

Sustainable Economic Development Plan: Existing Conditions

*Borough of High Bridge
Hunterdon County, New Jersey*

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Acknowledgements

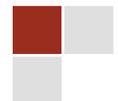
Highlands Council

Mr. Mark Desire, Mayor of High Bridge

Mr. Douglas Walker, Administrator of High Bridge

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Chapter 1: Introduction

The Borough of High Bridge is located in the northern portion of Hunterdon County along the South Branch of the Raritan River and contains approximately 2.4 square miles. The Borough is located just one mile east of State Route 31 (SR 31) and roughly two miles north of Interstate 78 (I-78). It is bordered by Lebanon and Clinton Townships.

Considered by the New Jersey State Development and Redevelopment Plan as an Environmentally Sensitive Planning Area, portions of the Borough are served by public sewer and water, but limited sewer capacity remains. High Bridge is characterized by a small downtown with a variety of historic buildings surrounded by predominately single-family homes. Out of the 1,571 total parcels in High Bridge, 85.5% are residential. Another 1.8% of parcels are commercial uses and 0.4% of parcels are industrial uses.

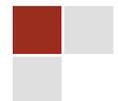
Amenities within High Bridge include the High Bridge Hills Golf Course, Solitude House Museum, hundreds of acres of open space, from Borough-owned tracts to portions of Voorhees State Park and the Ken Lockwood Gorge. Additionally, High Bridge is the western terminus of New Jersey Transit's Raritan Valley Line. Passengers can take the train to the Newark Penn Station and transfer onto either the Northeast Corridor or North Jersey Coast Line, both of which travel to New York Penn Station.

High Bridge is a small town with excellent regional accessibility. It is no surprise the Borough ranked #81 in New Jersey Monthly's 2010 Best Places to Live. While the Borough has many assets, there is

room for improvement and the need for a coordinated plan of action with regards to economic development. The downtown has four vacant store fronts; the scenic and historical aspects of the Borough are undercapitalized and not part of a coordinated action plan. Additionally, High Bridge and the Town of Clinton are the only downtowns along CR 513 within the Highlands Planning Area in Hunterdon County that have the infrastructure, public transportation and mix of residential, civic, commercial and recreation uses to support sustained and vibrant economic development.

This report provides background information on existing economic conditions within the Borough. It establishes where High Bridge is currently, which is the first step in the process of creating the Borough's first Sustainable Economic Development Plan.

The following chapters cover the topics of demographics, existing land use, existing zoning, organizations and events that support economic development, and market potential.



Chapter 2: Demographics

This chapter details the demographic data for population, employment, workplaces and housing within the Borough of High Bridge.

Population

As of the 2000 Census, High Bridge's population was 3,776 persons, which represented a net decrease of 110 persons since the 1990 Census. Since the 2010 Census information is still being calculated, estimates for 2010 had to be used for the report's purposes. All 2010 data is from The Nielsen Company. Therefore, the 2010 estimated population for the Borough is 3,848 persons.

The median age of a Borough resident is 39. Approximately 19.0% of the Borough's population is school-age children (ages 5 to 17).

2010 Estimated Population by Age		
Age Range	Number	Percentage
Age 0 - 4	235	6.1
Age 5 - 9	274	7.1
Age 10 - 14	297	7.7
Age 15 - 17	157	4.1
Age 18 - 20	121	3.1
Age 21 - 24	183	4.8
Age 25 - 34	369	9.6
Age 35 - 44	674	17.5
Age 45 - 54	692	18.0
Age 55 - 64	493	12.8
Age 65 - 74	247	6.4
Age 75 and over	106	2.8
Total	3,848	100.0

Just over 9.0% of the Borough's population is age 65 or older. The largest age cohort within High Bridge is the 45 to 54 range with 18.0% of the Borough's population. This is closely followed by the 35 to 44 age range, which contains 17.5% of the population.

Analyzing the marital status of High Bridge's population over age 15, the data reveals that 56.6% of residents are married with the spouse present, 8.2% are divorced and 3.6% are widowed. Surprisingly, 30.3% or 922 of residents over age 15 have never been married.

2010 Estimated Population Age 15+ by Marital Status		
Marital Status	Number	Percentage
Total, Never Married	922	30.3
<i>Males, Never Married</i>	498	16.4
<i>Females, Never Married</i>	423	13.9
Married, Spouse present	1,722	56.6
Married, Spouse absent	40	1.3
Widowed	109	3.6
<i>Males Widowed</i>	10	0.3
<i>Females Widowed</i>	99	3.3
Divorced	251	8.2
<i>Males Divorced</i>	92	3.0
<i>Females Divorced</i>	159	5.2
Total	3,044	100.0

High Bridge has an estimated 1,489 households in 2010. The average household size in High Bridge is 2.55 persons. Examining households by household size, the data shows that 32.1% of households within the Borough are 2-persons households. The

second highest household size is a 1-person household with 23.0% or 342 households.

It should be noted that 38.2% or 569 households within High Bridge have one or more children under age 18 in the home. Conversely, 61.8% or 920 households in the Borough have no children under age 18 living in the home.

2010 Estimated Households by Household Size		
Household	Number	Percentage
1-person	342	23.0
2-person	478	32.1
3-person	304	20.4
4-person	261	17.5
5-person	83	5.6
6-person	17	1.1
7 or more person	4	0.3
Total	1,489	100.0

As for educational attainment for those over age 25 living within High Bridge, 52.6% have a post-secondary degree. Of this total, 30.9% of residents over age 25 have a bachelor's degree, 11.9% have a master's degree and 1.5% have a doctorate's degree. Only 4.8% of High Bridge's population over age 25 does not have at least a high school diploma.

2010 Estimated Population Age 25+ by Educational Attainment		
Level of Educational Attainment	Number	Percentage
Less than 9th grade	30	1.2
Some High School, no diploma	94	3.6
High School Graduate (or GED)	616	23.9
Some College, no degree	480	18.6
Associate Degree	158	6.1
Bachelor's Degree	797	30.9
Master's Degree	308	11.9
Professional School Degree	57	2.2
Doctorate Degree	40	1.5
Total	2,580	100.0

Regarding household income, the estimated 2010 average household income in High Bridge is \$100,539. The estimated 2010 median household income is \$86,966. Analyzing the data, it shows that the largest income range for High Bridge is the \$75,000 to \$99,999 bracket with 23.5% of 350 households.

2010 Estimated Households by Household Income		
Income	Number	Percentage
Less than \$15,000	48	3.2
\$15,000 - \$24,999	53	3.6
\$25,000 - \$34,999	76	5.1
\$35,000 - \$49,999	148	9.9
\$50,000 - \$74,999	252	16.9
\$75,000 - \$99,999	350	23.5
\$100,000 - \$124,999	218	14.6
\$125,000 - \$149,999	140	9.4
\$150,000 - \$199,999	110	7.4
\$200,000 - \$499,999	86	5.8
\$500,000 and more	8	0.5
Total	1,489	100.0

Employment

In the Borough of High Bridge there are an estimated 2,234 (74.6%) residents over age 16 that are employed civilians. Only 133 or 4.4% of the population over age 16 are unemployed civilians. A total of 627 persons over age 16 or 20.9% are not in the labor force.

2010 Estimated Population Age 16+ by Employment Status		
Status	Number	Percentage
In Armed Forces	2	0.1
Civilian - Employed	2,234	74.6
Civilian - Unemployed	133	4.4
Not in Labor Force	627	20.9
Total	2,996	100.0

Of the estimated employed civilian population over age 16, 73.8% work for for-profit private companies. A total of 8.8% work for local government and 2.8% work for state government. Only 5.6% of High Bridge's employed civilian population is self-employed.

2010 Estimated Civilian Employed Population 16+ Class of Worker		
Worker Type	Number	Percentage
For-Profit Private	1,685	73.8
Non-Profit Private	158	6.9
Local Government	200	8.8
State Government	65	2.8
Federal Government	47	2.1
Self-Emp	127	5.6
Unpaid Family	0	0.0
Total	2,282	100.0

2010 Estimated Civilian Employed Population 16+ by Occupation		
Occupation	Number	Percentage
Architect/Engineer	59	2.6
Arts/Entertain/Sports	62	2.7
Building Grounds Maint.	20	0.9
Business/Financial Ops.	176	7.7
Community/Soc. Svcs.	17	0.7
Computer/Mathematical	88	3.9
Construction/Extraction	104	4.6
Edu./Training/Library	158	6.9
Farm/Fish/Forestry	0	0.0
Food Prep/Serving	174	7.6
Health Practitioner/Tec.	86	3.8
Healthcare Support	33	1.4
Maintenance Repair	72	3.2
Legal	23	1.0
Life/Phys./Soc Science	60	2.6
Management	240	10.5
Office/Admin. Support	328	14.4
Production	47	2.1
Protective Svcs.	61	2.7
Sales/Related	334	14.6
Personal Care/Svc.	77	3.4
Transportation/Moving	65	2.8
Total	2,284	100.1

Finally, there is data on the occupation of employed civilian workers living in the Borough (see the table to the left). The largest

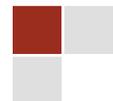
proportion of employed civilian workers is in sales; this represents 14.6% or 334 workers. Next, is office/administrative support workers with 14.4% or 328 employed civilians. Workers in management constitute 10.5% of employed civilians in High Bridge.

Workplaces

All workplace data is 2009 data provided by the Nielsen Company. This data was obtained using a radius method – a one mile radius from 30 Center Street, High Bridge. While the one mile (catchment area) radius encompasses the entire Borough, it should be noted that it does overlap partially with a few parcels in Lebanon and Clinton Townships.

As of 2009, the catchment area has a total of 154 establishments.

2009 Establishments by Sector Within the Catchment Area		
Sector	Number	Percentage
Agriculture	5	3.2
Mining	1	0.6
Construction	22	14.3
Manufacturing	9	5.8
Transportation, Comm., Public Utilities	7	4.5
Wholesale Trade	7	4.5
Retail	25	16.2
Finance	11	7.1
Service	60	39.0
Public Administration	7	4.5
Total	154	100.0



Of this total, 134 are private and 20 are government or non-profit.

The 134 private establishments within the catchment area employ 751 workers, while the 20 government and non-profit entities employ 258 workers. Looking at employees by sector, the table below shows that the service sector employs the most workers within the catchment area (37.8%). In second place is the manufacturing section with 25.8% of workers in the catchment area.

2009 Number of Employees by Sector Within the Catchment Area		
Sector	Number	Percentage
Agriculture	7	0.7
Mining	15	1.5
Construction	72	7.1
Manufacturing	260	25.8
Transportation, Comm., Public Utilities	37	3.7
Wholesale Trade	42	4.2
Retail	105	10.4
Finance	43	4.3
Service	381	37.8
Public Administration	47	4.7
Total	1,009	100.0

As for the average number of employees per establishment, this varies from a high of 29 average employees per manufacturing establishment to a low 1 average employee per agriculture establishment. See the table to the right for details on each sector.

2009 Average Number of Employees per Establishment by Sector Within the Catchment Area	
Sector	Avg. # of Employees per Establishment
Agriculture	1
Mining	15
Construction	3
Manufacturing	29
Transportation, Comm., Public Utilities	5
Wholesale Trade	6
Retail	4
Finance	4
Service	6
Public Administration	7

Data is also provided on the type of retail stores that exist within the catchment area. Of the total 25 retail stores, there are a total of 9 eating and drinking places that employ a total of 76 workers. Additionally, there are 9 miscellaneous retail stores, which only employ 14 workers. There are also three building and garden supply stores, two gas stations, one apparel/accessory store and one home furnishings store within the catchment area.

2009 Retail Stores Breakout for the Catchment Area		
Types of Retail Stores	# of Establishments	Total # of Employees
Building Matls and Garden Supply	3	5
General Merchandise Stores	0	0
Food Stores	0	0
Auto Dealers and Gas Stations	2	7
Apparel and Accessory Stores	1	1
Home Furniture, Furnishings	1	2
Eating and Drinking Places	9	76
Miscellaneous Retail Stores	9	14
Total	25	105

Financial establishments can be broken into five categories. There are three banks that employ 15 workers within the catchment area. Additionally, there are three insurance agencies that employ 19 workers. See the table below for all category details.

2009 Financial Establishments Breakout for the Catchment Area		
Types of Financial Establishments	# of Establishments	Total # of Employees
Bank, Savings and Lending Instit.	3	15
Security and Commodity Brokers	2	3
Insurance Carriers and Agencies	3	19
Real Estate	3	6
Trusts, Holdings and Other Invest.	0	0
Total	11	43

As for service establishments within the catchment area, there are a total of 14 personal service businesses and 16 business service

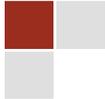
establishments. These two categories employ a total of 110 workers. However, the four education service establishments (schools) employ a total of 185 workers. Finally, there are 17 miscellaneous and membership organizations that employ 56 workers within the catchment area.

2009 Service Establishments Breakout for the Catchment Area		
Types of Service Establishments	# of Establishments	Total # of Employees
Hotel and Other Lodging	0	0
Personal Services	14	25
Business Services	16	85
Motion Picture and Amusement	5	20
Health Services	1	3
Legal Services	1	2
Educational Services	4	185
Social Services	2	5
Misc. and Membership Orgs	17	56
Total	60	381

Finally, it should be noted that there are four storefronts in two buildings that are vacant within the downtown area. Unfortunately, the building located at 15 Main Street, which contains three of the four storefronts, is currently in the foreclosure process.

Housing

There are an estimated 1,489 occupied homes within High Bridge. Of this total, 86.2% of homes are owner occupied and 13.8% are renter occupied. The average length of residence for owner



occupied housing units is 13 years, while the average length of residence for renters is 8 years. This reflects a relatively stable community.

As High Bridge is an older community, many of its homes are considered historic (over 50 years old). A total of 31.1% or 478 homes were built prior to 1938. Conversely, only 2.4% or 37 homes were built after 2000.

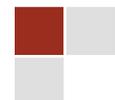
The type of housing unit in High Bridge is overwhelming single-family detached, as shown in the chart below, which comprises

2010 Estimated Housing Units by Unit Type		
Unit Type	Number	Percentage
1 Unit Attached	142	9.2
1 Unit Detached	1,197	77.8
2 Units	109	7.1
3 or 4 Units	41	2.7
5 to 19 Units	32	2.1
20 to 49 Units	0	0.0
50 or More Units	1	0.1
Mobile Home or Trailer	17	1.1
Boat, RV, Van, etc.	0	0.0
Total	1,539	100.0

77.8% of all housing units within the Borough. The table also reflects the very few multi-family units (apartments) that exist in High Bridge.

As for home values, the estimated median home value for owner occupied houses is \$258,591. The majority of owner occupied homes (45.2%) are valued between \$200,000 and \$299,999. The second largest value range for owner occupied homes is \$300,000 to \$399,999. Less than 1.0% of owner occupied homes within High Bridge are valued at more than \$750,000. Finally, it should be noted that no homes within the Borough are valued at less than \$79,999.

2010 Estimated All Owner-Occupied Housing Values		
Value	Number	Percentage
Less than \$20,000	0	0.0
\$20,000 - \$39,999	0	0.0
\$40,000 - \$59,999	0	0.0
\$60,000 - \$79,999	0	0.0
\$80,000 - \$99,999	7	0.5
\$100,000 - \$149,999	92	7.2
\$150,000 - \$199,999	202	15.7
\$200,000 - \$299,999	581	45.2
\$300,000 - \$399,999	302	23.5
\$400,000 - \$499,999	52	4.0
\$500,000 - \$749,999	38	3.0
\$750,000 - \$999,999	4	0.3
\$1,000,000 or more	5	0.4
Total	1,283	99.9



Chapter 3: Existing Land Use

High Bridge is characterized by a compact downtown area, which is surrounded by dense residential neighborhoods. The edges of the municipality are defined by larger lots that are either preserved, farmland or residential in use. Throughout the Borough are sizeable pieces of preserved land held by state, county or local entities.

The Borough of High Bridge is almost completely built out. Few vacant and developable properties remain within the Borough. This means, over time, redevelopment will occur to reuse parcels or oversized lots that are currently underutilized. High Bridge welcomes redevelopment that is sensitive to its size, historical background, and character, which is capable of being accommodated by existing utility capacity.

The table to the right shows land use and total value according to tax classification. There are a total of 1,571 tax parcels within the Borough, which have a total value (land and building) of \$411,425,100. Residential uses constitute 85.5% of parcels within the Borough, but only 953 acres. Meanwhile, public properties compose only a mere 4.4% of all parcels, but 35% of the Borough's total acreage.¹

As for residential land uses, the majority (77.8%) are single-family detached homes. Only 9.2% of homes are single-family attached and 7.1% of homes are duplexes (two units in one structure).

It should be noted that many of the buildings in the downtown are mixed-use buildings with commercial or office on the first floor and apartments above. However, this does not show up in the tax data, as buildings are only classified according to their primary use.

While the table below is useful, it does not show the spatial distribution of land use within the Borough. The map on the following page shows the spatial distribution of open space – both passive and active within the Borough. Additionally, it is easy to see the residential subdivisions within the municipality's borders.

2010 Existing Land Use and Value		
Classification	Number of Parcels	Total Value
Vacant	79	\$2,183,000
Residential	1,343	\$354,269,800
Farm (Regular)	3	\$1,084,200
Farm (Qualified)	8	\$14,200
Commercial	29	\$11,947,800
Industrial	7	\$7,338,600
Apartment	1	\$509,600
Railroad	11	\$0
Public Utility	1	\$0
School	3	\$6,181,500
Public Property	69	\$23,413,900
Charitable	11	\$4,206,700
Miscellaneous	6	\$275,800
Total	1,571	\$411,425,100

Data from Borough of High Bridge Tax Office, received on October 12, 2010.



Chapter 4: Existing Zoning

At the present, High Bridge has eight zoning districts that regulate land use, of which, four are residential zones:

- R-1, minimum lot size 105,000 square feet
- R-2, minimum lot size 65,000 square feet
- R-3, minimum lot size 15,000 square feet
- R-4, minimum lot size 7,500 square feet

In addition to the residential zones, there are four non-residential zones, which include:

- DB (Downtown Business)
- C (Commercial)
- ROM (Research/Office/Manufacturing)
- G (Permanently Preserved Open Space)

The Zoning Map on the following page shows the locations of the aforementioned districts.

As previously mentioned, the Borough is almost built-out. Future development is likely to be in the form of redevelopment of existing commercial and industrial properties as well as infill of under-utilized parcels.

Future economic development will likely be focused within the DB, C and ROM districts, which are the existing non-residential zones. However, there is potential for economic development in the residential zones in the form of home occupations. Therefore, the remainder of this chapter evaluates the existing permitted uses

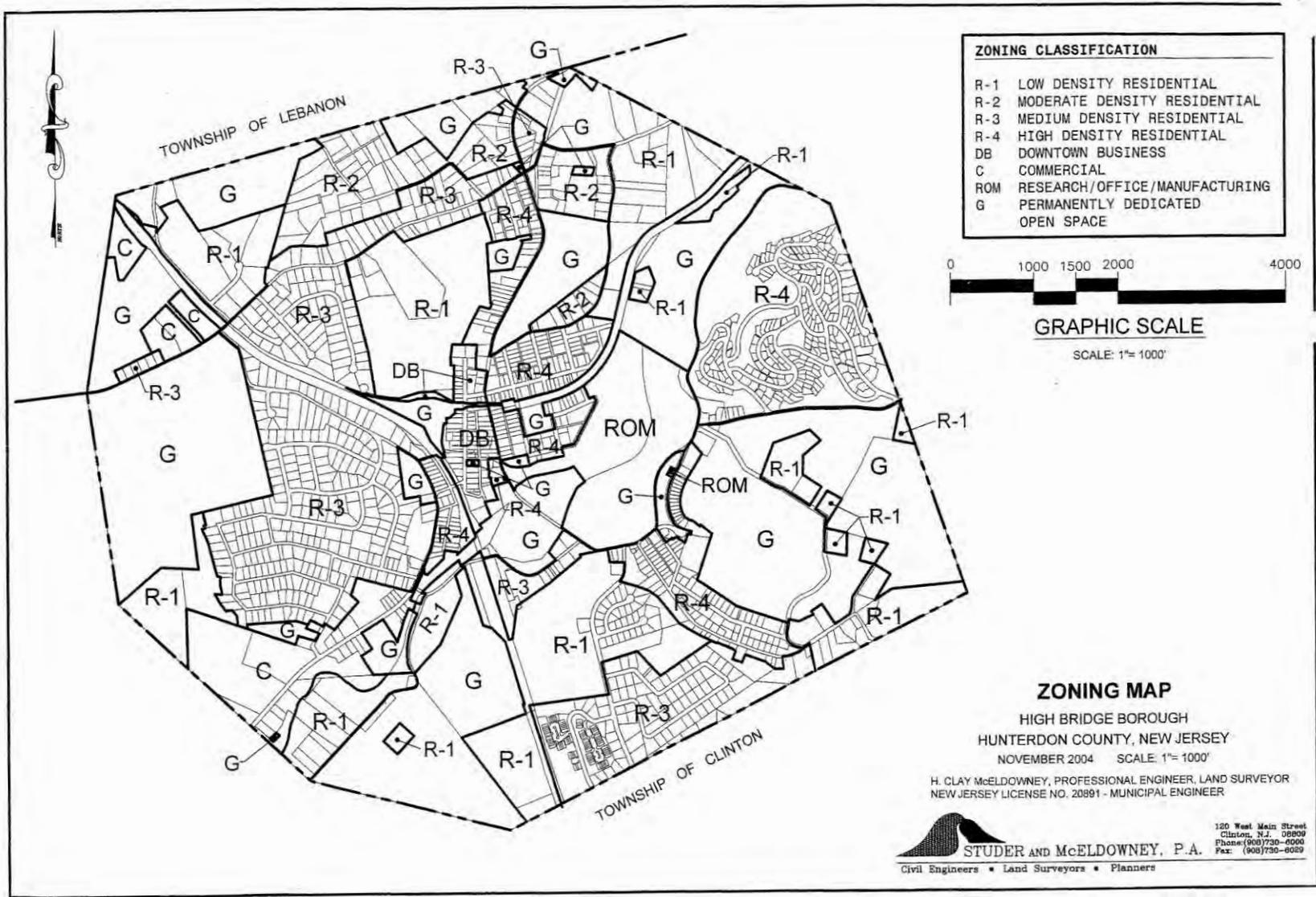
within the residential and non-residential zones as well as the bulk and development standards that may deter potential development and/or redevelopment.

Zoning Evaluation

Residential Zones

The R-1, R-2, R-3 and R-4 Zones permit home occupations on a residential lot as an accessory use. Conditions include:

- No more than 1 non-resident employee may be employed on the premises
- No more than 1/3 the area of one habitable floor of the principal building shall be used for the home occupation
- No sign to advertise the business will be permitted
- Occupation shall be conducted entirely within either:
 - The principal building
 - An accessory building
- No occupational sounds shall be audible outside the building
- No article shall be offered for sale on the premises
- No medical, dental, beauty salon, manufacturing, kennels, raising of animals for commercial purposes, automobile repair or bodywork is permitted
- The home occupation use shall not reduce the parking and yard requirements of the home
- No alterations to the home are permitted that would preclude or hinder the reconversion to a 100% residential use
- No clients or customers are permitted to visit the home on a regular basis



Many municipalities struggle over how to control home occupations. Typically there is concern over noise, parking and quality of life issues. However, the Borough's non-residential areas are essentially built out and therefore there is limited opportunity for new economic growth within High Bridge. This is where home occupations can be a benefit to the Borough.

In reviewing the conditions for home occupations, there are some concerns. By not permitting any signage the Borough is making it difficult for potential clients to find the home occupation or for any type of on-site advertisement to occur. While the intent is understood, the Borough may want to reconsider this condition. Secondly, by only allowing one non-resident employee the Borough is limiting the home occupations potential business expansion. Finally, it is unclear what is meant by the phrase "on a regular basis" where the conditions states "no clients or customers are permitted to visit the home on a regular basis".

The R-1 and R-2 zones allow for bed and breakfast (B&B) lodging as a conditional use. Conditions include:

- Minimum lot area of 2.4 acres for the first two guest rooms and an additional acre for every 2 rooms thereafter
- Only residences that existed as of the adoption of the Ordinance can have a B&B
- Board of Health approval is required
- Parking must be provided at the rate of one space for each guest room

To date, no homeowners have taken advantage of this opportunity. The conditions associated with a B&B do not seem unreasonable or prohibitive.

Downtown Business Zone

The DB Zone is located along Main Street from the train station to Main Street's terminus just north of Liberty Street. The DB Zone extends eastward to Mill Street.

The DB Zone permits the following principal uses:

- Merchant shops and point-of-sale establishments
- Restaurants and taverns
- Museums, art galleries and libraries
- Child-care centers
- Parks, playgrounds, municipal buildings
- Upper floor residential units
- Bed and breakfast lodging



Permitted conditional uses:

- Churches
- Public utility uses
- Farm stands and farmer's market
- Wireless telecommunications equipment and facilities
- Affordable age-restricted housing

Note that no goods or materials shall be stored or displayed out-of-doors, except as provided in Section 301.O. However, when one refers to Section 301.O. it discusses conditions with regard to Agricultural activities. The Borough should amend the code to address the conditions for goods or materials displayed outside.

The DB Zone's bulk standards are quite generous. The minimum lot size is 5,000 square feet with a 50 foot frontage width required. There is no minimum front yard requirement and side yards are only required where the DB Zone abuts the R-4 Zone. Maximum lot coverage is 85% and the maximum height is 3 stories and 40 feet. The maximum Floor Area Ratio (FAR) is 50%.

It should be noted that the maximum height of 3 stories and 40 feet will only produce 3 story buildings with flat roofs or very shallow pitched roofs, which is not characteristic of the downtown area. The majority of buildings have a pitched roof. This would force land owners who want to construct a three story building to top it with a flat roof.

Additionally, the FAR limitation of 50% only permits a 5,000 square foot lot to have only 2,500 square feet of building floor space. Therefore, a three story building would only be able to have a footprint of 833 square feet (50 foot wide by 16.6 feet deep).

Commercial Zone

Within High Bridge there are four C Zones, which are located:

- Along CR-513 from the Borough's border with Clinton Township to Arch Street
- Along Cregar Road (two sites)
- On the northwestern border of the municipality with Lebanon Township

The C Zone permits the following principal uses:

- Manufacturing, repair, processing, producing, service, assembly or fabricating operations
- Offices
- Banks or other financial institutions
- Horticulture operations limited to commercial greenhouses
- Parks, playgrounds, municipal buildings
- Child-care centers

Permitted conditional uses include:

- Farm stands and farmer's market
- Clubs, lodges and fraternal organizations
- Service stations
- Automobile dealerships
- Schools
- Public utility uses
- Wireless telecommunications equipment and facilities



The bulk standards in the C Zone require a minimum lot size of 40,000 square feet with a minimum frontage width of 140 feet. A maximum of 70% lot coverage is permitted. Building height may be a maximum of 3 stories and 30 feet. The maximum FAR is 35%.

Analyzing the bulk standards, one can easily see that if a property owner wants to build a three story building, it will not be able to have a pitched roof unless the third story is constructed under a mansard roof. Additionally, the principal permitted use list is quite limited, especially for the section of the C Zone that is bisected by CR-513, which has high traffic volumes that could support retail uses.

Research/Office/Manufacturing Zone

There are two ROM Zones within High Bridge, the largest is located along Washington Avenue and was formerly known as the Taylor-Wharton site. The second is zone is quite small and located along Tisco Avenue.

The ROM Zone permits the following principal uses:

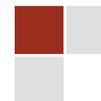
- Manufacturing of light machinery
- Fabrication of metal products including foundry
- Food and associated industries
- Laboratories
- Warehousing of goods and materials
- Office complexes
- Child-care centers



Permitted conditional uses:

- Planned industrial parks
- Public utility uses
- Wireless telecommunications equipment and facilities

There are no known issues with the permitted uses or development standards within the ROM zone.



Chapter 5: Organizations that Support Economic Development in High Bridge

There are four main organizations that support economic development and the overall enhancement of the Borough within High Bridge. These entities include the Economic Development Committee, Cultural and Heritage Committee, Environmental Commission and High Bridge Business Association. The following sections detail these entities functions, powers, duties and economic-related goals and projects.

Economic Development Committee

Established in 1994, the Economic Development Committee (EDC) was tasked with promoting business retention and expansion, acting as a resource for new businesses, improving the Borough's tax ratable base and developing a database of available property.

The seven member committee meets once a month. Past projects of the EDC include the Farmer's Market, Tour of High Bridge bike race and the creation of the Borough's website. Additionally, the EDC has worked over the years to improve the appearance of Main Street.

In the spring of 2010 the EDC conducted a seven question survey of residents regarding their patronage of local businesses and their feelings regarding Main Street. The questions were:

- How often do you patronize High Bridge businesses?
- What businesses do you most frequent (in most to least frequented order)?

- What businesses or services would you patronize if they were available in High Bridge?
- What do you like best about our Main Street?
- What do you like least about Main Street?
- How would you rate our Main Street compared to the Main Streets of other towns?
- Please feel free to include any additional comments or ideas you would like us to consider.

A total of 38 people answered the survey. The survey revealed that the top three most frequented businesses in High Bridge were Riverside Liquors, Gronsky's and Casa Maya. The majority of respondents indicated that they would patronize a bakery if it existed in the Borough. Parking was the least liked aspect of the downtown area. Finally, 47% of respondents said that downtown High Bridge is worse than other downtowns. However, 30% rated the Borough's downtown as the same as other downtowns.²

Current EDC projects include the establishment of a Redevelopment Entity, addressing the parking issues along Main Street and other initiatives to draw new businesses to High Bridge.

Cultural & Heritage Committee

The Cultural and Heritage Committee is tasked with advising the Borough Council on the cultural and historical needs of High Bridge. Duties include the development of programs to promote interest and participation in and understanding of local history. Powers include establishing a museum and cultural programs, undertaking

historical research, publishing report and directories and promoting the Borough through various media.

The seven member committee meets once a month.

The 2010 goals and objectives for the Cultural and Heritage Committee are as follows:

- Continue to Organize Annual Borough-wide Cultural & Historic Events
 - Pooch Parade
 - Movies in the Commons Summer Series
 - Memorial & Veteran's Day Ceremonies
 - Summer Concert Series
 - Pumpkin & Gingerbread Displays
 - Facilitate Borough Event Days
- Promote High Bridge Heritage Awareness
 - Petition County to obtain more Town Historic Markers.
 - Continue looking into obtaining historic home markers
 - Continue to look for cultural and historical grants
 - Oral History Project “stories of the past”, purchase digital voice recorder for Oral Histories
 - Submit oral history stories for newsletter articles, place oral history stories on webpage, provide CD of oral histories for Borough library
 - Continue to work with Scout Project as they arise
 - Investigate showcasing local artists: music, art, etc.

- Promote Cultural and Heritage Public Awareness
 - Caretakers of Borough Hall outside bulletin board
 - Cultural and Heritage webpage & newsletter updates

Events that are sponsored by the Cultural and Heritage Committee include the Memorial Day Ceremony, Pooch Parade, Movies in the Commons, Saturday Concert Series in the Commons and Veteran’s Day Ceremony. These events draw visitors to the Borough and support the local businesses.

Future planned Cultural and Heritage Committee projects that support economic development include:

- Planning a walking tour of historic places in the Borough
- Creating a self-guiding brochure
- Placing historic markers at sites throughout the Borough
- Running a historic tour
- Organizing local musical groups for free concerts³

Environmental Commission

The Environmental Commission in High Bridge was established to protect, develop and use the natural resources within the Borough. The commission has 7 members and meets once a month.

While not directly related to economic development, many of the projects on the Environment Commissions’ project list can have the potential to enhance the Borough and attract shoppers and tourists. The Environmental Commissions project list is as follows (note that some of these projects are currently in progress):

- Trails
 - Trail connecting Springside to Solitude House to TISCO property to Columbia Trail (UFHA received grant in 2008)
 - Trail markers for Solitude Museum path
 - Trails around Solitude House
- Commons Area
 - More benches and picnic tables are needed
 - Create a wildflower garden along the driveway
 - Create a quiet garden area around the gazebo by planting small shrubs and perennials
- Union Forge Park
 - Continue planting around the gazebo
 - Continue planting by the monument
- Mini Sitting Parks
 - Identify small Borough-owned spots where a small sitting park could be created
- Open Space
 - Plant a Borough pumpkin patch
 - Grow a corn maze
- Falls Area
 - Fix up the area as a park
 - Cleanup the trails that lead to the falls
 - Create a sitting area off the Columbia Trail to view the river / falls
- Campground
 - Study done on where to create a campground
- Riding Stables
 - Research turning Springside into a community riding stable⁴

High Bridge Business Association

Established in 2006, the High Bridge Business Association's (HBBA) mission is to improve High Bridge and its businesses through a cohesive network of business owners and managers. Duties of the HBBA include:

- Working to make High Bridge one of the most business-friendly environments in Hunterdon County.
- Sponsoring community events for the Borough to foster a greater sense of community.
- Working with the Borough government for the betterment of High Bridge's business community.
- Supporting each other as resources for our businesses by sharing the knowledge and experience we have as business owners and managers.
- Assisting our member businesses in obtaining bulk-discounts and other member benefits.⁵

Currently, HBBA has thirty members who meet once a month. The HBBA hosts three large events each year in High Bridge – the Community Day Parade in September, the Soap Box Derby in June and the Christmas Tree Lighting in December.

Chapter 6: Events

For purposes of a concise report, the seven largest events are detailed. Over the past five years a variety of events have occurred within High Bridge to both attract visitors and promote the community.

Tour of High Bridge Bike Race

The Annual Tour of High Bridge has been held since 1999. The race is held every June and is a US Cycling Federation sanctioned event. The race draws professional racers from all over the world. In addition to the race there are games for children as well as food. Racing begins at noon and ends at 6PM.

Last year there were 186 cyclists and over 300 spectators at the annual race.⁶

High Bridge Open Air Market

Every Saturday from June through October the High Bridge Open Air Market is held. This weekly event is held in the Riverside Liquors parking lot. Typically, six to ten vendors display their wares and draw an average crowd of 75 to 100 persons.⁷

Pooch Parade

This year marked the 16th annual High Bridge Pooch Parade, which is sponsored by the Cultural and Heritage Committee. A total of 49 dogs entered the event, drawing contestants from Hunterdon and Warren County, as well as Pennsylvania. (Photograph courtesy of Lynn Hughes.)



Movies in the Commons

This event is sponsored by the Cultural and Heritage Committee. Four movie nights are offered free of charge during the summer. These movies bring out a number of families each night.

High Bridge Concert Series

These concerts are held on designated Saturdays in the spring and fall and are sponsored by the Cultural and Heritage Committee. Held in the Commons, the music starts at 7PM and goes until 9PM. These events draw roughly 150 persons each night.⁸ (Photograph on the following page is courtesy of Victoria Miller.)

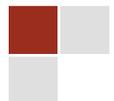


High Bridge Community Day

Each September the High Bridge Borough Police Department sponsors Community Day at Union Forge Park. Events include musical entertainment, food, rides, games and a parade. The event draws roughly 500 residents. (Photograph to the right is courtesy of Joe Dispenza.)

Soap Box Derby

Started in 2008, the Soap Box Derby is sponsored by the High Bridge Business Association. This annual event occurs in June on Main Street. This year the Soap Box Derby drew 32 children from five counties and approximately 1,000 spectators.



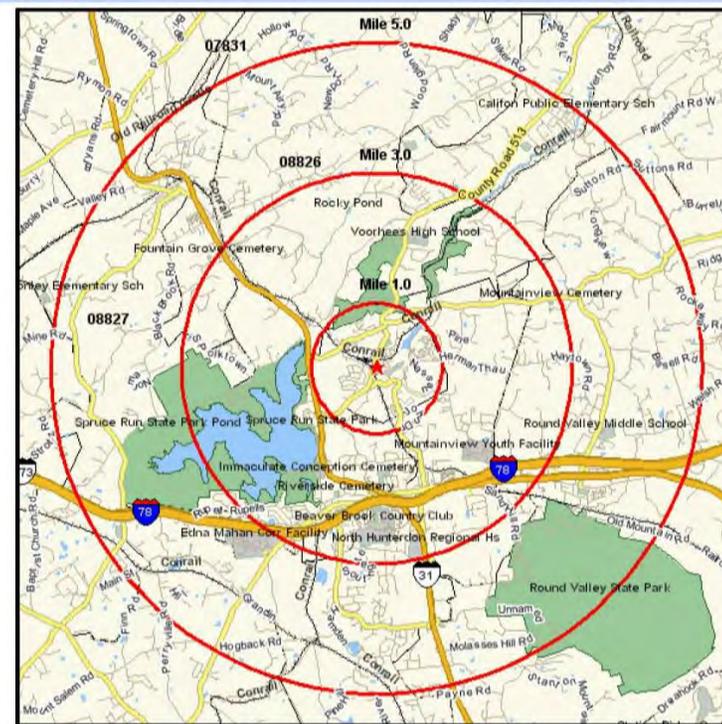
Chapter 7: High Bridge’s Market Potential

This section analyzes not only the market potential within High Bridge, but also the market potential of surrounding areas. The analysis has been conducted in three radius rings, with the center at 30 Center Street, High Bridge. The first radius ring is one mile, which encompasses all of High Bridge and a few properties along the municipality’s borders. The second radius ring is 3 miles, which encompasses almost all of Clinton Town, portions of Bethlehem, Union, Lebanon and Clinton Township. The third radius ring is 5 miles or a 10 mile diameter from 30 Center Street. This area stretches north along CR 513 and encompasses the majority of the Borough of Califon; along NJ 31 the radius includes all of Glen Gardener Borough and the majority of Hampton Borough. Eastward, the five mile radius includes all of Lebanon Borough and a portion of Tewksbury Township. See the map to the right for the three radius rings’ locations.

The rest of this chapter looks at general demographic observations, the socio-economic characteristics and the market potential within the five mile radius surrounding High Bridge.

General Demographic Observations

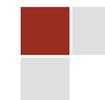
Within the one mile radius (High Bridge) there are an estimated 3,848 persons as of 2010. The three mile radius area has a total of 15,282 persons, while the 5 mile radius area has a total of 35,658 persons. This translates to 1,489 households within a one mile radius, 5,556 households within a three mile radius and 12,817 households within a 5 mile radius.



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The estimated 2010 average household size is 2.55 for the five mile radius area, which is the same as High Bridge’s average household size. Within the five mile radius, 57.0% of households are one-person or two-person, while 34.8% are 3-person or 4-person.

Within the overall 5 mile radius, 64.2% of households have no children under the age of 18 in them, which means that they are



more likely to have more disposable income. In the same area 35.8% of households do have one or more children in them under the age of 18.

Socio-Economic Characteristics

2010 estimated data shows the financial facts for households within the three different radii. As the chart below shows, the average household income and median household income increase with the larger radii.

2010 Estimated Financial Facts			
	0-1 Mile Radius 1	0-3 Mile Radius 2	0-5 Mile Radius 3
Average Household Income	\$100,539	\$126,386	\$127,730
Median Household Income	\$86,966	\$99,404	\$100,635
Per Capita Income	\$39,286	\$46,480	\$46,415

Household Typologies

Data for this section was gathered from The Nielsen Company, who maintains databases on various demographic characteristics. One of these databases is called PRIZM™. PRIZM™ classifies every United States household into one of 66 consumer segments based on the household's purchasing preferences.

The 66 segments are numbered according to socioeconomic rank (which takes into account characteristics such as income, education, occupation and home value) and are grouped into 11 life stage groups and 14 social groups. Social groups are based on

urbanization and socioeconomic rank. Life stage groups are based on age, socioeconomic rank, and the presence of children at home.

These descriptive household typologies can be used to help assess likely retail/commercial purchasing power and needs. As the table below shows of the 66 potential segments, the five mile radius area includes only 16 segments.

2010 Household Typologies 0-5 Miles Radius 3		
Typology	Number	Percentage
Country Squires	2,742	21.4
Big Fish, Small Pond	2,319	18.1
God's Country	4,444	34.7
Fast-Track Families	262	2.0
Greenbelt Sports	1,477	11.5
Country Casuals	262	2.0
Traditional Times	377	2.9
New Homesteaders	265	2.1
Big Sky Families	2	0.0
Simple Pleasures	29	0.2
Red, White and Blues	405	3.2
Heartlanders	80	0.6
Young and Rustic	36	0.3
Kid Country, USA	73	0.6
Golden Ponds	40	0.3
Old Milltowns	5	0.0
Total	12,818	99.9

A short description of each one of these household typologies follows. The typologies are grouped according to affluence, starting with the most affluent first. For purposes of a concise report, descriptions of household typologies with less than 1.0% are not included.

“Country Squires”

“Country Squire” households compose 21.4% of the 5 mile radius area. These are the wealthy residents, who live on large properties. “Country Squires” enjoy country club sports like golf, tennis, and swimming as well as skiing, boating, and biking. These households are considered upscale middle aged with children.

“Big Fish, Small Pond”

These households are older, upper-class, college-educated professionals, and are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, including belonging to country clubs, maintaining large investment portfolios, and spending freely on computer technology. These households are considered upscale older without children. “Big Fish, Small Pond” households comprise 18.1% of all households within a five mile radius.

“God’s Country”

This household typology includes upscale couples in spacious homes. Typically college educated; these Americans try to maintain a balanced lifestyle between high power jobs and laid back leisure.

These households typically include those ages 35 to 54 without children. This household typology constitutes the majority of households within the five mile radius, 34.7% or 4,444 households.

“Fast-Track Families”

With their upscale incomes, numerous children, and spacious homes, “Fast-Track Families” are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems, and video games.

“Country Casuals”

There's a laid-back atmosphere in “Country Casual” households, which are a collection of older, upscale households that have started to empty-nest. Most households boast two earners who have well-paying management jobs or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat. Typical age of this household is 45 to 64.

“Greenbelt Sports”

A segment of upscale exurban couples, the “Greenbelt Sports” household typology is known for its active lifestyle. Most of these middle-aged residents are married, college-educated, and own new homes. Even a few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating,

and mountain biking. These households typically do not have children and are under age 55.

“Traditional Times”

The “Traditional Times” household is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles like *Country Living* and *Country Home*. But they're big travelers, especially in recreational vehicles and campers.

“New Homesteaders”

This household typology includes young, upper-middle-class families living in small rustic places filled with new ranches and Cape Cods. With decent-paying jobs in white and blue-collar industries, these dual income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their family rooms with PlayStations and Game Boys. These households have parents between the ages of 25 and 44 with children.

“Red, White and Blues”

This household typology includes middle-aged, high school educated, lower-middle class households, which are transitioning from blue-collar jobs to the service industry. These households do not have children and are under age 55.

Consumer Spending Patterns

During the course of 2010, High Bridge residents are estimated to spend \$93,789,000 on consumer expenditures, such as food, healthcare, household furnishings, personal care, entertainment, transportation and apparel. Comparatively, the five mile radius area is estimated to spend \$91,711,000 during the course of 2010.⁹

This year each household within High Bridge (Radius 1) is anticipated to spend an average of \$62,988 on consumer expenditures. This includes an average of \$1,269 on alcohol and \$3,763 on food away from home (i.e. restaurants). (This may be one reason why Riverside Liquors does so well.) Each household is expected to spend an average of \$638 on pet expenses. Finally, under the category of sports and entertainment, each High Bridge household is expected to spend an average of \$2,046 on sports and recreation activities and \$2,932 on travel.¹⁰ See the chart on the following page for the main consumer expenditure categories.

It should be noted that consumer expenditures are different than consumer retail expenditures. Consumer expenditures includes non-retail categories like travel, entertainment, health care services, housing expenses (i.e. repair and utility expenses) and day care, which is why the total radius numbers and average household expenditures are greater under consumer expenditures than consumer retail expenditures.



2010 Annual Estimated Consumer Expenditures 0-1 Mile Radius 1

Expenditure Category	Average Expenditures per Household
Food at Home	\$6,679
Food Away from Home	\$3,763
Alcohol	\$1,269
Day Care, Education, Contributions	\$5,499
Healthcare	\$5,194
Household Furnishings & Appliances	\$3,507
Housing Related & Personal	\$9,535
Personal Care & Smoking Products	\$2,453
Pet Expenses	\$683
Sports & Entertainment	\$7,389
Transportation & Auto Expenses	\$11,747
Apparel	\$5,198

Comparing High Bridge (Radius 1) to the five mile radius area (Radius 3), the data readily shows that the households in the greater five mile area spend more on average per household, \$71,133 versus \$62,988. In every category but personal care and smoking products, the five mile radius area is expected to spend more per household in consumer expenditures during 2010. See the chart to the right for details.¹¹

Both charts on this page show that there is a large amount of money being spent, both by High Bridge households and households within a five mile radius. The bigger question now is,

where is this money is being spent? The next section answers this inquiry.

2010 Annual Estimated Consumer Expenditures 0-5 Miles Radius 3

Expenditure Category	Average Expenditures per Household
Food at Home	\$6,900
Food Away from Home	\$4,012
Alcohol	\$1,397
Day Care, Education, Contributions	\$7,135
Healthcare	\$5,750
Household Furnishings & Appliances	\$4,052
Housing Related & Personal	\$10,442
Personal Care & Smoking Products	\$2,335
Pet Expenses	\$764
Sports & Entertainment	\$8,840
Transportation & Auto Expenses	\$13,610
Apparel	\$5,971

Retail Market Potential

To understand High Bridge's market potential, one needs to know two things: what the consumer retail demand (expenditures) is and what is the market retail supply (existing stores' sales). This type of analysis is also known as an "opportunity gap". Data has been gathered by The Nielsen Company for 2010 and is produced in the following tables, first for High Bridge (Radius 1) and then for the five mile radius area (Radius 3).

It should be noted that within the tables the heading consumer expenditures means what households within that particular radius spent on retail goods and retail sales is defined as what retailers' sales were for the same year. The opportunity gap shows the amount of consumer retail spending dollars leaving the radius area and being spent elsewhere. Therefore, black numbers in the opportunity gap column indicates that there is room for growth within this retail market sector in High Bridge.

High Bridge

Overall, it should be noted that High Bridge's households spent \$68,456,204 on retail goods, but High Bridge's businesses only saw retail sales of \$12,018,134. Therefore, a total of \$56,438,070 of consumer retail dollars left High Bridge and were spent elsewhere.¹² This means that four times the amount of money that was spent in High Bridge was spent outside of it. No community ever captures 100% of its households' consumer retail dollars spent, especially when there are malls to buy clothes in and large grocery stores to do your one stop shopping. Nonetheless, there is definitely room for growth in capturing just High Bridge households' consumer retail dollars.

The tables to the right and on the following page reveal that there are only two categories in which High Bridge does not have any gap for retail economic growth. There are, of course, retail stores that are not compatible with the character of High Bridge and are not

Retail Opportunity Gap 0-1 Mile Radius 1			
Retail Stores	Consumer Expenditures	Retail Sales	Opportunity Gap
Motor Vehicle & Parts Dealers	\$11,668,605	\$1,510,371	\$10,158,234
Automotive Dealers	\$10,272,050	\$478,562	\$9,793,488
Other Motor Vehicle Dealers	\$366,200	\$954,194	-\$587,994
Automotive Parts/Accsrs, Tire	\$1,030,355	\$77,615	\$952,740
Furniture & Home Furnishings	\$1,650,348	\$0	\$1,650,348
Furniture	\$915,768	\$0	\$915,768
Home Furnishing	\$734,580	\$0	\$734,580
Electronics & Appliance	\$1,701,201	\$388,538	\$1,312,663
Appliances, TVs, Electronics	\$1,276,234	\$300,516	\$975,718
Computer & Software	\$339,873	\$88,022	\$251,851
Camera & Photographic Equipment	\$85,094	\$0	\$85,094
Building Material, Garden Equip	\$7,470,125	\$2,001,664	\$5,468,461
Building Material & Supplies	\$6,900,201	\$1,976,295	\$4,923,906
Lawn, Garden Equipment, Supplies	\$569,924	\$25,369	\$544,555
Food & Beverage	\$8,737,109	\$595,221	\$8,141,888
Grocery	\$7,901,293	\$0	\$7,901,293
Specialty Food	\$271,814	\$8,255	\$263,559
Beer, Wine & Liquor	\$564,002	\$586,967	-\$22,965
Health & Personal Care	\$3,296,011	\$94,855	\$3,201,156
Pharmancies & Drug	\$2,818,711	\$90,997	\$2,727,714
Cosmetics, Beauty, Perfume	\$112,645	\$0	\$112,645
Optical Goods	\$157,651	\$1,979	\$155,672
Other Health & Personal Care	\$207,005	\$1,878	\$205,127
Gasoline Stations	\$5,559,209	\$2,396,773	\$3,162,436
Clothing & Clothing Accessories	\$3,562,327	\$232,300	\$3,330,027
Clothing	\$2,547,227	\$72,855	\$2,474,372
Shoe	\$444,358	\$0	\$444,358
Jewelry, Luggage, Leather Goods	\$570,742	\$159,445	\$411,297

encouraged; for example, car dealers or big box retail stores of any kind. There are large opportunity gaps in the retail sectors of optical goods, personal care and jewelry, which could fit within High Bridge's downtown character. The chart below is a continuation of

Retail Opportunity Gap, Continued			
0-1 Mile Radius 1			
Retail Stores	Consumer Expenditures	Retail Sales	Opportunity Gap
Sporting Goods, Hobby, Book, Music	1,453,077	144,500	1,308,577
Sporting Goods, Hobby, Mus. Inst.	998,068	144,500	853,568
<i>Sporting Goods</i>	528,400	9,351	519,049
<i>Hobby, Toys and Games</i>	303,529	135,149	168,380
<i>Sew/Needlework/Piece Goods</i>	70,726	0	70,726
<i>Musical Instrument and Supplies</i>	95,413	0	95,413
Book, Periodical & Music	455,008	0	455,008
<i>Book Stores & News Dealers</i>	316,649	0	316,649
<i>Prerecorded Tapes, CDs, Records</i>	138,360	0	138,360
General Merchandise	9,242,372	0	9,242,372
Other General Merchandise	4,649,392	0	4,649,392
Miscellaneous Store Retailers	1,840,498	383,035	1,457,463
Florists	145,277	97,342	47,935
Office Supplies, Stationery, Gifts	762,903	172,227	590,676
<i>Office Supplies and Stationery</i>	440,927	0	440,927
<i>Gift, Novelty and Souvenir</i>	321,977	172,227	149,750
Used Merchandise	166,509	113,467	53,042
Other Miscellaneous	765,808	0	765,808
Non-Store Retailers	4,734,833	0	4,734,833
Foodservice & Drinking Places	7,540,490	4,270,877	3,269,613
Full-Service Restaurants	3,403,548	1,480,515	1,923,033
Limited-Service Eating Places	3,177,395	2,773,112	404,283
Special Foodservices	622,381	0	622,381
Drinking Places -Alcoholic Bev.	337,167	17,251	319,916

the chart on the previous page. Large gaps exist for the sectors of sporting goods, book stores and full-service restaurants. Most interesting is the \$1.9 million opportunity gap for full-service restaurants. This should be a segment that High Bridge focuses their recruiting efforts on.

Five Mile Radius

Households in the five mile radius area, which includes High Bridge, spent a total of \$651,370,797 on retail goods, but the retail businesses within this same area only saw \$382,369,500 in sales during the same timeframe. This means that over \$269 million dollars left the five mile radius area and were spent elsewhere.¹³

This report is not suggesting that High Bridge can capture all \$269 million that left the five mile radius area, but it has the potential to capture some of those dollars that are leaving the area. Even if the Borough could capture a mere 1% (\$2.7 million) of the \$269 million that left the area, it would have a tremendous positive impact on the Borough.

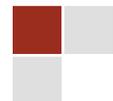
Within the five mile radius there are only eight retail sectors that are oversupplied and have no opportunity gap. These sectors include other motor vehicle dealers, special foods, beer/wine/liquor, gasoline stations, sew/needlework/piece goods, florists and office supplies/stationery/gifts.

Once again the retail sectors with large opportunity gaps include optical goods, other health and personal care, jewelry, sporting goods, book stores, full-service restaurants and limited service

Retail Opportunity Gap 0-5 Mile Radius 3			
Retail Stores	Consumer Expenditures	Retail Sales	Opportunity Gap
Motor Vehicle & Parts Dealers	\$117,292,450	\$95,484,266	\$21,808,184
Automotive Dealers	\$99,978,562	\$81,052,971	\$18,925,591
Other Motor Vehicle Dealers	\$7,557,711	\$8,255,535	-\$697,824
Automotive Parts/Accsrs, Tire	\$9,756,177	\$6,175,760	\$3,580,417
Furniture & Home Furnishings	\$16,880,945	\$2,791,095	\$14,089,850
Furniture	\$9,650,433	\$403,121	\$9,247,312
Home Furnishing	\$7,230,512	\$2,387,975	\$4,842,537
Electronics & Appliance	\$16,602,474	\$8,050,789	\$8,551,685
Appliances, TVs, Electronics	\$12,521,236	\$7,299,353	\$5,221,883
Computer & Software	\$3,268,852	\$651,834	\$2,617,018
Camera & Photographic Equipment	\$812,386	\$99,602	\$712,784
Building Material, Garden Equip	\$72,899,748	\$36,795,369	\$36,104,379
Building Material & Supplies	\$66,988,353	\$34,720,161	\$32,268,192
Lawn, Garden Equipment, Supplies	\$5,911,395	\$2,075,208	\$3,836,187
Food & Beverage	\$78,359,748	\$50,535,102	\$27,824,646
Grocery	\$70,651,627	\$39,223,132	\$31,428,495
Specialty Food	\$2,419,385	\$3,493,284	-\$1,073,899
Beer, Wine & Liquor	\$5,288,736	\$7,818,686	-\$2,529,950
Health & Personal Care	\$31,092,360	\$10,718,708	\$20,373,652
Pharmancies & Drug	\$26,576,455	\$9,863,918	\$16,712,537
Cosmetics, Beauty, Perfume	\$1,070,154	\$100,880	\$969,274
Optical Goods	\$1,499,959	\$222,068	\$1,277,891
Other Health & Personal Care	\$1,945,793	\$531,842	\$1,413,951
Gasoline Stations	\$49,461,545	\$86,107,459	-\$36,645,914
Clothing & Clothing Accessories	\$35,376,772	\$7,407,653	\$27,969,119
Clothing	\$24,801,596	\$4,675,106	\$20,126,490
Shoe	\$4,189,958	\$855,932	\$3,334,026
Jewelry, Luggage, Leather Goods	\$6,385,218	\$1,876,615	\$4,508,603

Retail Opportunity Gap, Continued 0-5 Mile Radius 3			
Retail Stores	Consumer Expenditures	Retail Sales	Opportunity Gap
Sporting Goods, Hobby, Book, Music	\$14,591,274	\$8,124,823	\$6,466,451
Sporting Goods, Hobby, Mus. Inst.	\$10,031,236	\$7,883,009	\$2,148,227
<i>Sporting Goods</i>	\$5,458,137	\$4,439,864	\$1,018,273
<i>Hobby, Toys and Games</i>	\$2,868,268	\$1,325,072	\$1,543,196
<i>Sew/Needlework/Piece Goods</i>	\$679,493	\$1,186,662	-\$507,169
<i>Musical Instrument and Supplies</i>	\$1,025,338	\$931,411	\$93,927
Book, Periodical & Music	\$4,560,038	\$241,814	\$4,318,224
<i>Book Stores & News Dealers</i>	\$3,121,534	\$132,048	\$2,989,486
<i>Prerecorded Tapes, CDs, Records</i>	\$1,438,504	\$109,766	\$1,328,738
General Merchandise	\$87,073,582	\$3,335,222	\$83,738,360
Other General Merchandise	\$42,782,334	\$3,144,141	\$39,638,193
Miscellaneous Store Retailers	\$17,304,872	\$11,155,308	\$6,149,564
Florists	\$1,403,765	\$2,122,959	-\$719,194
Office Supplies, Stationery, Gifts	\$7,338,556	\$8,253,218	-\$914,662
<i>Office Supplies and Stationery</i>	\$4,246,056	\$5,455,320	-\$1,209,264
<i>Gift, Novelty and Souvenir</i>	\$3,092,500	\$2,797,898	\$294,602
Used Merchandise	\$1,649,414	\$779,131	\$870,283
Other Miscellaneous	\$6,913,137	\$0	\$6,913,137
Non-Store Retailers	\$45,568,069	\$18,816,994	\$26,751,075
Foodservice & Drinking Places	\$68,866,959	\$43,046,710	\$25,820,249
Full-Service Restaurants	\$31,180,621	\$22,464,888	\$8,715,733
Limited-Service Eating Places	\$28,902,906	\$13,726,388	\$15,176,518
Special Foodservices	\$5,676,970	\$5,050,888	\$626,082
Drinking Places -Alcoholic Bev.	\$3,106,462	\$1,804,547	\$1,301,915

eating places. There is approximately a \$1.3 million retail opportunity gap for optical goods and a \$1.4 million retail opportunity gap for other health and personal care items. There is almost a \$3 million retail opportunity gap for books. Limited-service eating places have a \$15.2 million retail opportunity gap.



Chapter 8: Conclusion

The Borough of High Bridge is almost built out. Future development will likely be in the form of redevelopment or infill. The majority of the Borough's land area is consumed by residential land uses and preserved open space. The downtown is compact with only four storefronts vacant. However, roughly 30% the downtown's first floor space is residential.

Analyzing the Borough's zoning, the only concerns with regard to existing regulations hampering economic development are as follows:

- Some of the conditions for home occupations in the R-1, R-2, R-3 and R-4 Zones
- DB Zone FAR requirement
- DB Zone height requirement (footage limitation, not story)

The Borough has a number of organizations that deal directly or indirectly with economic development. All of the groups have great ideas; however, there is no coordinated effort. Potentially, there could be some duplication or overlapping of efforts occurring.

Events within the Borough are sponsored by a variety of entities and while many draw large crowds, sometimes stores are not open during or after the event to take advantage of the additional foot traffic. Why this occurs is unknown.

Economic growth for High Bridge is possible. The Borough is estimated to have 1,489 households presently. Approximately



62.0% of these households have no children under the age of 18 living in them. Within a five mile radius of the downtown there are almost 13,000 households. This year alone each household in High Bridge is expected to spend an average of \$62,988 on consumer goods. This total includes an average household expenditure of \$2,046 on sports and recreation activities and \$2,932 on travel annually. The five mile radius (Radius 3) is anticipated to spend an average of \$71,133 on consumer expenditures this year.

Regarding retail goods, each household in High Bridge is expected to spend an average of \$45,974 during 2010. The 12,817 households within a five mile radius of the downtown are anticipated to spend an average of \$50,820 annually on retail goods. When one begins

to multiply these average retail expenditures by the total number of households, it is easy to see that there is a **large** amount of money being spent by households that are located five miles or less from downtown High Bridge.

The retail market potential analysis revealed that \$56 million consumer retail dollars left High Bridge (in just one year) and a hefty \$269 million left surrounding five mile radius area. There are a number of underserved retail sectors for both High Bridge households and for those households within a five mile radius from the downtown.

Here lies the opportunity for High Bridge to seek out merchants and entrepreneurs of these underserved retail sectors and attract them to the Borough. Their potential customers are down the street, just across the municipal border or a short drive away.



Endnotes

¹ Email from Douglas Walker on November 1, 2010.

² High Bridge Economic Development Committee, 2010 Resident Survey Data Report, dated September 7, 2010.

³ http://www.highbridge.org/cultural_heritage_committee.html.

⁴ http://www.highbridge.org/environmental_commission.html.

⁵ http://www.hbbusiness.org/HBBA_Web/OurMission.htm.

⁶ Email from Douglas Walker on November 1, 2010.

⁷ Ibid.

⁸ Ibid.

⁹ The Nielsen Company. Consumer Spending Patterns. Site Report. Prepared on Monday, October 11, 2010.

¹⁰ Ibid.

¹¹ Ibid.

¹² The Nielsen Company. RMP Opportunity Gap – Retail Stores. Site Report. Prepared on Monday, October 11, 2010.

¹³ Ibid.

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