



Main Street New Jersey, a program of the New Jersey Department of Community Affairs and New Jersey Office of Smart Growth assists communities throughout the State in organizing, planning, promoting, strengthening the economic base, and improving the appearance of their traditional downtown. Providing for smart and sustainable economic growth within existing town centers, within the context of historic preservation, the Main Street program utilizes a blend of public and private sector participation in a comprehensive incremental approach.

**MAIN STREET NEW JERSEY
2007 APPLICATION**

Municipality: **Caldwell** Population (2000) **7584** (1990) **7549** (1980) **7624**

County: **Essex** Population (2000) **793,633** (1990) **778,206** (1980) **851,305**

Designation Type Sought:

Partner **X**

Main Street New Jersey communities are divided into two tiers of service. Traditional designation provides full Main Street services to commence with January 2008. MSNJ Partner designation provides a lower level of service for at a minimum one year that focuses on building local capacity. It is anticipated that communities with Partner designation will strengthen the stakeholder involvement and staffing needed during this incubation time, and pending a successful annual program review, become Traditional designees by January 2009 with full service commencing at that time. However, some communities may opt to remain at the Partner level for the life of their program.

SECTION A. DOWNTOWN PROFILE

Please answer the following questions about the downtown business district in your community. Feel free to attach additional sheets if necessary.

ORGANIZATION

1. Number of square blocks in the proposed Main Street program area. **60**
*Please attach a map, labeled **A1**, which clearly highlights the proposed district boundaries.*

2. Is there an organized group dealing with downtown revitalization? yes no
If yes, what is the name of the organization? Caldwell Downtown Alliance (CDA)
 Does the organization have 501(c)3 tax status? **By 04/1/01/08**
 Is it affiliated with any other organization (i.e. Chamber of Commerce)? yes no
 Is it the intention to use it to facilitate the proposed Main Street? yes no
Briefly describe the structure of the organization:

The Caldwell Downtown Alliance shall be managed and controlled by the Board of Directors. The Board shall be specifically responsible for: 1) determining the Caldwell Downtown Alliance's mission and purpose consistent with its certificate of incorporation and their Bylaws, 2) selecting and evaluating the performance of the Executive Director, 3) organizational planning, 4) fundraising, 5) fiscal management, 6) approving and monitoring the Caldwell Downtown Alliance's programs and services, 7) enhancing the Caldwell Downtown Alliance's public image. The Board of Directors shall consist of not fewer than nine (9) or more than fifteen (15) members. The following Committees shall be standing Committees of the Caldwell Downtown Alliance (or similarly named committees with similar programming): Organization, Promotion, Design, and Economic Restructuring.

3. Does your downtown have, or is it part of, a:
Please attach supporting documentation, if applicable.
- | | | |
|--|-----|--|
| Special/Business Improvement District? | yes | no <input checked="" type="checkbox"/> |
| <i>If yes, What is the assessment formula?</i> | | |
| <i>Who administers use of the funds?</i> | | |
| <i>When was the district established?</i> | | |
| Will these funds assist the Main Street program? | Yes | no |
| Urban Enterprise Zone? | yes | no <input checked="" type="checkbox"/> |
| <i>If yes, When was the zone established?</i> | | |
| Will these funds assist the Main Street program? | yes | no |
| NPP (Neighborhood Preservation Program)? | yes | no <input checked="" type="checkbox"/> |
| <i>If yes, does the NPP area overlap the downtown?</i> | | |
| <i>Please highlight on map, item AO.</i> | | |
| Will these funds assist the Main Street program? | yes | no |
| Small Cities/CDBG Program? | yes | no <input checked="" type="checkbox"/> |

Municipality: **Caldwell**

County: **Essex**

Will these funds assist the Main Street program? yes no

NJ DOT Transit Village? yes no **X**

If yes, please highlight on map, item AO.

Will these funds assist the Main Street program? yes no

NJ DCA Smart Growth assistance? yes no **X**

If yes, please explain.

Will these funds assist the Main Street program? yes no

NJ DCA Historic Trust assistance? yes no **X**

If yes, please explain.

Will these funds assist the Main Street program? yes no

4. Does your downtown have a manager or other paid staff position(s)? yes no **X**

If yes, is the position: please circle one: full-time part-time

If yes, name of staff person & title

5. Does your downtown have a Chamber of Commerce? yes **X** no *If yes, size of membership* **500** local? area? budget expenditures **\$10,000**

The North Essex Chamber of Commerce is officially recognized as the Chamber of Commerce for Caldwell, Cedar Grove, Essex Fells, Fairfield, Montclair, North Caldwell, Roseland, Verona and West Caldwell. The membership is a combination of large, medium and small businesses in addition to the retail community. The Chamber looks to provide timely information, training and networking events for the businesses to enhance their performance as well as opportunities to invest in the future economic development of the communities that it serves.

6. Does your downtown have a merchant/business/professional association? yes **X** no

If yes, size of membership **60** budget expenditures **\$ 5,000.00**

The Merchant's Association is a State of NJ registered non-profit corporation, and a 501 c-6 organization. Some past events sponsored by the Caldwell Merchants Association include: Horse and Carriage rides in the downtown, Holiday Shop and Dine, the promotion of a Safe Halloween, and numerous end of season Sidewalk Sales.

7. Regardless of the status of your future Main Street Organization (currently in existence or being built) does the entity have a strategic vision/action plan for the coming year?

yes **X** no *If yes, please attach as A7.*

ECONOMIC RESTRUCTURING

8. Does the community have a marked seasonal population fluctuation due to tourism, seasonal residency, educational facilities, etc? yes no

If yes, define fluctuation:

Caldwell College is located on a 70-acre wooded campus abutting downtown Caldwell. The school has 2,242 students, 81 full-time faculty members, and 91 adjunct faculty members. The College operates on a semester schedule and has seasonal breaks. The campus has both day classes which attract a traditional undergraduate population who may live nearby, and evening classes that attract working professionals who commute to campus. Caldwell College recently completed construction of dormitories that house approximately 300 undergraduate students.

9. Number of commercial/mixed use buildings in the program area. **189**

What percentage of these buildings do absentee (out-of-town) landlords control? **50-55%**

What percentage of these buildings is vacant on the first floor only? **2.5%**

What percentage of these buildings is vacant on upper floors only? **4.5%**

What percentage of these buildings is completely vacant? **1.0%**

10. Estimated average rent for commercial space in program area **\$20-24 (per sq.ft./per month).**

11. Total number of businesses in the program area: **345***

(Include retail, service and professional; do not include government and non-profit institutional.)

***NOTE: Did not include the following in the total number: Schools (11), Churches (9), Town Offices (5), Associations (4), Grover Cleveland Birthplace, Hospice Thrift, Willing Hearts**

12. Number of retail, service and professional businesses in the program area devoted to:

antique	1	jewelry	4
apparel	7	laundry	1
auto dealerships	0	legal	12
bars/lounges	2	medical	54
book store	0	media	15
department stores	0	misc. office	6
dry cleaners	4	pharmacy	1
financial institutions	8	real estate	9
florist	2	recreation	0
furniture/appliances	2	restaurant/fast food	33/0
gift/card	2	shoe/shoe repair	5
grocery	6	tax/accounting	10
hair salon	22	theater/movie	1
hardware	1	hotel/motel	0
Auto Repair	24	Construction Trades	17
Insurance	3	Home Décor/ Accessories	11
Entertainment	7	Communications	6
Fitness	5	Transportation	5
Funeral Homes	3	Tailors	3
Technology	3	Travel	2
Misc.	48		

13. Hours of operation for businesses in the district:

Weekday hours

Weekend hours

Retail	10 AM to 5 PM	10 AM to 5 PM (Sat)
Restaurant	11 AM to 11 PM	11 AM to 11 PM (Sat)
Service/Professional	9 AM to 5 PM	Closed

14. Number of local strip shopping centers in the municipality: **1** Proximity to the district: **IN****15.** For nearest regional shopping mall(s) *and* big box discount shopping centers, please include:

Name	How Close	Total sq.ft/retail	Anchor Tenants	Vacancy Rate
Willowbrook Mall	5.5 Mi	1,520,000	Macy's, Bloomindales, Lord & Taylor, Sears	
Wayne Town Center	5.4 Mi	630,000	Fortunoff's, JC Penny's	
Livingston Mall	6.4 Mi	980,000	Macy's, Lord & Taylor, Sears	
Target Greatland	2.6 Mi	250,000		
Costco	5.5 Mi			

16. How many residential units are there in the proposed program area? (*including single family, apartments, multi-family, etc..*) **464**Of these, How many are residential-only buildings? **2**Of these, How many are mixed use buildings? **23****17.** Number of government/public buildings in the program area by the following categories:
school(s) **2** city **5** county n/a state **1** federal **1** other**18.** Number of commercial financial institutions in the **municipality**. **8****19.** List the five (5) largest employers in the municipality:

Name of Employer	Product/Service	Number of Employees
Caldwell College	Education	152
Borough of Caldwell	Government	95
Jack's Supermarket	Groceries	50
Congregation Agudath Israel	Religious	50
Saint Aloysius Church	Religious	50

DESIGN

20. In general, how would you describe the condition of the buildings in the proposed Main Street District? *Please attach additional sheets if necessary.*

The buildings of the proposed Main Street district are in Good Condition. Owners have invested in their properties and building quality is above average. While some buildings are over 100 years' old and most are more than 50 years' old, downtown Caldwell's buildings have retained most of their materials, design elements, and craftsmanship. There are some buildings that are Fair and some that are Excellent; no buildings are in Poor Condition. There are no abandoned or neglected buildings. Based on current information, there are no substantial safety or health issues due to structural conditions.

Recent rehabilitations are in evidence; based on visual survey, more than 20 buildings or spaces received exterior repairs during the previous year. Prominent façade improvements include: Bagel Loft; Flowerland; Stephanie's Restaurant; Tasty Coco; and a building that includes six businesses including D.Marie Furniture and Minuteman Press.

Please enclose up to 25 scanned photographs (prints and digital reproductions) of your downtown streetscape. Each photo should have a brief identifying caption. Please include photos that show both strengths and weaknesses of the downtown. Please see Attachment 25 – Photos.pdf

21. Please explain the transportation system in your downtown (mention major roads, public transportation, and how pedestrian and bike traffic is accommodated). How do people move in and out of your downtown? Discuss daily or seasonal changes in traffic. Have there been any recent transportation enhancements? Are any planned?

Caldwell transportation system is based primarily on bus and automobile. Bloomfield Avenue, a major east-west corridor of Essex County that bisects more than ten municipalities is an extremely important road that the Caldwell business district straddles. On average, approximately 25,000 vehicles use this street daily (seasonal changes are relatively modest). Auto traffic is most active between 7a.m. and 7 p.m. with traditional rush hours being the peaks (7-9a.m. and 4:30-6:30p.m.). Bloomfield Avenue is a major collector with prominent feeder roads including Smull Avenue, Westover Avenue and Roseland Avenue. Caldwell and its abutting communities are based on traditional suburban housing planning developments. There are three bus lines that direct into and out of the nearest major city, Newark. From there, many commuters transfer for New York City. The nearest major train station is in Montclair, approximately 4 miles away.

Regarding bike and pedestrian activity, there are designated sidewalks within downtown that separate pedestrians from street traffic. There are no designated bicycle lanes, and bicycles are observed both in automobile lanes and on the sidewalks. Pedestrian and bicycle routes into and out of the downtown are considered relatively safe with lower traffic speeds (25mph) and good visibility. Based on survey results, an above average number of respondents walk to downtown in comparison to nearby communities.

Nearby communities have received traffic enhancements (e.g. better lighting, crosswalk signs and striping, sidewalk bumpouts); downtown Caldwell has just completed a Transportation Study in anticipation of projected improvements by the County projected for the coming year.

22. Number of metered parking spaces in the program area: **On Street 132 Off Street 80**
Number of un-metered parking spaces: **On Street 0 Off Street 543**

23. Does your proposed Main Street district have parks or other open space? yes no
If yes, please describe:

The Borough has a Public Park located next to the Caldwell Library 268 Bloomfield Ave. It is simply known by all residents as the "Green". The Green is utilized for Seasonal Holiday gatherings, Public Addresses and general recreation purposes. Additionally, a few steps off of the Avenue located at the end of Provost Square is the Kiwanis Oval Recreation Space.

24. Is safety/crime a concern in the downtown area? yes no
If yes, please explain:

PROMOTION

25. Has your downtown produced any promotional literature, brochures, flyers? yes no
*If yes, please attach samples as **A23** If applicable, please attach an Events Calendar.*

Please see
Attachment A23 - CDA Walking Guide.pdf
Attachment A23 - CDA Meeting Flyer.pdf

26. Is tourism and/or heritage tourism an economic factor in the community? yes no
Do these attractions bring visitors into the downtown? yes no
Please describe:

The Grover Cleveland Presidential Birthplace and Historic Site attracts approx. 5,000 visitors from all 50 states annually. Many stay at accommodations nearby and see additional attractions in Essex County, and take mass transit to NYC.

27. List any major resorts or attractions in or near your community.

- **Direct bus line to NYC available**
- **Thomas Edison National Historic Site**
- **Lambert Castle Museum**
- **Montclair Art Museum**
- **Yogi Berra Baseball Hall of Fame**
- **Newark Museum**
- **NJPAC**

GENERAL

28. As **A28**, please attach a description of any previous downtown revitalization or community development efforts. Please be as thorough as possible, including dates, a summary of the project and a description of the outcomes and results. Please include any relevant collateral.

Please see

[Attachment A28.doc](#)

[Attachment A28 - Needs Assessment.pdf](#)

[Attachment A28 - Market Overview Downtown Caldwell.pdf](#)

[Attachment A28 - Caldwell Transportation Presentation.pdf](#)

29. As **A29**, please attach a statement identifying strengths *and* weaknesses of your downtown. Ideally the statement should be a consensus reflecting the views of a number of community leaders/stakeholders. Please indicate who was involved in developing the consensus.

Please see

[Attachment A29.doc](#)

[Attachment A29 - CDA Survey.pdf](#)

[Attachment A29 - CDA Merchant Survey.pdf](#)

[Attachment A29 - CDA Survey Results.pdf](#)

30. Municipality median income: (2000) **61,250** (1990) **unkn** (1980) **unkn**

31. Municipality unemployment rate (2000) **1.40** (1990) **1.9** (1980) **unkn**

32. Geographic size of municipality **1.2 square miles.**
Approximate size of downtown district: **750 acres**

33. Your community's New Jersey Legislative District # **27**
NJ State Senator **Richard J. Codey**
NJ State Assemblypersons **John F. McKeon**

SECTION B. COMMUNITY COMMITMENT

What is your municipality’s form of local government? Borough

Main Street New Jersey, a program of the New Jersey Department of Community Affairs, is a local capacity-building, self-help program. Participation requires a significant commitment of time and human resources, as well as financial resources, from designated Main Street communities, as outlined below. Please attach additional information and letters of support and commitment beyond to those required.

1. COMMITMENT OF MUNICIPAL GOVERNMENT. Downtown revitalization efforts have little chance to succeed without the enthusiastic support and partnership of local government. Please attach a letter of commitment from the mayor labeled **B1a** AND a resolution of support from the municipal council, labeled **B1b** endorsing the capacity-building purpose of the program and pledging municipal government cooperation and support for a *minimum* of three years, including a commitment to public sector funding of a percentage of the local Main Street organization’s budget. *(A sample council resolution is enclosed.)*

Please see

- Attachment B1a.pdf**
- Attachment B1b.pdf**

2. IDENTIFICATION OF MAJOR STAKEHOLDERS. A comprehensive downtown revitalization effort requires the commitment and participation of various stakeholders in addition to downtown merchants. As **B2**, please attach letters indicating a commitment to being actively involved in, and making a financial commitment to, the downtown revitalization program from representatives of groups that include but are not limited to:

- | | |
|--------------------------------|---|
| Bankers | Education officials |
| Downtown merchants | Civic leaders and community residents |
| Downtown professionals | Utility company officials |
| Downtown service businesses | Local industry officials |
| Downtown property owners | Business & property owners from outside the downtown district |
| Chamber of Commerce (required) | Government officials other than municipal |
| Local media officials | Youth/Senior representatives, etc. |

Please see

- Attachment B2.pdf**
- Attachment B2-2.pdf**

3. COMMITMENT OF KEY TEAM MEMBERS TO ORGANIZATION & MANAGEMENT. A key component of the Main Street Approach® to downtown revitalization is the development or expansion of a downtown management organization. In addition to the letters of support from the groups of stakeholders outlined above, please include a list of 15-30 individuals from these groups (and the community in general) who would be willing to serve as officers, board members, committee chairs, committee members, or in another volunteer capacity, for such an organization. These may be members of an existing downtown organization if one is in place. Please include each individual’s name, address, business affiliation (if applicable), daytime phone number, and signature. Identify the list as attachment B3.

Please see
[Attachment B3.doc](#)

Time commitment to training and working in a volunteer organization is essential to the success of this program in your community. Please consider this before applying. It is necessary that a broad-based segment of the community is willing to support the required time commitment in order to achieve success. In be less than required for meeting the needs and issues) Main Street programs are typically structured with increased staff capacity to implement the Four-Point Approach to downtown revitalization. If you are applying from an Urban Community, please address your plans and financial capacity to augment volunteer efforts with local staff.

4. PUBLIC INVOLVEMENT. Please describe your public outreach plan for recruiting volunteers and generating public participation in the Main Street program for the past year and moving forward into next year. List Public Involvement plan as attachment **B4.**

Please see
[Attachment B4.doc](#)

5. What is the municipality’s total annual budget for 2007? **\$ 11,766,859.00**

6. Is the municipality’s mayor: full time part time **X**
 Mayor’s name: **Susan Gartland** Term expiration **2010**
 Phone number: **973-403-4634**

7. Is the municipality’s manager: full time **X** part time no manager
 Manager’s name: **Maureen Ruane**
 Day phone number: **973-403-4634**

8. Does the municipality have:

Zoning ordinance?	yes <input checked="" type="checkbox"/>	no	
Zoning board?	yes <input checked="" type="checkbox"/>	no	
Planning board?	yes <input checked="" type="checkbox"/>	no	
Combined board?	yes	no <input checked="" type="checkbox"/>	
Historic Commission?	yes	no <input checked="" type="checkbox"/>	
Full-time municipal planner?	yes	no <input checked="" type="checkbox"/>	
Building code ordinance?	yes <input checked="" type="checkbox"/>	no	Date last revised 2006
Property Maintenance Code?	yes <input checked="" type="checkbox"/>	no	

Vacant property ordinance that refers to the State Abandoned

Properties Act?	yes	no <input checked="" type="checkbox"/>	
Building inspector?	yes <input checked="" type="checkbox"/>	no	Hours per week? 24
Sign control ordinance?	yes <input checked="" type="checkbox"/>	no	Date last revised 2003
Design review ordinance?	Yes	no <input checked="" type="checkbox"/>	Date last revised
Community Dev. Staff?	yes	no <input checked="" type="checkbox"/>	
Tourism commission?	Yes	no <input checked="" type="checkbox"/>	
Comprehensive master plan?	yes <input checked="" type="checkbox"/>	no	Date last revised 2005
<i>If yes, does it include a downtown revitalization plan?</i>	yes	no <input checked="" type="checkbox"/>	
<i>If yes, does it include a historic preservation plan?</i>	yes	no <input checked="" type="checkbox"/>	
<i>If yes, does it include a redevelopment zone plan?</i>	yes	no <input checked="" type="checkbox"/>	

9. Has the municipality received grants from, or participated in, federal, state or local programs (i.e. Community Development Block Grants (CDBG), Economic Development Administration (EDA), Neighborhood Preservation Program (NPP), NJ Historic Trust, etc. in the past five years, which have/had included program/project functions within the downtown?

yes no

If yes, please list amount and explain how funds are/were used, and attach as **B9**

CDBG Grant Cook's Lane

The scope of this project includes parking lot milling and resurfacing along with storm drain improvements, lighting, landscaping, paver walkway and striping. This project was funded with an Essex County Community Development Block Grant totaling \$140,000

CDBG Grant ADA Bloomfield Avenue Handicapped ramps

The scope of this project included installation of imprint crosswalks and handicap ramps with detectable warning surfaces along Bloomfield Avenue, as well as installation of handicap ramps at various streets along the Bloomfield Avenue corridor. This project was funded with a Essex County Community Development Block Grant in the amount of \$83,000 and a New Jersey Department of Transportation Grant in the amount of \$150,000.

NJDOT Grant Safe Streets to Schools \$225,000

SECTION C. HISTORIC ARCHITECTURAL RESOURCES

- 1. Is the downtown a National or State Register Historic District? yes no **X**
*If yes, please list and identify boundaries on map **A1**.*
- 2. Is the downtown a locally designated historic district? yes no **X**
*If yes, please list and identify boundaries on map **A1**.*
- 3. Number of historic structures listed on (or are eligible for) the National / State Register? **2**
If yes, please list name and address of each individual building:

First Presbyterian Church at Caldwell (ID#1069)
Bloomfield, Roseland, & Westville avenues
SR: 1/11/1990
DOE: 8/13/1990
(DOE/Owner objection)

Caldwell Presbyterian Church Manse (ID#1070)
207 Bloomfield Avenue
NR: 11/16/1977 (NR Reference #: 77000861)
SR: 12/27/1976
(Grover Cleveland Birthplace)

- 4. Is/Was the municipality a Certified Local Government (CLG)? yes no **X**
If yes, when was the CLG established?
If it was in the past, when did it cease?
If applicable, please cite an example of how CLG grants have been used:
- 5. Has an historic sites survey/inventory ever been completed? yes **X** no
If yes, please list date of completion, funding sources, and scope of survey:

A survey of the downtown corridor was conducted in 1985. At that time 80% of the structures in the downtown district were found to have been 75 years or older. Some significant structures: Ann Filkin’s Lamp Shop 328 Bloomfield Ave. dates from 1840, The Ringside Pub 379 Bloomfield Ave. was a Livery Stable. The First Presbyterian Church at Caldwell 326 Bloomfield Ave. was a replacement structure built in 1872. The Church has a historic cemetery on the property. The Caldwell Public Library 268 Bloomfield Ave. was built in 1917 is a Carnegie Library. The Post Office 10 Park Ave. was part of the Works Progress Administration built in 1935. The Clearview Caldwell Cinema 4 located at 315 Bloomfield Ave. is the same structure that housed the original movie house Caldwell Theatre dating from the beginning of the last century.

- 6. What is the approximate age of the building stock in the proposed Main Street program area?

Pre -1850	2%	1851-1900	3%	1901-1925	75%
1926-1945	10%	1946-1965	5%	1966-present	5%

7. Describe the general impression derived from the downtown area; characterize its significance.

Caldwell exudes quaint modest charm. Most of the buildings intact represent architectural styles of the early 20th-century. In addition to other historically significant structures, Caldwell is fortunate to have the Grover Cleveland Presidential Birthplace and Historic Site located in our downtown district. The downtown is a traditional linear avenue bordered with sidewalks and accessible curbing and crosswalks that allow it to be pedestrian friendly.

The Downtown on many occasions serves as a central meeting point for various functions celebrating significant historic accomplishments, seasonal holidays and various charitable endeavors.

8. Does the community have a local Historic Preservation Organization? yes no **X**

If yes, please list:

<u>Organization(s) Name</u>	<u>Size of Membership</u>	<u>Involvement w/ Downtown Projects</u>
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SECTION D. FINANCIAL COMMITMENT

Main Street New Jersey, a program of the NJ Department of Community Affairs is not a grant program. Technical assistance in the areas of organization and management, problem solving, long-range planning and economic development will be provided at no charge to communities in the introductory and organizational phases of the program. Designated Main Street New Jersey communities also receive design services, small business assistance, and other advanced training services free of charge.

The communities assume ongoing programmatic expenses. As a Main Street New Jersey community, towns make a long-range commitment to establishing and funding a downtown management organization with a paid, professional, full-time executive director. Establishing and finalizing a budget, and discussing local fund-raising options and strategies will be part of the organizational phase of the program training. Attach, labeled as **D1**, a proposed four-year budget for your local Main Street organization. *(The proposed budget format is enclosed.)*

Please understand that for this program to be successful, it requires at least a four-year commitment to sustaining an organization and conducting a local campaign to fund the program as a public-private partnership. In year five, it is expected that Main Street communities will either create an Improvement District for which the local Main Street program will be the "District Management Corporation", to implement a property development and management program or other verifiable mechanism acceptable to MSNJ to stabilize future funding of the program. Attach, labeled **D2 a description of your initial thoughts regarding this longer-term sustainability.**

Please see

[Attachment D1.xls](#)

[Attachment D2.doc](#)

SECTION E. POTENTIAL

1. Prioritize your community's five (5) major assets, including special characteristics.

Grover Cleveland Birthplace

Grover Cleveland's birthplace was built in 1832 as the Manse, or pastor's residence, for the First Presbyterian Church at Caldwell. Cleveland's father, the Reverend Richard Falley Cleveland, was the minister here from 1834-1841.

Originally, this frame house had a two-story main section with a one-story kitchen to the east and a one-story lean-to at the rear. It was enlarged several times between 1848-1870 to meet the growing needs of the Presbyterian clergy. The house is a good example of local vernacular architecture.

The historical significance of the Manse was first noted in 1881 when Cleveland was running for Governor of New York. As his political star ascended, so did the interest in preserving his birthplace as a museum. A group of Cleveland's friends and admirers began negotiations to purchase the Manse in 1907. Their efforts culminated in the opening of the house to the public on March 18, 1913.

Most of the first floor rooms portray the Manse as it was in 1837, the year Grover Cleveland was born. The decidedly middle-class character of the rooms reflects the day to day life of Reverend Richard Cleveland and his family. Among the artifacts on display from Cleveland's early years are his cradle and original family portraits.

Contrasting sharply with the humble beginnings portrayed in these rooms, the exhibit gallery features a striking display of artifacts that reflect the financial and political success Cleveland achieved during the last quarter of the 19th century. Here, the mud-slinging campaign of 1884, the public's intense interest in his wife and children, and America's political climate throughout his split terms of office are explored.

The Grover Cleveland Birthplace State Historic Site is the only house museum in the country dedicated to the interpretation of President Cleveland's life. It is the nation's leading repository of Cleveland artifacts and political memorabilia. The Grover Cleveland Birthplace is listed on the New Jersey and National Registers of Historic Places.

Bloomfield Avenue Corridor

Bloomfield Avenue Corridor exudes quaint modest charm. Most of the buildings intact represent architectural styles of the early 20th century. In addition to other historically significant structures, Caldwell is fortunate to have the Grover Cleveland Presidential Birthplace and Historic Site located in our downtown district. The downtown is a traditional linear avenue bordered with sidewalks and accessible curbing and crosswalks that allow it to be pedestrian friendly.

The Bloomfield Avenue Corridor on many occasions serves as a central meeting point for various functions celebrating significant historic accomplishments, seasonal holidays and various charitable endeavors.

Grover Cleveland Park

Designed to cater to Essex County residents for year-round recreation, Grover Cleveland Park was carved out of the surrounding West Essex meadows and farmland. In the early 1900s, when the park was being considered, local farmers were still using quite a lot of the area as pastures and fields. The county hired the landscape architectural firm, founded by Frederick Law Olmsted, to design Grover Cleveland Park. The Olmsted firm's designs included New York City's Central Park as well as the U.S. Capital Grounds. The firm incorporated rolling hills, winding paths, picnic and play areas in the park design

Caldwell Community Center

The Caldwell Community Center consists of a 6 lane competitive size indoor swimming pool, full gymnasium and multipurpose room, cardiovascular fitness center, men's and women's locker room facility with showers and senior citizen recreational facility. The senior citizens recreational facility includes a commercial kitchen, offices and meeting room.

Caldwell College

Founded in 1939 by the Sisters of Saint Dominic Caldwell College is a Catholic, co-educational, four-year liberal arts institution, committed to intellectual rigor, individual attention, and the ethical values of the Judaeo-Christian academic tradition.

Caldwell College is located on a 70-acre wooded campus in a quiet suburban community 20 miles from Manhattan. Approximately half of the over 2,200 men and women currently enrolled at Caldwell College are adults pursuing degrees part-time. Caldwell College offers 27 major programs and the graduate division now offers the Master of Arts and the Master of Business Administration, two Post-Baccalaureate Teacher Certificate programs, and four Post-Master programs.

2. Summarize the three (3) most important civic improvements recently completed in your community. How were they financed?

1. **Caldwell Community Center and two-story Municipal Parking Garage – funded by bonding by the residents of the Borough of Caldwell**
2. **Improvements to Grover Cleveland Park – Green Acres funding, Essex County Open Space Funding total \$1,300,000**
3. **Crosswalks across Bloomfield Avenue on side streets – Funded by New Jersey DOT Safe Street to Schools Grant totaling \$250,000.00**
4. **Pedestrian ADA Improvements on Bloomfield Avenue \$123,000.00**
5. **Cook’s Lane Parking Lot improvements – CDBG Grant in the amount of \$100,000**
6. **Seasonal Banners, Planters and New Holiday decorations for the lamp posts on Bloomfield Avenue.**

3. Summarize the three (3) most important civic improvements planned for your community. How will they be financed?

1. **Replacing the Parking Meters in the Borough’s Main Street District. – Public Funding**
2. **Partnership between Caldwell Downtown Alliance and the Caldwell Rotary to construct a plaza at the corner of Park Avenue and Bloomfield Avenue (the plaza will consist of a information booth, town clock, public seating area. – Private-Public Funding**
3. **Study of Roseland, Westville and Bloomfield Avenue Corridor funded by a grant from Essex County. – Public County Funding**

4. What current specific concerns within the proposed Main Street program area is the top priority of your community leadership?

1. **Traffic calming, pedestrian safety**
2. **Mixed business uses**
3. **Beautification – restoration of historic architecture, consistency of trash receptacles, benches, banners, planters, and sidewalks improvements.**

This was established in two separate rounds of interviews and reporting by community development consultants. Results can be found in their reports.

5. What local public investments have been made to date to date? Please explain.

1. Cook's Lane Parking Lot Improvements

The scope of this project includes parking lot milling and resurfacing along with storm drain improvements, lighting, landscaping, paver walkway and striping. This project was funded with a Essex County Community Development Block Grant totaling \$140,000

2. Bloomfield Avenue Crosswalks and Handicaped ramps at various locations

The scope of this project included installation of imprint crosswalks and handicap ramps with detectable warning surfaces along Bloomfield Avenue, as well as installation of handicap ramps at various streets along the Bloomfield Avenue corridor. This project was funded with a Essex County Community Development Block Grant in the amount of \$83,000 and a New Jersey Department of Transportation Grant in the amount of \$150,000.

6. What is the current allocation in the Municipal Capital Budget and Capital Improvement programs for improvements in the proposed Main Street district?

- 1. \$35,500 for parking meters**
- 2. \$50,000 – Re-development the Green**

7. Why does your community need a Main Street program?

Please attach additional sheets, if necessary. Does your downtown have a long-range plan or is the downtown a focus of an overall community economic development plan?

yes no

Untapped potential, historic architecture; long standing downtown center with historic significance. *If yes, please attach a copy, labeled as **E7**.* If you do have a plan in place, how would you rate its effectiveness in terms of ongoing downtown development?

**Please See
Attached E7.doc**

8. As **E8** attach a statement outlining what downtown leaders hope to accomplish if your community is designated a Main Street New Jersey community.

**Please See
Attached E8.doc**

9. Summarize the current development and economic trends in your community. How are these developments impacting on the proposed Main Street district?

1. **More service and restaurants vs. retail. We would like to have more diverse opportunities. We believe that establishing a partnership with the Main street organization will give the Borough of Caldwell a distinctive edge to attract more and diverse business opportunities.**

10. What is the general public attitude in your community toward the downtown? (Use survey results, town meeting results, or focus group results, if available.) Explain how improving the downtown is important to local leadership and residents.

The public attitude is positive. Since our Kick-off in June, we have received encouragement from residents and local business organizations. Refer to open-ended questions on the downtown survey.

**Please see
Attachment - CDA Survey Results.pdf**

11. List any recent or planned private investment in the downtown, including how it is financed.

In the spring of 2008 the The Calandra Family and Calandra Enterprises will open a 20 Million dollar, privately funded Villagio Italiano di Calandra or Calandra's Italian Village. The Village will offer the following:

1. **Calandra's Italian and French Bakery**
2. **Calandra's Private Label Wine featuring Vino Calandra**
3. **Calandra Italian Wine Department**
4. **il Vecchio Cafe**
5. **Calandra's Specialty Deli, Meat and Grocery Department**
6. **Calandra's Prepackaged "To Go" Authentic Italian Lunch & Dinner Specialties**



12. What previous efforts have been made to attract or retain business in the proposed Main Street district?

Currently the Borough doesn't have nor had a system in place to attract or retain businesses in the proposed Main Street district. We are now putting a system in place using the Main Street Approach.

13. Do you plan to continue a downtown management program after the initial four year period?
yes No

If yes, what form would the management program take, and how would it be funded?

Yes, the management program would include volunteers vs. part time staffing and in partnership with the Borough of Caldwell.

14. Has there ever been, or does there currently exist, any organization whose primary responsibility was/is the improvement of downtown? Yes no

If yes, explain work accomplished and current activities. If this group no longer exists, explain why they discontinued their efforts

Yes, Caldwell Association of Merchants and Professionals (CAMP) and the Caldwell Merchant's Association. They organized sidewalk sales, holiday events for children and Marketing/Promotion for their business. The Caldwell Merchant's Association is currently reforming.

15. Explain the proposed structure of the local Main Street organization (use a flow chart if necessary), including the entity to which the executive director will directly report. What will be the primary responsibility (ies) of individual board members and the board as a whole in running the Main Street program?

**Please see
Attachment E15 - Organizational Chart.pdf**

16. What do you believe the long-term impact of the Main Street program will be on your community?

(Please be as specific as possible.)

- 1. Increase the role of destination - small, customer friendly stores.**
- 2. Improve business opportunities.**
- 3. Increased civic pride – Include all neighboring towns**
- 4. Stronger healthier individually owned business through better partnerships with Caldwell College more appealing business mix for residents and business owner.**

17. How have you generated public awareness of, and involvement in, the proposed Main Street program? What methods will be used to continue generating this public support of the Main Street program?

Please refer to the Public Involvement Plan attached in response to Question B4. In summary, over the last 6 months, there have been three town wide meetings, press releases, direct mailings and updates provided at every council meeting. Consultants provide monthly updates to all those interested. Electronic mailing lists have provided timely information. Public speakers have included: the New Jersey statewide Main Street Coordinator; two former Main Street Directors; and a two-time “Main Street Volunteer of the Year.” In addition, local representatives have attended the Downtown Revitalization Training Institute in order to learn more and better articulate the goals of the Main Street program. CDA is building a very broad base of support from all sectors in order for long-term sustainability.

Letters of commitment and letters of support are offered as examples of the interest and the support generated.

18. Is a downtown director already in place at the time of submitting this application?
yes no **X**

*If yes, attach a current job description and resume as **E18**.*

(It is not necessary to have a director employed to make application to Main Street New Jersey.)

19. Describe the roles and responsibilities of the local Main Street Board prior to hiring a Main Street executive director (if applicable).

In addition, raising awareness of the program; getting publicity for efforts; determining needs and interests; surveying public for most important issues and responding to them; resource development; building partnerships; coordinating local leadership; providing timely communication to interested parties

20. Describe the roles and responsibilities of the local Main Street Board after the director is/was hired.

Manage the policies and procedures enabled through the bylaws- including voting, nominations, membership, and legal compliance

Recruiting

Managing staff

Fundraising

Attending statewide trainings and National Conference

Developing partnerships

Maintaining nonprofit status

Financial Management

Minutes, recordkeeping

Maintaining and building relationships

As **E21** , please attach any additional information you wish to relate, not covered elsewhere In this application, which you believe should be considered in the evaluation of this application (i.e. retail leakage, sales trends, new construction downtown, recent private rehabilitation projects, etc.).

Please see

[Attachment E21 - CDA Attendance Sheet.pdf](#)

[Attachment E21 - CDA Volunteer Interest Form.pdf](#)

[Attachment E21 - Newspaper Articles .pdf](#)

[Attachment E21 - Old Caldwell Pictures.pdf](#)

APPENDIX

ATTACHMENT CHECKLIST. To make sure all the requested attachments are included with your application, please check below which items are being submitted.

- | | | |
|---|---|--|
| <input type="checkbox"/> A1 map | <input type="checkbox"/> B1a mayor's letter | <input type="checkbox"/> D1 budget |
| <input type="checkbox"/> A18 photos | <input type="checkbox"/> B1b council resolution | <input type="checkbox"/> E7 community plan |
| <input type="checkbox"/> A23 promotions | <input type="checkbox"/> B2 letters of support | <input type="checkbox"/> E8 outcomes |
| <input type="checkbox"/> A27 previous efforts | <input type="checkbox"/> B3 vol. Commitment | <input type="checkbox"/> E18 job des./resume |
| <input type="checkbox"/> A28 strengths/weaknesses | <input type="checkbox"/> B8 government programs | <input type="checkbox"/> E21 misc. |
| | <input type="checkbox"/> B10a state plan | |

PERSON TO CONTACT IF THERE ARE QUESTIONS ABOUT THIS APPLICATION:

Name: Maureen Ruane
 Position: Borough Administrator
 Daytime Phone: 973/403-4634
 Fax Phone: 973/403-1355
 E-Mail address: caldwellboroadmin@mycomcast.com

TO FACILITATE PLANNING FOR THE EVALUATION AND SELECTION PROCESS, PLEASE SEND ONE COPY OF THE ENCLOSED **INTENT TO FILE LETTER** TO THE MAIN STREET NEW JERSEY OFFICE **NO LATER THAN WEDNESDAY, SEPTEMBER 05, 2007**. THIS LETTER IS NOT BINDING. AN E-MAIL COPY OF THE APPLICATION WILL BE SENT TO THE CONTACT PERSON LISTED IN THE APPLICATION.

PLEASE MAIL **SEVEN (7) COMPLETED COPIES AND ONE DISK** OF THIS APPLICATION, TOGETHER WITH ALL ATTACHMENTS (ONE ORIGINAL, AND SIX (6) PHOTO COPIES (FOR THE (6) COPIES, PHOTO COPIES OF MAP AND PHOTOS ARE ACCEPTABLE) TO:

Main Street New Jersey
Office of Smart Growth
 NJ Dept. of Community Affairs
 PO Box 204
 Trenton, New Jersey 08625-204

APPLICATION DEADLINE: APPLICATIONS MUST BE RECEIVED VIA HAND DELIVERY OR CERTIFIED POSTMARK AT THE MAIN STREET NEW JERSEY OFFICE ,101 SOUTH BROAD STREET, 7TH FLOOR; TRENTON NJ;

NO LATER THAN **4:00 PM, THURSDAY, NOVEMBER 1, 2007.**

Municipality: **Caldwell**

County: **Essex**

NOTE: PLEASE DO NOT E-MAIL ANY MAIN STREET APPLICATION.
APPLICATIONS SENT ELECTRONICALLY WILL NOT BE ACCEPTED!

APPLICATIONS WILL BE REVIEWED AND NEWLY DESIGNATED MAIN STREET NEW JERSEY COMMUNITIES ARE SCHEDULED TO BE ANNOUNCED IN **DECEMBER 2007**.

MAIN STREET NEW JERSEY

JEF R. BUEHLER
STATE COORDINATOR
609.633.9769

HEATHER McCALL
*ASST. STATE COORDINATOR/
MAIN STREET MEADOWLANDS*
609.633.9648

ROBIN BRAXTON-KELLEY
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609.633.7734

QUESTIONS? PLEASE CONTACT MAIN STREET NEW JERSEY AT: MSNJ@dca.state.nj.us