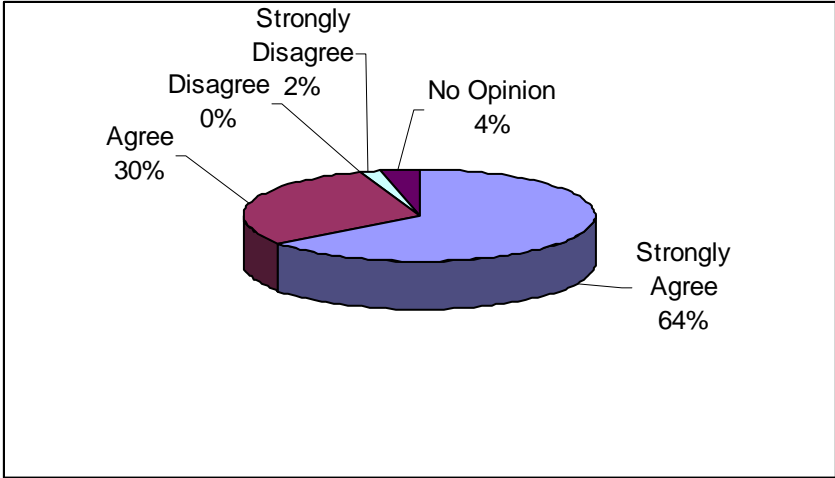
4. The sidewalks throughout downtown should be decorative pavement such as concrete pavers or brick rather than concrete.

25 SA 18 A 5 D 1 SD 6 NO

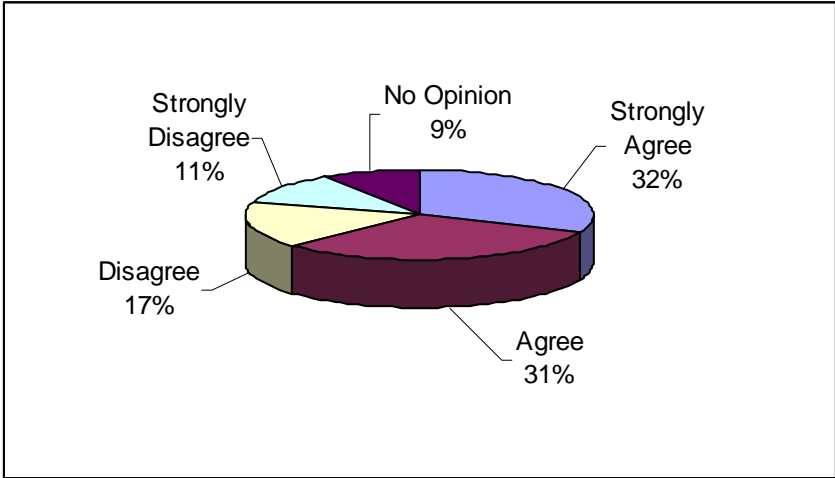


5. Street trees should be provided throughout the downtown.

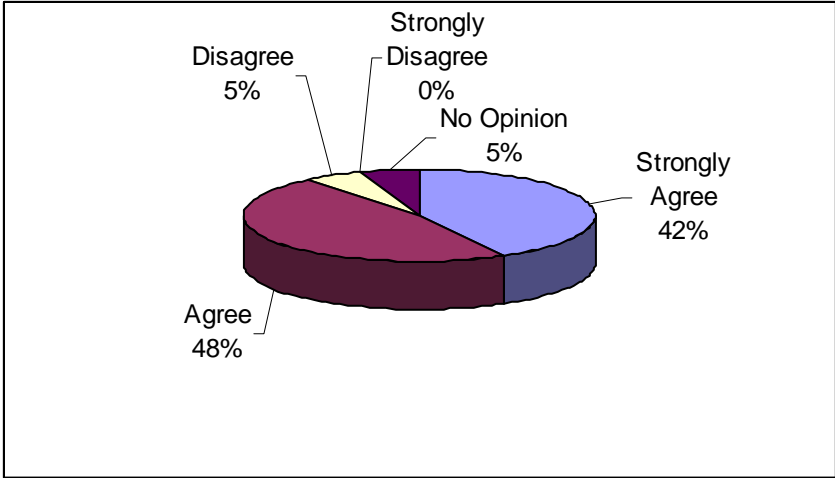
35 SA 16 A 0 D 1 SD 2 NO



6. Bicycle lanes are NOT appropriate on Bloomfield Avenue.
17 SA 17 A 9 D 6 SD 5 NO

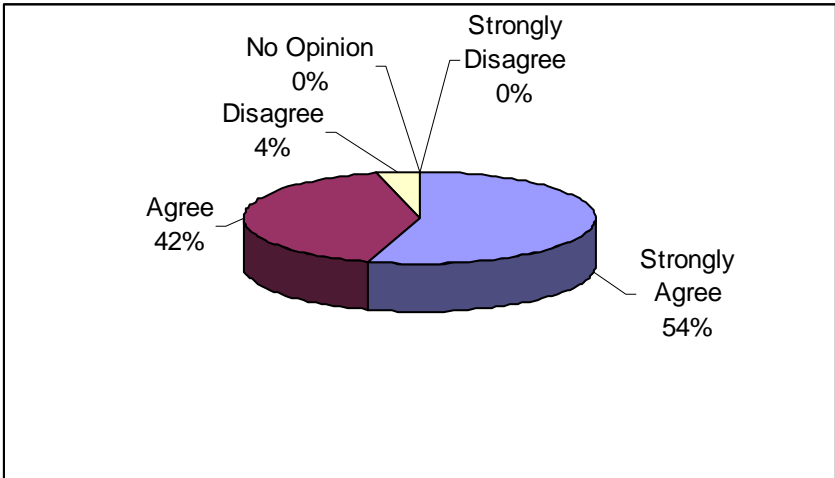


7. Public art such as sculptures and murals should be encouraged on downtown streets and/or plazas.
23 SA 26 A 3 D 0 SD 3 NO



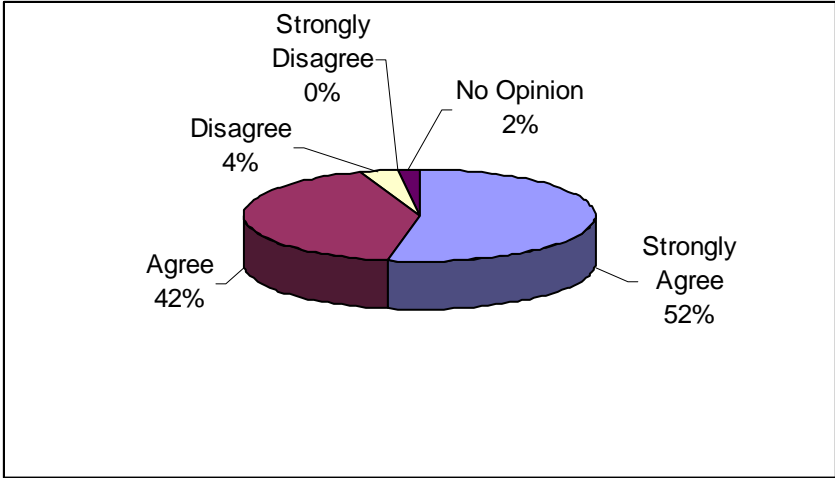
8. Benches and seating are an important element of the downtown.

29 SA 23 A 2 D 0 SD 0 NO



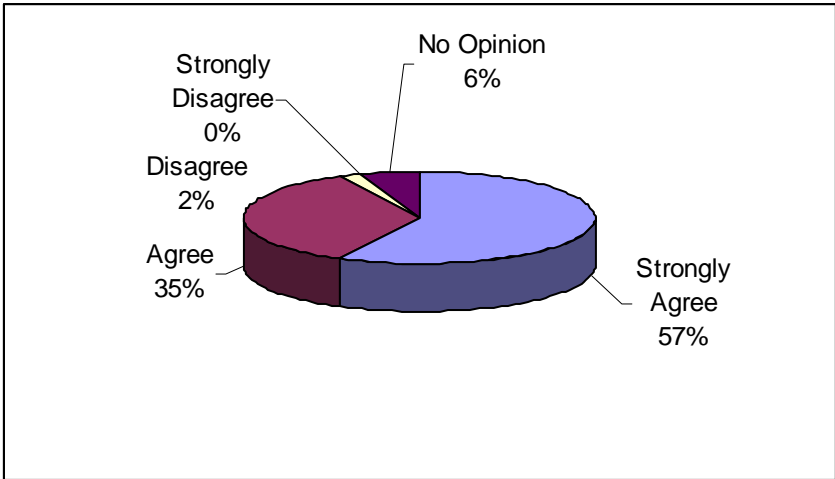
9. Pedestrian connections and 'alley' connections should be provided throughout the downtown to enhance pedestrian circulation

28 SA 22 A 2 D 0 SD 1 NO



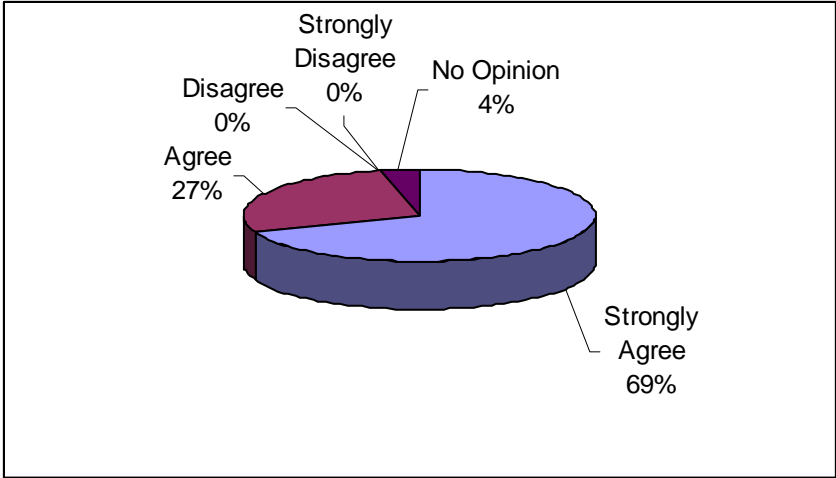
10. Downtown Bloomfield should have a designated pedestrian oriented “Event Street” (ie. Church Street, Montclair).

31 SA 19 A 1 D 0 SD 3 NO

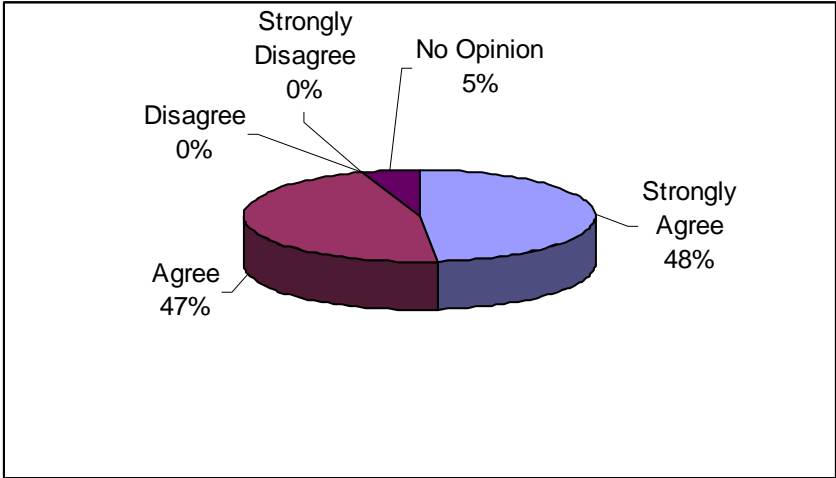


11. I would like to see outdoor cafes in downtown Bloomfield

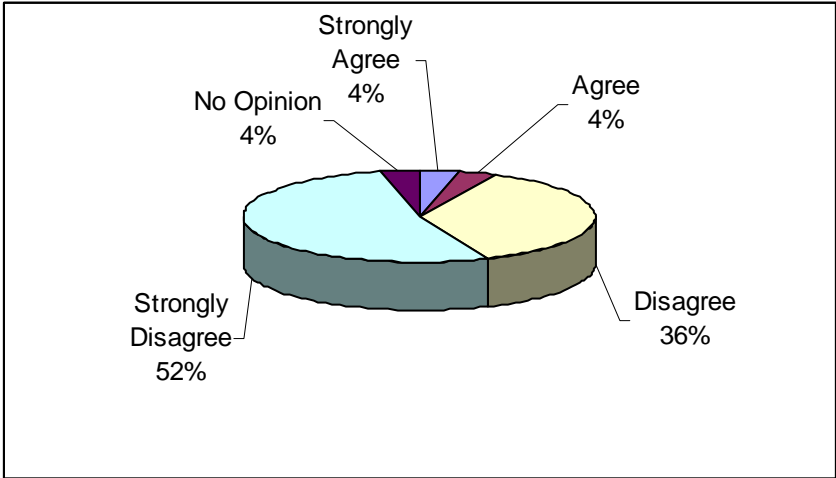
38 SA 15 A 0 D 0 SD 2 NO



12. More plaza spaces should be provided throughout downtown.
 28 SA 27 A 0 D 0 SD 3 NO



13. The existing sidewalk and street lighting in downtown is sufficient and safe.
 2 SA 2 A 20 D 29 SD 2 NO



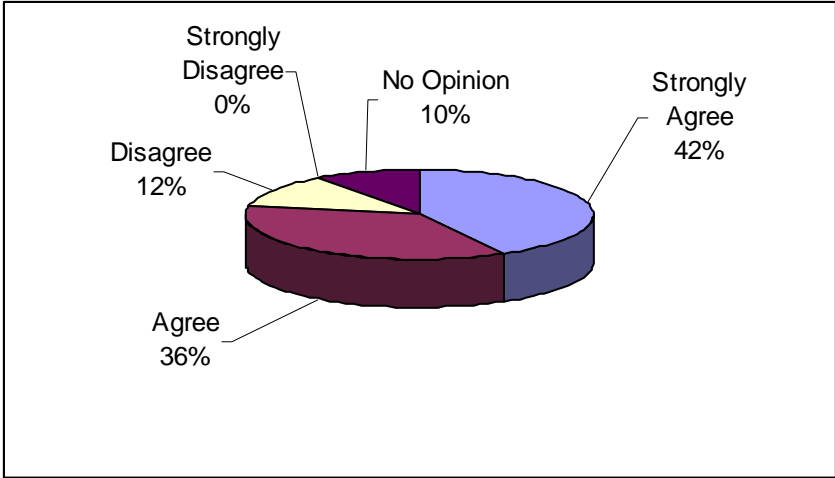
Additional Comments:

- Referring to question 4 – concrete pavers are too expensive.
- Referencing question 10 – Washington St. is a good candidate
- Referencing question 2 – wide walkways for café
- YES! Next to question 11
- Referring to question 2 – sidewalks could be wider on Washington St
- Referring to question 8 – in some place in conjunction with lighting
- Referring to question 11 – not on Bloomfield Ave
- Bike Lanes should be a requirement no on Bloomfield Ave, but on Broad/Glenwood/side streets. The streetscape I chose may not be possible for Bloomfield, unless of course you extend the sidewalk 24”.
- Referencing question 6 – too dangerous
- Referencing question 13 – the existing street lighting in downtown is not sufficient and safe
- Brick and concrete pavers are nice, but just too expensive for Bloomfield.
- Benches and seating is great but you’ll have to increase police presence to prevent transients.
- Question #6: Bicycle lanes are NOT appropriate on Bloomfield avenue “at this time”.
- Question #4: Stamped concrete can work. Accents of brick, slate, etc. can be incorporated with concrete.
- I would love to see NO street parking in sections which have adequate parking lots / garages. Or something like no parking at all on Sundays.
- Need dog fountain – like in Carmel, CA – its called the “Fountain of Woof” – very popular.
- Need Christmas tree area
- May be a play area like in Boulder, Co... low round sculptures for kids to climb on.
- Some sort of large sculpture that once again kids can climb on and people can take their photos in front of – animal would be best.
- Needs to be stroller, grandma, and bicycle friendly.
- NO STARBUCKS – some indie mom & pop place
- Question #6: Not necessarily
- Question #7: Create another level or layer of interest in the downtown fabric.
- Consider winter season attractiveness
- Heat lamps
- Fire pits or fire events

Section D: Green Building

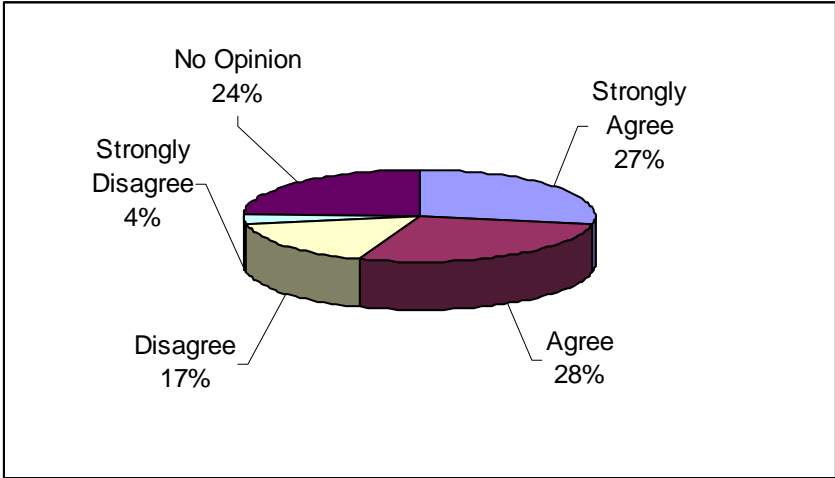
1. Guidelines should be established that require developers to meet certain “green Building” criteria.

21 SA 18 A 6 D 0 SD 5 NO



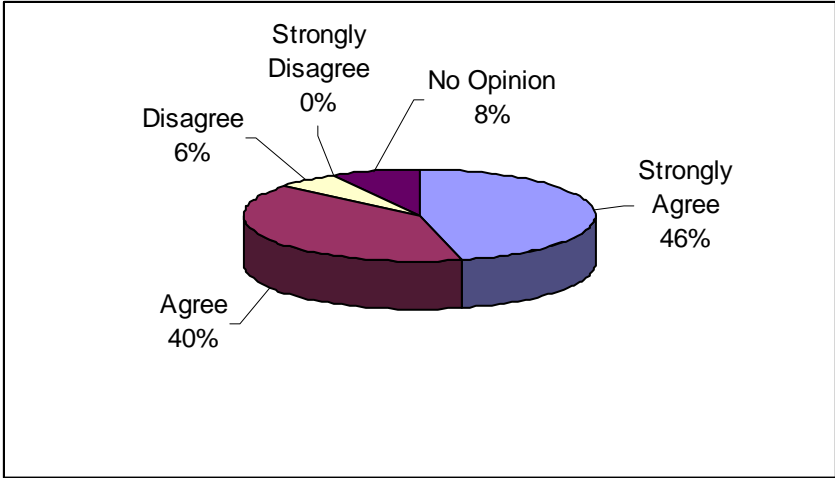
2. all new buildings should be LEED certified.

15 SA 15 A 9 D 2 SD 13 NO



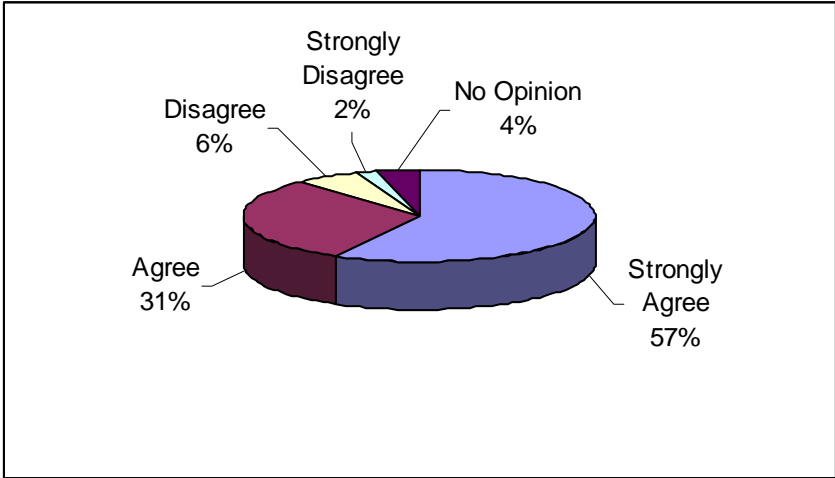
3. Whenever possible, developers should reduce the amount of “impervious surface” (area that rainwater cannot absorb through).

23 SA 20 A 3 D 0 SD 4 NO



4. Whenever feasible, existing buildings should be “re-used” rather than demolished.

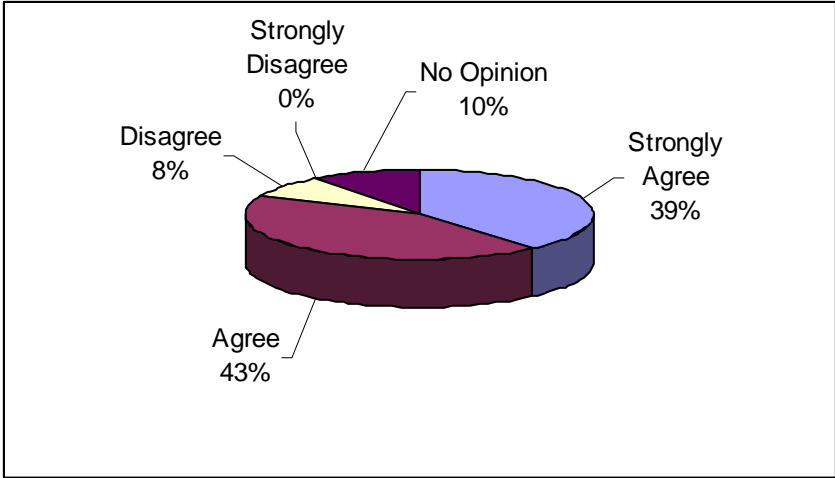
4. 30 SA 16 A 3 D 1 SD 2 NO



5. Developers should be required to use the following when selecting building materials:

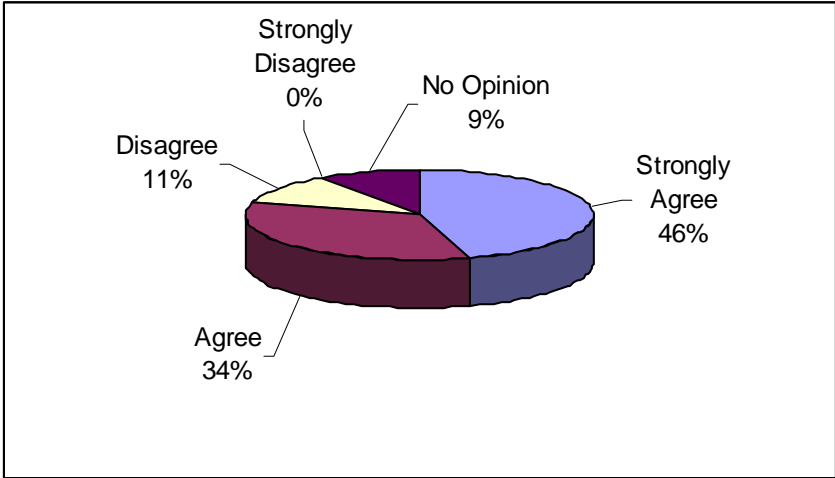
a. Recycled Materials

19 SA 21 A 4 D 0 SD 5 NO



b. Locally manufactured materials

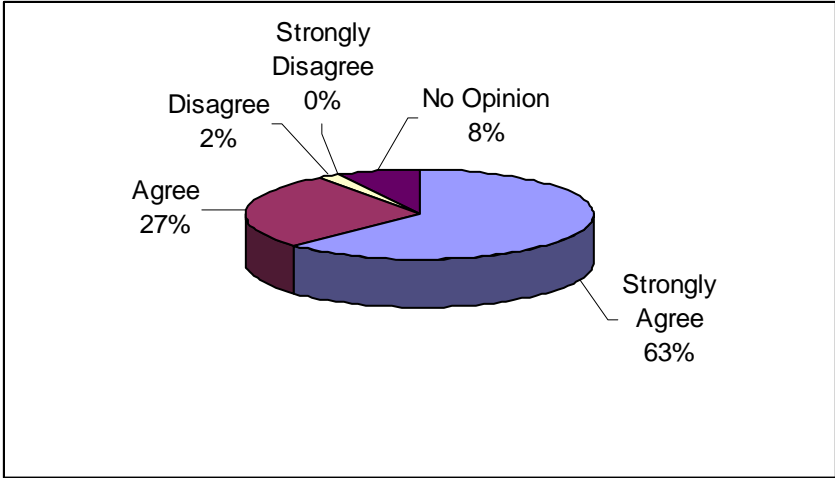
24 SA 18 A 6 D 0 SD 5 NO



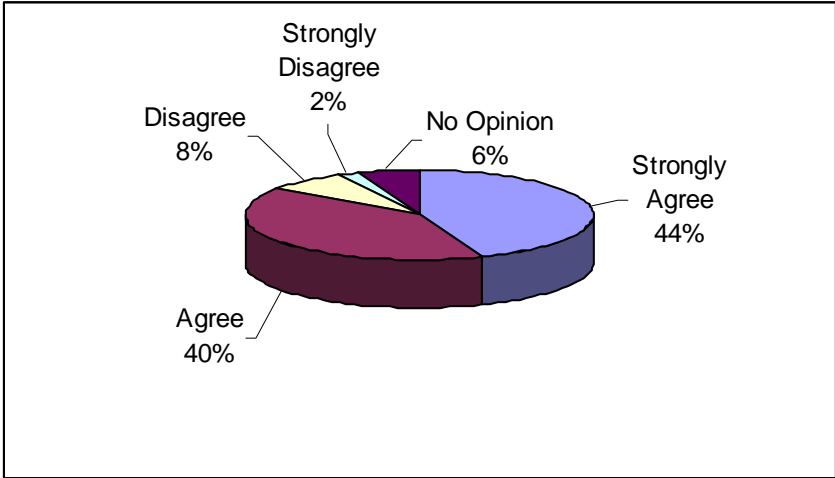
6. Developers should be required to provide the following elements in order to improve the energy efficiency of new buildings:

a. All appliances should be “Energy Star” rated

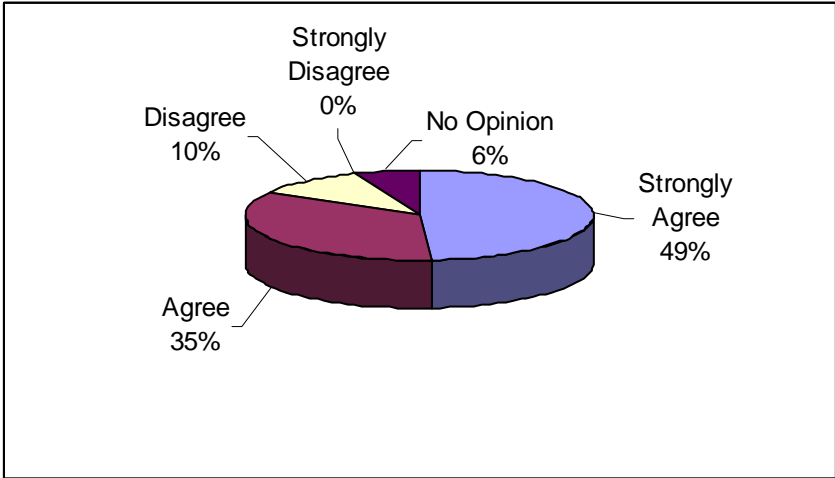
32 SA 14 A 1 D 0 SD 4 NO



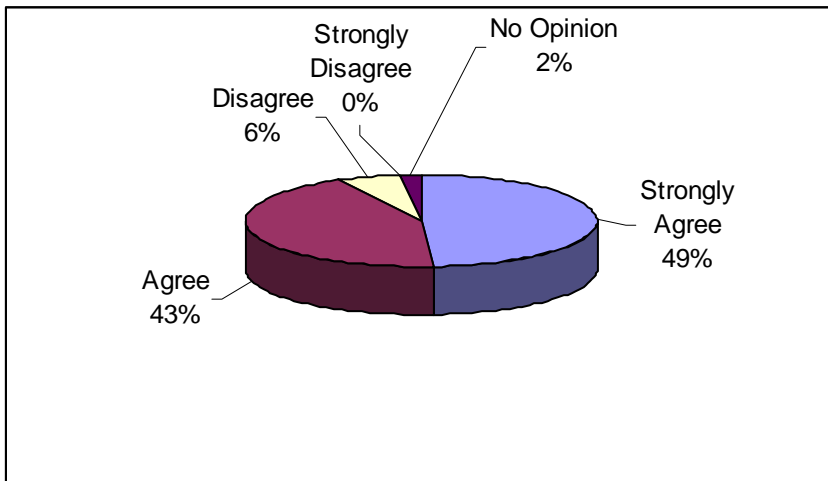
b. Solar Panels
 23 SA 21 A 4 D 1 SD 3 NO



c. Capture and re-use rainwater
 24 SA 17 A 5 D 0 SD 3 NO

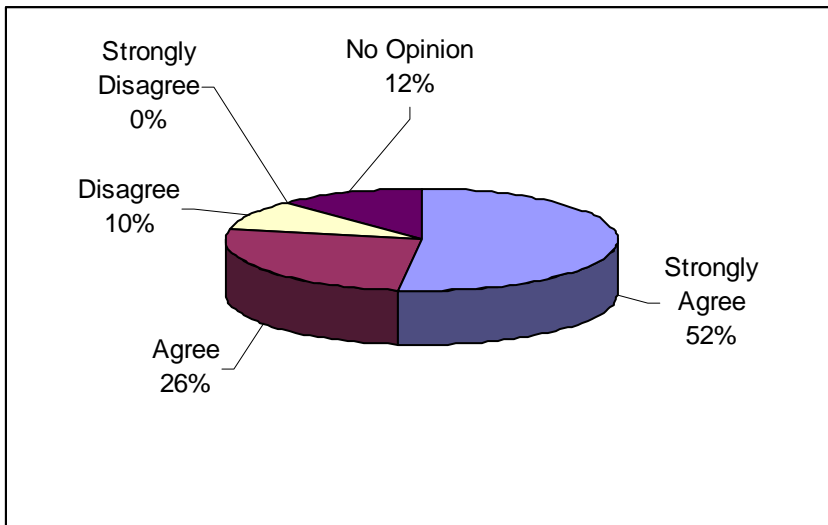


d. Other alternative energy sources
25 SA 22 A 3 D 0 SD 1 NO

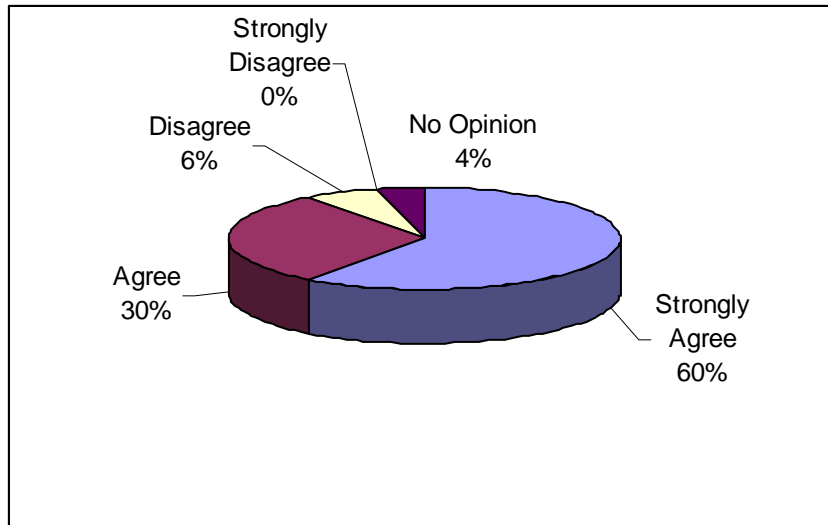


7. Developers of ALL new buildings should be required to provide the following elements to improve air quality”

a. green roofs
26 SA 13 A 5 D 0 SD 6 NO



b. Mechanical systems that reduce pollution
30 SA 15 A 3 D 0 SD 2 NO



Additional Comments:

- Referring to question 1 – rather than requiring, provide incentive
- Referring to question 4 – should be left to developer’s discretion
- Referring to question 5,6 – shouldn’t be a requirement, but an incentive
- Referencing question 1,6 – that encourage, but not require
- Referencing question 2 – May be too intense. Are you sure you want to do this? Platinum, gold or silver?
- Referencing question 6 – efficient lighting
- Flushless (waterless) urinals are environmentally friendly and should be a requirement in new construction in Bloomfield Center.
- Referring to question 7a – important, but maybe not on ALL buildings
- (Many remarked that they didn’t know what LEED meant (2))
- Referring to questions 6,7 – shouldn’t be forced
- Referring to question 5a – Recycled materials provided they are not defective – no junk please
- Referring to question 6b – solar panels if possible.
- Question #6: Other alternative energy sources: “geothermal heating / cooling”
- Question #6bcd, #7a: Only after energy efficiency is addressed!!!
- Question #5: Developers should be “encouraged” to use the following when selecting building materials...
- Question #2: LEED can be [encouraged], but not necessarily required. Spending “certification” money on green strategies rather than paperwork can make more sense!!!
- Question #6bcd: These are all good ideas, but leaping to them before basic conservation and energy efficiency measures are maximized is not a good approach.
- Does the city of Bloomfield qualify for more grants, or state aid if we “encourage” our downtown re-development to go green?
- Question #1: Will this hamper development? Will development shy away from perceived “headache of dealing with LEED requirements”?

- Question #5: Encouraged, yes – LEED if guidelines are required, these will quite possibly be done anyway
- Question #6: “required” – not sure...