



# Rethinking Downtown Bloomfield, New Jersey



Finn Risse  
  
Graphic  
Communication  
for Planners

Spring 2025

# Table of Contents

|                                   |    |
|-----------------------------------|----|
| About Bloomfield                  | 5  |
| The Region                        | 6  |
| Site Aerial                       | 7  |
| Current City Zoning               | 8  |
| Trends, Issues, Goals             | 9  |
| Site Photos & Existing Conditions | 10 |
| Existing Base Map                 | 11 |
| Hand Drawing Concept Sketch       | 14 |
| Final Site Plan                   | 15 |
| 3D Massing Model                  | 16 |
| Street Types                      | 17 |
| Proposed Site - Office Square     | 18 |
| Proposed Site - Park Lane         | 19 |



## Location

- Located in Essex County, 10 miles west of NYC
- Borders Newark, East Orange, Montclair
- Part of the NYC metropolitan area



## People

Population: ~53,000

Growth: %12 since 2010

Ethnicity: 37% White  
19% Black  
31% Hispanic  
8% Asian



## Transportation

- Rail: NJ Transit Montclair-Boonton Line
  - NY Penn in half hour
- Bus: Multiple NJ Transit and DeCamp Routes
- Highway: Parkway runs through town

## Demographics

- Median Household Income: \$98,000
- Poverty Rate: 9%
- Education: 50% with bachelors or higher

# The Region



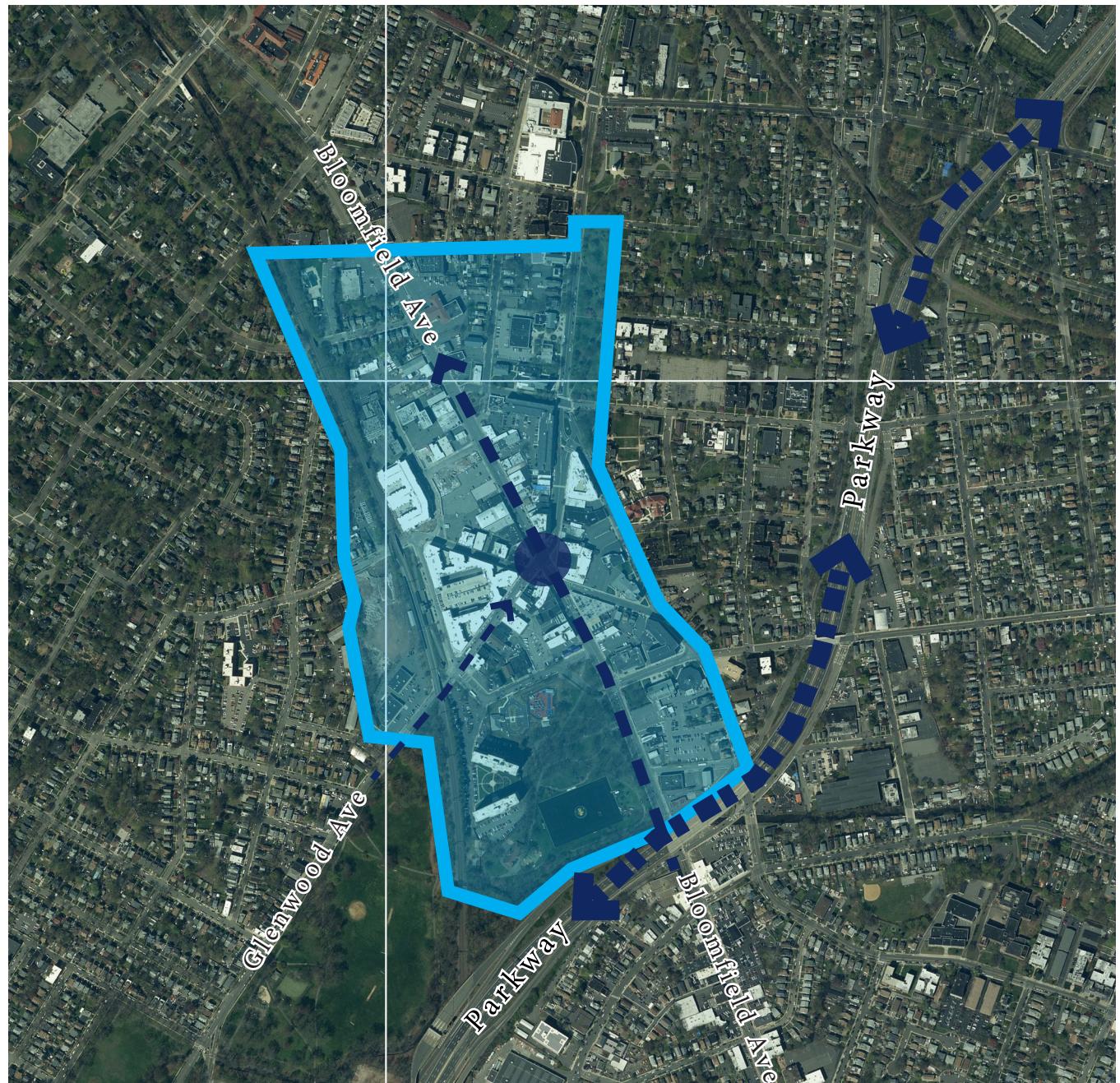
Light Traffic Flow



Medium Traffic Flow



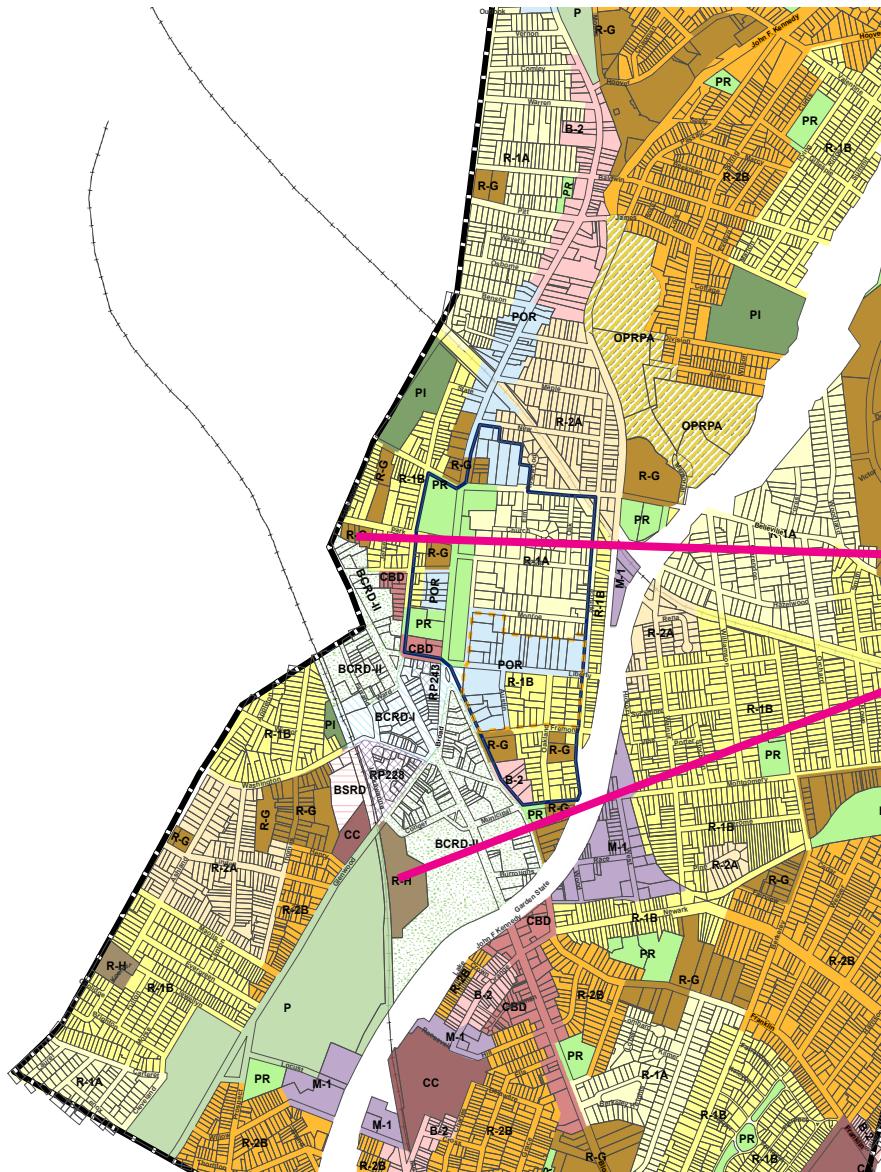
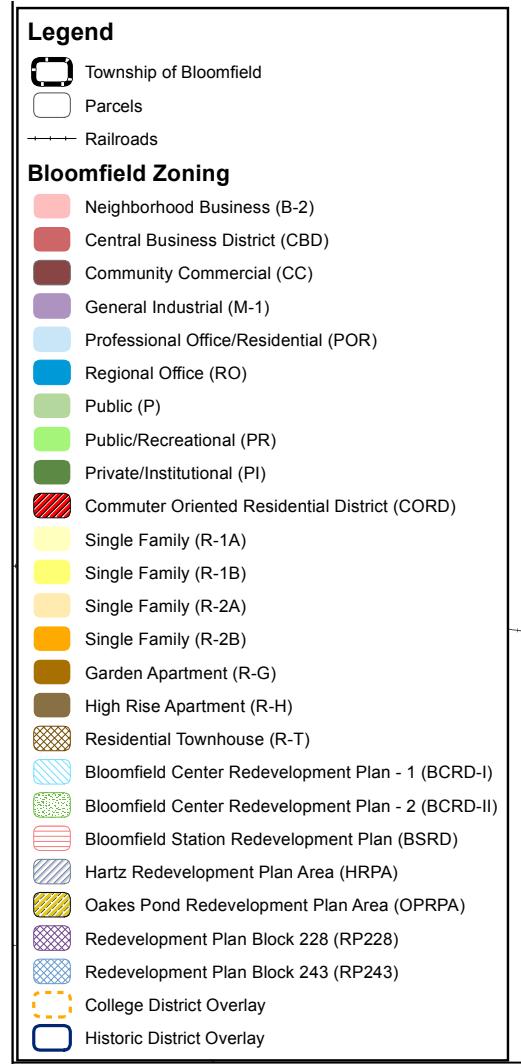
Heavy Traffic Flow



# Site Aerial



# Current City Zoning



Focus Area



## Trends

Increased trend in multimodal safety, particularly for pedestrians and cyclists. Strictly enforced speed limits are helping this as well as data informed decision making.

## Goals

Safer roads, safer speeds, and safer road users to redistribute the ownership of the streets away from cars.

## Issues

Some of the largest issues that Bloomfield is facing are speeding, emergency response time, and equity concerns regarding public transportation.

Increasing safety in vehicles and increasing post-crash response times using technology.

Focusing on equity for safety distributions. Also, prioritizing strong local partnerships and community engagement

## SITE PHOTOS & EXISTING CONDITIONS



Extremely large development that leaves little sidewalk space for pedestrian activity. Sits out of character with the rest of town.

Pleasant and welcoming sidewalk space with outdoor seating and activity that stops dead because there is no more mixed use construction.

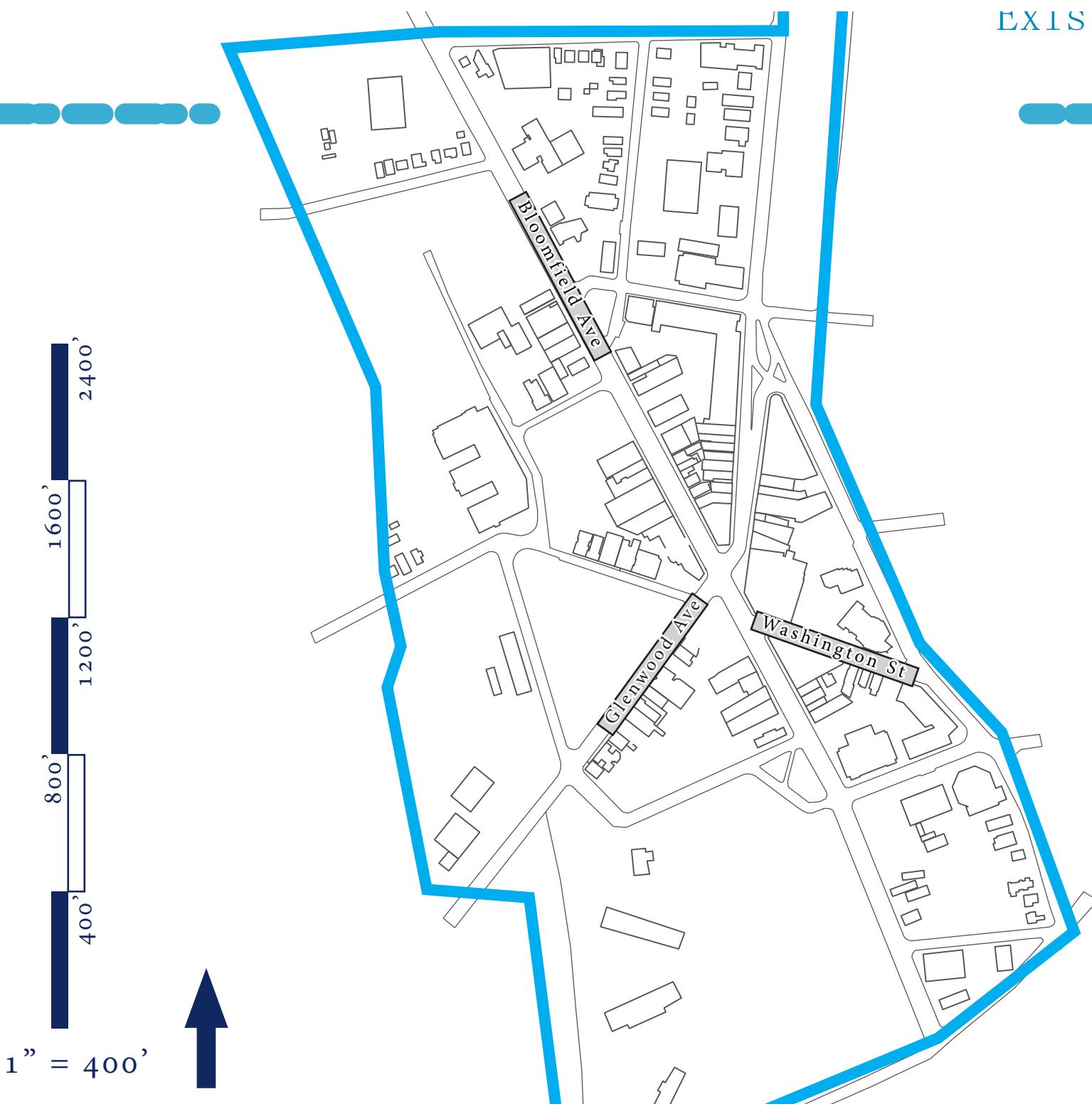


Underdeveloped and littered with asphalt this space is appears extremely unwelcoming to pedestrians.

Referencing-  
**Proposed Site 1  
(Office Square)**

Referencing-  
**Proposed Site 2  
(Park Lane)**

EXISTING BASE MAP



# Hand Drawing Concept Sketch



Proposed Site 1  
(Office Square)



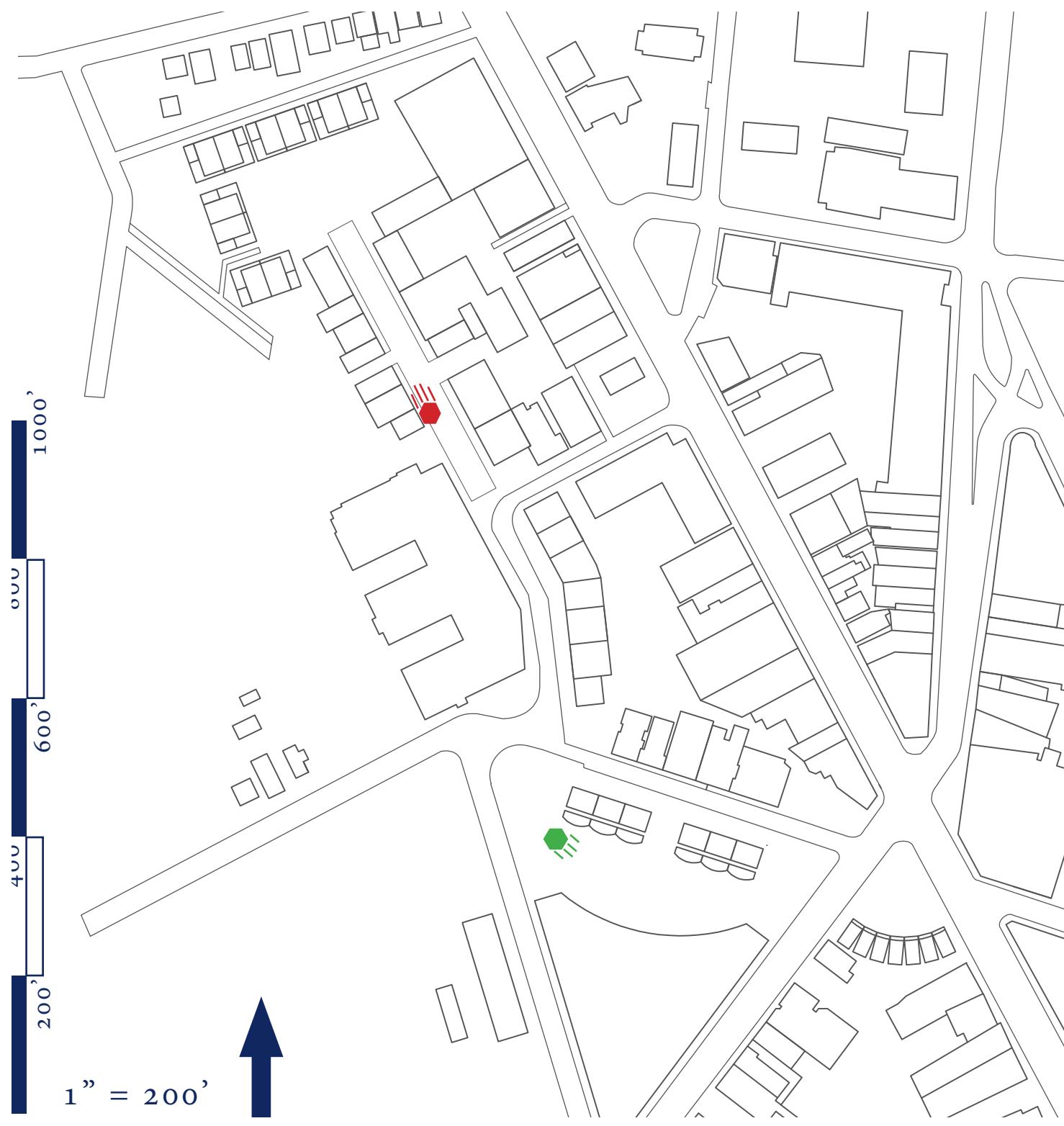
Proposed Site 2  
(Park Lane)

My aim to revitalize downtown Bloomfield was to create pedestrian friendly public realms that would make people want to spend time in them.

I first created Office Square and then thought to create Park Lane so pedestrians would have a key destinations that they could wander between.



# Final Site Plan



Office Square



Sight Lines

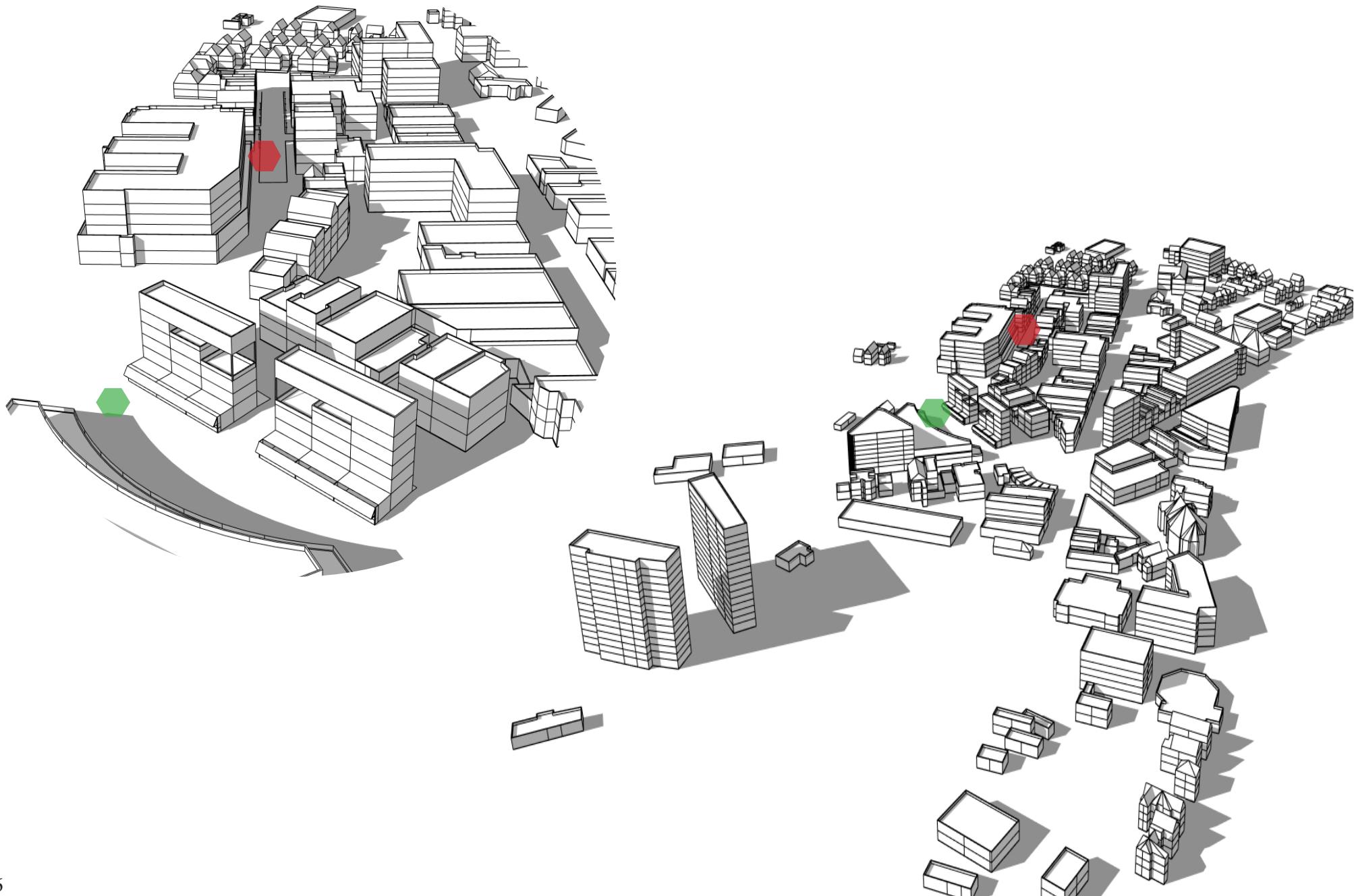


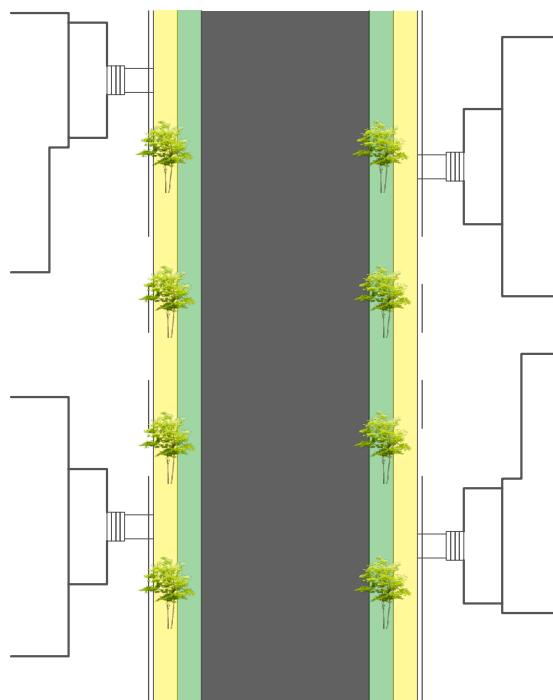
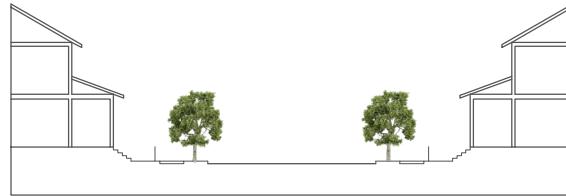
Park Lane



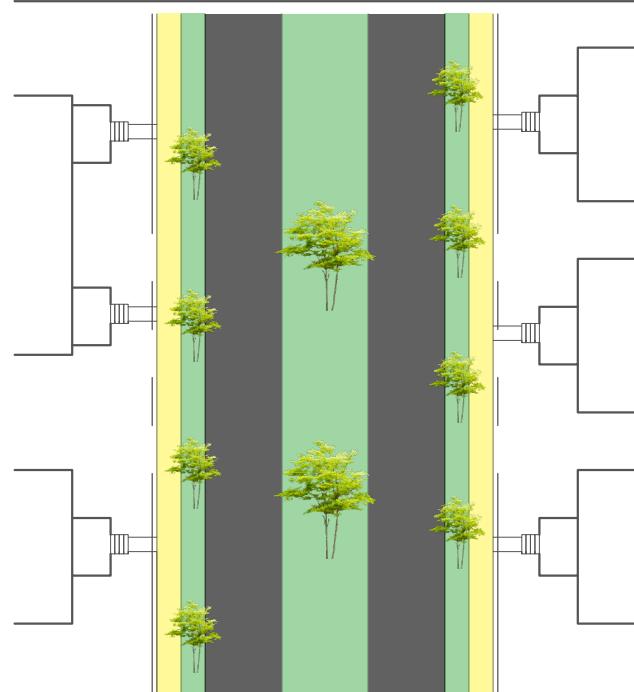
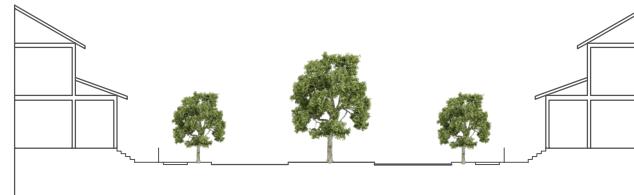
Sight Lines

# 3D MASSING MODEL





This is a complete street design for a medium LOS street with townhouses.

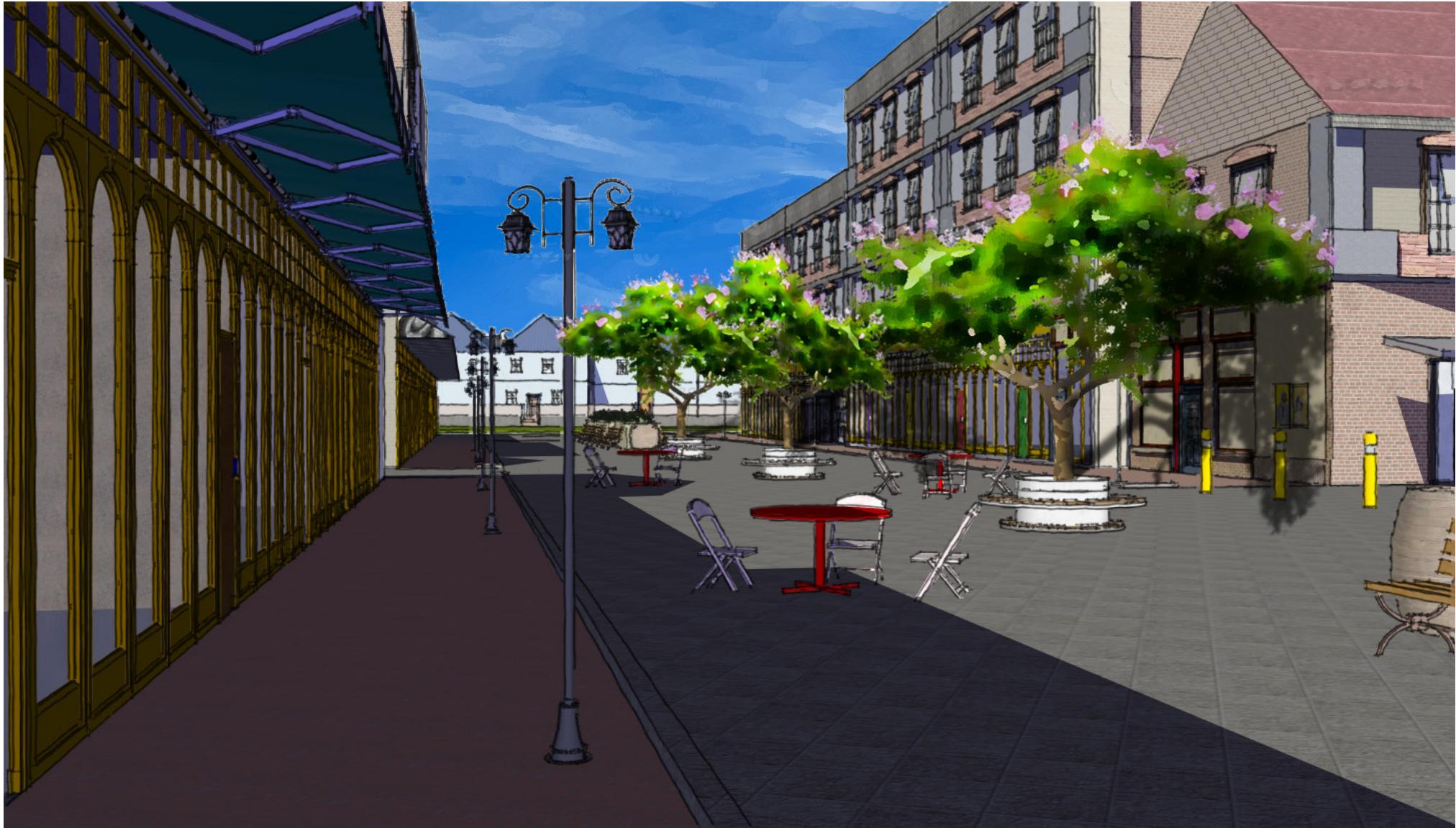


In this complete street there is a center median that allows for more green space and a slightly higher building density.

1" = 40'  
40' 80' 120' 160' 200'



In this rendering, instead of the large parking garage filling up this lot there is thriving public realm surrounded by seasonal shops with apartments above on one side, and mixed use office space on the right.



Here, a low level service road is converted into a pedestrian avenue with many shops running the sides. At the end of Park Lane, there is open green space with townhouses surrounding it and a office building to the right, not pictured here.