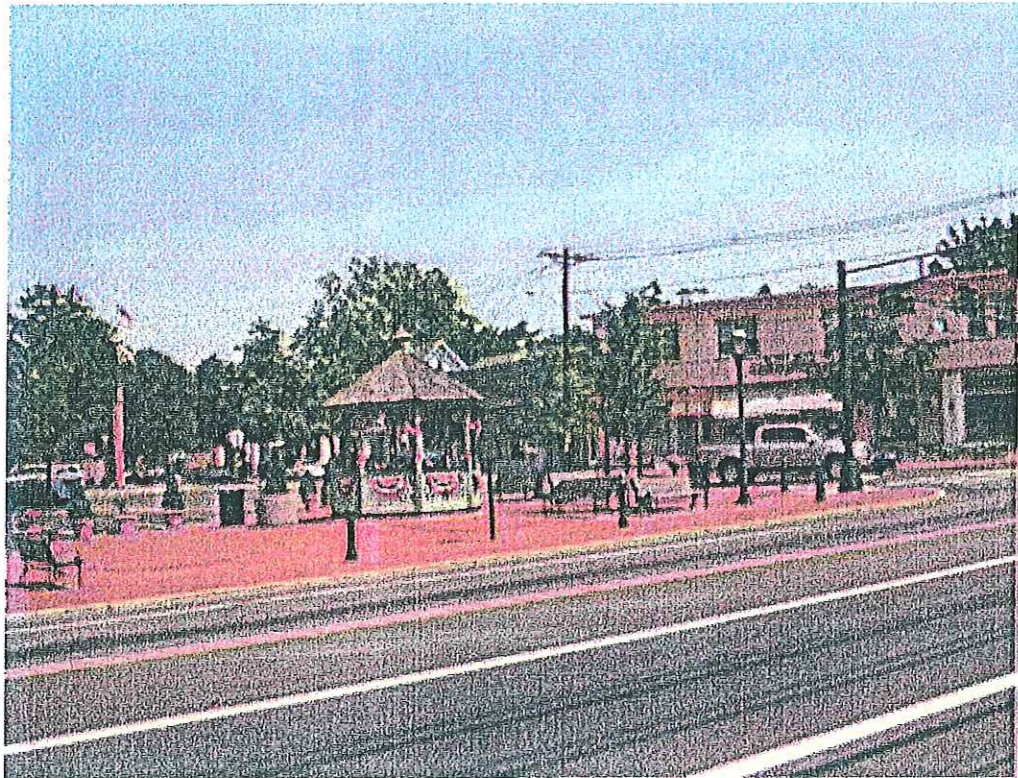


# REVITALIZING RIVERTON

*Improving the Downtown Business District*



July 31, 2009

This report has been prepared by  
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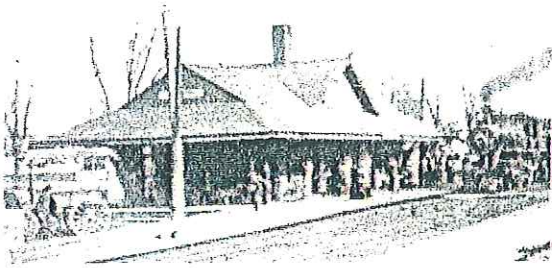
And Everyone who Participated in the Study's  
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## Historic Setting



Early Riverton Train Station Source: Borough Web Page

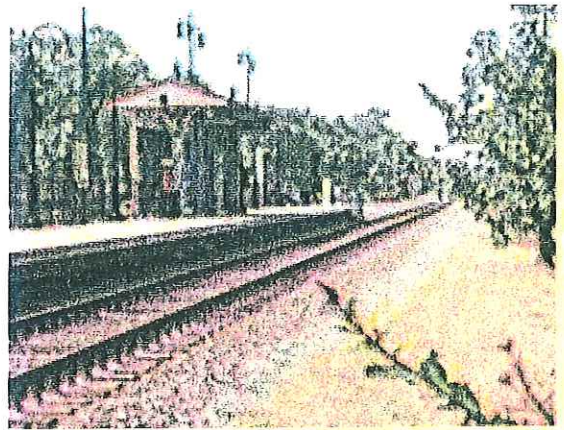
Riverton had its origins in the 1851 plan of ten Philadelphia gentlemen, who sought to create a village of summer homes on the New Jersey bank of the Delaware River, in Burlington County. The founders organized themselves the following year as the Riverton Improvement Company and they hired Philadelphia architect Samuel Sloan to develop a town plan for the community that was to become Riverton.

The land had been purchased from a nearby farm. Riverton was initially located between the Delaware River and the Camden and Amboy Railroad, but it was later extended to its current boundaries. A dock was provided on the river to allow ferry and other water-based connections to Philadelphia. A station was proposed on the railroad but was not constructed for a number of years. Interestingly, the early town plan called for a village store at the intersection of Main and Howard Streets, not far from the present Town Plaza, that has become the heart of Riverton's current downtown. The commercial area that now comprises the downtown area is located along Broad Street (which followed the historic route of an old farm road that led to the Westfield Friends Meeting House), and it is centered on Main Street. It encompasses both the current Neighborhood and General Business Zoning Districts.



Riverton gradually developed into a pedestrian-oriented small town, with tree lined streets, generally featuring sidewalks on both sides of the streets. The town grew slowly by sections, reaching almost full development in the 1960s. However, the periods of Riverton's greatest development, particularly within the original town area between the railroad and the river, occurred during the last part of the

Nineteenth Century. This gave Riverton a great store of Victorian buildings that help define its character. The Delaware Valley Regional Planning Commission has named Riverton as a "Classic Town of Greater Philadelphia."



Current River LINE station in Riverton

The railroad has since been converted to a passenger diesel modular unit light rail system, New Jersey Transit's River LINE, which is operated in cooperation with the Delaware River Port Authority. There is a station in Riverton, near Broad and Main Streets. The line operates in both directions through Riverton on a single computer-controlled track with a 15-minute headway. Because of the linear nature of Riverton's Business District, virtually all locations within the district are within a 1/4 mile of the station. A half mile is generally considered a reasonable pedestrian walking distance for Transit-Oriented Development and this radius includes almost all of the Borough. The River LINE provides service between Camden and Trenton. Rail and bus connections are available to other destinations, including PATCO trains to Philadelphia and Lindenwold, SEPTA lines in Philadelphia, New Jersey Transit trains to Atlantic City and New York, Amtrak trains, and airports in Philadelphia and Newark. A recently announced expansion of the light rail service is expected to link the River LINE with Glassboro, Rowan College, and other areas in Gloucester County within 10 years.

This review of Riverton's origins provides a critical background for this study because, as the Borough's 1998 Master Plan notes, "the history of Riverton is so important to the character of the town that it must be considered during any development or redevelopment project". Riverton has an historic district that has been accepted for inclusion in both the State and National Registers of Historic Places. Much of Downtown Riverton is within the historic district. The Borough does not have an Historic and Architectural Review Board, with powers to compel enforcement of their decisions, but it does have a Historic Preservation Committee that reviews all applications for renovation and development within the Historic District and which seeks voluntary compliance on its suggestions for conformity to design suggestions that are appropriate to the period of the building or its surroundings.

Although its suggestions are not mandatory, the Historic Preservation Committee and the Planning Board have been successful in encouraging sensitive renovations of existing structures and new construction within the downtown area. Examples, which are shown below, include the conversion of a former gas station to a hair salon and a new office building near the War Memorial on South Main Street, adjacent to the River LINE tracks.





## Planning Issues

The entire Borough of Riverton is located within the Metropolitan Planning Area in both the current and proposed draft State Development and Redevelopment Plan.

This designation recognizes that Riverton is a developed area, with infrastructure, that is appropriate for growth. No areas of environmental sensitivity affect the downtown area. The State Plan jointly designates Riverton, the adjoining Borough of Palmyra, and the East Riverton section of Cinnaminson Township as a Town Center.

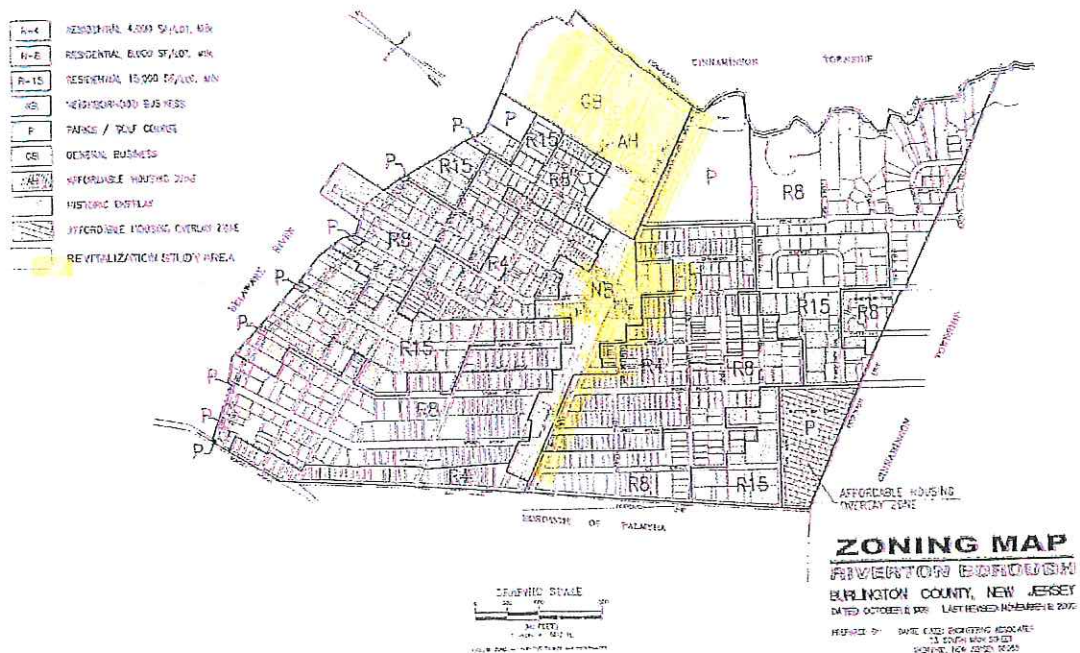


Mixed Uses in Business District

The downtown area is comprised of the NB Neighborhood Business Zoning District and the GB General Business Zoning District, as shown on the following page. Both districts permit a wide array of retail, service, restaurant, and office uses but exclude mixed-residential uses. The Master Plan Reexamination Report endorses the concept of mixed-use in the downtown, but this goal does not appear in the zoning regulations. Residential uses are prohibited in both the NB and GB Districts, although there are some nonconforming second floor apartments above businesses in the downtown area.

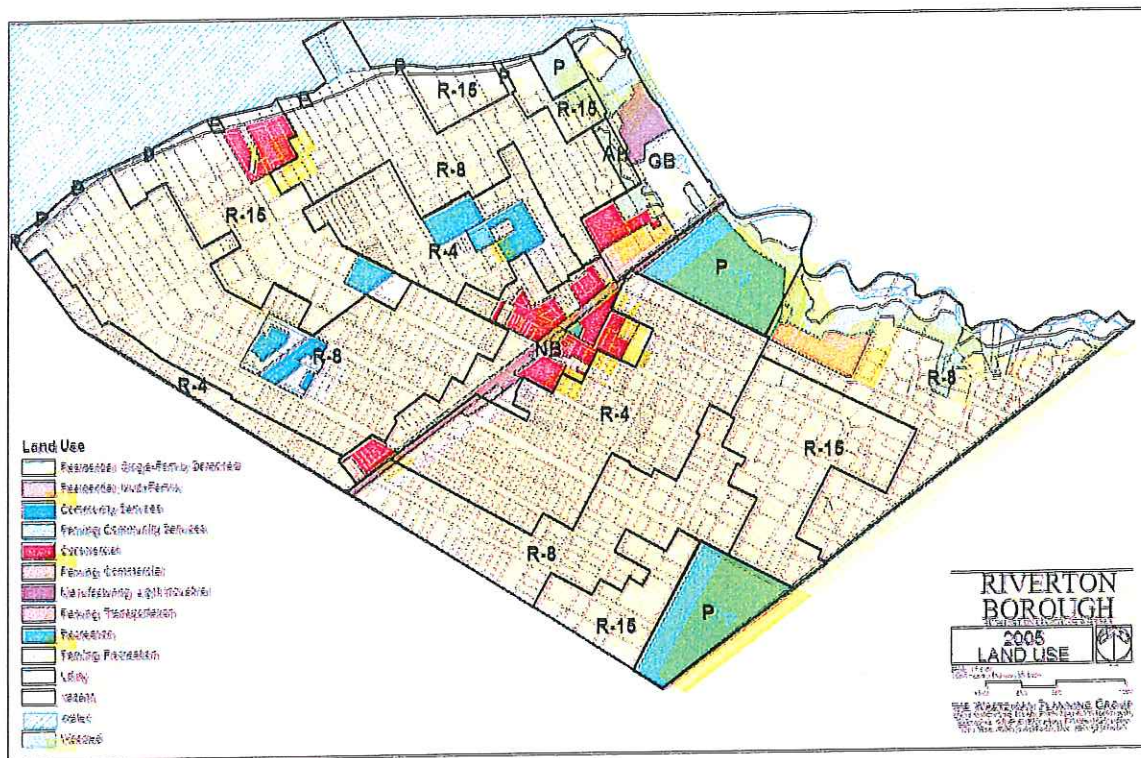
Generally, with the exception of mixed use, Riverton meets the definition of Smart Growth that is advocated by the State, County, and Regional Planning Commission. New Jersey has

Map 1: Zoning and Study Area



established an Office of Smart Growth (OSG) as a division within the Department of Community Affairs. OSG defines smart growth as “well-planned, well-managed growth that adds new homes and creates new jobs, while preserving open space, farmland, and environmental resources.” The principles of Smart Growth include mixed-use development,





Map 2: Existing Land Use

walkable town centers and neighborhoods, mass transit accessibility, sustainable economic and social development. and preserved green space.

Most of Riverton 's Business District, and indeed almost all of the entire Borough, is fully-developed. The one notable exception is a large tract of vacant land located on the north side of Broad Street, between Martha's Lane and the Pompeston Creek (which forms the border with Cinnaminson Township). It is opposite Riverton Park. This site is  $\pm 9.5$  acres in area and is located within the General Business Zoning District. It is owned by the National Casein Company, a manufacturer of adhesive products that maintains a manufacturing plant to the rear of the lot that fronts on Broad Street.

National Casein has long been a respected member of the Riverton Community, and it sends representatives to Council and Planning Board meetings. The restricted manufacturing use is permitted as a conditional use in the GB District. The company has not expressed any desire to develop the vacant land along Broad Street, and in its current vacant condition it serves as a useful buffer between the community and the adhesive plant. However, should National Casein seek to develop the land in the future, it is urged that they or a future buyer do so in close consultation with Riverton Officials. Development of this large and prominent site should be well-landscaped and should carefully adhere to the established architectural character of the community.

## Marketing Issues

Riverton is a visually attractive community that most residents and visitors describe as having a “small town charm”. Unfortunately, for many non-residents Riverton is a jewel that is waiting to be discovered. Riverton suffers from a geographic isolation created by its location between the Delaware River and US Route 130.

Route 130 is an arterial highway that generally parallels the river and provides access to the nearest bridges across the river: the Betsy Ross Bridge (Route 90); the Tacony-Palmyra Bridge (Route 73); and the Burlington-Bristol Bridge (Route 413). As a result, there is no incentive for motorists to travel to Riverton unless they are seeking a local destination.

The major through-route between Route 130 and the River is Broad Street (County Route 543), which serves the nearby River Boroughs of Riverton and Palmyra, and adjacent portions of Cinnaminson Township. This road provides visibility of Riverton’s Business District only to motorists who are likely to already be familiar with the community. Additional visibility is provided to riders aboard the River LINE light rail system, which parallels Broad Street.

This existing condition led to a decision to study market conditions in Riverton based upon data for the Borough as a whole, a ¼ mile radius of the town, a ½ mile radius, and a 5-minute drive time. These market areas were then compared to Burlington County as a whole. Generally, it appears that the 5-minute drive radius is the most appropriate market area, given the geographic constraints. This area is shown on Map 3. The characteristics of the

selected market areas are found in Table 1 and a full explanation of the market study performed for Riverton is found in Appendix 1.

Map 3: 5-Minute Drive Radius of Riverton

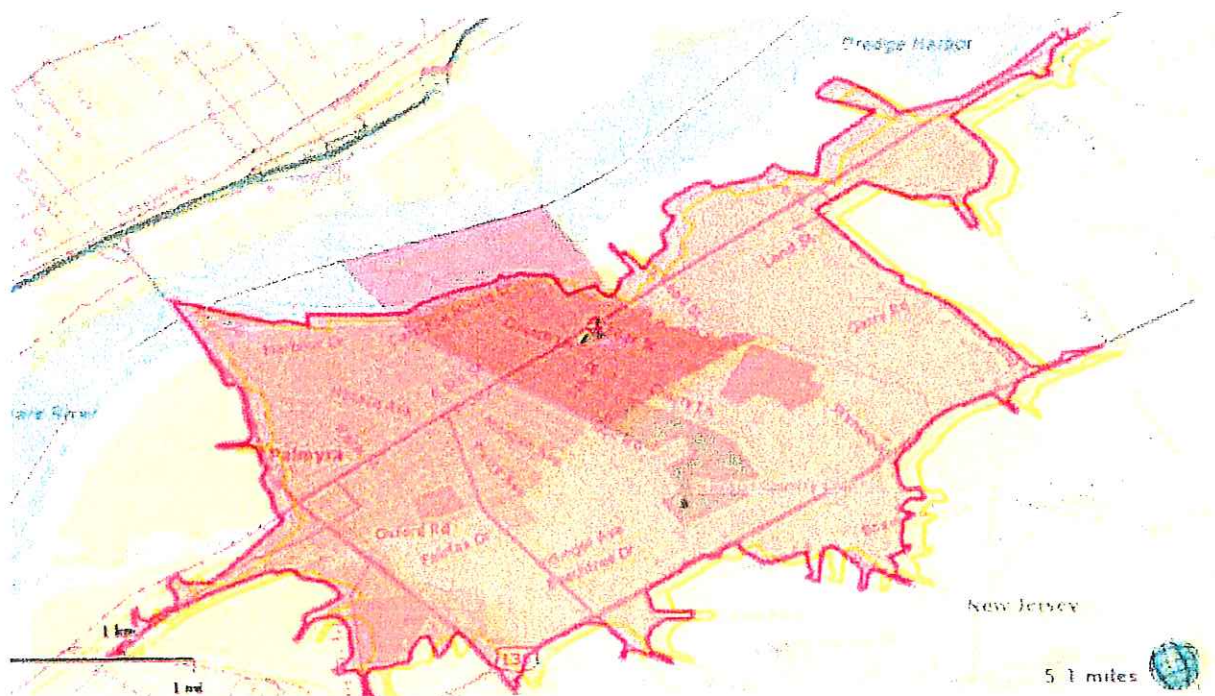




Table 1: Est. 2008 Demographic and Economic Factors Affecting Riverton Market Areas

	<i>Riverton Borough</i>	<i>¼ Mile Radius</i>	<i>½ Mile Radius</i>	<i>5 Minute Drive</i>	<i>Burlington County</i>
Population	2,791	999	2,961	15,662	457,567
Households	1,090	396	1,161	6,315	168,917
Household Size (Median)	2.44	2.41	2.45	2.43	2.62
% Owner- Occupied Homes	73.4%	73.3%	74.4%	75.4%	74.9%
% Vacant Homes	4.4%	4.6%	4.4%	5.1%	4.5%
Median Home Value	\$352,682	\$352,151	\$329,135	\$279,087	\$297,338
Median Household Income	\$74,485	\$73,840	\$72,992	\$69,726	\$77,010
Median Age	45.1	45.1	44.1	43.5	39.5

These statistics illustrate the limitations placed upon Riverton's market area. The Borough's population is just 2,791 individuals and just 15,662 persons live within a 5-minute drive of Riverton (a realistic market area). Those living within 5-minutes of Riverton represent just 3.4% of the total County population.

Despite its limitations in terms of numbers, the demographic and economic characteristics of the market area are strong. Roughly three quarters of all homes in each analyzed component of the market area were owner-occupied and median home values in the Borough, ¼ mile, and ½ mile radii all exceeded the county median, while those within 5-

minutes of Riverton lived in homes that were equal to 94% of the relatively high County median home value.

Median household incomes were slightly lower than the County median, but still very respectable when compared to the estimated 2007 median household income of \$58,309 for the entire Philadelphia metropolitan area. The median income of Borough households was \$74,485 and that of households within 5-minutes of Riverton was \$69,726.

Generally, households in the various Riverton market areas were smaller and older than those in the County as a whole.

The demographic and economic statistics presented in Table 1 can be generalized into lifestyles or “tapestries,” which can be used to analyze the characteristics of households living within each analyzed market area. Riverton and its surrounding areas were homogeneous, with the “In Style” and the “Prosperous Empty Nester” tapestries predominating in the Borough and in the ¼ mile radius, the ½ mile radius, and the 5-minute drive area.

“In Style” residents live in the suburbs but prefer the city lifestyle. Professional couples predominate. Household distributions by type are similar to those of the United States. Married-couple families represent a majority of all households. Households without children (married couples without children, single-person, shared, and other family types) comprise more than two-thirds of all households. This count is increasing. The population is slightly older, with a median age of over 40 years. There is little racial diversity in this market.

The second most common tapestry in the local market areas were the “Prosperous Empty Nesters.” Nationally, fifty-seven percent of householders in the Prosperous Empty Nesters segment are aged 55 years or older. Forty percent of households are composed of married couples with no children living at home. The median age is 48.5 years. Population growth in this segment is increasing slowly, at 0.6 percent annually, but the pace is likely to accelerate as the baby boomers mature.

By contrast, the two top tapestries in Burlington County were the “Cozy & Comfortable” and the “Main Street, USA” segments. “Cozy and Comfortable” residents are middle-aged, married couples who are comfortably settled in single-family homes in older neighborhoods. The national median age is 41.9 years, slightly older than the County median. Most residents are married, without children, or married couples with school-age and adult children. This is a relatively large segment, with 8.6 million people (the fifth largest population of all the Community Tapestry segments), and is growing moderately by 0.7 percent annually. Most of the residents in this segment are caucasian (white).

“Main Street, USA” neighborhoods are a mix of household types, similar to the U.S. distribution. Approximately half of the households are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age of 36.7 years matches the U.S. median. The majority of these residents are white.

The number of businesses, by type, and the number of employees is helpful in reviewing the success of businesses in the various market areas. This Data is found in Table 2.

Table 2: 2008 At-Place Employment Establishments

<i>Businesses/Employees</i>	<i>Riverton Borough</i>	<i>¼ Mile Radius</i>	<i>½ Mile Radius</i>	<i>5 Minute Drive</i>	<i>Burlington County</i>
Total Businesses	107/621	59/347	117/727	930/7,795	17,854/201,184
Retail	13/28	7/17	16/58	168/1,564	3,504/38,550
FIRE*	15/43	8/22	14/41	74/519	1,548/12,642
Services	50/395	28/220	52/388	329/2,328	7,129/84,995
Other	29/155	16/88	35/240	359/3,384	5,673/64,992
Ratio of Employees to Population	0.22	0.35	0.25	0.50	0.44

\*FIRE = Finance, Insurance, and Real Estate

Although there are 107 businesses in Riverton, just 13 are retail establishments, including the restaurants. Total businesses in the Borough comprise 0.095% of all County businesses, but Borough retail establishments represent just 0.039% of County retail businesses. Moreover, Riverton's retail businesses are smaller than those in the County, averaging 2.15 employees per retail establishment as opposed to an average of 11.00 employees per retail establishment in the County. This illustrates the current difficulties facing retail trade in Riverton.

Since the expansion of retail businesses in Riverton may be one way to spur its revitalization, it is important to understand the dynamics of key components of this segment. Data for all market areas is provided in the Appendices. 2008 data for retail businesses is reported for the Borough in Table 3, and for the market within a 5-Minute Drive of Downtown Riverton, the results are displayed in Table 4. Again, the 5-minute Drive is viewed as Riverton's most realistic current market area.



Table 3: 2008 Retail Data Within the Borough of Riverton

<i>Category</i>	<i>Demand</i>	<i>Supply</i>	<i>Leakage</i>
Retail Trade	\$33,525,645	\$4,228,731	\$29,296,914
Food & Drink	\$5,127,309	\$1,962,812	\$3,164,497
Health & Personal Care	\$1,865,544	\$2,991,963	-\$1,126,419
Electronic	\$1,315,732	\$0	\$1,315,732
General Merchandise	\$2,948,182	\$0	\$2,948,182
Motor Vehicle	\$8,178,918	\$614,716	\$7,564,202
Gas Station	\$4,254,284	\$0	\$4,254,284

Table 4: 2008 Retail Data Within a 5-Minute Drive of Downtown Riverton

<i>Category</i>	<i>Demand</i>	<i>Supply</i>	<i>Leakage</i>
Retail Trade	\$176,050,634	\$403,654,858	-\$229,286,797
Food & Drink	\$27,019,344	\$28,701,917	-\$1,682,573
Health & Personal Care	\$9,876,103	\$14,738,430	-\$4,862,327
Electronic	\$6,867,294	\$4,137,120	\$2,730,174
Motor Vehicle	\$42,415,857	\$166,785,747	-\$124,369,890
General Merchandise	\$15,513,369	\$47,633,640	-\$32,120,271
Gas Station	\$22,280,193	\$22,167,635	\$112,558

These tables report the spending by households in the market areas for various retail components. This is known as Demand. The Supply column reflects the total volume of spending by retail component. Leakage in an area represents a condition where a market's supply is less than the demand. That is, retailers outside the market area are fulfilling the demand for retail products; therefore, demand is "leaking" out of the trade area. Surplus in an area represents a condition where supply exceeds the area's demand and retailers are attracting shoppers that reside outside the trade area.

It will be noted that in every market area that was studied, the greatest leakage occurs within the retail trade component. In the Borough itself, only in the category of Health and Personal Care does spending within Riverton (supply) exceed local demand. This is probably attributable to the number of medical/dental offices in the community. Three retail sectors (electronic, general merchandise and gas stations) have no retail outlets within the Borough, resulting in a \$0 supply.

Business retention in Riverton has been difficult and a number of retail businesses in the Borough have been unable to survive. Several vacant storefronts exist in the downtown area and a long-term fixture in Downtown Riverton, The New Leaf Gift Shop and Tea Room, is for sale.

In addition, several locally prominent buildings on Main Street are, or are about to, become vacant. The US Post Office has moved to Riverton Square, a new office building near the War Memorial and train tracks. The former post office at 613 Main Street, which has a large rear parking



The Beneficial Bank Building will soon be available for a new use.

lot, is currently being offered for sale. Similarly, Beneficial Bank, which has occupied a building on South Main Street for years, is building a new branch office at the Shoppes of Riverton (the CVS shopping center), and its current building and associated parking lot will

become available when the new building is completed.



Zana's Patisserie and Cafe adjacent to the Plaza successful deli and pizza shops. There is also a traditional ice cream parlor near the Plaza. Most restaurants in Riverton are now open for lunch, with fewer being open for breakfast and dinner.

One of the few bright spots in town's retail climate are its restaurants, which have attracted a sub-regional following. These range from a European-style Patisserie (a coffee and pastry shop); several cafes that offer cuisines featuring seafood and continental menus; as well as

Although some restaurants have encountered difficulties in the face of the current economic downturn, the food and drink sector of the economy has enjoyed more success than other retail categories. The Borough of Riverton represents one of the smallest market areas surveyed, but demand for restaurants accounts for just 38% of the supply. This results in an annual leakage of \$3,164,494. Looking at the 5-minute drive radius, there is a modest negative leakage of -\$1,682,573, but this does not reflect the money spent by diners residing outside of the 5-minute drive area. We have encountered testimony from several sources of individuals living in outlying portions of Burlington County who gladly cross Route 130 to enjoy a favorite restaurant in Riverton. The market for new restaurants in Riverton should





The New Leaf Tea Room and Gift Shop is currently for sale.

not be considered saturated. In fact several available buildings including the New Leaf, the former post office, and the Beneficial Bank Building should be considered as excellent sites for new sit-down dining establishments.

Just as automobile dealers often locate near each other, it is common for restaurants to cluster near other eating establishments. The concentration of restaurants in a particular area encourages consumers to think of that location

when they want to go out for dinner and, should they arrive without reservations, the increased number of nearby eating places offers a number of alternative choices if their first selection does not have a table available.

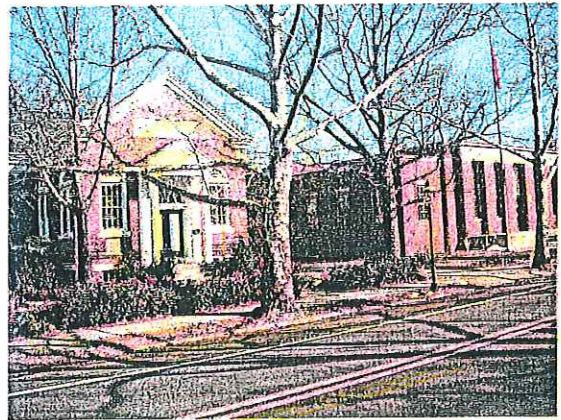
It should be noted that Riverton is a “dry” town, i.e., no liquor licenses are permitted by law within the borough limits. Many large national restaurant chains will not consider opening a new establishment unless they have access to a liquor license because it is a major profit center. The availability of a liquor license is an important consideration for local restaurant operators as well because of the importance of the cash stream generated by the sale of beer, wine, and cocktails. Should Riverton decide to reconsider its position as a “dry” town, such an initiative would have to be approved by local voters as a referendum, upon a petition signed by at least 15% of the number of voters who cast votes in the last general election for members of the General Assembly. Given Riverton’s limited population, it could only qualify for a single liquor license, even if a referendum were approved. Nonetheless, local towns such as Stratford have recently approved liquor licenses specifically as a way to



encourage redevelopment (which downtown Riverton is not in need of) and the economic development that it hopes will follow.

The lack of a liquor license does not prevent restaurant patrons from bringing their own bottles (BYOB). This practice is permitted in New Jersey unless specifically prohibited by local ordinances, provided that the restaurant does not charge a corkage or service fee. BYOB establishments are often viewed as an incentive by consumers because they can purchase wine or spirits at a much lower price

at a liquor store and save money by bringing a bottle of wine or a shaker of cocktails to the restaurant themselves. Since the cost of a liquor license is typically six figures (and is paid initially to the municipality), the fact that small restaurants do not have to purchase such a license lowers their operating cost.



The former post office building (on the right) has ample off-street parking and could provide a new location for a restaurant or other new business

Most of the remaining non-retail businesses in Riverton can be generally characterized as office and service uses. These include finance and insurance (5 businesses); real estate rental and leasing (11), professional, scientific and technical services (18), and other services (18). There are also 9 businesses in the construction sector. All businesses provide employment opportunities both to residents and to nonresidents, who have the opportunity to commute to work via public transit. The physical character of Riverton and its transportation access should be used to encourage professional service and retail businesses to locate to the Borough.

Riverton recruits new business through its Business & Civic Association. It also participates in the RiverRoute Advisory Committee, a consortium of 12 other Burlington County municipalities that are located along the River LINE, and economic development information about member communities is shared at its monthly meetings, which are held in cooperation with the County's Economic Development Department.

## Riverton's Vision for its Future

A community visioning session was held at the local elementary school on the evening of March 25, 2009. The Study Committee agreed to arrange for publicity and notes were sent home with school children in addition to the normal publicity procedures. Just 17 persons attended the session and all but one lived within the 5-minute drive market area. Anecdotal comments from Borough Officials indicated that this was actually a good turnout by Riverton standards and the correlation of responses exceeded those typically found in larger studies and accordingly, the results were determined to be reliable despite the extremely small sample size. The visioning questionnaire and accompanying photos were placed on the internet after completion of the study and additional responses were solicited among Riverton residents, but no additional responses were received. The demographic profile of respondents mirrored the general parameters of Riverton.

The objective of the visioning workshop was to obtain residents' perspectives on perceived barriers and desired solutions. Participants were led through a quantitative survey while illustrative pictures of Downtown Riverton and proposed design elements were projected on a screen at the front of the room. Participants recorded their answers on a paper version of the survey.

Residents are generally open to and welcoming of a revitalization program for Downtown Riverton. Specifically they desire a more traditional downtown feel, with special emphasis





District just the way it is now” and by the 62% who strongly agreed with the comment that “there’s still room for improvement in Downtown Riverton”.

The answers recorded on visioning questionnaires were subjected to a hierarchical regression-based analysis of key drivers. This technique, which is a common market analysis technique for commercial product studies, is designed to predict those attitudinal or behavioral dimensions that have the strongest impact on overall satisfaction. Only variables that were shown to have a statistical predictive capacity were reported.

The three factors that residents felt had a strong ability to increase satisfaction with downtown Riverton were (1) the emulation of the “feel” of the Plaza at Broad and Main Streets; (2) an overall improvement of the business districts; and (3) leveraging the River Line with promotion of Downtown Riverton.

The agreement ratings suggest that basic needs are being met, but participants would like to see more of a traditional main street, with upgrades to accent lighting, decorative sidewalks, regularly scheduled special events such as a farmers market, and heightened use of landscaping.



Despite their relatively small number, visiting eating establishments in Riverton was by far the most common reason to visit Riverton's downtown, being cited by 94% of respondents. The second largest draw was the use of community institutions (76%) and less than half of



River LINE train crossing Main Street

the respondents reported that they visited downtown to shop at stores (47%). Seven other possible categories of reasons to visit downtown Riverton received 18% or fewer responses, even though respondents were asked to record all reasons for visiting downtown.

There is a strong affinity for the River LINE but respondents did not use either it or the bus to visit downtown Riverton. 76% walked, 65% drove or were a passenger in a private vehicle, and 24% biked to downtown. Again, it must be noted that all but one respondent lived within five-minutes of Riverton.

The perception that there is a parking problem is common in Riverton but this was not borne out by the experiences of respondents and, as noted below, by parking studies conducted separately in the downtown area. The vast majority of respondents were usually able to find a parking spaces at varying times, and for varying trip purposes, the balance (20% or fewer) occasionally encountered difficulty finding a parking space. Everyone was willing to walk to their destination if they could not find a parking space directly in front of their destination. 47% were willing to walk a block and 53% were willing to walk between two and three or blocks from a parking space to their destination. Just 6% of respondents would return another time if they couldn't find an acceptable parking space.

## Transportation Planning Issues

Riverton desires to increase its attractiveness as a destination for visitors but both the Master Plan and the Reexamination Report express concern about increased volumes of vehicular traffic, not only on the main thoroughfares but also on smaller streets. These documents also express concern for parking availability. More visitors are likely to increase traffic, placing additional demands on Riverton's parking supply, the adequacy of which was also questioned in the Master Plan. This section examines the reasonableness of these concerns and suggests strategies to address them.

Much of the growth in traffic already seen is due to factors outside of Riverton's control. Broad Street is a County highway and is under County control. The County's focus is on serving regional mobility and accessibility first. Even so, there are some measures that might be mutually acceptable to both Riverton Borough and Burlington County that could at least reduce some of Riverton's concerns about this road. Planning literature has many examples of successful modifications of state- or county-owned roads that also serve as local community "Main Streets". However, the current configuration of the road and its significance in regional travel limit realistic options. Among the best possibilities for reducing travel speeds and enhancing pedestrian and bicyclist safety are minor "tweaks" such as using pavers to bring more attention of motorists to pedestrian crossings and filling out the sides of the road with more plantings. More vegetation has the visual effect of narrowing the road width.

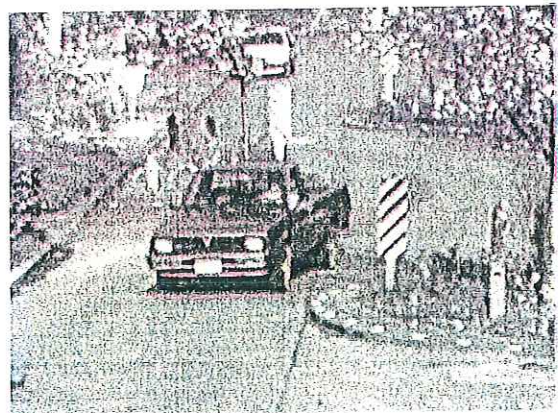




Broad Street near Elm Street

Broad Street in Riverton currently has one through travel lane in each direction and a third turning lane at intersections. Parking is generally permitted on both sides. Reducing the number of travel lanes is not an option. Similarly, reducing the width of the travel lanes may not be acceptable to the County, given the current levels of peak period traffic and the expected growth in volume that will accompany growth in communities at both

ends of Riverton's portion of Broad Street. Main Street, the other County road within the Borough, has more of the character of a neighborhood street, at least in the section north of Broad Street. Although it is a primary access route to the riverbank and the Yacht Club, there is little that could or should be done to upgrade its traffic capacity. It already has sidewalks on both sides of the cartway and the travel lanes are too narrow to allow for width reduction to accommodate bicycle lanes. On-street parking on Main Street is needed by



Examples of "chokers" and "chicanes," Pedestrian Safety, FHWA, 2004

residents and businesses on the street, which further curtails the ability to appropriate any part of the cartway for the purpose of bicycle lanes.

Secondary streets within Riverton are also impacted by traffic increases, but less so than the two primary streets, Broad and Main. These streets still probably have mainly local traffic



There are no sidewalks on the station side of Broad Street

but there is a perception that there is significant cut-through traffic on the back roads to avoid peak commuting period traffic congestion on Broad and Main Streets. Traffic counts suggest that the problem may not be as severe as generally thought, but there is evidence that some such traffic diversion is occurring and it is a safety problem in certain neighborhoods. The downside of traffic-calming on a main thoroughfare such as Broad Street is that it may encourage more through

traffic to seek cut-throughs on smaller, neighborhood streets that are less appropriate for such traffic. Physical traffic-calming measures for these secondary streets could be used if necessary to force reductions in travel speed and to discourage use of these streets for cut-throughs. Examples would include techniques such as bulb-outs, chicanes and chokers, as illustrated below. All are artificial obstructions designed to narrow the cartway at selected points, causing motorists to slow down. Signs proclaiming "local traffic only" are not likely to be effective.

Broad Street has sidewalks only on the north side. People parking on the River LINE side of the road must step out into a travel lane when exiting their cars, exposing them to traffic that often travels above the posted 35 m.p.h. speed limit. This is an obvious traffic safety



hazard. There should be signs alerting parkers and through traffic to this potential safety problem.

In Riverton, the prevailing opinion is that through traffic on Broad Street is still too fast. The 2007 Re-Examination Report for the Borough of Riverton notes that Broad Street Enhancement Project has made the street more



Existing crosswalk at Main and Broad Streets

pedestrian friendly and incorporated some traffic calming techniques, like choker intersections, so that it is a little easier to cross.

More can be done. The pedestrian crossing at Broad and Main is marked simply with minimal white lines. Improvements are recommended due the volume of pedestrian traffic that occurs for special events and the fact that this intersection carries the highest volume of traffic in Riverton. The crosswalk should stand out more than it does. Street-mounted flashing light strips are recommended, as well as decorative paving at the crosswalk with pavers or some other type of pavement differentiation. This would alert motorists to the fact that this space is to be shared with pedestrians and they should slow down.



Raised pedestrian crosswalk. Dan Burden,  
Pedestrian Safety Guide, FHWA, 2004

For traffic-calming purposes as well as for pedestrian safety, consideration should be given to raising the crosswalk slightly—not a speed bump but perhaps a gentle speed table. This would have the effect of slowing vehicular traffic (traffic-calming) and it would make pedestrians crossing this intersection more visible, increasing their safety. If highway maintenance officials object that this will impede snow removal, a similar effect can be achieved by simply using decorative paving

blocks. Additionally, pedestrian timer signals are also recommended in order to give elderly pedestrians and parents with small children guidance on whether there is sufficient time to cross the street safely before the lights change.

Riverton has completed a Pedestrian and Bicycle Safety Study, which was funded by NJDoT and adopted by the Borough. Unfortunately, copies of this study were not available to the consultants. Nonetheless, we believe that the comments which follow can be of value. Bicycle and pedestrian issues are greatest in the Downtown Area, but there are lessons for residential neighborhoods as well.

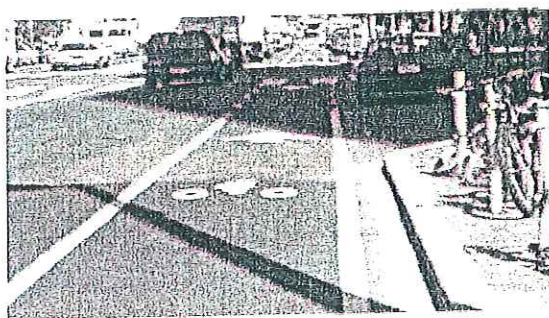
Bicyclist safety could be greatly improved if there were designated travel lanes for bicycles. On smaller streets, this may not be practical if travel lanes are already at minimum acceptable widths and provisions are made for on-street parking. On Broad Street, the possibility of taking some of the travel lanes in each direction for the purpose of designating bicycle lanes should be explored. Such a change would require County approval, of course.



The River LINE Station has provisions for parking bicycles but the lack of safe street travel access discourages potential bicycle commuters. If it is a goal to increase the number of rail transit users who access the station by bicycle rather than by car, the creation of bicycle lanes should receive priority.



Provisions for pedestrians in Riverton vary by location. On Main Street north of Broad Street, there are sidewalks on both sides although they are narrower than the standard 5-foot width. They are probably satisfactory for neighborhood residents but they will not handle crowds in a successful business district or those visiting Riverton for special events. Pedestrian mobility through other neighborhood streets is generally good. ADA-compatible intersections, with ramps, exist at most locations throughout the Borough. However, some sidewalks improvements are desirable to achieve ADA compliance at selected locations.

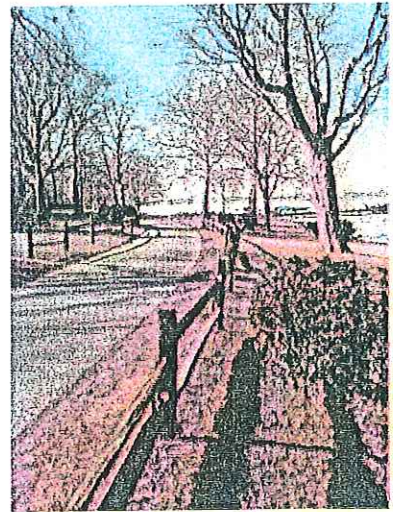


Example of bikeway; (Cara Seiderman, Pedestrian Safety, FHWA)

Mobility for bicyclists is not good. There are no dedicated bike lanes, forcing bicyclists to compete with motor vehicle traffic for road space. For many people, the safety risks will keep them from traveling within Riverton by bicycle, thus effectively limiting modal choice.

Accessibility to most key destinations within Riverton is generally very good, whether by car

or by foot. In fact, in some cases, the accessibility is probably too easy and there is a risk that as Riverton becomes a more popular destination for persons living beyond the current 5-minute drive market, the downtown could be overwhelmed by visitor traffic unless some modifications are made to handle higher volumes of cars and people.



Bank Avenue

The distance from the heart of the downtown area, at Broad and Main Streets, to the Yacht Club, at Main Street and Bank Avenue, is 0.4 miles. A distance of 0.5 miles is considered a reasonable pedestrian walking distance, although it is recognized that some people seeking to visit the riverfront will prefer to drive their vehicles closer to the river. Since on-street parking is prohibited on Bank Avenue, these motorists would typically park on side streets, creating an inconvenience for residents. Visitors should be encouraged to park in the center of Riverton and walk to the riverfront.



Vacant parking spaces at public and private parking lots in Downtown area at mid day on a weekday



Signs should indicate that parking is not available along the riverfront and traffic calming measures could be instituted along Bank Avenue, such as chicanes and/or speed tables, to help discourage vehicular traffic. The feasibility for such modifications of Bank Avenue may be dictated by the terms of easements on what is essentially a private road for public access.

Access from the train station to Riverton businesses on the north side of Broad Street is blocked by the train tracks. However, sidewalks and a mid-block crosswalk could help motorists parking on the south side of Broad Street.

Accessibility to the station by bicycle is generally not good. Although there are bicycle racks at the River Line station, there are no dedicated bicycle lanes and paths connected to it. As noted above, increased use of the station by cyclists requires safety improvements.

Contrary to popular opinion, spot surveys of public and on-street parking in the Business District in downtown Riverton, taken both midweek and on weekends, and on weekdays and Saturday nights, have not revealed a shortage of parking spaces. On weekdays, both during morning commute time, late morning, and early afternoon, empty on- and off-street parking spaces were observed in the central part of town and by the River Line. Public parking lots, other than at the train station, had low utilization rates.

The perception of a shortage of parking spaces in Riverton may be generated by some people not finding a spot directly in front of their desired destination but standard parking surveys do not usually consider a parking shortage to exist if there are spaces available within a 5-minute or ¼ mile pedestrian shed. The visioning study found that participants were generally willing to walk this distance to find parking. Observation has shown that

limited areas, such as the area near the pizza shop, can be congested but spaces are available a short distance away.

There is a danger is that employees can occupy spaces in public lots for eight-hours at a time or longer. This may create a problem for residents and shoppers/diners alike. Issues like this can often be resolved without adding more spaces (a low value use of what may be high value land) but rather by limiting parking time allowances. In any case, tying parking time requirements to land uses is good policy. It was reported that a 2-hour parking limit was previously proposed for the Public Lot on South Main Street but it was rejected in the face of resident complaints. A simple solution would be to issue parking stickers to nearby residential property owners, thereby exempting them from time limits. Employee parking needs cannot be ignored, but can be met at more distant locations.

A major improvement would be enhanced directional and identification signage for public off-street parking lots. Small directional signs exist on Broad Street, at Main Street, but they do not stand out. Similarly, the Borough has been granted the right to use the rear parking lot at the current Beneficial Bank location for public parking. This lot is convenient to both the River LINE station and to businesses on South Main Street but there is no indication to motorists that this parking lot is available for public use. A uniform family of way finding signage to parking and other institutions in Riverton would greatly improve this situation.



Adoption of a family of way-finding signs would improve recognition and help direct visitors to parking and other institutions.

Where necessary, the Borough might seek easements to use private business parking lots during times when the business is closed but demand for restaurant parking is high.

The 2007 Re-Examination Report recommends that Riverton consider reviewing and revising its parking ordinances. Industry parking standards (Institute of Transportation Engineers—ITE) are based on traditional suburban stand-alone stores in strip developments. Parking ratios are computed for each individual business. In a downtown setting, especially a small one such as Riverton's, shared use of on-street spaces often works quite well, obviating the necessity of separate parking facilities for each business. The 2007 Reexamination Report recommends that employees be encouraged to bike, walk, or take the rail line to work but without better and safer bicycle and pedestrian facilities, people are not going to be inspired to walk or bike to and from work in Riverton.

There is a current recognition among some Council and Planning/Zoning Board members that they recognize zoning standards for parking may be unnecessarily restrictive, but they would prefer to have applicants apply for parking variances so that they can add appropriate conditions on a case by case basis. It was noted that parking variances are regularly granted but it should be recognized that the zoning provisions may scare away potential new businesses who are not familiar with the permissiveness of the Planning and Zoning Board in granting parking variances, and who wish to avoid the added expense and risk of a zoning hearing.

Commuter parking may become more of an issue if transit ridership increases. The 2007 Re-Examination Report notes that the Riverton stop has been mainly a "kiss-and-ride," meaning that few of the commuters actually have to park a car in proximity to the station. The regional trend is more typically toward park-and-ride commuters. If ridership on the River Line increases, it may be drawn from Riverton residents (some of whom will choose



to drive to and from the station) as well as out-of-towners, and demand for station area parking will increase. In this regard, the existing rear parking lot behind the current Beneficial Bank Building may be helpful.

## Funding the Future

Riverton is a small community with a limited tax base. Its ability to implement the recommendations of this report will be aided by grant assistance from higher levels of government. This report was funded in part by a Transportation Community Development Initiative (TCDI) provided by the Delaware Valley Regional Planning Commission with matching funding provided by the Burlington County Department of Economic Development and Regional Planning. Riverton Borough also provided in-kind services. Although it is not a requirement for the TCDI Program, Riverton's application for this grant was aided by its designation by DVRPC as a Classic Town of Greater Philadelphia. This program provides publicity on its web site and encourages Classic Towns like Riverton to work together to support regional and state economic policies. However, no additional funding is available through the program.

In the same way that Riverton's designation as a Classic Town helped its TCDI grant application, there are substantial benefits from its designation in the State Development and Redevelopment Plan (jointly with Palmyra and the East Riverton section of Cinnaminson) as a Town Center. This designation entitles Riverton to priority funding status for various state-administered grants. Moreover, the staff of the Office of Smart Growth will host a meeting between local officials from a designated center and all state agencies to locate and coordinate the grant programs best suited to local needs. All applications must be submitted on-line through the State's System for Administering Grants (SAGE). Although many of the programs noted below are within the Department of Transportation, SAGE coordinates grant programs under all Departments, including

Community Affairs and Environmental Protection. Current budget issues in Trenton may initially limit the availability of some funding opportunities, but hopefully funding levels will be restored as the economy improves. Some of the types of grants available to Riverton are:

#### **The Centers of Place Program**

The New Jersey Department of Transportation (NJDOT) administers a Centers of Place Program, which is designed to assist municipalities who have formally participated in implementation of the New Jersey State Development and Redevelopment Plan (SDRP). The program provides an opportunity to apply for funds to support non-traditional transportation improvements that advance municipal growth management objectives. Designation as a Town Center qualifies Riverton for this program.

#### **Local Aid, Infrastructure (State Aid)**

Subject to funding appropriation, NJDOT has established a discretionary fund to address emergencies and regional needs throughout the State. Any county or municipality may apply at any time. These projects are approved at the discretion of the Commissioner. This program is often used for sewer and water projects that pose a threat to public safety, but a municipality may also apply for funding for local pedestrian safety and bikeway projects. County consent and support will be required for County highways (Broad and Main Streets).

#### **Local Aid, Infrastructure State Aid**

All local governments receive an annual allocation of local State aid which is determined by formula and often used for on-going maintenance projects. In addition, funding for eligible county and municipal projects is considered by NJDOT for projects of special concern that



are intended to improve roadways that are used by the general motoring public. Arterial and collector type roads with a high volume of vehicular and truck traffic, which are used as bus routes are given the highest priority. Broad Street would qualify for this priority consideration, but would have to compete with other applications from throughout the State. Because Broad Street is a County highway, and improvements would most likely continue into adjoining municipalities, the application is appropriately made by the County, with endorsement by the Borough.

#### **Bikeway Grant Program**

The New Jersey Department of Transportation also funds a Bikeway Grant Program that provides funds to counties and municipalities to promote bicycling as an alternate mode of transportation in New Jersey. A primary objective of the Bikeway Grant Program is to support the State's goal of constructing *1,000 new miles* of dedicated bike paths (facilities that are physically separated from motorized vehicular traffic by an open space or barrier either within the highway right of way or within an independent right of way). In an effort to establish regionally connected bicycle networks, this program is available to every municipality and county throughout New Jersey. Although priority will be given to construction of new bike paths, the proposed construction or delineation of any new bicycle facility will be considered.

#### **Safe Streets and Neighborhoods Program**

This NJDOT program is designed to provide funding to eligible cities and municipalities for Advanced Traffic Management Systems (ATMS) that will allow communities to better manage congestion and incidents at key intersections, improve transportation mobility, efficiency and safety, and provide timely information to emergency operation centers

through the installation and integration of traffic and surveillance cameras. Riverton itself is not eligible, but an application could be filed by Burlington County on behalf of the Borough and adjacent municipalities. All applications are reviewed and evaluated by the Local Aid Safe Streets and Neighborhoods Program Review Committee. Recommendations are made by the committee for final approval by the Commissioner of NJDOT and the distribution of funds is made through a competitive process.

### Safe Streets to Transit

This program supports Governor Corzine's comprehensive Pedestrian Safety Initiative. This includes NJDOT's Safe Streets to Transit Program, which is designed to provide funding to counties and municipalities to improve access to transit facilities and all nodes of public transportation. The objectives of the program are (1) improving the overall safety and accessibility for mass transit riders walking to transit facilities, (2) encouraging mass transit users to walk to transit stations, and (3) facilitating the implementation of projects and activities that will improve safety with a one-half mile radius of transit facilities. This includes most of Riverton. Related programs that are part of this initiative include pedestrian safety projects and improvements, a Safe Routes to School Program (the Riverton Elementary School is near the Downtown Study Area), and the establishment of Pedestrian Safe Corridors, based upon accident history. Additional support is available for planning and enforcement activities that support pedestrian safety. The Pedestrian Safety Initiative was announced in September 2006 and was initially expected to provide funding over a five year period, through 2011.

### Transit Villages

Eligibility for the Transit Village Grant Program is limited to municipalities that have been formally designated as Transit Villages by the Commissioner of Transportation and the inter-agency Transit Village Task Force. Designation is limited to municipalities that have made a commitment to grow in the area surrounding a transit facility, such as a light rail station. Riverton is not yet designated as a Transit Village. Before being accepted into the program, Riverton must commit itself to redevelop or revitalize the areas around transit stations using design standards of Transit-Oriented Development (TOD). The Transit Village Initiative also seeks to reduce traffic congestion and improve air quality by increasing transit ridership. Therefore, one of the goals of the Transit Village Initiative is to bring more housing, businesses and people into the neighborhoods around transit stations.

### Transportation Enhancement Program

Transportation Enhancement projects are designed to foster more livable communities, preserve and protect environmental and cultural resources and to promote alternative modes of transportation. Funds are available for design, right of way acquisition and construction. Funding comes from the federal government but is administered by the State, so it may be applied for through SAGE.

### The Garden State Historic Trust Fund

This program was authorized by voters in 1998 and provides funding for historic site management and capital preservation projects. However funding is scheduled to expire in 2009 unless it is extended, and existing programs have been fully committed. Even if funding was available, no sites in Riverton would be likely to qualify. However, the program



should be monitored after the State's current budget issues are resolved in case funding becomes available for historic property surveys and the drafting of tighter preservation codes.

### Main Street New Jersey

The need to provide administrative support for business promotion and special events in Riverton has been discussed above. Main Street New Jersey is an affiliate of the Department of Community Affairs and it provides communities with populations of at least 5,000 with technical assistance and training to revitalizing historic downtowns. Although Riverton does not meet the minimum population threshold, it should attempt to partner with other communities in its Designated Center to participate in these programs.

## Conclusions

This analysis has concluded that Riverton is a desirable community that faces increasing difficulties in attracting retail establishments that can survive in Riverton. This is partially the result of the relative geographic isolation of the Borough and it is partly caused by the relatively small size of its primary market area, both in terms of geography and population. Although Riverton's demographic characteristics are favorable, most large businesses require a larger base to succeed.

Riverton's business district is clearly visible to passengers on the River LINE but few use that light rail line to visit Riverton unless they already live or work nearby. Special events can be promoted by leaving announcements on seats, but that first requires the effort to organize the event.

The Borough receives significant exposure from community events like the Fourth of July Celebration, Victorian Day, the Garden Tour, Treasure Day, a Farmer's Market, and the Yacht Club Regatta. Many participants in the visioning session indicated that they would like to see a return of a Farmer's Market. However these events require advance organization and are very volunteer-labor intensive. Many events, including the Farmer's Market, have been discontinued as local workers "burn out".

Even if non-residents discover Riverton as a result of these events, there is not a large enough of a retail base to bring them back for a return shopping trip. At the same time



Regularly scheduled farmer's markets can bring both locals and visitors to the Downtown, but they require organization and publicity.

programs like Main Street New Jersey, which are designed to provide grants to pay for staff that can help with such promotions, but as discussed above, the program requires a larger base population than Riverton's in order to become eligible.

Riverton should attempt to combine its marketing and planning efforts with adjoining communities such as Palmyra and the nearby sections of Cinnaminson which together form the Designated Town Center on the State Plan. Palmyra has a very successful Economic Development Committee but it does not have the concentrated focus that Riverton offers. Cooperative overtures should be extended to both adjoining

municipalities and, acting together, the communities may meet the eligibility requirements of New Jersey Main Street.

Despite the obstacles facing new businesses, there may be opportunities for new "niche" businesses that feed off of Riverton's small town charm and relatively strong economic characteristics. Examples might include bed and breakfast establishments, antique shops (although several have failed in the past), artists' studios and galleries, craft stores (including music and quilt shops), and services that cater to seniors and empty nesters. It is important to be realistic. While some participants expressed a desire at the visioning session for establishments like a small supermarket, such business are unlikely to be attracted to Riverton because of the limitations noted above and, even if they were, the "big box"



building that they would require would not be compatible with the character of the Borough. Riverton has been fortunate in that new development has been compatible with the town's character and has been well buffered and landscaped.

One notable success story in the downtown area has been Riverton's restaurants, although even those businesses have felt the pinch of the current recession. Several large buildings with parking will become available on South Main Street and they could become attractive locations for new BYOB restaurants. These buildings are the former post office and the soon-to-be-relocated Beneficial Bank building. The visioning exercise found a desire among respondents for restaurant choices not now represented in the community, including those serving Asian and Indian foods. In addition, the large clear span spaces within these buildings make them attractive to businesses such as engineering and architectural studios.

Riverton already has actively pursued economic development activities - it has a Business & Civic Association and the Borough participates in the RiverRoute Advisory Committee, a consortium of 12 other Burlington County municipalities that are located along the River LINE. The RiverRoute Advisory Committee allows its members to share economic development information with each other. As a related activity, Riverton works closely with the County's Economic Development Department on marketing, events, redevelopment and commercial property availability and needs. These existing efforts can be focussed on

business recruitment to insure that potential new businesses are made aware of opportunities that exist in Riverton. If funding can be found, regularly scheduled events should be held on the Plaza. Many larger communities have successful “First Friday” events, so a “last Friday or a “Third Friday” would avoid competition. These early evening events need not be elaborate. They can



Source: Classic Towns of Greater Philadelphia

consist of a single performer such a guitarist or small musical ensemble with a vocalist. Such events would provide a reason to visit Riverton and perhaps eat at a local food establishment or shop at any stores that happen to open at that time. Restaurants and businesses can participate in promotional opportunities such as entering into marketing alliances to offer pre-show dining discounts in association with local little theaters, or subscribing to internet reservation services such Open Table®.

The importance of non-retail and non-restaurant business such as services should not be overlooked. These provide employment opportunities as well as a ready lunch-time market for local stores and restaurants. The proximity of the River LINE can be used to promote employment at these businesses.

There is not a need to build more parking in Riverton. First of all it is not required, and secondly, tearing down existing buildings to provide paved parking lots creates interruptions in the “streetscape” that detracts from the charm of the community. However, there is a need to provide better directional and identification signage for parking and other community facilities. The development of a graphic sign family unique to Riverton would increase identity and ease of recognition.

Riverton's greatest asset is its small town charm. This should be retained and enhanced by strict adherence to architectural guidelines and extensive use of both public and private landscaping.

There is a feeling among residents that more can be done. Public improvements to the streetscape can be helpful but they are expensive and should be provided judiciously. Sidewalk treatments provided in isolation may not produce the desired result. They should be coordinated with decorative street lighting, street trees and planting beds, and control of signage.

The recommendations made above concerning traffic calming, pedestrian improvements and bicycle safety need to be carefully considered. Walkability and a bicycle-friendly friendly environment are keys to a successful smart growth community and necessary ingredients to attract more people to downtown Riverton.



Streetscape improvements may not be effective unless they are part of a coordinated program that includes lighting, street trees and other amenities.

The gazebo at the Plaza has become a symbol of Riverton. Since this plaza has such importance in defining the identity of Riverton, it should be enhanced by outlining its form with small white “christmas tree lights,” which should be used year-round from dusk to dawn. Spotlights and electrical outlets will facilitate the use of the space for performers and their sound amplification equipment.

Riverton has obtained a Centers of Place grant



to complete the current brick and cement sidewalk treatment throughout the downtown, but this should be coordinated with other streetscape improvements such as street lighting, landscaping, and other amenities such as street furniture (waste receptacles, benches at appropriate locations, bike racks, and the like).

Restaurants should be encouraged to place tables on public lands such as sidewalks and plazas. A minimum width of four-feet must be reserved for pedestrian traffic but outdoor dining is popular during warm weather months and the added activity in public view adds the appearance of excitement and energy to the streets.

Local officials should continue to embrace a cooperative and supportive vision of the downtown area that encourages both its improvement and the preservation a high quality of living simultaneously for residents, businessmen, and visitors. It is not enough for the master plan to recognize the value of mixed-uses downtown if the zoning ordinance prohibits it. It cannot be assumed that variances will always be granted for unrealistic parking standards because someday they may not, and the mere existence of such standards may scare potential new businesses away.

The revitalization of Riverton will not come as a result of a single development. It will result from steady efforts to capitalize on the community's primary asset, its historic, small town charm, and publicize it. A path to this goal is provided in the above sections. The goal is to make Riverton sufficiently attractive that individuals from outside its current primary market area will make a conscious decision to visit Riverton. The geographic isolation of Riverton does not mean that it is inaccessible; it merely means that individuals who are now unfamiliar with the community must first discover the Borough and then be provided with a sufficiently enjoyable experience on their first visit that they will want to return.

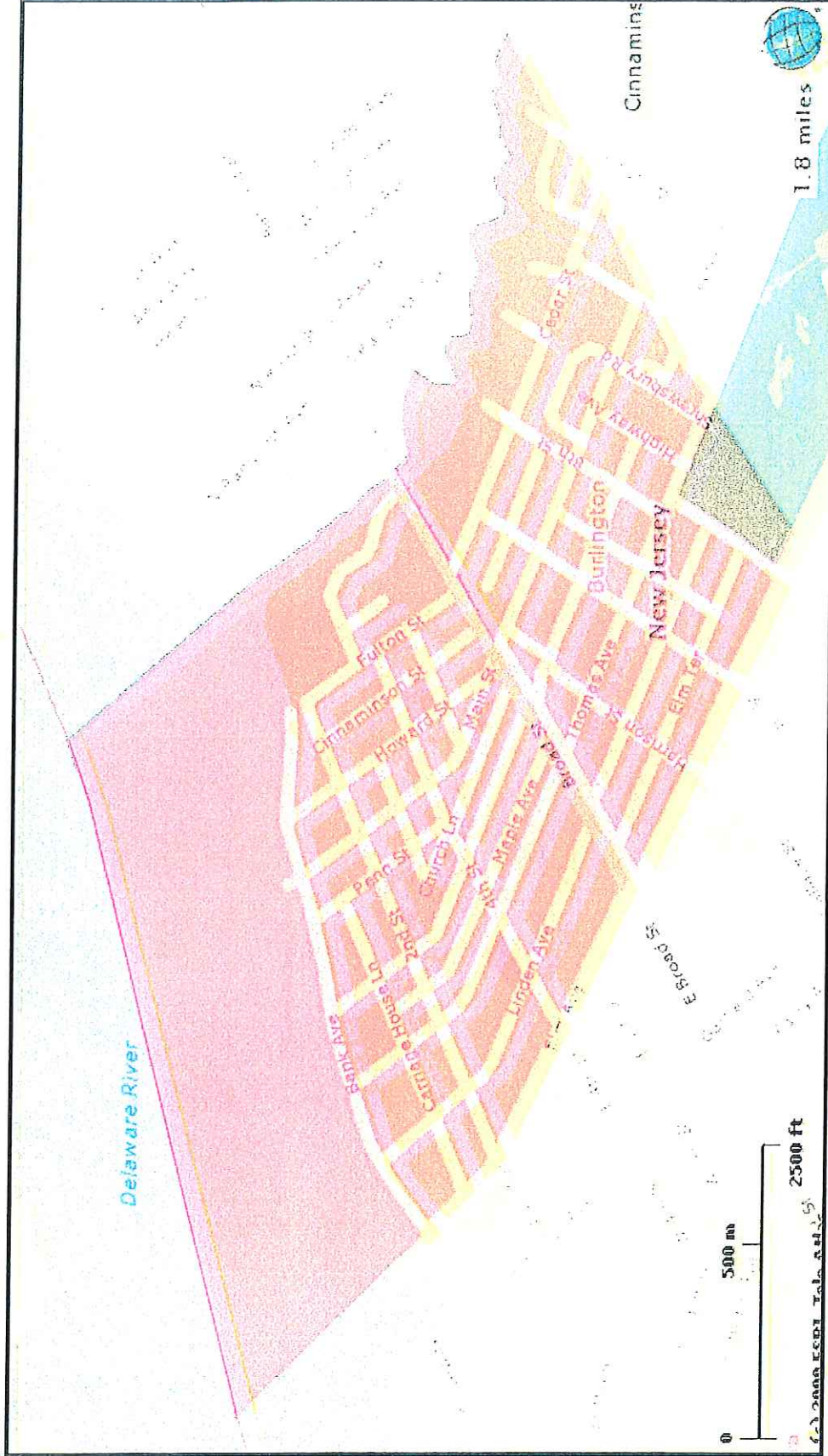
## Appendices: Market Study and Visioning Results



# Economic and Demographic Marketing Data



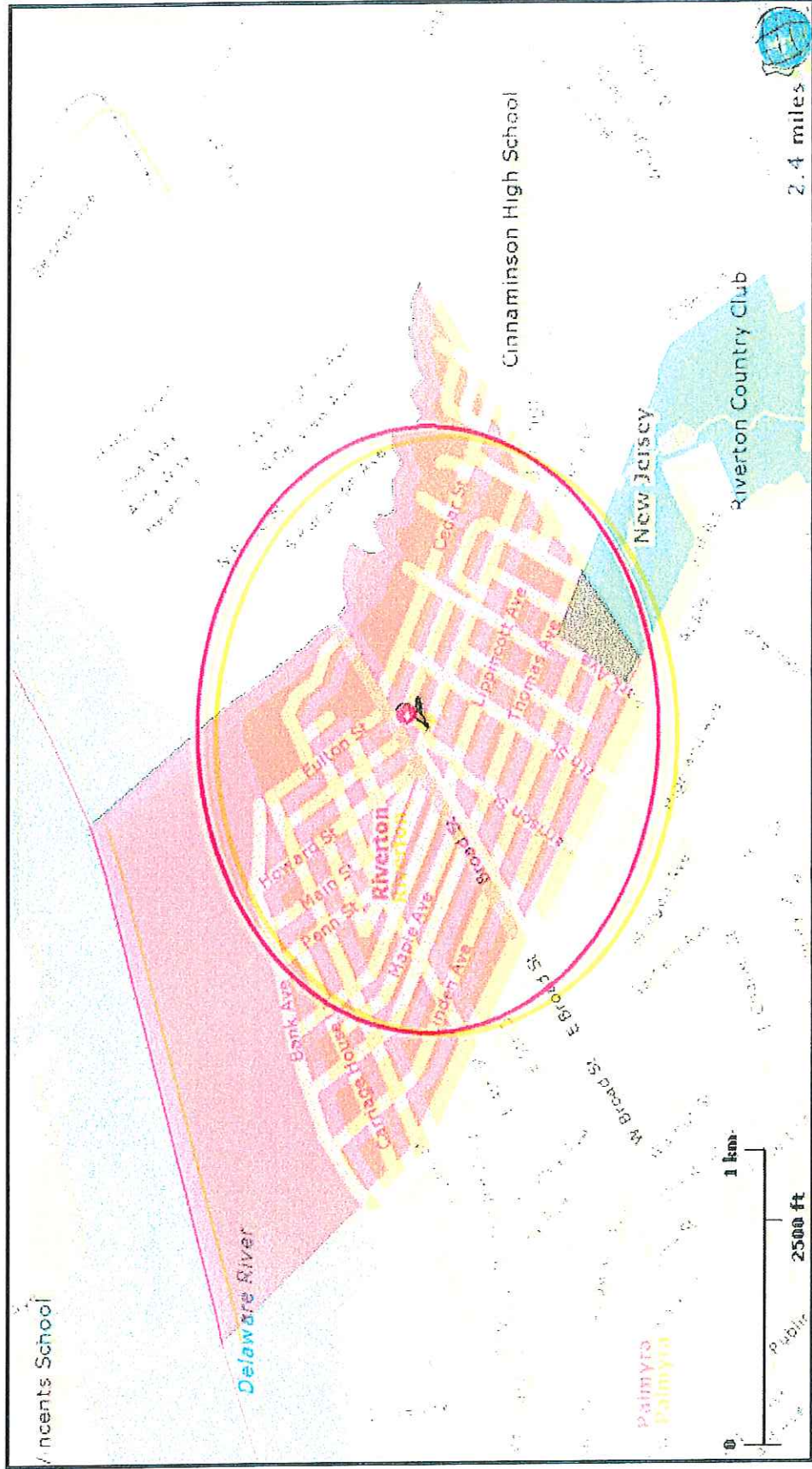
# Riverton, NJ





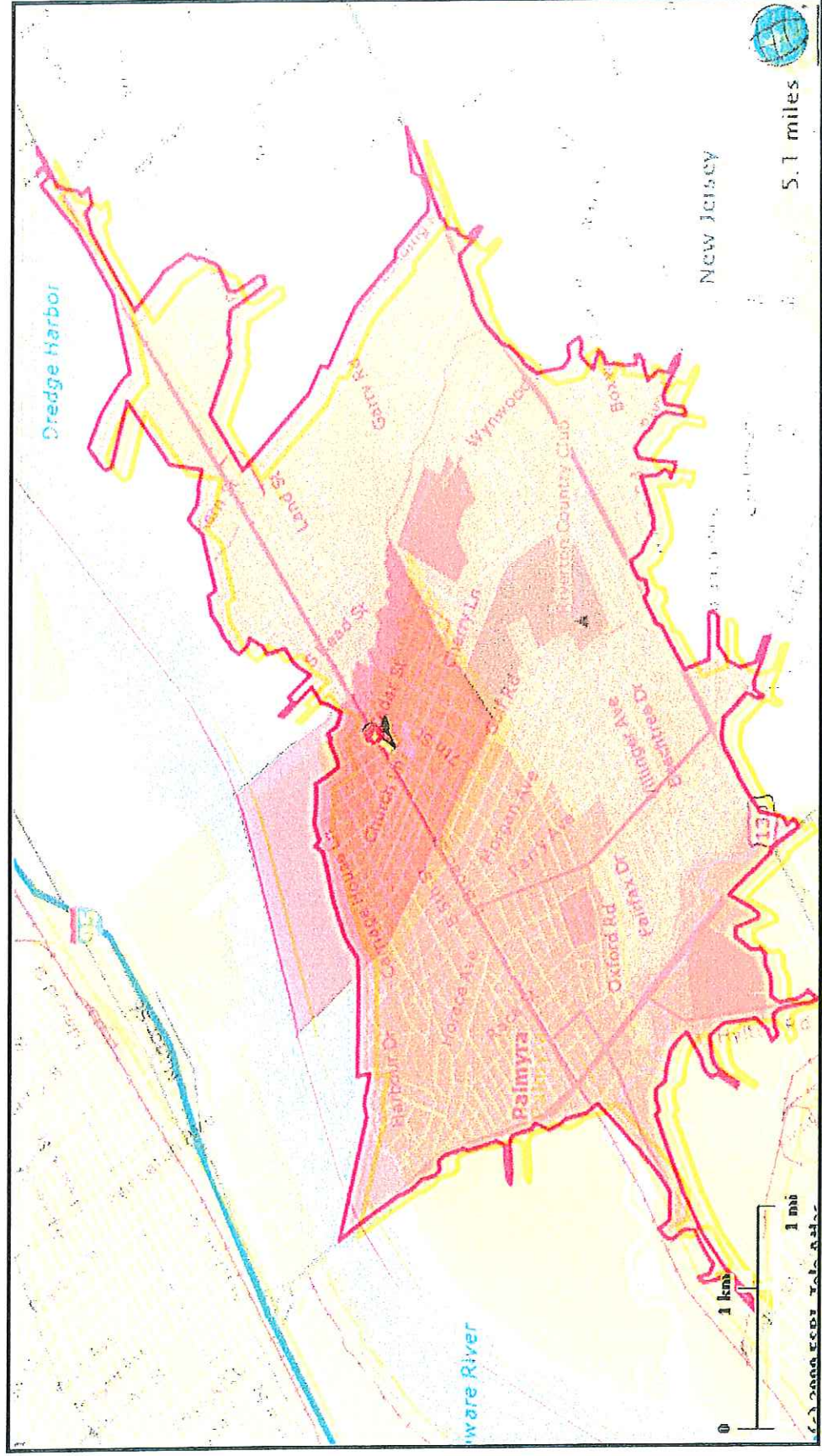


# Riverton 1/2 Mile Radius





# Riverton 5 Minute Drive





0 10 mi  
0 25 km

(c) 2009 ESRI, Tele Atlas

(c) 2009 ESRI. Tele Atlas

# 2008 Economic / Demographic Data

	Riverton	¼ Mile	½ Mile	5 Minute Drive	Burlington County
Pop.	2,791	999	2,961	15,662	457,567
HH	1,090	396	1,164	6,315	168,917
HH Size	2.44	2.41	2.45	2.43	2.62
% Owner Occ.	73.4%	73.3%	74.4%	75.4%	74.9%
% Vacant	4.4%	4.6%	4.4%	5.1%	4.5%
Median Home Value	\$352,682	\$352,151	\$329,135	\$279,087	\$297,338
Median HH Income	\$74,485	\$73,840	\$72,992	\$69,726	\$77,010
Median Age	45.1	45.1	44.1	43.5	39.5



# 2008 Top Tapestries

	Riverton	¼ Mile Radius	½ Mile Radius	5 Minute Drive	Burlington County
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Top  
Taps.

In Style	In Style	In Style	In Style	Cozy &
Prosperous	Prosperous	Prosperous	Prosperous	Comfortable
Empty	Empty	Empty	Empty	Main Street USA
Nesters	Nesters	Nesters	Nesters	

**In Style:** *In Style residents live in the suburbs but prefer the city lifestyle.* Professional couples predominate. Household distributions by type are similar to those of the United States. Married-couple families represent 54 percent of households. Households without children (married couples without children, single-person, shared, and other family types), comprise more than two-thirds of all households. This count is increasing. The population is slightly older, with a median age of 40.2 years. There is little racial diversity in this market.

**Prosperous Empty Nesters:** Fifty-seven percent of householders in the *Prosperous Empty Nesters segment are aged 55 years or older.* Forty percent of households are composed of married couples with no children living at home. The median age is 48.5 years. Population growth in this segment is increasing slowly, at 0.6 percent annually, but the pace is likely to accelerate as the baby boomers mature.

**Cozy & Comfortable:** *Cozy and Comfortable residents are middle-aged, married couples, comfortably settled in single-family homes in older neighborhoods.* The median age is 41.9 years, slightly older than that of the U.S. median. Most residents are married, without children, or married couples with school-age and adult children. This is a relatively large segment, with 8.6 million people (the fifth largest population of all the Community Tapestry segments), and growing moderately by 0.7 percent annually. Most of the residents in this segment are white.

**Main Street USA:** *Main Street, USA neighborhoods are a mix of household types, similar to the U.S. distribution.* Approximately half of the households are composed of married-couple families, nearly one-third are single-person or shared households, and the rest are single-parent or other family households. The median age of 36.7 years matches the U.S. median. The majority of these residents are white.

# 2008 At-Place Employment Establishments

	Riverton	¼ Mile Radius	½ Mile Radius	5 Minute Drive	Burlington County
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## Businesses / Employees

Total	107 / 621	59 / 347	117 / 727	930 / 7,795	17,854 / 201,184
Retail	13 / 28	7 / 17	16 / 58	168 / 1,564	3,504 / 38,550
FIRE	15 / 43	8 / 22	14 / 41	74 / 519	1,548 / 12,642
Services	50 / 395	28 / 220	52 / 388	329 / 2,328	7,129 / 84,995
Other	29 / 155	16 / 88	35 / 240	359 / 3,384	5,673 / 64,997
Emp. / Res Pop. Ratio	0.22	0.35	0.25	0.5	0.44



# 2008 Retail Data

	Demand	Supply	Leakage
<b><u>Borough of Riverton</u></b>			
Retail Trade	\$33,525,645	\$4,228,731	\$29,296,914
Food & Drink	\$5,127,309	\$1,962,812	\$3,164,497
Health & Personal Care	\$1,865,544	\$2,991,963	\$1,126,419
Electronic	\$1,315,732	\$0	\$1,315,732
General Merchandise	\$2,948,182	\$0	\$2,948,182
Motor Vehicle	\$8,178,918	\$614,716	\$7,564,202
Gas Station	\$4,254,284	\$0	\$4,254,284
<b><u>¼ Mile Radius</u></b>			
Retail Trade	\$13,998,318	\$3,629,355	\$10,368,963
Food & Drink	\$1,856,562	\$1,164,361	\$692,201
Health & Personal Care	\$676,926	\$1,795,163	\$1,118,237
Electronic	\$476,123	\$0	\$476,123
Motor Vehicle	\$2,960,896	\$323,864	\$2,637,032
General Merchandise	\$1,067,581	\$0	\$1,067,581
Gas Station	\$1,540,530	\$0	\$1,540,530



# 2008 Retail Data

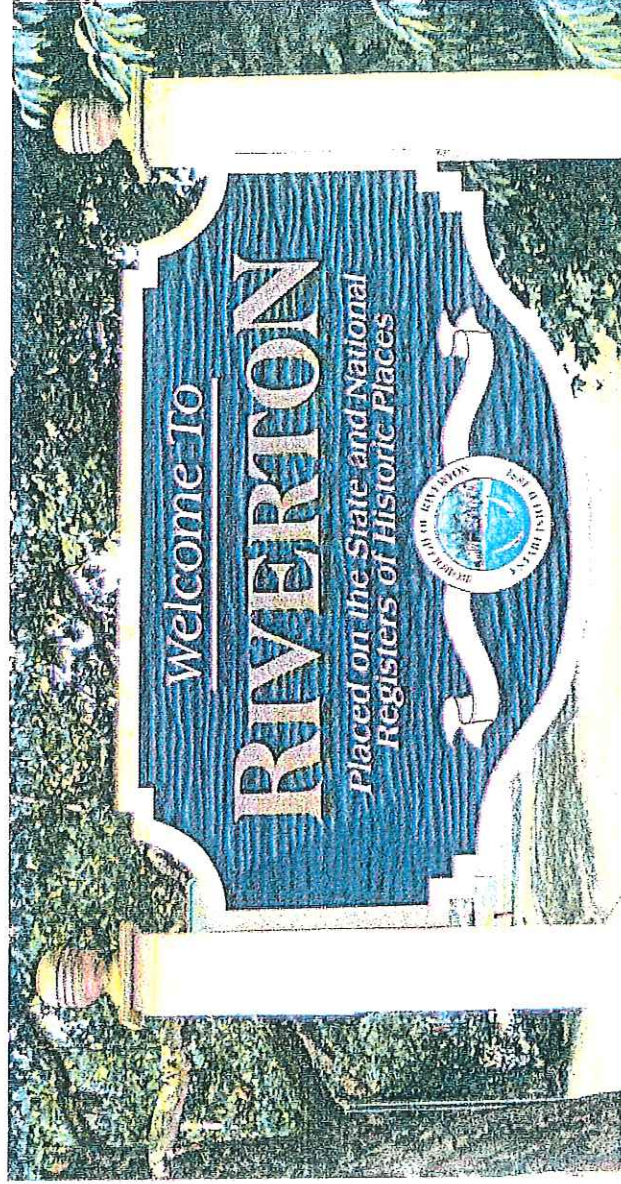
	Demand	Supply	Leakage
<b><u>½ Mile Radius</u></b>			
Retail Trade	\$34,397,712	\$15,181,478	\$19,216,234
Food & Drink	\$5,270,860	\$2,122,366	\$3,148,494
Health & Personal Care	\$1,918,604	\$2,856,730	\$938,126
Electronic	\$1,347,644	\$134,521	\$1,213,123
General Merchandise	\$3,028,614	\$3,414,171	\$385,557
Motor Vehicle	\$8,345,476	\$5,600,398	\$2,745,078
Gas Station	\$4,362,431	\$234,177	\$4,128,254
<b><u>5 Minute Drive</u></b>			
Retail Trade	\$176,050,634	\$403,654,858	\$229,286,797
Food & Drink	\$27,019,344	\$28,701,917	\$1,682,573
Health & Personal Care	\$9,876,103	\$14,738,430	\$4,862,327
Electronic	\$6,867,294	\$4,137,120	\$2,730,174
Motor Vehicle	\$42,415,857	\$166,785,747	\$124,369,890
General Merchandise	\$15,513,369	\$47,633,640	\$32,120,271
Gas Station	\$22,280,193	\$22,167,635	\$112,558

# 2008 Retail Data

	Demand	Supply	Leakage
<u><b>Burlington County</b></u>			
Retail Trade	\$5,354,123,758	\$8,249,415,223	\$2,644,808,863
Food & Drink	\$819,805,159	\$569,322,557	\$250,482,602
Health & Personal Care	\$290,014,268	\$303,049,381	\$13,034,913
Electronic	\$212,248,362	\$221,511,378	\$9,263,016
General Merchandise	\$471,559,048	\$819,284,053	\$347,725,005
Motor Vehicle	\$1,310,189,649	\$2,560,783,018	\$1,250,593,369
Gas Station	\$675,491,783	\$900,311,721	\$224,819,938



# Downtown Revitalization Study: Visioning Workshop Results



April, 2009





## Background & Objectives

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- Riverton, New Jersey is faced with vacancies in many of its storefronts (both new and existing). The borough is currently in the process of a revitalization effort to attract new businesses.
- The current study was undertaken as part of a broader effort to understand what measures must be taken to make Riverton more attractive to businesses.
- Specifically, the objective of the visioning workshop was to obtain residents' perspectives on perceived barriers and desired solutions.

## Methodology

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- A town hall meeting was held on Wednesday, March 25, 2009 at the Riverton Pubic School gym. The meeting was advertised through a variety of sources (e.g., word of mouth, flyers sent home with schoolchildren, posters around town, online).
- A total of 17 residents attended the meeting and completed a survey. No additional surveys were received as a result of the post-hearing internet posting.
- Participants were led through a quantitative survey while illustrative pictures of Downtown Riverton and proposed design elements were projected on a screen at the front of the room. Participants recorded their answers on a paper version of the survey.



## Insights

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- Residents are open to and welcoming of a revitalization program for Downtown Riverton.
- Specifically a more traditional downtown feel is desired, with special emphasis given to incorporating accent lighting, decorative sidewalks and greenery. In addition, a farmer's market or green grocer is highly desired.
  - » The plaza at Main & Broad streets is well liked and should be enhanced with accent lighting. (Suggestions: strings of small white lights outlining the Gazebo shape; key locations, enhance plaza with more seasonal flowers and plants. Provide better access to station.)
- Restaurants, along with borough institutions and shops, are key to attracting residents/visitors to the downtown area. Themes emerged in the types of establishments desired – coffee shops, ethnic restaurants (especially Chinese), BYOB restaurants, professional services, a gift store, entertainment stores and a green/natural grocer.
  - » Consider incentives to attracting these types of businesses.



## Insights (continued)

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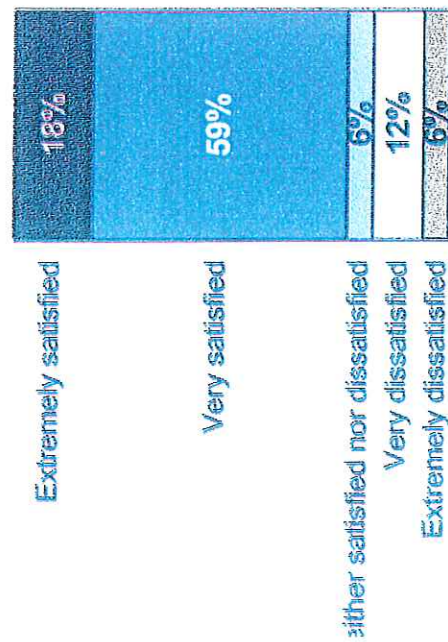
- The River Line is not used by these residents (who tend to live nearby downtown), but the rail system is critical to ensuring the success of the revitalization project.
- Parking does not appear to be an issue, with the possible exception of weekday evenings, where downtown residents and shoppers/diners appear to compete for the same spots.
  - » If other data suggests the need for more parking, off-street parking that is shielded from view is highly desired. Residents appear to be willing to trade-off proximity to their destination, if necessary.

## Detailed Findings

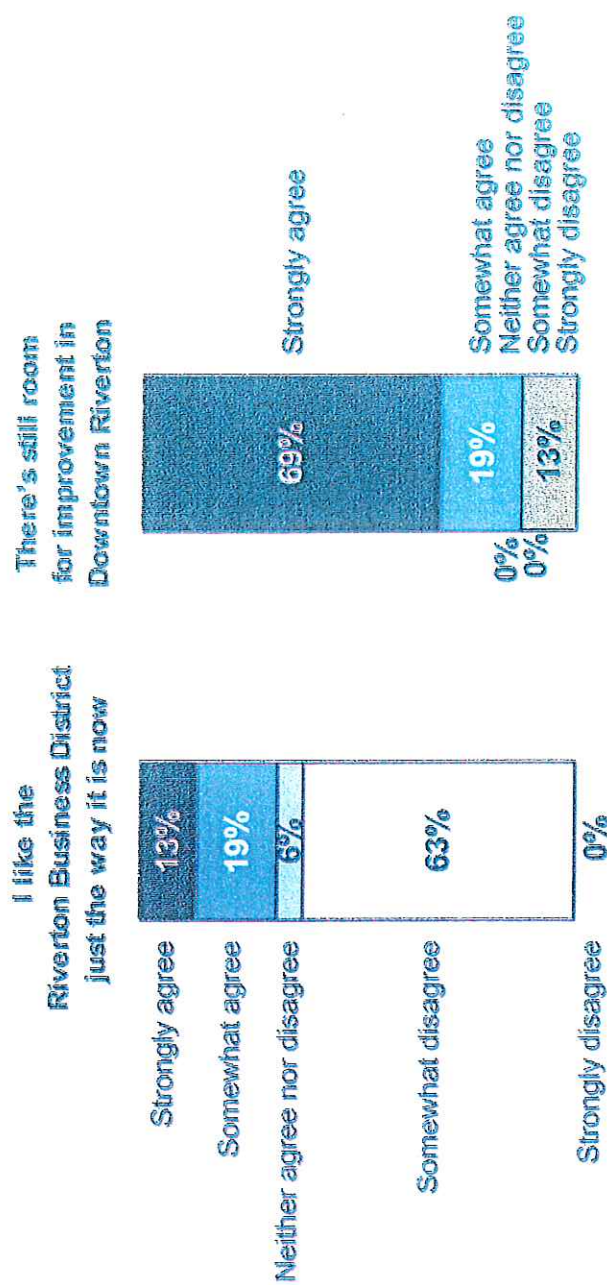
# Overall Reactions to Downtown Riverton

- Residents are tempered in their satisfaction with Downtown Riverton, and indicate that improvements are needed and welcomed.

## Overall Satisfaction with Downtown Riverton



## Agreement with Attitudinal Statements





## Explanation of Key Driver Analysis

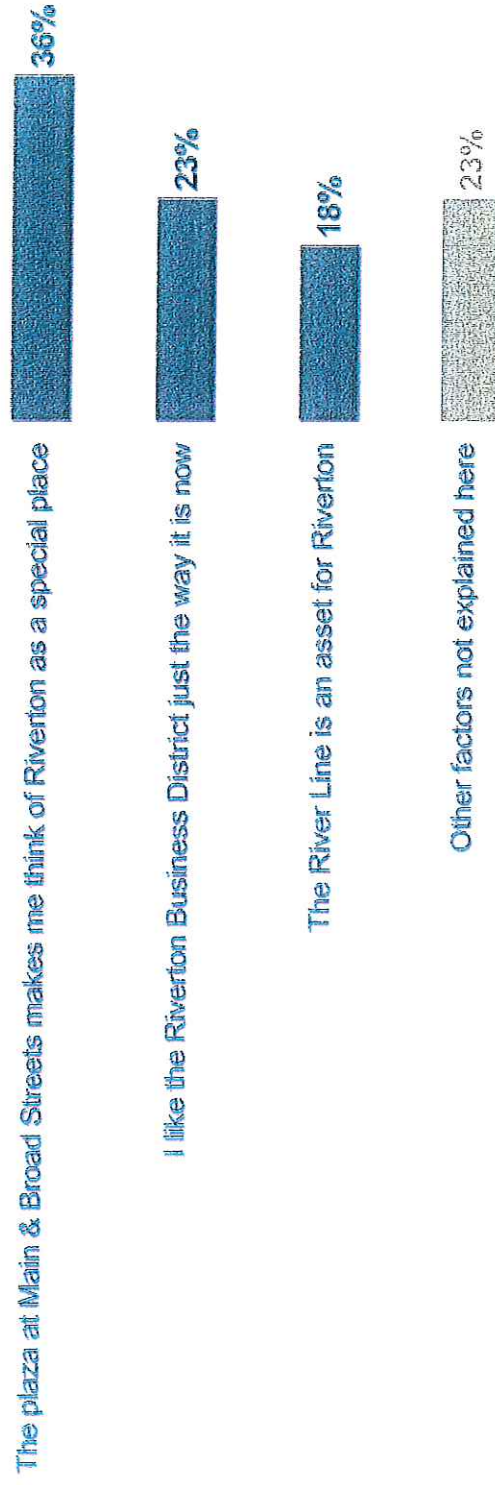
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- Key driver analysis is a regression based analysis that aims to predict those dimensions (attitudinal or behavioral) which have the strongest impact on overall satisfaction.
- The model presented here was derived using a hierarchical regression analysis. Only variables which have a predictive capability (as determined by the model) are reported here.

# Key Drivers of Satisfaction with Downtown Riverton

- Three factors have a strong ability to help increase satisfaction with downtown Riverton:
  - » Emulate the feel of the plaza at Main & Broad Streets
  - » Improve the business district
  - » Leverage the River Line

## Contribution of Key Drivers to Satisfaction with Downtown Riverton



EXTREMELY SMALL BASE SIZE: VIEW WITH CAUTION.

Base: Total Answering (16)

Drivers determined by a hierarchical regression of Q13 (Overall satisfaction with Downtown Riverton) by Q14 (Agreement with Attitudinal/Behavioral statements)



# Agreement with Attitudinal & Behavioral Statements

- Agreement ratings suggest that basic needs are met, but that residents would like to see more of a traditional "main street" with design elements such as accent lighting, decorative sidewalks, a farmer's market, and greenery.

## Agreement with Attitudinal & Behavioral Statements



EXTREMELY SMALL BASE SIZE: VIEW WITH CAUTION.

base. Total Answering (16)

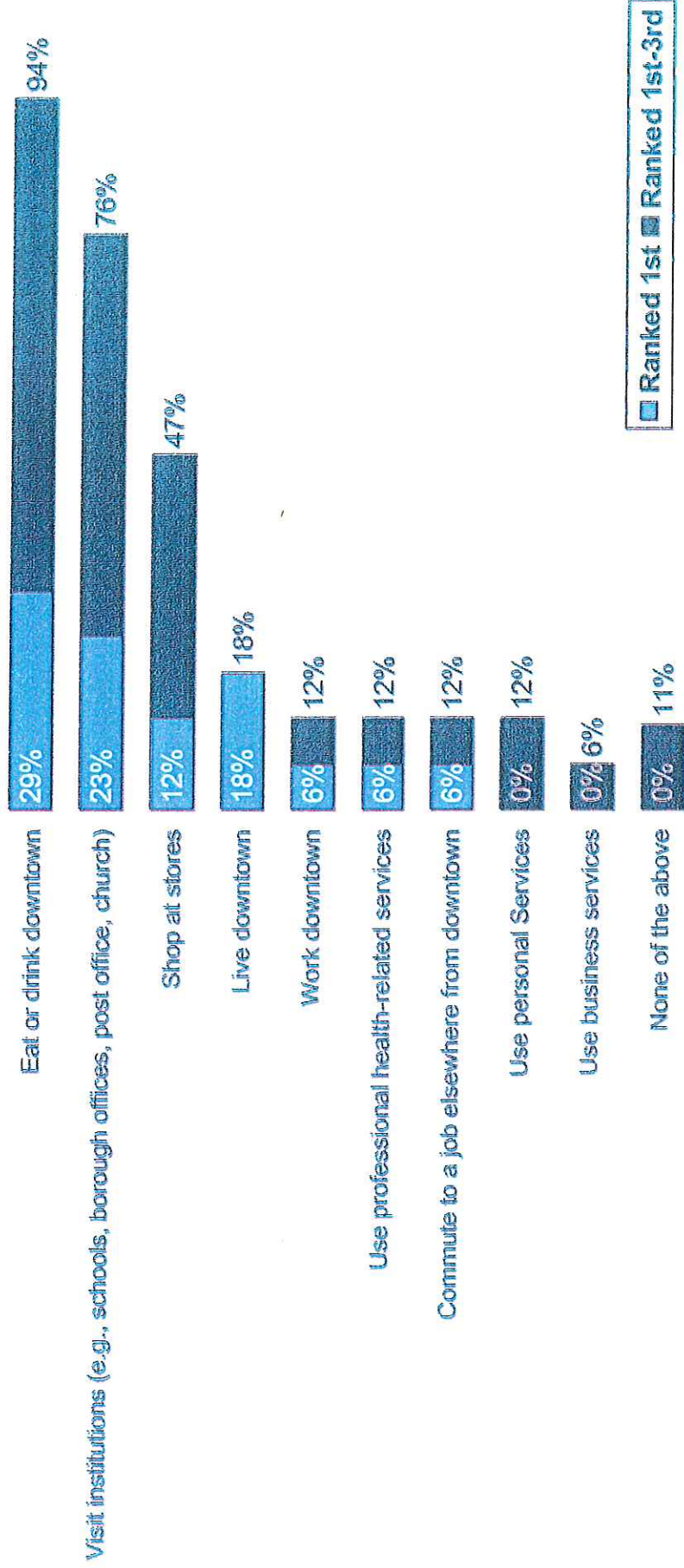
Q14: How much do you agree or disagree with the upcoming photos and images?



# Most Common Activities Done in Downtown Riverton

- Eating/drinking establishments, institutions and stores are the biggest draws to downtown.

Activities Done Most Frequently in Downtown Riverton



XTREMELY SMALL BASE SIZE; VIEW WITH CAUTION.  
 Base: Total Answering (17)

# Desired Establishments

- There is some agreement on the types of establishments residents want to attract – a coffee shop of some type, ethnic restaurants, BYOB restaurants, a contemporary gift store, entertainment stores and professional services.

## Restaurants Desired

- A coffee shop that remains open late
- Unique coffee (or wine or cheese or beer) spot
- Starbucks with Wi-Fi
- Chinese food restaurants (eat in and take out) (x3)
- Asian - Chinese/Thai/Vietnamese
- Sushi (x2)
- Indian (x2)
- BYOB restaurants (x2)
- Cuban
- Italian

## Stores Desired

- Gift store – younger/contemporary/unique (x2)
- A bookstore (new and/or used) (x2)
- A Whole Foods type/green grocery store (x2)
- Small grocery
- Music store
- Antiques dealers (reputable)
- Art gallery
- Variety store
- Boat supplies
- Sports & recreation (camp clothing, skateboards)

## Services Desired

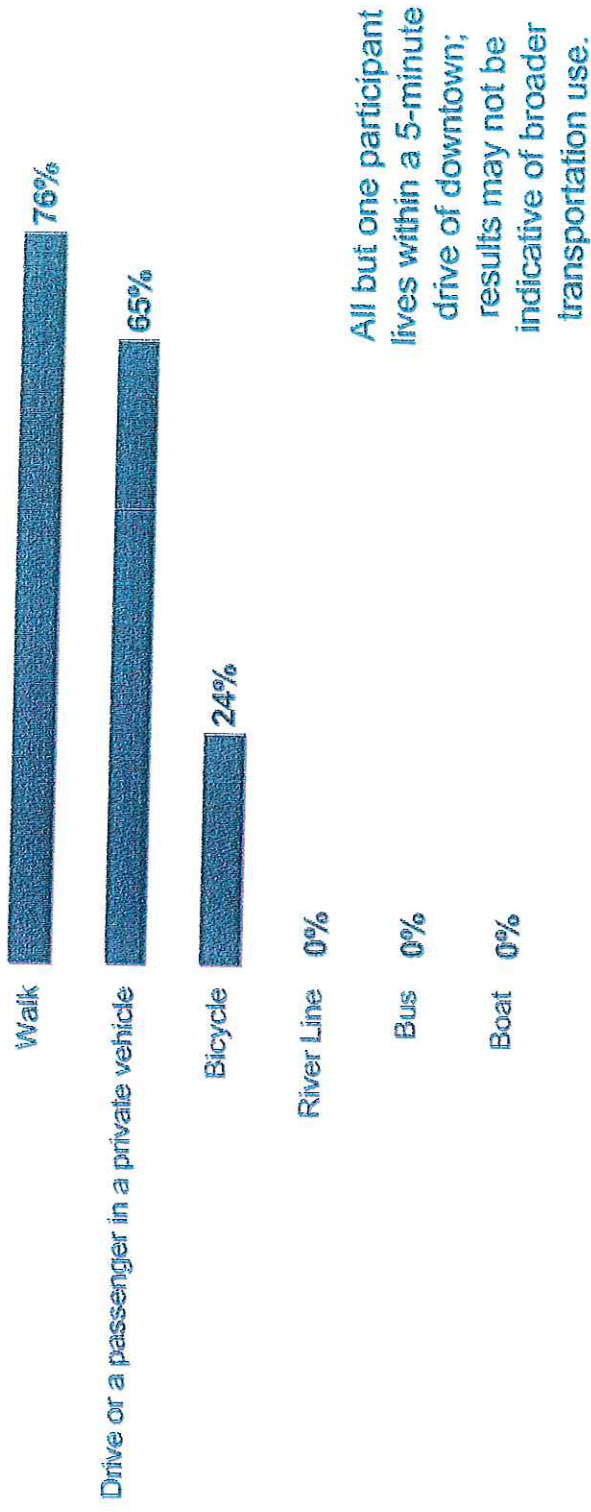
- Professional services (lawyer, accountants, financial services) (x2)
- Personal services (dry cleaner, hair salon)
- Health services (blood lab, vet, podiatrist)
- Old post office space utilized for community center



## Accessing Downtown Riverton

- Despite a strong affinity for the River Line, these residents do not make use of it (although this may result from their close proximity to downtown).
- Instead, they tend to walk or drive downtown, with a few also choosing to bicycle downtown.

How Typically Get to Downtown Riverton





# Ease of Finding Parking in Downtown Riverton

- Parking is generally not a problem for these residents.
  - » There are indications of trouble finding a spot when returning home, suggesting that residents and visitors may be vying for the same on-street parking spots.

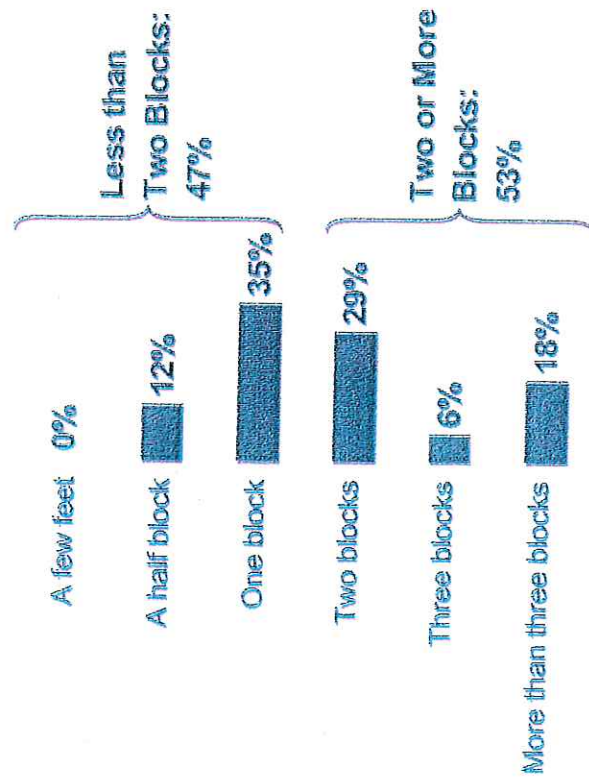
Frequency of Finding a Parking Space in Downtown Riverton



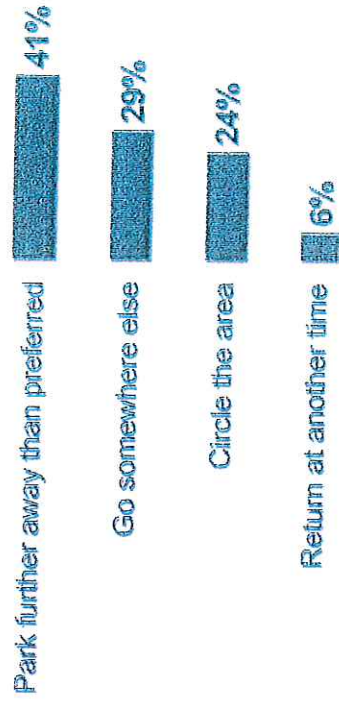
# Parking Behavior

- Most are willing to park two blocks or further from their destination, and would park further away if necessary.

## Distance from Destination Willing to Park



## Actions When Can't Find A Parking Spot



EXTREMELY SMALL BASE SIZE; VIEW WITH CAUTION.

Base, Total Answering (17)

Q11: How far from your destination are you willing to park? Select one answer.

Q12: Which of the following best describes your parking behavior?



# Demographic Profile

- Residents taking part in the visioning session tend to live close to Downtown Riverton, but otherwise represent a mix of demographics.

<b>GENDER</b>	
Male	65%
Female	35%
<b>AGE</b>	
30 to 39	12%
40 to 49	29%
50 to 59	24%
60 to 65	18%
60 or older	18%
Average age (years)	53.4
<b>PEOPLE IN HOUSEHOLD</b>	
Live alone	6%
Spouse/domestic partner	76%
Male children, age 18 or younger	41%
Female children, age 18 or younger	29%
Other	12%
Average # of people in HH, including respondent	2.7
<b>LOCATION</b>	
<u>Riverton</u>	100%
Within a 5-minute drive time from downtown	94%
Not within a 5-minute drive time from downtown	6%