

2025
2030

5- YEAR PLAN

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CITY OF

PLAINFIELD

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PLAN

INTRODUCTION

Prurpose of the Plan

UEZ Guidelines

Business Certification Process

Section Number

01/06

Purpose of the Plan

The purpose of this Urban Enterprise Zone 5-Year Development Plan is to envision the next 5 years of the Plainfield UEZ. The Plan will review existing conditions and analyze current challenges and issues faced by the City's UEZ. With feedback and input from residents, business patrons and the business community at large, the document that follows provides a year-by-year Action Plan, which will detail projects and actions to be completed for each year.

UEZ Guidelines

The New Jersey Urban Enterprise Zone (UEZ) Program, which was first enacted in 1983, is operated by the NJ Department of Community Affairs. The primary goal of the program is to stimulate economic development and job creation in the State's urban centers, which have experienced disinvestment and job losses. The UEZ Program assists in fostering business growth through the provision of financial incentives and funding for projects within the designated zones.

Pursuant to the UEZ Reform Bill (P.L. 2023, c.282) and the New Jersey UEZ Authority (UEZA), "...all UEZs shall prepare a 5-Year Zone Development Plan to provide a strategic framework in economically revitalizing the UEZs."

In preparing the 5-Year Strategic Plan, there are three options for financing projects via the Enterprise Zone Assistance Fund:

1. Enterprise Zone Assistance Fund – Request to fund the RFP Preliminary Zone Development Plan process using an outside consultant.
2. Enterprise Zone Assistance Fund – Request to fund the Preliminary Zone Development Plan process using municipal employees and/or employees of the UEZ entity.
3. Request to proceed with developing a Preliminary Zone Development Plan without Zone Assistance Funds.

The City of Plainfield has chosen to utilize Option 1, and selected the Planning consulting firm Nishuane Group LLC, to assist with the preparation of the Strategic Plan. The UEZ Plan shall illustrate the community characteristics, goals and objectives, and required actions of the business ecosystem in the City. This Plan follows the requirements for development of the Strategic Plan, pursuant to Section 52:27H-68, which consists of consulting with a representative of diverse regional business organizations that represents the interests of minority businesses.

Business Certification Process

After determining if a business is located within the UEZ boundary and eligible for the program's benefits, a business must register to obtain certification. The business must have a New Jersey Business Registration Certificate and be in good tax standing. Applications shall be submitted via the online portal of New Jersey Premier Business Services.

Description of Plan Contents

In this Zone Development Plan, the UEZ Program will be described in detail, including the benefits that certified UEZ businesses are eligible to receive. The history of Plainfield's economic development will be described to understand its evolution. Additionally, a community profile of the City and its UEZ will set the framework of its existing status.

The outreach process will be detailed, demonstrating how input from the general public as well as the business community was obtained. Further, the Vision, Goals and Objectives for the Plainfield UEZ will be outlined. Finally, an Implementation and Action Plan will provide details regarding the funding categories and implementation strategy for the proposed recommendations.

COMMUNITY & EXISTING CONDITIONS

Brief History

Relevant Plans

Demographic and Economic Characteristics

Section Number

02/06

Brief History of Commerce & Industry

Brief History of Commerce and Industry in the City

The City of Plainfield is located in Union County, at the base of the Watchung Mountains. Situated approximately 25-miles to the southwest of New York City, the City possesses both urban and suburban characteristics.

As of the 2020 U.S. Census, Plainfield's population stood at approximately 54,586 residents. With a total land area of 5.97 square miles, the population density is approximately 9,140 people per square mile. Plainfield is well-served by public transit, boasting two NJ Transit Railroad stations, the Plainfield Station and Netherwood Station.

The economy of Plainfield gradually developed as the Central Railroad of New Jersey expanded, beginning in the 1830s. The railroad also provided the City with access to shipping docks and the ability to ship goods to other cities. This led to the development of industrial and manufacturing factories in the City, which provided jobs to its increasing population as housing began to be built around these factories.

Manufacturing has been a significant industry in Plainfield since the early 20th Century. The current Injectron plant was previously occupied by the Mack Truck Company and the Niles-Bement-Pond Company prior to that. Manufacturing continues to be a major industry in the City.

In the early 20th century Downtown Plainfield was considered a major shopping destination in the region as it was home to numerous department stores including Sears, Tepper's, Bamberger's, Montgomery Ward, Steinbach, Rosenbaum's and Woolworth's. Entertainment options were also plentiful in the downtown area, with several movie theaters located there. However, with the development of suburban shopping malls and the big box retail along Route 22, Plainfield's, like many downtowns throughout the region and nation, suffered decline and disinvestment of its retail sector.

The City is now experiencing a resurgence of its local economy, with new redevelopment taking shape along with new businesses starting and growing in the City. This Plan looks to continue to cultivate the business community of Plainfield by outline the opportunities and actions that shall be provided through the UEZ program.

Muhlenberg Hospital, an iconic medical facility located in the City, was founded in 1877. During this period, it operated as a full-service hospital and was a prominent institution in Central New Jersey. Although the hospital facility closed in 2008, it now has been repurposed and redeveloped as a medical arts complex, containing a wide range of medical clinics and facilities.



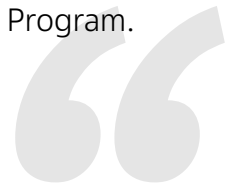
2020 MASTER PLAN

Plainfield’s 2020 Master Plan serves as a blueprint for building the Plainfield for the next 10 years. The Plan includes detailed Elements, each focused on a critical building block of urban life and offering a strategic vision and the steps necessary to achieve it, including Land Use, Housing and Circulation.

The Economic Plan Element outlined a vision regarding the future of the City’s economic ecosystem and how to bring new businesses, jobs and investment to Plainfield. There were goals and objectives that were directly pertinent to the Urban Enterprise Zone. These include the following:

1. Provide a variety of job training programs and educational opportunities for City residents.
2. Retain and grow industries that are thriving in the City, including medical/healthcare, industrial, and commercial.
3. Provide career advancement, good living wages, and bridge the gap of economic inequality
4. Facilitate entrepreneurship in the City by creating facilities for start-up businesses to grow, including maker spaces, co-working spaces, business incubators, and others, to attract and develop opportunities for small scale manufacturing and technology-driven entrepreneurs.
5. Expand the City’s tax base by attracting new and diverse businesses to the City.
6. Promote the redevelopment of vacant, abandoned and underutilized properties.

Further, the Economic Plan Element recommended that existing businesses should continue to participate in the UEZ Program and that new businesses be encouraged to locate in the UEZ so that they could take advantage of the tax abatements and other benefits. The Plan also recommended that existing small businesses in the City continue to take advantage of the technical assistance and other services offered through the UEZ Program.





UEZ STREETSCAPE GUIDELINES

The UEZ Streetscape Guidelines were developed in 2000 to establish standards for the uniform physical appearance of the streetscapes within the UEZ , while simultaneously promoting safety and accessibility. Below is a summary of the guidelines focus:

1. Make Streets Multi-Purpose
2. Minimize Pedestrian Conflicts
3. Protect and Shade Pedestrians
4. Plant and Maintain Street Trees
5. Provide Ample Street Furniture
6. Include Pedestrian-Scaled Lights
7. Assist Visitor Orientation



TODD SOUTH REDEVELOPMENT PLAN

The Redevelopment Plan for the area of the City known as TODD (Transit Oriented Development District) South was first adopted by the City in January 2020. This redevelopment area is immediately south of the Downtown Train Station. Numerous goals were identified for this plan, including:

1. Promote Transit-Oriented Development and Transit Usage
2. Stimulate Economic Development
3. Promote Active Commercial Corridors
4. Infuse Arts and Culture into the Community





DOWNTOWN EAST
FRONT STREET
REDEVELOPMENT
PLAN

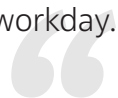
The Downtown East Front Street Redevelopment Plan presents an opportunity to attract new development that would revitalize East Front Street. The goal was also to boost the local economy to benefit residents of adjacent neighborhoods and throughout the entire City. This Plan intends to preserve and rehabilitate existing historic buildings while bringing in new Stimulate economic development opportunities.



NORTH AVENUE
HISTORIC
DISTRICT
REDEVELOPMENT
PLAN

The North Avenue Historic District Redevelopment Plan was first adopted in 2000 and includes a historic area of the City, located immediately north of the Plainfield Train Station. This Plan is unique as it consists of a Historic District (North Avenue Historic District) within the Plan Area. This Historic District extends beyond the boundary of the redevelopment area to include the train station, the Post Office and Society of Friends Meeting House on the east side of Watchung Avenue, as well as commercial properties on the west side of Park Avenue.

The intention of the Plan is to revitalize the North Avenue district as a vibrant, historic neighborhood by creating opportunities for private and public-private investment in both new construction and rehabilitation. The Plan hopes to capitalize on the area’s strategic location within the central business district and proximity to the train station by providing a range of commercial and housing activities broad enough to encourage activity beyond the traditional workday.





WEST END
INDUSTRIAL
CORRIDOR
REDEVELOPMENT
PLAN

The West End Industrial Corridor Redevelopment Plan consists of a large area at the west end of the City, along both sides of South 2nd Street and the southern side of West Front Street. The Plan was initially adopted by the City in 2022 with the stated purpose of reenergizing the City’s industrial areas with new and emerging technologies, including advanced manufacturing. The stated goals of the Plan include:

1. Establish the West End Industrial Corridor as the premier regional industrial district in Central Jersey
2. Neighborhood development pockets to complement existing residential neighborhood
3. Repurpose the South Second Street Youth Center through adaptive reuse
4. Ensure Safety in Circulation, Loading and Accessibility of the Redevelopment Area
5. Effectuate Sustainability Principles



SOUTH AVENUE
COMMERCIAL
CORRIDOR
REDEVELOPMENT
PLAN

The primary goal of the South Avenue Commercial Corridor Redevelopment Plan is to attract redevelopment and economic growth. Additionally, the intent of this Plan was to provide seamless connectivity and compatibility with the surrounding area, especially with the redevelopment projects within the vicinity of the Netherwood Train Station. Consequently, this Plan aimed to encourage:

1. Promote Mass Transportation Usage
2. Stimulate Economic Development
3. Manage Parking, Circulation and Accessibility
4. Incorporate Sustainability Principles





EAST 3RD
STREET AND
RICHMOND
STREET
REDEVELOPMENT
PLAN

This Redevelopment Plan was first adopted in 2006 with numerous subsequent amendments. It provides an opportunity to attract new development that will catalyze activity around the Plainfield train station, TODD (Transit Oriented Development Downtown) and TODN (Transit Oriented Development Netherwood) areas and economic development that will benefit residents of the adjacent neighborhoods and throughout Plainfield. This Redevelopment Plan intends to satisfy the following policy goals and objectives for development in the Plan’s Districts:

1. Promote Transit-Oriented Development and Activity
2. Improve Economic Development
3. Manage Parking and Traffic



WEST FRONT
STREET AND
CLINTON AVENUE
REDEVELOPMENT
PLAN

This Plan was initially adopted in 2022 and includes the area at the corner of West Front Street and Clinton Avenue. The intent of this Redevelopment Plan is to promote the redevelopment of industrial and related uses in an effort to achieve a robust industrial district in the West End neighborhood of the City.

The Plan proposes to achieve the following policy goals and objectives:

1. Contribute to the Catalytic Transformation of the West End neighborhood
2. Eliminate Existing Conditions of Deterioration, Faulty Arrangement and Obsolete Layout
3. Design for Safe Circulation, Parking and Accessibility
4. Implement Principles of Sustainability





PARK AVENUE
GATEWAY
REDEVELOPMENT
PLAN

The Park Avenue Gateway Redevelopment Plan was adopted by the City in 2020. This Plan area is located along the western side of Park Avenue opposite the former Muhlenberg Medical Center. The intent of this Plan was to provide seamless connectivity and compatibility with the surrounding area, especially existing and proposed facilities at the former JFK Muhlenberg Hospital Campus. The following intentions are noted in the Plan:

1. Encourage sustainable mixed-use development;
2. Provide a variety of land uses that compliment the healthcare and wellness needs of the community;
3. Enhance the existing streetscape



Description of Business Areas



Central Business District

The Central Business District is located within the heart of Plainfield. It generally consists of East Front Street, West Front Street, Watchung Avenue, and Park Avenue. Surrounding the Plainfield Train Station, the area encompasses the City's Downtown. There are mostly historic mixed-use buildings here, with ground floor retail and service establishments on the ground floor and office or residential uses on the upper floors. There is a wide variety of businesses in the City's Downtown, from a diversity of restaurants to small apparel stores to service-oriented businesses, such as barbershops and dry cleaners.

East 2nd Street

East 2nd Street is located on the eastern side of the City in the Netherwood area. It is a neighborhood commercial corridor, where the businesses are smaller scale and serve the immediate surrounding area. These include small retail shops, restaurants, convenience stores, bars and service-oriented businesses. Additionally, there are often places offering personal services such as beauty salons and barbershops.



West End (South 2nd Street and West Front Street)

At the West End of the City, along both sides of West Front Street and the northern side of South 2nd Street, this is the industrial corridor of the City, with many large scale manufacturing and industrial establishments. There is also some warehousing, storage, and lighter industrial uses within.



North Avenue and South Avenue (towards Netherwood Station)

North and South Avenues each run along either side of the railroad line respectively. North Avenue specifically towards Netherwood Station, consists of mostly industrial uses, automotive garages and residential properties. South Avenue consists of various retail establishments, restaurants, gas stations and professional service establishments. However, in recent years, land use has been changing along both of these corridors with redevelopment projects occurring in the form of mixed-use and multi-family residential developments.



Park Avenue to Muhlenberg Medical Complex

Proceeding south of the CBD along Park Avenue, there is a mix of office and medical office uses. This corridor of office and medical office establishments terminates at the Muhlenberg Medical Arts Complex, where there is an array of medical clinics and facilities.



Demographic Overview and Economic Characteristics

Population

Steady population growth in the City of Plainfield over the past several decades provides the critical context for the development of the City’s Urban Enterprise Zone (UEZ) 5-Year Plan. As shown in the table below, Plainfield’s population grew from 46,567 in 1990 to a projected 56,607 in 2024—an increase of more than 21%. This upward trend reflects the city’s expanding role as a regional hub for housing, commerce, and employment.

The broader growth within Union County—rising from 493,819 residents in 1990 to an estimated 594,160 in 2024—further reinforces Plainfield’s importance in the county’s development trajectory. With more residents choosing to live in Plainfield, there is a heightened need for economic investment, infrastructure upgrades, and targeted support for local businesses.

The UEZ 5-Year Plan responds directly to these demographic trends. By prioritizing small business assistance, commercial corridor revitalization, job creation, and workforce development, the Plan seeks to strengthen the city’s economic foundation and ensure equitable access to opportunity.

Table 1: Total Population

Source: 1990 - 2024 Census Population

Year	Plainfield Population	Union County Population
1990	46,567	493,819
2000	47,829	522,541
2010	49,808	536,499
2020	54,586	575,360
2023 (estimated)	54,670	572,726
2024	56,607	594,160

Racial Distribution

Plainfield is a racially and ethnically diverse city. The ‘Some Other Race’ category consists of approximately 45.4% of the City’s population, which mainly consists of residents of Hispanic or Latino ethnic origin. Black residents represent the next largest racial group at 33.4%, followed by White residents at 10.4%. Smaller but important populations include American Indian and Alaska Native (0.3%), Asian (0.95%), and Native Hawaiian and Other Pacific Islander (less than 0.1%). The racial distribution of the City’s population is depicted on Map 1.

With the ‘Some Other Race’ category consisting of a such a large percentage of residents and mostly residential of Hispanic or Latino ethnic origin, the table below breaks down the Hispanic or Latino population. This data reveals a diverse community with significant representation from various Latin American and Caribbean countries. The five largest national origin groups represented are Guatemalan - 8,360 (27.58%); Salvadoran - 6,702 (22.1%); Honduran - 2,742 (9.05%); Dominican (Dominican Republic) - 2,647 (8.73%); and Ecuadorian - 2,613 (8.62%

Collectively, these five groups make over 75% of the total Hispanic or Latino population. This demographic composition has direct implications for the UEZ strategy, particularly as it relates to small business development, workforce support, and culturally responsive outreach. The City’s UEZ initiatives should prioritize language access, community engagement, and partnerships with local Latino-led organizations to better support the city’s citizens and small business.

This racial diversity highlights the need for an inclusive and equity-focused approach to economic development. The UEZ 5-Year Plan should prioritize strategies that address the unique needs of Plainfield’s predominantly minority population. Programs supporting workforce development, business assistance, and community investment must be designed to ensure equitable access and meaningful participation from all segments of the community. The racial composition of the city reinforces the importance of ensuring that the benefits of revitalization are broadly shared, helping to promote economic mobility, stability, and long-term prosperity for all residents.

Table 2: Population by Race

Source: 2023 American Community Survey - 5 year estimates (DP03)

Education Level	Total	Percent
White	5,664	10.4%
Black or African American	18,224	33.4%
American Indian and Alaska Native	182	0.3%
Asian	479	0.95%
Native Hawaiian and Other Pacific Islander	54	0.0%
Some Other Race	24,728	45.4%
Two or More Races	5,238	9.6%

Table 2.1: Population by Ethnicity

Source: 2023 American Community Survey - 5 year estimates (B03001)

Ethnicity	Total	Percent
Mexican	1,915	6.32%
Puerto Rican	1,385	4.57%
Cuban	350	1.15%
Dominican	2,647	8.73%
Costa Rican	69	0.23%
Guatemalan	8,360	27.58%
Honduran	2,742	9.05%
Nicaraguan	102	0.34%
Panamanian	149	0.49%
Salvadoran	6,702	22.11%
Argentinean	27	0.09%
Chilean	35	0.12%
Colombian	1,679	5.54%
Ecuadorian	2,613	8.62%
Peruvian	355	1.17%
Venezuelan	189	0.62%
Spaniard	43	0.14%
Spanish	28	0.09%
All other Hispanic or Latino	924	3.05%

Map 1: Racial Distribution

Boundaries

--- Existing UEZ Boundary

Predominant Race

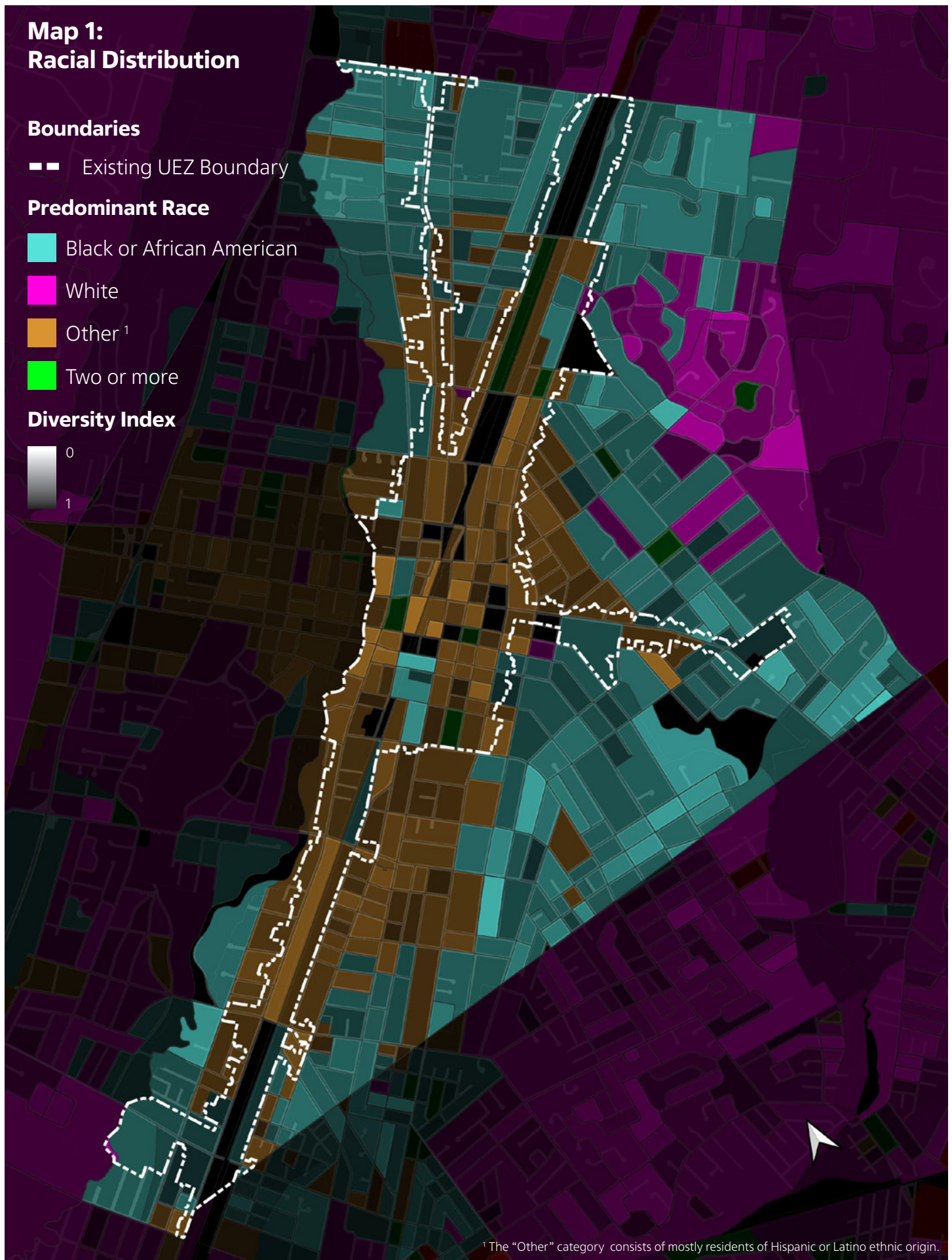
Black or African American

White

Other¹

Two or more

Diversity Index



¹ The "Other" category consists of mostly residents of Hispanic or Latino ethnic origin.

Predominate Race

The term “predominant race” denotes the most commonly represented race in a particular locality. Map 1 shown on the left, found on the prior page, portrays the predominant race for each 2020 census block. Each predominant race is associated with a different color noted in the legend. The most common predominant races within the UEZ are “Other”, which consists of mostly residents of Hispanic or Latino ethnic origin, and “Black or African American”.

Diversity Index

A standardized metric known as the “diversity index” was employed to visualize and assess the racial diversity within the city and the study area. Initially developed to evaluate biodiversity and ecological diversity, this index has since been embraced by the social sciences. Although various methodologies exist for calculating the diversity index, this particular analysis employed the formula established by the Census Bureau. The index spans from 0 to 1, with a value of zero signifying that the entire population consists of a single race, whereas a value nearing 1 reflects a population characterized by diversity.

Consequently, census blocks displaying a lighter value represent areas with lower racial diversity, while blocks with a darker value reflect a higher degree of racial diversity for that specific census block. To accentuate the city of Plainfield visually, census blocks outside of the city have been intentionally darkened. Thus, the values of census blocks outside Plainfield should not be compared with those within the city limits.

Educational Attainment

Educational Attainment

Educational attainment levels among Plainfield residents play a vital role in shaping the priorities of the City’s forthcoming Urban Enterprise Zone (UEZ) 5-Year Plan. The most recent data from 2023 reveals a mixed educational landscape that highlights both existing challenges and opportunities for strategic investment. Of the 34,057 residents aged 25 and older, 27.8% have not completed high school—18.1% have less than a 9th-grade education, and 9.7% have attended some high school without earning a diploma.

While 72.2% of the adult population has attained at least a high school diploma, a smaller share—22.8%—have completed a bachelor’s degree or higher. These figures suggest that a substantial portion of the community would benefit from access to job training programs, skills certification pathways, and adult education initiatives.

Table 3: Educational Attainment -2023

Source: 2023 American Community Survey - 5 year estimates (DP02)

Education Level	Number	Percent
Less Than 9th Grade	6,168	18.1
9th to 12th Grade, No Diploma	3,295	9.7
High School Graduate (includes equivalency)	10,014	29.4
Some College, No Degree	5,150	15.1
Associate's Degree	1,673	4.9
Bachelor's Degree	5001	14.7
Graduate or Professional Degree	2756	8.1
Residents 25 or Older		
High School Graduate or Higher	24,594	72.2
Bachelor's Degree or Higher	7,757	22.8

Household Income

Understanding the range of household incomes across Plainfield is essential to informing the City’s Urban Enterprise Zone (UEZ) 5-Year Plan. The 2023 income data reflects a broad economic spectrum, with a large share of households falling into middle-income brackets, while a significant portion continues to experience financial hardship.

Roughly 35% of households earn between \$50,000 and \$99,999 annually—18.1% fall within the \$50,000 to \$74,999 range, and 16.2% earn between \$75,000 and \$99,999. This middle-income group forms a vital foundation for local economic activity and presents an opportunity for targeted investment to further strengthen Plainfield’s consumer and labor markets.

35% of households earn \$50,000 - \$99,999

Meanwhile, approximately one in five households earn less than \$35,000 per year, including 3.4% earning under \$10,000. This population remains vulnerable to rising living costs and limited access to economic opportunity, highlighting the need for robust workforce development and financial empowerment strategies within the UEZ framework.

At the higher end, 43% of households report annual incomes of \$100,000 or more. This growing segment reflects increasing economic potential in the city and positions Plainfield to support a more diversified local economy, including higher-wage industries and expanded retail and service offerings.

43% of households earn \$100,000 or more

Table 4: Household Income - Plainfield, NJ - 2023

Source: 2023 American Community Survey - 5 year estimates (DP03)

	Plainfield		Union County		New Jersey	
	Total	Percent	Total	Percent	Total	Percent
Less than \$10,000	552	3.4	5,927	2.9	140,262	4.0
\$10,000 to \$14,999	302	1.9	4,745	2.4	99,362	2.9
\$15,000 to \$24,999	919	5.7	9,788	4.9	175,402	5.0
\$25,000 to \$34,999	1,089	6.7	10,781	5.3	184,753	5.0
\$35,000 to \$49,999	1,841	11.3	16,999	8.4	276,601	8.0
\$50,000 to \$74,999	2,946	18.1	27,512	13.6	448,192	12.9
\$75,000 to \$99,999	2,636	16.2	24,989	12.4	397,939	11.4
\$100,000 to \$149,999	2,709	16.7	34,710	17.2	627,526	18.0
\$150,000 to \$199,999	1,709	10.5	23,149	11.5	407,723	11.7
\$200,000 or more	1,549	9.5	43,063	21.4	720,595	20.7

Labor Force

Labor Force Participation

Labor force participation rates in Plainfield provide essential insight into the city’s workforce capacity and directly inform the strategies being developed under the City’s Urban Enterprise Zone (UEZ) 5-Year Plan. As of 2023, 72.9% of Plainfield’s population aged 16 and older is actively participating in the labor force—amounting to 29,561 individuals. This robust participation rate indicates a strong foundation of working-age residents who are either employed or actively seeking work.

However, the remaining 27.1% of the population—approximately 10,985 individuals—are not engaged in the labor force. This segment may include retirees, students, individuals with caregiving responsibilities, or those facing barriers to employment such as lack of skills, transportation, or access to affordable childcare. Addressing the needs of this group is a central component of the UEZ strategy, which emphasizes inclusive economic growth and workforce activation.

Table 5: Labor Force Participation

Source: 2023 American Community Survey - 5 year estimates (DP03)

	Number	Percent
In Labor Force	29,561	72.9%
Not in Labor Force	10,985	27.1%
Total Population (16+)	40,546	100%

Class of Worker

Plainfield’s 2023 labor force composition offers critical insights that are helping to shape the goals and initiatives outlined in the City’s Urban Enterprise Zone (UEZ) 5-Year Plan. The overwhelming majority of employed residents—86.9%, or 23,246 individuals—work in private wage and salary positions. This strong reliance on the private sector highlights the need for continued investment in local business development, job retention, and employment growth strategies that align with the city’s economic revitalization goals.

Government workers make up 9.2% of the labor force, while 3.9% are self-employed in their own unincorporated businesses. This entrepreneurial segment, totaling more than 1,000 residents, presents a key opportunity for the UEZ Program to expand technical support, improve access to small business capital, and promote inclusive entrepreneurship, particularly among minority- and women-owned businesses.

A small share of the workforce includes unpaid family workers (0.1%) and members of the armed forces (0.2%). While these categories represent a limited portion of the overall labor force, they illustrate the diversity of employment types in the city. Additionally, 6.8% of labor force participants—about 2,747 individuals—are currently unemployed, reinforcing the importance of workforce development initiatives that provide job readiness training, upskilling opportunities, and direct connections to employers.

Unemployment Rate

Unemployment trends in Plainfield from 2016 through early 2025 provide crucial context for the City's Urban Enterprise Zone (UEZ) 5-Year Plan and highlight the importance of a sustained focus on workforce development, job access, and economic resiliency. Throughout this period, Plainfield's unemployment rate has consistently exceeded both Union County and statewide averages, signaling persistent labor market challenges for local residents.

Plainfield began with a 6.8% unemployment rate in 2016, gradually declining to 5.0% in 2019. However, the COVID-19 pandemic triggered a sharp spike in 2020, with unemployment soaring to 10.9%—compared to 9.4% in Union County and 9.5% statewide. While rates have improved in the years since, recovery in Plainfield has been slower than in surrounding areas. By 2023, Plainfield's unemployment rate stood at 5.9%, nearly 1.5 percentage points above the New Jersey average (4.3%). Preliminary data for 2025 (as of March) shows an unemployment rate of 8.3% in Plainfield, again significantly higher than the county (5.3%) and state (5.0%) levels.

Commuting Transportation Mode

Transportation Mode to Employment

Commuting patterns in Plainfield, as reflected in the 2023 data, offer important insight into local infrastructure needs and economic behavior—both of which are central to the City’s Urban Enterprise Zone (UEZ) 5-Year Plan. A total of 15,946 Plainfield residents report driving alone to work, making this the most common mode of transportation and underscoring the city’s dependence on personal vehicles. This reliance points to the need for investment in roadway improvements, traffic management, and parking strategies within key commercial corridors targeted for revitalization through the UEZ program.

Carpooling is used by 1,536 commuters, while 1,175 residents depend on public transportation. The relatively modest use of transit—especially considering Plainfield’s access to regional rail and bus lines—suggests potential gaps in service coverage, affordability, or convenience. The UEZ Plan can support transit-oriented development and advocate for expanded and more reliable public transportation options, particularly in areas that serve lower-income workers and emerging job centers. This is especially important as approximately 14.3% of the households in the City do not own any vehicles according to the 2023 ACS data.

Table 6: Transport Mode to Employment

Source: 2023 American Community Survey - 5 year estimates (DP03)

Mode	Plainfield	County	State
Drive Alone	15,946	178,512	2,894,952
Carpool	1,536	23,870	347,524
Public Transit (excluding taxicab)	1,175	27,449	387,422
Walk	457	6,766	118,022
Worked From Home	1,705	36,765	683,255
Other Means	5,449	12,622	110,740
Mean Travel Time (Minutes)	30.1	30.7	30.9

Meanwhile, 1,705 residents report working from home, a trend that reflects changing employment dynamics and the need for expanded broadband infrastructure and support for home-based entrepreneurs—both of which are opportunities for UEZ-backed investment. Additionally, 5,449 residents use “other means” of transportation, which may include biking, rideshare services, or less conventional commute methods, pointing to the importance of flexible transportation infrastructure such as bike lanes and pedestrian-friendly streetscapes.

Plainfield’s mean travel time to work is 30.1 minutes, nearly identical to the county and state averages. This travel time, while typical, may present challenges for workers with limited transportation options or inflexible work schedules. Addressing these challenges through enhanced mobility planning, improved last-mile connectivity, and support for mixed-use development will be key objectives of the UEZ strategy.

Employment by Occupation

The occupational breakdown of Plainfield’s workforce in 2023 offers valuable insights that directly support the goals of the City’s Urban Enterprise Zone (UEZ) 5-Year Plan. The data reveals a diverse employment base, with no single occupation category overwhelmingly dominating the local labor market—an indication of both economic variety and potential for targeted investment in multiple sectors.

The largest share of employed residents—24.5% or 6,557 individuals—work in production, transportation, and material moving occupations. This strong presence in blue-collar industries highlights the need for workforce training programs focused on technical skills, logistics, and supply chain management. These industries are closely aligned with the goals of the UEZ initiative, particularly in revitalizing industrial zones and expanding local job opportunities in manufacturing and warehousing.

Closely following, 23.9% of workers are employed in management, business, science, and arts occupations, indicating a strong professional workforce that can be leveraged to support entrepreneurship, professional services, and innovation-based business growth. This sector also benefits from investments in office and co-working spaces, digital infrastructure, and small business development resources—all central to the UEZ Plan.

Service occupations account for 22.5% of the workforce, representing over 6,000 individuals. These jobs, often found in food service,

hospitality, and personal care industries, are typically lower-wage and more vulnerable to economic shifts. As such, the UEZ Plan emphasizes wage growth strategies, job stability, and training pathways to help service workers access higher-paying, upwardly mobile careers.

Other key segments include sales and office occupations (16.0%) and natural resources, construction, and maintenance occupations (13.2%). These groups represent strong contributors to the city’s small business economy and are integral to ongoing revitalization efforts. The UEZ strategy will prioritize training and certification programs in trades and sales-related skills, ensuring residents are well-positioned to meet local demand.

Table 7: Employment by Occupation

Source: 2023 American Community Survey - 5 year estimates (DP03)

Mode	Number	Percent
Management, business, science, and arts occupations	6,397	23.9
Service occupations	6,010	22.5
Sales and office occupations	4,268	16.0
Natural resources, construction, and maintenance occupations	3,521	13.2
Production, transportation, and material moving occupations	6,557	24.5

Employment by Industry

Employment by Industry

Plainfield’s 2023 industry employment breakdown reveals a diverse and dynamic local economy, providing a strong foundation for strategic investments under the City’s Urban Enterprise Zone (UEZ) 5-Year Plan. With employment spread across multiple sectors, the city is well-positioned to implement a balanced and inclusive economic development strategy that meets the needs of a broad labor force.

The educational services, health care, and social assistance sector employs the largest portion of the workforce—4,705 individuals, or 17.6%. This signals strong demand in health and education fields and highlights the need to expand workforce pipelines, certification programs, and training opportunities in these areas. Strengthening partnerships with hospitals, schools, and care providers will be central to creating sustainable employment and upward mobility for residents.

Transportation, warehousing, and utilities represent 14.5% of all employment, reflecting Plainfield’s geographic advantage and its potential to become a regional hub for logistics and distribution. Similarly, the professional, scientific, and administrative services sector accounts for 14.3% of local employment. Both of these sectors will be key targets for UEZ-supported initiatives such as job placement programs, site development, and business recruitment efforts.

The construction (11.3%) and manufacturing (10.5%) industries continue to serve as pillars of the city’s blue-collar economy. These

fields offer meaningful job opportunities—particularly for workers without college degrees—and will benefit from UEZ investments in vocational training, apprenticeship programs, and small contractor support.

Retail trade (8.5%), finance and insurance (4.8%), and arts, entertainment, and accommodation (6.0%) contribute to the city’s commercial mix and local vitality. Through the UEZ, the city will prioritize business assistance, storefront improvements, and incentives for entrepreneurship in these consumer-facing sectors.

Industry	Number	Percent
Agriculture, forestry, fishing and hunting, and mining	49	0.2
Construction	3,036	11.3
Manufacturing	2,815	10.5
Wholesale trade	981	3.7
Retail trade	2,276	8.5
Transportation and warehousing, and utilities	3,881	14.5
Information	609	2.3
Finance and insurance, and real estate and rental and leasing	1,292	4.8
Professional, scientific, and management, and administrative and waste management services	3,837	14.3
Educational services, and health care and social assistance	4,705	17.6
Arts, entertainment, and recreation, and accommodation and food services	1,592	6.0
Other services, except public administration	842	3.1
Public administration	838	3.1

Registered Businesses in UEZ

As of December 2024, there are 115 registered businesses in Plainfield’s UEZ. The locations of these businesses are depicted on Map 2. These businesses are scattered throughout the UEZ, however, the majority of them are concentrated in the City’s Central Business District (CBD).

Municipal Revitalization Index

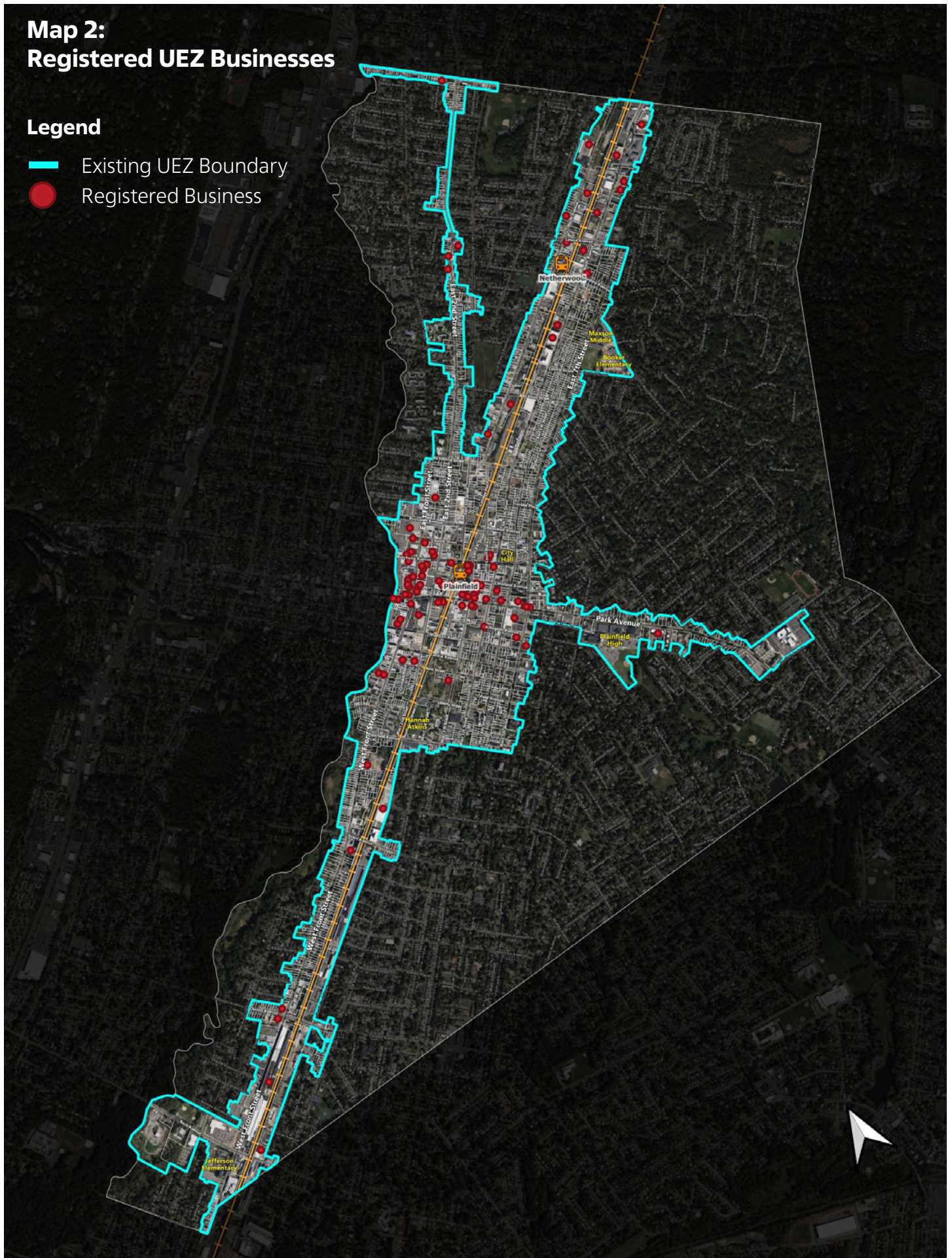
Plainfield’s designation as the 30th most distressed municipality in New Jersey, according to the 2020 Municipal Revitalization Index (MRI), underscores the significant socioeconomic challenges the city continues to face. The MRI, developed by the New Jersey Department of Community Affairs (DCA), evaluates municipalities based on a range of indicators including poverty levels, unemployment rates, property values, housing quality, and educational attainment. Plainfield’s ranking reflects a combination of long-standing economic disinvestment, aging infrastructure, and disparities in access to opportunity—particularly within historically underserved neighborhoods.

This classification is not only a marker of existing hardship but also a critical data point that justifies and reinforces the need for sustained, targeted revitalization strategies. As the City advances its Urban Enterprise Zone (UEZ) 5-Year Plan, this MRI ranking provides a clear mandate to prioritize investments in workforce development, commercial corridor revitalization, affordable housing, and equitable access to municipal services. The UEZ Plan serves as a key tool for addressing the root causes of distress by leveraging state-designated resources to stimulate business growth, attract private investment, and enhance quality of life for residents. Plainfield’s inclusion in the top third of the most distressed municipalities highlights the urgency of a coordinated, community-driven approach to economic recovery and neighborhood stabilization.

Map 2: Registered UEZ Businesses

Legend

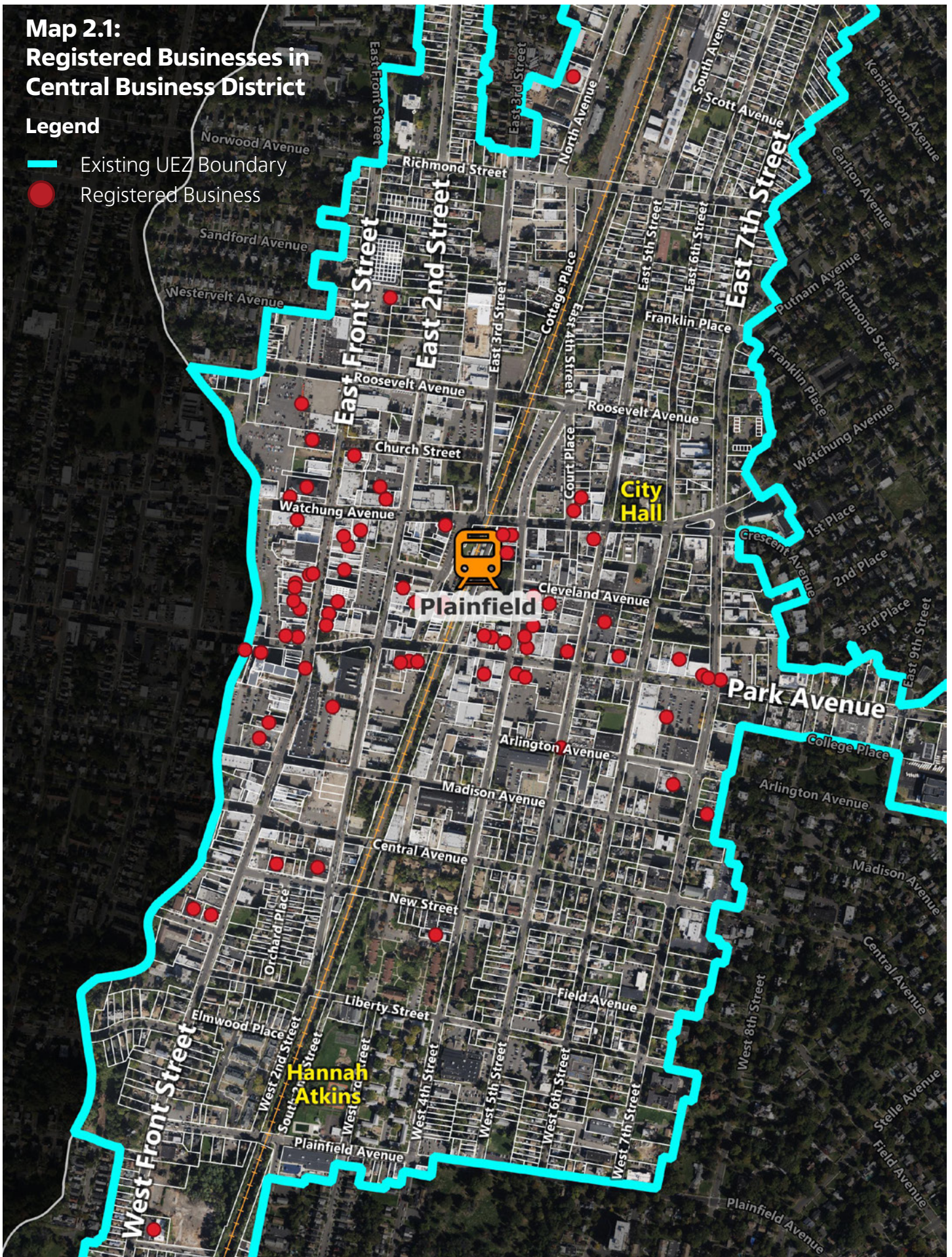
- Existing UEZ Boundary
- Registered Business



Map 2.1: Registered Businesses in Central Business District

Legend

- Existing UEZ Boundary
- Registered Business



Market and Retail Gap Analysis

The Retail Gap Analysis examines businesses that sell goods directly to consumers for personal use, such as clothing stores, electronics shops or supermarkets, including restaurants which prepare and serve food and beverages to customers, typically for on-site consumption, including fast food outlets, casual diners, and fine dining restaurants.

The Retail Gap Analysis examines businesses that sell goods directly to consumers for personal use, such as clothing stores, electronics shops or supermarkets, including restaurants, which prepare and serve food and beverages to customers, typically for on-site consumption, including fast food outlets, casual diners, and fine dining restaurants. This analysis is used to identify the difference (or “gap”) between the potential retail demand in a specific geographic area and the actual retail supply available in that area. Retail demand refers to the amount of consumer spending or purchasing power within a certain area. Whereas the retail supply is the actual sales volume or revenue generated by existing businesses in the area.

When demand exceeds supply, the market is under-served, and this positive gap means there is a “sales leakage,” which can present potential opportunities for new retail establishments and growth. When the opposite situation exists and supply exceeds demand, it means a negative gap exists that suggests over-saturation, where the area has more retail than the local market can support.

The latter is typically a positive situation because it suggests that businesses are attracting customers from beyond the trade area, and this difference between sales and spending is often referred to as the retail surplus. The retail gap analysis helps stakeholders – such as retailers, developers, and planners - understand market opportunities, areas of oversupply, or underserved markets.

Retail Trade	Demand	Supply	Gap/Surplus
General Merchandise Stores	115,381,577	6,086,940	109,294,637
Motor Vehicle and Parts Dealers	178,980,717	80,244,183	98,736,534
Supermarkets and other Grocery Stores	115,213,792	51,395,091	63,818,700
Building Materials and supplies dealers	54,052,317	14,363,648	39,688,670
Electronics and Appliance Stores	11,101,585	4,787,717	6,313,868
Pet and pet supplies stores	3,914,125	832,731	3,081,394
Jewelry Stores	3,927,469	1,891,680	2,035,789
Cosmetics, beauty supplies and perfume	3,743,035	1,735,439	2,007,595
Optical goods stores	1,667,821	630,753	1,037,067

The Retail Market Power® 2025 report shows a total market demand of over \$1 billion for retail trade including food and drink in 2025, with a significant leakage of more than \$500 million. The demand for retail trade only is close to \$900 million with a retail gap of approximately \$450 million.

Even though the Supermarkets and grocery stores sub-sector have a major retail gap, within the sub-sector, convenience stores, the opposite exist. The demand is for \$5,374,901 with a local market supply of \$16,655,854 for an opportunity surplus of \$11,280,953 in the convenience stores category. There is healthy demand growth in the Specialty Food Stores sectors and opportunity to capitalize on the leakage in the meat, fruit and vegetable and other specialty food stores market. There are several grocery stores present in the City, including Twin City and Supremo. However, the City should attract a speciality grocer to add variety to the grocery store inventory and provide more options for residents to shop. It can also serve as an anchor and catalyst for other retail options to supplement the speciality grocer/

There were some other voids in such retail categories as sporting goods stores, hobby, toy, and game stores, musical instrument and supplies stores, florists, and bookstores with a total demand approaching \$11 million. This presents an opportunity for the City to capture the approximately \$11 million in leakage among those sectors.

The proximity to other shopping corridors like Route 22 and malls presents significant competition for local retailers. Residents may be drawn to these other areas for both convenience goods and services, as well as comparison goods, due to the availability of a wide range of options, price, and convenience of single destinations.

The significant leakage is primarily due to the proximity to the major Superstores, Shopping Centers, and Malls on U S Highway 22 in the nearby towns of North Plainfield, South Plainfield and Watchung, like Walmart, West End Commons featuring Costco and Petco, Blue Star Shopping Center, featuring Kohl’s, Sephora, Marshalls and a new Shop Rite, and Watchung Square Mall in Watchung, New Jersey.

The City captures a sizable share of the market demand in the Clothing and Clothing accessories stores sector because of the Women’s Clothing stores sector where it has a market surplus of \$7,317,250. Also, with the Family Clothing sector, the largest clothing sector with a market demand at \$16,391,095, the City captures 95% of the market potential. It is within the Men’s Clothing stores

and Children’s and Infant Clothing stores sector where there is significant leakage of 79% and 85% respectively. However, both the Men’s and Children and Infant Clothing stores represent only 9% of the total Clothing and Clothing Accessories stores sector.

Within the Food Services and Drinking Places sector and Drinking Places (alcoholic beverages), the City of Plainfield has a leakage gap in all the subsectors of the market totaling \$65,715,838, and the greatest leakage is within the limited-serve restaurant sector which the City captures only 29% of the demand. An intentional and strategic strategy will be developed to attract entrepreneurs and investors and draw both residents and visitors to the City, which will help the area and new businesses by increasing foot traffic and patron visitation. Also, restaurant openings often signal confidence in the area, encouraging further investment from developers and entrepreneurs. In addition, a variety of eateries can serve as gathering places for families, friends, and business meetings, fostering a sense of community.

Retail Trade	Demand	Supply	Gap/Surplus
Pharmacies and drug stores	44,562,176	65,421,648	20,859,471
Beer, Wine and Liquor Stores	9,904,426	16,093,081	6,188,655
Office Supplies, stationery and gift stores	3,400,161	7,938,430	4,538,268
Clothing Stores	26,415,736	30,440,712	4,024,976

Retail Trade	Demand	Supply	Gap/Surplus
Limited-service Restaurants	56,105,219	13,081,793	43,023,427
Full-Service Restaurants	66,498,227	47,426,340	19,071,887
Drinking Place (alcoholic beverages)	4,923,675	2,473,103	2,450,572
Cafeterias, Grill Buffets, and Buffets	1,429,701	745,804	683,897
Snack and Non-alcoholic Beverage Bars	8,622,444	8,136,388	486,055
TOTAL	137,579,266	71,863,428	65,715,838

2024 Market Analysis

In 2024, DCG Corplan Consulting LLC prepared a City-wide market analysis report. This project involved the completion of 7 tasks: (1) Project Kickoff / Data Collection; (2) Site(s) Productivity Analysis; (3) Specification of Most Probable Users; (4) Demand Analysis and Forecast; (5) Competitive Supply Analysis; (6) Capture Analysis; and (7) Target Industry Analysis.

In summary of the report, there were several categories that were suggested that the City consider capturing and absorbing within its trade area. For the entertainment and leisure category, fine dining, comedy club and community theaters, and hotels (specially boutique hotels) should be considered. Regarding retail, there were 8 categories identified: electric bike/e-scooter retail; floral & gift shops; hardware stores; furniture & home decor stores; wine shops; jewelers; consignment shops; photo equipment & supplies stores; and sports/recreation/exercise stores. Of these suggested retail categories, furniture & home decor has a significant demand as there are numerous multi-family residential developments that have either been recently constructed, under constructed or in the development pipeline.

Lastly, there are four emerging industries that the City should tap into for local employment opportunities. These consist of: Retail Trade; Real Estate, Rental & Leasing; Wholesale Trade; and Arts, Entertainment & Recreation. These essentially correspond to the capture and absorb categories noted above.

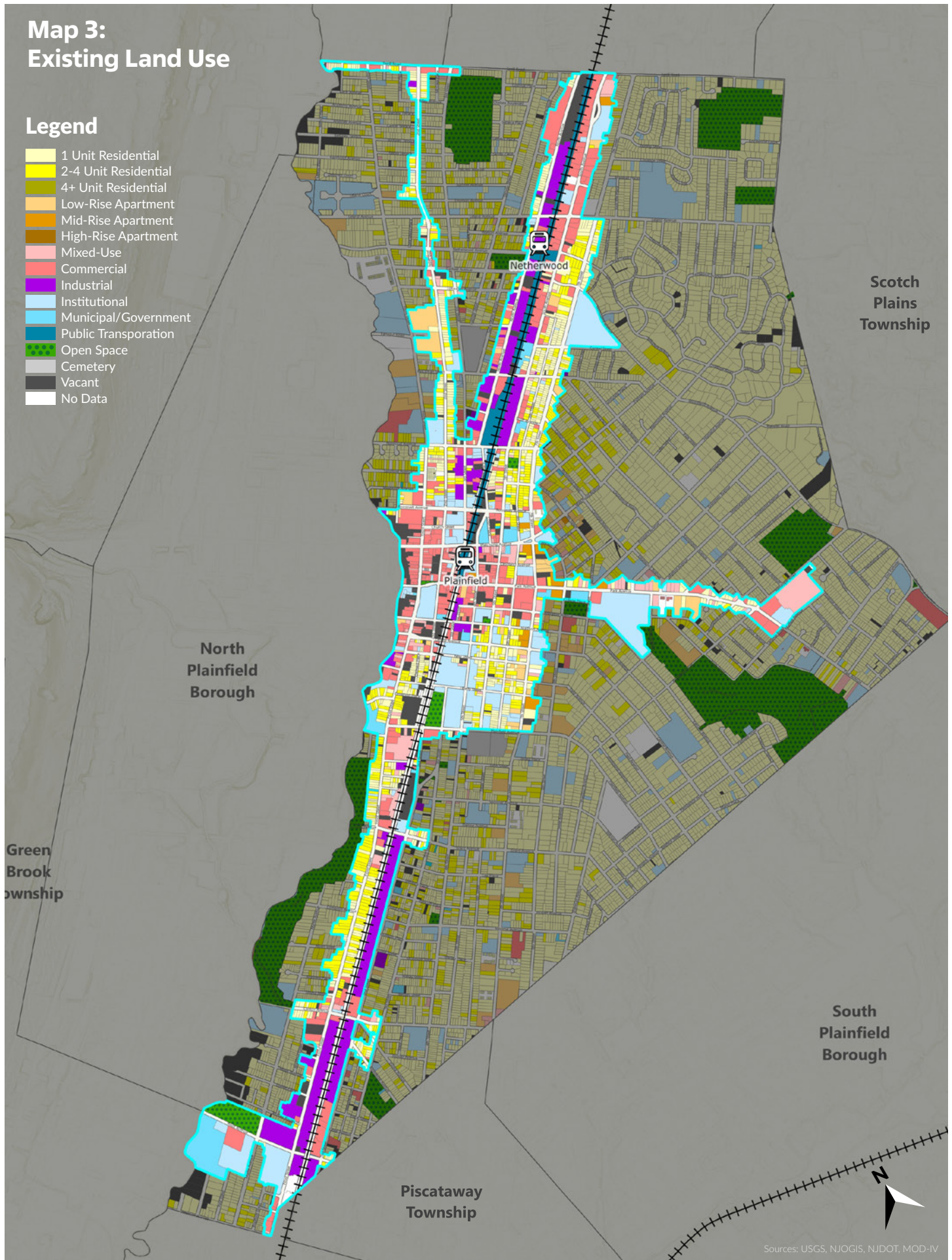
Land Use and Zoning

For further physical context of the City's UEZ, the existing land uses and zoning districts of the area are illustrated on Maps 3 and 4 respectively. As shown on the maps, the UEZ is characterized by mostly non-residential land, including mixed-use, commercial, office and industrial, however there are pockets of residential within.

Map 3: Existing Land Use

Legend

- 1 Unit Residential
- 2-4 Unit Residential
- 4+ Unit Residential
- Low-Rise Apartment
- Mid-Rise Apartment
- High-Rise Apartment
- Mixed-Use
- Commercial
- Industrial
- Institutional
- Municipal/Government
- Public Transportation
- Open Space
- Cemetery
- Vacant
- No Data

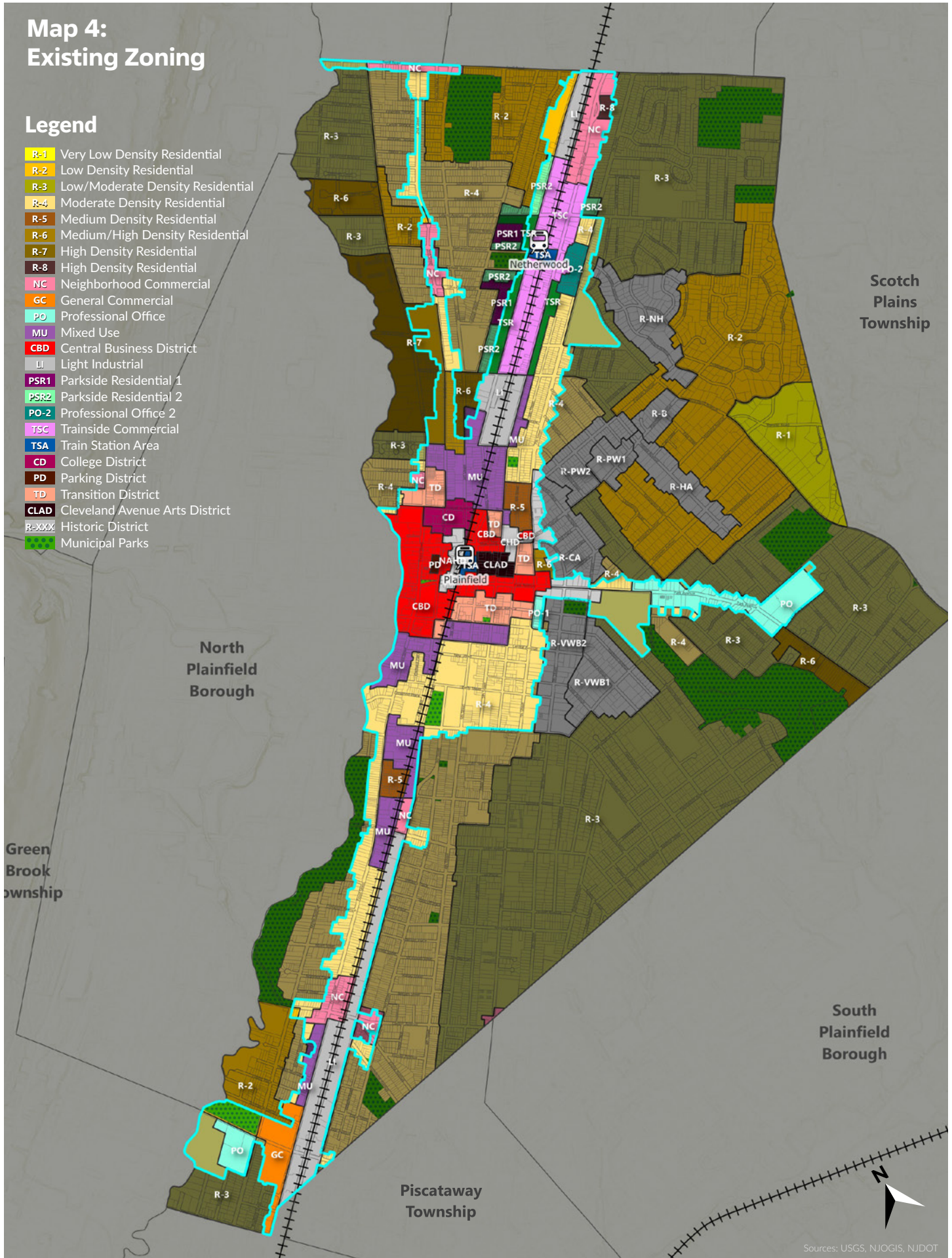


Sources: USGS, NJGIS, NJDOT, MOD-IV

Map 4: Existing Zoning

Legend

- R-1 Very Low Density Residential
- R-2 Low Density Residential
- R-3 Low/Moderate Density Residential
- R-4 Moderate Density Residential
- R-5 Medium Density Residential
- R-6 Medium/High Density Residential
- R-7 High Density Residential
- R-8 High Density Residential
- NC Neighborhood Commercial
- GC General Commercial
- PO Professional Office
- MU Mixed Use
- CBD Central Business District
- LI Light Industrial
- PSR1 Parkside Residential 1
- PSR2 Parkside Residential 2
- PO-2 Professional Office 2
- TSC Trainside Commercial
- TSA Train Station Area
- CD College District
- PD Parking District
- TD Transition District
- CLAD Cleveland Avenue Arts District
- R-XXX Historic District
- Municipal Parks



Sources: USGS, NJGIS, NJDOT

UEZ

MILESTONES, SUCCESS, & BENEFITS

UEZ Benefits

Impacts of UEZ Sales Tax Act

Projects within Previous 5 Years

Section Number

03/06

The Plainfield UEZ Program received slightly under \$5,000,000 in funding for a variety of projects for the past 5 years. The table below outlines the projects that were funded by the UEZ within the last 5 years.

Several of these line items are for the administration budget and emergency management units. The Sign and Façade program was funded in 2022 in the amount of \$500,000. In 2022 and 2023, there was a program funded for storefront rolling security gates. Emergency Management units were funded in 2023 and 2024. Special Events and Marketing was funded in 2023 with the amount of \$250,000.

UEZ Benefits

There are several benefits offered to businesses who are registered with the UEZ program. There is a reduction in sales tax (3.3125% from the standard state 6.625%). Participating businesses can receive Tax Free purchases on

certain items, such as capital equipment, facility expansions, and upgrades up to \$100,000. A UEZ-registered business can benefit from financial assistance from agencies, such as the New Jersey Economic Development Corporation (NJEDA).

Impacts of UEZ Sales Tax Act

The Zone Sales Tax Act is a component offered within the UEZ Program. There is a range of economic and social benefits. The Act permits registered businesses to charge half of the standard sales tax rate for the State. This is intended to incentivize more purchasing and business activity to occur among UEZ registered businesses, leading to increases in investment, employment and urban revitalization.

Further, the sales tax reduction contributes to more foot traffic and consumer spending in the UEZ as customers will save through this tax discount. It allows for businesses to have higher cash flows from increases in sales and the ability to hire more employees.

Table 8: UEZ Projects within previous 5 years

Project Name and Number	Fiscal Year	Date Approved	Amount Awarded	Total Allocations
Admin Budget FY23 2022-08027-1597	FY 2022	5/15/2023	\$ 41,304.00	
UEZ Sign & Façade Phase V 2022- 08027-1721	FY 2022	12/13/2023	\$ 500,000.00	
Storefront Rolling Security Gate Removal 2022-08027-1811	FY 2022	4/10/2024	\$ 65,893.00	
Storefront Rolling Security Gate Removal 2022-08027-1811	FY 2023	4/10/2024	\$ 434,107.00	
Admin Budget FY24 2022-08027-1800	FY 2023	4/10/2024	\$ 100,255.00	
5-Year Plan	FY 2023	4/10/2024	\$ 123,500.00	
UEZ Marketing Analysis 2022-08027-184	FY 2023	5/8/2024	\$ 100,000.00	
UEZ Special Events & Marketing 2022-08027-1843	FY 2023	5/8/2024	\$ 250,000.00	
UEZ Police Safety Acquisition 2022-08027-1842	FY 2023	7/10/2024	\$ 300,000.00	
UEZ Emergency Management Units 2022-08027-1862	FY 2023	8/14/2024	\$ 34,994.00	
UEZ Emergency Management Units 2022-08027-1862	FY 2024	8/14/2024	\$ 207,707.00	
UEZ Admin Budget FY25 2022-08027-1960	FY 2024	11/13/2024	\$ 148,447.00	
TOTAL			\$ 2,306,207.00	\$ 2,646,23500

OUTREACH & ENGAGEMENT PROCESS

Outreach Process

Survey Results

Interviews and Meetings

Section Number

04/06

Outreach Process

An extensive outreach process was conducted during the preparation process of the plan. This was vital to the plan as the input from the community has been synthesized in outlining the recommendations and action items of the implementation section.

Two public meetings were held to obtain feedback from the general public. These meetings took place on February 18, 2025 at the Plainfield Senior Center, and March 18, 2025 virtually via Zoom platform. During these public meetings, the UEZ Program was outlined to attendees and an interactive analysis was facilitated with the attendees, identifying the strengths, weaknesses, opportunities, and challenges of the Program. The consultant and City staff also attended the City's Business Resource Expo event on March 25, 2025, where surveys were administered and the UEZ Program and its benefits were explained to attendees.

Further, there were door-to-door visitations to businesses within the UEZ boundary, particularly, businesses on West Front Street, Park Avenue, East 2nd Street, South Avenue, North Avenue, and throughout the City's Central Business District. During these engagements with the businesses, questions were asked about the fundamental characteristics of their business (number of employees, hours of operation, etc.), confirmation of UEZ registration, the current status of the business, its stability and an accounting of any challenges and issues that the business is facing.

Two surveys were prepared and administered. One was crafted and administered to business patrons in an effort to understand the issues

and concerns that they encounter and what they would like to see in the UEZ in the future.

The other survey was developed for the business community in order to understand and evaluate the satisfaction, challenges and needs of the local businesses. The surveys were advertised and posted on the City's website as well as their social media platforms. Both of these surveys are included in the Appendix of this Plan.

The project team also facilitated interviews with a cross-section of stakeholders. Stakeholders chosen to participate consisted of agencies and organizations whose missions included providing assistance to the City's businesses. Discussions with the following stakeholders were held:

1. Union County Economic Development Department
2. Union County Workforce Development Board
3. From Here, Plainfield's business incubator/accelerator and co-working space
4. Union County Economic Development Corporation
5. Downtown Plainfield Special Improvement District
6. New Jersey Small Business Development Center (SBDC)

These stakeholder engagements assisted in understanding each organization's role in bringing job creation, employment training needs, business activity and attraction to Plainfield's UEZ.

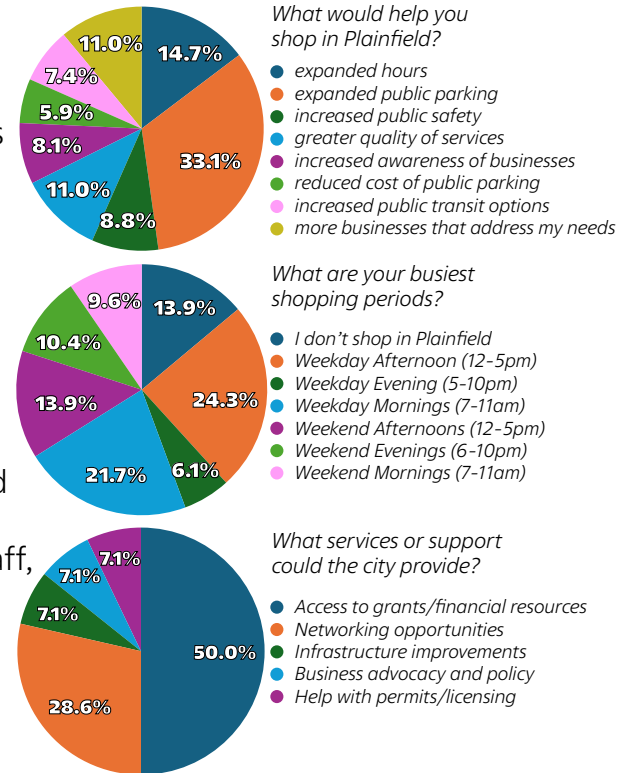
Door-to-door visits were conducted at businesses along Watchung Avenue, East and West Front Street, South Avenue, South 2nd Street, and Park Avenue, and also generally throughout the Central Business District. These visitations occurred during regular weekday business hours in February through May 2025. These conversations were facilitated in order to understand the perspectives and needs of the business community, especially minority-owned businesses.

Survey Results

As of May 6, 2025, there were 155 survey responses received in total. This consisted of 139 responses from the general public survey and 16 responses to the business community survey. These results are collectively compiled in the Appendix to this plan.

Public Survey: More than 70% of the respondents stated that they shop at the businesses in Plainfield and the peak times of shopping at these businesses was indicated to be weekday afternoons and weekday mornings. The three highest responses for UEZ programs the public would like to see implemented are shuttle transportation service; sign, façade, and physical design improvements; and cultural events. ‘Expanding public parking’ was noted as the most significant improvement that would help the public to shop in Plainfield. This was followed by ‘expanded hours of operation’, ‘greater quality of services’ and ‘more businesses that address my needs’.

Business Survey: The majority of the businesses who responded to the survey had an employed staff of 5 workers or less. More than 40% of the businesses surveyed had only 1 employee on staff, and 36% had between 2 to 5 employees on staff. Approximately 36% of businesses surveyed have been in operation for more than 10 years, while 29% of businesses surveyed have only been open for less than 1 year. Approximately 58% of the businesses surveyed indicated that they are not UEZ registered businesses.



‘Access to grants/financial resources’ was the highest response for the question regarding the services or support that the City could provide to help the business thrive. High cost of supplies and customer access to parking were the highest rated issues that responded businesses face.

Door-to-door business canvassing: Regarding door-to-door visitation to businesses, visits were conducted to businesses within the Central Business District, specifically along Watchung Avenue, East 2nd Street, North Avenue, East and West Front Street, South Avenue, and Park Avenue. Throughout the duration of the door-to-door visitations with the businesses, there were several comments that were frequently mentioned, including:

1. Lack of foot traffic has resulted in less customers and financial struggles.
2. Parking availability is limited and hard to find in the Central Business District.
3. Homelessness is an issue as it has led to incidents of loitering and theft.
4. Marketing assistance would be beneficial in increasing the businesses’ visibility.
5. The language barrier between Spanish-speaking employees and English-speaking patrons is a common obstacle observed.

Feedback From Interviews and Meetings

Public Meetings Responses

During the conduction of the public meetings, members of public who attended these meetings generally had the following general comments:

1. Residents would like to see more diversity in the City's restaurants.
2. Language barrier is a major hindrance to business development.
3. An anchoring business has been lacking since the fleeing department stores, such as Macy's and Bamberger's, for the suburban shopping malls.
4. Some weaknesses the City's UEZ faces are aesthetic improvement needs, lack of cleanliness, and the presence of homelessness.
5. Some strengths to highlight are the existing medical corridor along Park Avenue (including the medical arts complex at Muhlenberg), two train stations (Downtown Plainfield and Netherwood), historic districts, and the marketing potential of the City's architecture, history, culture and amenities.
6. Leveraging workforce development will contribute to creating new, in-demand jobs.

Stakeholder Interview Discussions

During the course of interviews conducted with the above list of stakeholders, there were multiple items discussed for improvement and implementation. These consist of:

1. Strengthen partnerships with organizations and agencies that perform similar services.
2. The existing language barrier is a major obstacle that businesses face. Fluent bilingual communication will help keep these businesses involved in the community.
3. Job training is needed to teach owners and managers the fundamentals of business operations.
4. Businesses are understaffed and undercapitalized. These businesses are in need of staff that is ready to work.

VISION, GOALS, & OBJECTIVES

Vision for the UEZ

Goals 1-6

Section Number

05/06

Vision for the UEZ

The overall vision of this UEZ 5-Year Strategic Plan is to strategize, create and facilitate opportunities for economic development in Plainfield. This will allow existing businesses to continue to grow and expand while simultaneously incentivizing new businesses to develop and weave themselves into the City's economic ecosystem.

Below are six overarching goals that the City's UEZ should strive to accomplish within the next five years. In efforts to achieve these goals, specific objectives have been identified within these goals that will contribute toward accomplishing the tasks necessary to reach the goals.

GOAL 1: TRANSPORTATION IMPROVEMENTS

Transportation Improvements: Improve transportation options and accessibility to businesses within the UEZ.

Objective 1.1: Establish a shuttle or jitney system between areas of the UEZ and both of the City's train stations.

Objective 1.2: Coordinate wayfinding signage in and around public parking areas to highlight and increase awareness of the number public parking areas.

GOAL 2: CAPITAL IMPROVEMENTS, INFRASTRUCTURAL UPGRADES & STREETSCAPE BEAUTIFICATION

Implement new improvements and upgrades to the UEZ's streetscapes and park spaces.

Objective 2.1: Install new street furniture and amenities, including solar-compacting trash receptacles, bicycle racks, electric scooter charging stations, benches, street trees and planters.

GOAL 3:
SPECIAL EVENTS,
MARKETING AND
PROMOTION

Consistently promote and market the businesses in the UEZ through a broad spectrum of media outlets.

Objective 3.1: Host quarterly events in the UEZ with a diversity of themes so that there are opportunities for all residents to participate including minority groups.

Objective 3.2: Provide marketing resources and training for businesses to establish and manage an online e-commerce platform, including a web and social media presence.

GOAL 4:
ADMINISTRATION
& MANAGEMENT

Establish a Taskforce to serve as an advisory body for the Zone - in collaboration with UEZ Coordinator, SID Board, and the City's Economic Development Department.

Objective 4.1: Develop partnerships among agencies and organizations to establish a synergy for identifying businesses looking to utilize their programs and resources.

GOAL 5:
START-UP
ASSISTANCE &
BUSINESS
DEVELOPMENT

Evaluate and simplify the process for starting a business in the City’s UEZ and incentivize existing businesses to grow and expand.

Objective 5.1: Create new job training and workforce development opportunities by increasing the programming and training programs from industry experts and bilingual consultants.

Objective 5.2: Incentivize entrepreneurship and start-up businesses in the developmental phase to obtain education and training for the tools and resources to achieve growth and stability.

Objective 5.3: Encourage minority and local entrepreneurs to start their business in the UEZ by offering financial incentives such as grants or forgivable loans.

GOAL 6:
BUSINESS
ATTRACTION AND
RETAINMENT

Continue to attract new businesses to the UEZ through financial incentives and other strategies.

Objective 6.1: Build upon existing clusters of restaurants/ food service, industrial, and medical services.

Objective 6.2: Attract an anchor establishment to draw in patrons to the UEZ and facilitate more activity to spillover to adjacent businesses. Examples of potential anchoring businesses are supermarkets, theaters, or large-scale recreation facilities.

IMPLEMENTATION GUIDE & ACTION PLAN

The Zone Assistance Fund

Priority Action Plan

Additional Funding Sources

Section Number

06/06

Zone Assistance Fund

There are ten categories of qualified assistance funds as defined by the statute:

1. A construction project improving, altering, or repairing the real property of a qualified business located in an enterprise zone;
2. Full or part time economic and community development positions in the municipality, other governmental, or not-for-profit organization, or marketing;
3. Loans, grants and guarantees to businesses;
4. Payroll expenses, personnel, services, and equipment purchases primarily for the provision of law enforcement, fire protection, or emergency medical services within commercial and transportation corridors located exclusively in an enterprise zone;
5. Planning and other professional services related to economic and community development;
6. Cleaning and maintenance of commercial and transportation corridors;
7. The improvement of public infrastructure in a commercial or transportation corridor;
8. The improvement of public infrastructure related to a commercial, industrial, mixed use, or multi-family residential property;
9. Employment and training programs; or
10. Events meant to support and draw activity into the enterprise zone, including fairs, festivals and concerts.

The following table presents action items or programs to be implemented within the next 5 years. These are arranged by strategy category, which encapsulate the aforementioned goals. In addition to the action items, an anticipated timeline is indicated as well as potential partnering organizations and additional funding sources that could be sought and utilized for the action item. Lastly, a Qualified Assistance Funding Category is matched with each action item.

From the thorough synthesis and examination of the feedback received throughout the processes of engaging with the public and formulating the goals, programs to be completed have been identified and organized into this Plan's Priority Action Plan. These priority action items are listed and detailed in the table below. The implementation timeframe of these priority action items have been placed into four duration categories:

Short Term: Immediate implementation within 1 year

Medium Term: 2-3 year implementation duration

Long Term: 4-5 year implementation duration

Ongoing: Continuous implementation

Table 9: Priority Action Plan

Strategy Category	Action Item/Program	Timeline	Potential Partners and Additional Funding Sources	Qualified Assistance Funding Category
Transportation Improvements	Establish a shuttle service between the Plainfield and Netherwood Train Stations.	Medium term	NJ Transit; North Jersey Transportation Planning Authority (NJTPA)	7
	Coordinate wayfinding signage of public parking areas to highlight and increase awareness of the number public parking area	Medium term	City of Plainfield, Economic Development Department	7
Streetscape Beautification	Enhance the streetscape of the City’s Downtown while simultaneously leveraging technology, including but not limited to the installation of refuse and recycling receptacles with solar compacting abilities, bioswales, and planters designed for seating. Target key locations for implementation, including East and West Front Street, Watchung Avenue, and Park Avenue.	Medium term	City of Plainfield, Economic Development Department; Downtown Plainfield Special Improvement District (SID)	6
Infrastructure Upgrades / Capital Improvements	Improve parks and plaza spaces (including the plazas at Park Avenue and West Front Street) with new street furniture and other amenities	Long term	City of Plainfield; Main Street New Jersey; Main Street America	8
	Partner with local artists to install public artwork within the UEZ, including murals on blank walls, sculptures, repainting utility boxes, or any other form of art.	Short to medium term	City of Plainfield; Main Street New Jersey; Main Street America; Downtown Plainfield SID	8
Special Events	Hold quarterly events with a variety of themes for wider engagements, including themes inclusive of minorities. Examples of these events are street fairs, music festivals, film festivals, pop-up shops at vacant stores, sidewalk sales, restaurant weeks, and cultural celebrations.	Long term	City of Plainfield; Main Street New Jersey; Main Street America	8

Table 9 (Continued): Priority Action Plan

Strategy Category	Action Item/Program	Timeline	Potential Partners and Additional Funding Sources	Qualified Assistance Funding Category
Special Events	Invest in equipment for special events (stages, canopies/tents, portable restrooms, sound system, etc.)	Short term; Ongoing	City of Plainfield, Economic Development Department; Downtown Plainfield SID	4, 10
Marketing and Promotion	Provide marketing resources and training for businesses to establish and manage an online e-commerce platform, including a web and social media presence	Short to medium term; Ongoing	City of Plainfield, Economic Development Department; NJEDA; NJ Business Action Center; Downtown Plainfield SID	9
	Install season signage to promote special events and UEZ in general (e.g., banner signs, posters, etc.)	Short term; ongoing	City of Plainfield, Economic Development Department; NJEDA; NJ Business Action Center; Downtown Plainfield SID	6, 10
Administration and Management	Establish a Task Force to serve as advisory for the City’s UEZ. In tandem with the City’s UEZ Coordinator, the task force will input on programming within the UEZ. This task force shall consist of members of the business community, City government and general public	Short to medium term	City of Plainfield, Economic Development Department	2
Business Workshops / Start-up Assistance	Establish a cohort business development program of businesses to learn basic practices, resources, and tools. Upon completion of the training module, the business will receive a grant.	Short term; Ongoing	City of Plainfield, Economic Development Department; Downtown Plainfield Special Improvement District (SID); Union County Economic Development Corporation; Union County Economic Development Department and Workforce Development Board; Small Business Development Center (SBDC); Local Initiatives Support Corporation (LISC)	9
Workforce Development and Job Training	Conduct workshops to cover any fundamental and essential business practice or operational skill.	Short term; Ongoing	City of Plainfield, Economic Development Department; Downtown Plainfield SID; Union County Economic Development Corporation; Union County Workforce Development Board; Local Initiatives Support Corporation (LISC)	9
	Host ESL courses more frequently and integrate these courses with the workforce development programs of in-demand jobs	Short term; Ongoing	City of Plainfield, Economic Development Department; Downtown Plainfield SID; Union County Workforce Development Board; Plainfield Public Library	9

Table 9 (Continued): Priority Action Plan

Strategy Category	Action Item/Program	Timeline	Potential Partners and Additional Funding Sources	Qualified Assistance Funding Category
Workforce Development and Job Training	Conduct training and workshops for vulnerable populations (seniors, veterans, individuals with autism and other disabilities) with consultants who work with these populations	Short term; ongoing	City of Plainfield, Economic Development Department; Downtown Plainfield SID; Union County Economic Development Corporation; Union County Workforce Development Board; LISC	9
Business Development and Rehabilitation	Finance opportunities to invest in upgrades to business, including façade improvements, signage design upgrades, enhanced lighting, and other physical improvements. This can be in the form of grants, loans or another financial mechanism.	Short to long term	City of Plainfield, Economic Development Department; NJEDA; Main Street NJ; NJ Business Action Center	1, 3
Business Attraction	Attract an anchor establishment to draw in patrons to the UEZ and facilitate more activity to spillover to adjacent businesses. Examples of potential anchoring businesses are supermarkets, theaters, or large-scale recreation facilities.	Medium to long term	City of Plainfield, Economic Development Department; NJEDA; Main Street NJ; NJ DCA Neighborhood Preservation Program (NPP)	5
Public Safety	Create positions of employment for individuals to patrol the UEZ	Ongoing	City of Plainfield, Economic Development Department; Downtown Plainfield SID	4

Additional Funding Sources

As noted in the table of the Priority Action Plan above, the following is a list of organizations and agencies that can potentially partner with the City in providing funding the priority action items:

1. New Jersey Economic Development Authority (NJEDA)
2. Union County Economic Development Department
3. Union County Economic Development Corporation
4. Union County Workforce Development Board
5. Main Street NJ
6. Main Street America
7. NJ Business Action Center (BAC)
8. Local Initiatives Support Corporation (LISC)
9. NJ DCA Neighborhood Preservation Program (NPP)
10. North Jersey Transportation Planning Authority (NJTPA)
11. NJ Transit

Next Steps

This Plan is subject to approval by the City of Plainfield Council and the UEZ Authority. Following approval by the City Council, a mandatory 30-day comment period for public review shall take place. Upon completion of the 30-day comment period and incorporation of comments received, the Plan will be submitted to the UEZ Authority for approval.

Revisions to the UEZ Boundaries

In an effort to reflect the most viable business locations, based on existing zoning, land use development patterns, and anticipated redevelopment in the near future, the boundaries of the UEZ have been thoroughly reviewed and analyzed. The following are properties that are recommended to be removed and added to the UEZ.

Properties to be removed:

There are a number of properties that are either zoned for residential uses and/or are currently used solely for residential purposes, as well as several residential streets that are currently included within the City's UEZ boundaries. The properties proposed to be removed from the Zone are shown in Map 5.

Specifically, these properties consist of both sides of East 7th Street and East 6th Street from Leland Avenue to the east to Roosevelt Avenue to the west. Properties along the northern side of West Front Street are proposed to be removed from Mariners Place to Plainfield Avenue. As these are public school owned properties and well established residential streets within residentially zoned districts, these properties are not eligible to apply for UEZ benefits.

The properties to be removed from the UEZ are listed in the table below.

Map 5: Parcels Removed and Added to UEZ Boundary

Legend

- New UEZ Boundary
- Removed from UEZ
- Added to UEZ
- Unchanged
- Registered Business

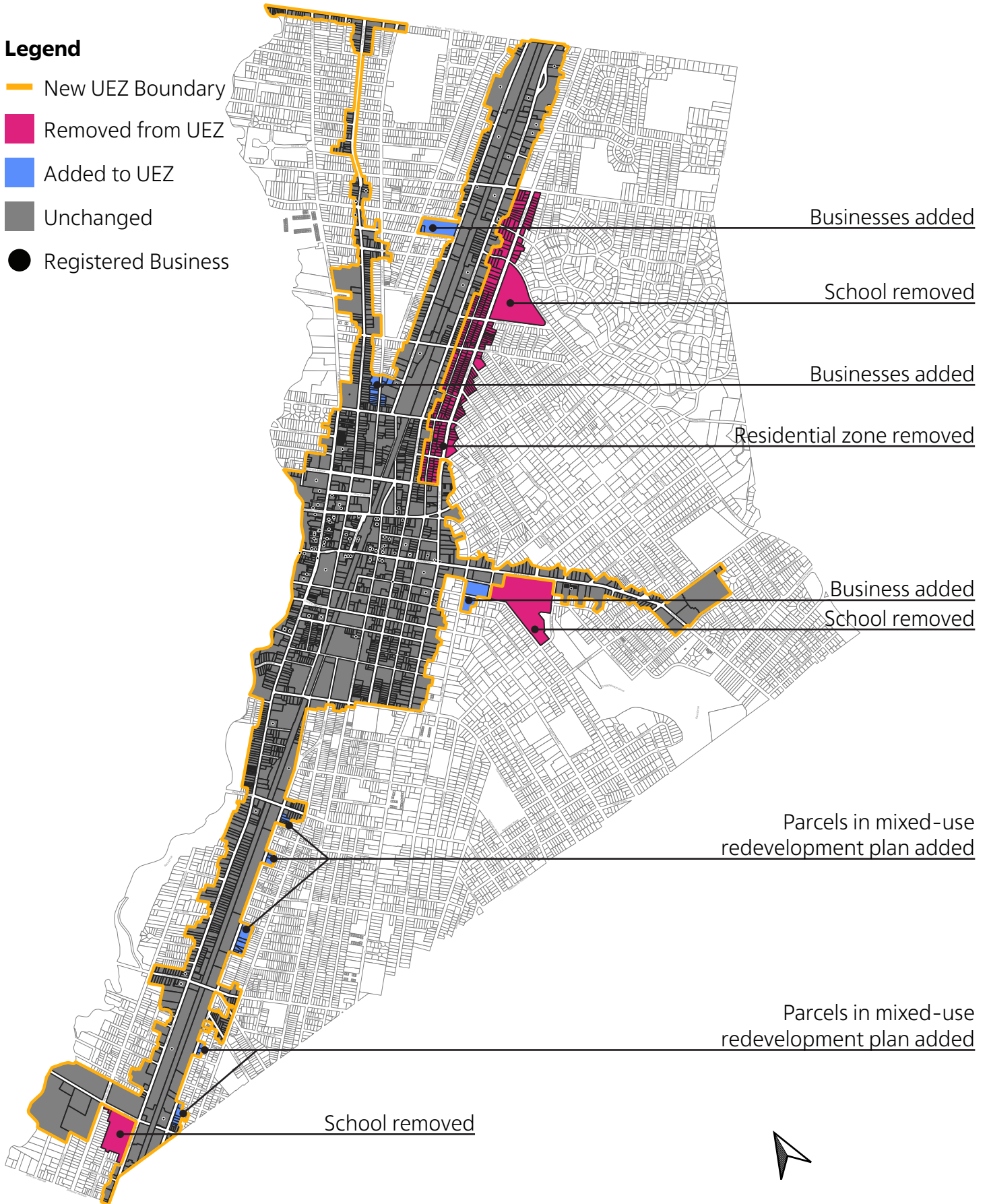


Table 10: Properties to be removed from Plainfield’s UEZ Boundary

Block	Lot	Address	Block	Lot	Address
203	1	1700-1804 W FRONT ST	609	19	407 E 6TH ST
203	6	41-43 ROCK AVE	609	20	513-17 FRANKLIN PL
203	7	1701-03 MYRTLE AVE	609	21	509-11 FRANKLIN PL
607	10	337-39 E 6TH ST	610	1	400-02 E 6TH ST
607	11	333-35 E 6TH ST	610	2	404-06 E 6TH ST
607	12	329-31 E 6TH ST	610	3	408-10 E 6TH ST
607	13	325-27 E 6TH ST	610	4	412-14 E 6TH ST
607	14	321-23 E 6TH ST	610	5	416-18 E 6TH ST
607	15	317-19 E 6TH ST	610	6	420 E 6TH ST
607	16	313-15 E 6TH ST	610	7	422 E 6TH ST
607	17	311 E 6TH ST	610	8.01	424-28 E 6TH STREET
607	18	301-09 E 6TH ST	610	10	430-32 E 6TH ST
607	19	509-11 ROOSEVELT AVE	610	11	434-36 E 6TH ST
608	1	300-02 E 6TH ST	610	12	438-40 E 6TH ST
608	2	304-06 E 6TH ST	610	13	600-02 RICHMOND ST
608	3	308-10 E 6TH ST	610	14	604-06 RICHMOND ST
608	4	312-14 E 6TH ST	610	15	443-45 E 7TH ST
608	5	316-18 E 6TH ST	610	16	439-41 E 7TH ST
608	6	320-22 E 6TH ST	610	17	435-37 E 7TH ST
608	7	324-26 E 6TH ST	610	18	431-33 E 7TH ST
608	8	328-30 E 6TH ST	610	19	427-29 E 7TH ST
608	9	332-34 E 6TH ST	610	20	425 E 7TH ST
608	10	336-38 E 6TH ST	610	21	421-23 E 7TH ST
608	11	333-35 E 7TH ST	610	22	417-19 E 7TH ST
608	12	329-31 E 7TH ST	610	23	413-15 E 7TH ST
608	13	325-27 E 7TH ST	610	24	409-11 E 7TH ST
608	14	321-23 E 7TH ST	610	25	405-07 E 7TH ST
608	15	317-19 E 7TH ST	610	26	401-03 E 7TH ST
608	16	311-15 E 7TH ST	612	9	525-29 E 6TH ST
608	17	305-09 E 7TH ST	612	10	521-23 E 6TH ST
608	18	301-03 E 7TH ST	612	11	517-19 E 6TH ST
609	12	443 E 6TH ST	612	12	513-15 E 6TH ST
609	13	441 E 6TH ST	612	13	511 E 6TH ST
609	14	437-39 E 6TH ST	612	14	505-09 E 6TH ST
609	15	433-35 E 6TH ST	612	15	515-17 RICHMOND ST
609	16	415-17 E 6TH ST	612	16	511-13 RICHMOND ST
609	17	411-13 E 6TH ST	612	17	507-09 RICHMOND ST
609	18	409 E 6TH ST	613	1	510 E 6TH ST

Table 10 (Continued): Properties to be removed from Plainfield’s UEZ Boundary

Block	Lot	Address	Block	Lot	Address
613	2	512-14 E 6TH ST	615	6	614 E 6TH ST
613	3	516-20 E 6TH ST	615	7	616-18 E 6TH ST
613	4	522-24 E 6TH ST	615	8	620-24 E 6TH ST
613	5.01	526 E 6TH ST	615	9	626 E 6TH ST
613	5.02	530 E 6TH ST	615	10	628-30 E 6TH ST
613	5.03	534 E 6TH ST	615	11	632 E 6TH ST
613	6	531-33 E 7TH ST	615	12	634-36 E 6TH ST
613	7	525-29 E 7TH ST	615	13	638-40 E 6TH ST
613	8	517-23 E 7TH ST	615	14	642-44 E 6TH ST
613	9	515 E 7TH ST	615	15	646-48 E 6TH ST
613	10	511-13 E 7TH ST	615	16	650-52 E 6TH ST
613	11	507-09 E 7TH ST	615	17	654 E 6TH ST
613	12	503-05 E 7TH ST	615	18	656-58 E 6TH ST
613	13	609-15 RICHMOND ST	615	19	660-62 E 6TH ST
613	14	605-07 RICHMOND ST	615	20	600-06 BERCKMAN ST
613	15	601-03 RICHMOND ST	615	21	663-67 E 7TH ST
614	11	663-65 E 6TH ST	615	22	659-61 E 7TH ST
614	12	659-61 E 6TH ST	615	23	655-57 E 7TH ST
614	13	653-57 E 6TH ST	615	24	653 E 7TH ST
614	14	649-51 E 6TH ST	615	25	649-51 E 7TH ST
614	15	645-47 E 6TH ST	615	26	645-47 E 7TH ST
614	16	641-43 E 6TH ST	615	27	643 E 7TH ST
614	17	637-39 E 6TH ST	615	28	639-41 E 7TH ST
614	18	633-35 E 6TH ST	615	29	637 E 7TH ST
614	19	629-31 E 6TH ST	615	30	633-35 E 7TH ST
614	20	625-27 E 6TH ST	615	31	631 E 7TH ST
614	21	621-23 E 6TH ST	615	32	629 E 7TH ST
614	22	619 E 6TH ST	615	33	625-27 E 7TH ST
614	23	617 E 6TH ST	615	34	623 E 7TH ST
614	24	613-15 E 6TH ST	615	35	619-21 E 7TH ST
614	25	609-11 E 6TH ST	615	36	617 E 7TH ST
614	26	605-07 E 6TH ST	615	37	613-15 E 7TH ST
614	27	601-03 E 6TH ST	615	38	611 E 7TH ST
615	1	600-02 E 6TH ST	615	39	607-09 E 7TH ST
615	2	604 E 6TH ST	615	40	601-05 E 7TH ST
615	3	606-08 E 6TH ST	617	1	739-41 E 6TH ST
615	4	610 E 6TH ST	617	2	735-37 E 6TH ST
615	5	612 E 6TH ST	617	3	733 E 6TH ST

Table 10 (Continued): Properties to be removed from Plainfield’s UEZ Boundary

Block	Lot	Address	Block	Lot	Address
617	4	729-31 E 6TH ST	619	20	712-14 E 7TH ST
617	5	727 E 6TH ST	619	21	716 E 7TH ST
617	6	723-25 E 6TH ST	619	22	718 E 7TH ST
617	7	719-21 E 6TH ST	619	23	720 E 7TH ST
617	8	717 E 6TH ST	619	24	722 E 7TH ST
617	9	713-15 E 6TH ST	619	25	724 E 7TH ST
617	10	709-11 E 6TH ST	619	26	726-28 E 7TH ST
617	11	705-07 E 6TH ST	619	27	730-34 E 7TH ST
617	12	701-03 E 6TH ST	619	28	736-38 E 7TH ST
617	13	509 BERCKMAN ST	619	29	740-42 E 7TH ST
618	1	739-41 E 7TH ST	620	9	833-35 E 6TH ST
618	2	737 E 7TH ST	620	10	829-31 E 6TH ST
618	3	735 E 7TH ST	620	11	825-27 E 6TH ST
618	4	731-33 E 7TH ST	620	12	821-23 E 6TH ST
618	5	727-29 E 7TH ST	620	13	817-19 E 6TH ST
618	6	723-25 E 7TH ST	620	14	813-15 E 6TH ST
618	7	719-21 E 7TH ST	620	15	809-11 E 6TH ST
618	8	715-17 E 7TH ST	620	16	805-07 E 6TH ST
618	9	711-13 E 7TH ST	620	17	803-03A E 6TH ST
618	10	709 E 7TH ST	620	18	801 E 6TH ST
618	11	705-07 E 7TH ST	621	8	508-10 WOODLAND AVE
618	12	701-03 E 7TH ST	621	9	512-14 WOODLAND AVE
618	13	607-09 BERCKMAN ST	621	10	516-20 WOODLAND AVE
618	14	603-05 BERCKMAN ST	621	11	522-24 WOODLAND AVE
618	15	601 BERCKMAN ST	621	12	526-34 WOODLAND AVE
618	16	708-10 E 6TH ST	621	13	931-35 E 7TH ST
618	17	712-14 E 6TH ST	621	14	925-29 E 7TH ST
618	18	716 E 6TH ST	621	15	921-23 E 7TH ST
618	19	718-20 E 6TH ST	621	16	913-19 E 7TH ST
618	20	722-24 E 6TH ST	621	17	909-11 E 7TH ST
618	21	726-28 E 6TH ST	621	18	905-07 E 7TH ST
618	22	730-32 E 6TH ST	621	19	901-03 E 7TH ST
618	23	734 E 6TH ST	621	20	843-47 E 7TH ST
618	24	736-38 E 6TH ST	621	21	839-41 E 7TH ST
618	25	740-42 E 6TH ST	621	22	835-37 E 7TH ST
619	16	700-02 E 7TH ST	621	23	829-33 E 7TH ST
619	17	704-06 E 7TH ST	621	24	823-27 E 7TH ST
619	18	708 E 7TH ST	621	25	819-21 E 7TH ST

Table 10 (Continued): Properties to be removed from Plainfield’s UEZ Boundary

Block	Lot	Address	Block	Lot	Address
621	26	813-17 E 7TH ST	623	17	1125-27 E 7TH ST
621	27	809-11 E 7TH ST	623	18	1121-23 E 7TH ST
621	28	805-07 E 7TH ST	623	19	1117-19 E 7TH ST
621	29	801-03 E 7TH ST	623	20	531-35 BELVIDERE AVE
621	30	800-04 E 6TH ST	623	21	523-29 BELVIDERE AVE
621	31	806-08 E 6TH ST	623	22	519-21 BELVIDERE AVE
621	32	810-12 E 6TH ST	623	23	513-17 BELVIDERE AVE
621	33	814-16 E 6TH ST	623	24	509-11 BELVIDERE AVE
621	34	818-20 E 6TH ST	626	1	800-948 E 7TH ST
621	35	822-24 E 6TH ST	636	42	701-11 KENSINGTON AVE
621	36	826-28 E 6TH ST	636	43	646-48 E 7TH ST
621	37	830-32 E 6TH ST	636	44	650-52 E 7TH ST
621	38	834-36 E 6TH ST	637	1	600-02 E 7TH ST
621	39	838-40 E 6TH ST	637	2	604-06 E 7TH ST
621	40	842-44 E 6TH ST	637	3	608-10 E 7TH ST
621	41.01	846-50 EAST 6TH STREET	637	4	612-14 E 7TH ST
622	6	508-12 BELVIDERE AVE	637	5	616-18 E 7TH ST
622	7	514-16 BELVIDERE AVE	637	6	620-22 E 7TH ST
622	8	518-20 BELVIDERE AVE	637	7	624-26 E 7TH ST
622	9	522-24 BELVIDERE AVE	637	8	628-30 E 7TH ST
622	10	526-30 BELVIDERE AVE	637	9	632-34 E 7TH ST
622	11	532-34 BELVIDERE AVE	640	1	701-05 RICHMOND ST
622	12	1019-23 E 7TH ST	640	2	504-06 E 7TH ST
622	13	1013-17 E 7TH ST	640	3	508-10 E 7TH ST
622	14	529-35 WOODLAND AVE	640	4	512-14 E 7TH ST
622	15	523-27 WOODLAND AVE	640	5	516-18 E 7TH ST
622	16	519-21 WOODLAND AVE	640	6	520 E 7TH ST
622	17	511-17 WOODLAND AVE	640	7	522 E 7TH ST
623	7	518-20 LELAND AVE	640	8	704 CARLTON AVE
623	8	522-24 LELAND AVE	640	9	708-10 CARLTON AVE
623	9	526-28 LELAND AVE	641	1.01	400 FRANKLIN PL
623	10	1159-63 E 7TH ST	641	2.01	428-30 E 7TH ST
623	11	1155-57 E 7TH ST	641	3	432-34 E 7TH ST
623	12	1149-53 E 7TH ST	641	4	436-38 E 7TH ST
623	13	1143-47 E 7TH ST	641	5	440-42 E 7TH ST
623	14	1137-41 E 7TH ST	641	6	444-50 E 7TH ST
623	15	1133-35 E 7TH ST	720	2	916-78 PARK AVE
623	16	1129-31 E 7TH ST	909	1	1000-02 E 7TH ST

Table 10 (Continued): Properties to be removed from Plainfield’s UEZ Boundary

Block	Lot	Address
909	2	1004-06 E 7TH ST
909	3	1008-10 E 7TH ST
909	4	1012-18 E 7TH ST
909	5	1020-22 E 7TH ST
909	6	536-42 BELVIDERE AVE
910	1	1112-14 E 7TH ST
910	2	1116-18 E 7TH ST
910	3	1120-24 E 7TH ST
910	4	1126-28 E 7TH ST
910	5	1130-32 E 7TH ST
910	6	1134-36 E 7TH ST
910	7	1138-40 E 7TH ST
910	8	1142-44 E 7TH ST
910	9	1146-48 E 7TH ST
910	10	1150-52 E 7TH ST
910	11	1154-56 E 7TH ST
910	12	1158-64 E 7TH ST
910	29	537-41 BELVIDERE AVE

Properties to be added:

There are properties proposed to be added to the UEZ boundary for several reasons. While properties along the northern side of South 2nd Street are currently within the UEZ, the majority properties along the southern side of South 2nd Street are not, specifically from Rock Avenue to Plainfield Avenue. The southern side of South 2nd Street consists of multiple uses related to industrial and commercial uses. Further, many of these properties were included in the adoption of the West End Industrial Redevelopment Plan. In efforts to establish a cohesive, contiguous corridor, these properties along the southern side of South 2nd Street have been added to the City’s UEZ boundary.

Several other properties are also provided to be added to the UEZ boundary. Immediately west of the Plainfield Public Library, at the intersection of Arlington Avenue and West 8th Street, there is a park (Library Park) and the Iris House, a women’s health center and pharmacy. Both properties are proposed to be included as an extension of the Park Avenue medical corridor. A portion of both sides of East 3rd Street, between Richmond Street to the west and Fillmore Avenue to the east, is proposed to be added. There is existing business activity in this area and physically fills in a missing gap in the UEZ boundary.

Table 11: Properties to be added to Plainfield’s UEZ Boundary

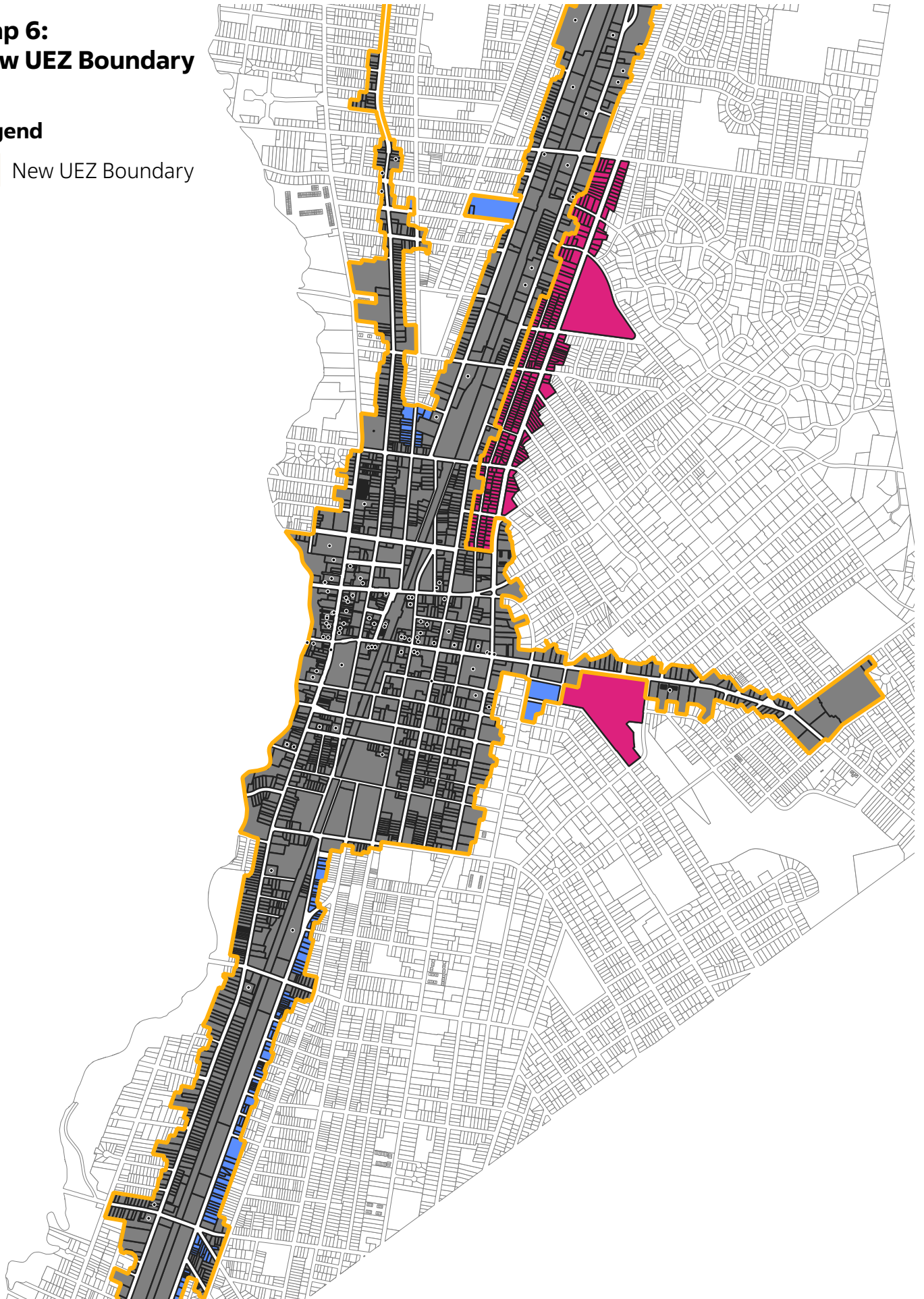
Block	Lot	Address	Block	Lot	Address
116	7	821A & R817-21 SO 2ND ST	325	52	533-35 E 3RD ST
116	8	821 SO 2ND ST	325	53	527-31 E 3RD ST
116	9	819 SO 2ND ST	325	54	525 E 3RD ST
116	10	817 SO 2ND ST	325	55	521-23 E 3RD ST
116	11	813-15 SO 2ND ST	325	56	517-19 E 3RD ST
116	12	809-11 SO 2ND ST	325	57	513-15 E 3RD ST
119	1	925-27 SO 2ND ST	325	58	511 E 3RD ST
119	2	921-23 SO 2ND ST	325	59	509 E 3RD ST
119	19.01	929-35 SO 2ND STREET	403	1	300-54 NETHERWOOD AVE
131	14	1151 SO 2ND ST	403	2	307-09 GARFIELD AVE
131	15	1147-49 SO 2ND ST	403	3	301-05 GARFIELD AVE
131	16.01	1145 SO 2ND ST	410	7	219-25 GARFIELD AVE
131	16.02	1141-43 SO 2ND ST	717	1	201-23 W 8TH ST
131	17	1133-39 SO 2ND ST	718	1	113-31 W 8TH ST
131	18	1125-31 SO 2ND ST			
131	19	1101-23 SO 2ND ST			
138	1	1437 SO 2ND ST			
138	2.01	203-07 VIEW AVENUE			
138	3	1415-23 SO 2ND ST			
138	7.01	1351-55 SO 2ND ST			
152	1	1659 SO 2ND ST			
152	2	1655-57 SO 2ND ST			
152	3	1651-53 SO 2ND ST			
152	4	1647-49 SO 2ND ST			
152	5	1643-45 SO 2ND ST			
152	6	1637-41 SO 2ND ST			
152	7	1629-35 SO 2ND ST			
153	4	1709-15 SO 2ND ST			
304	1	508 E 3RD ST			
304	2	510-12 E 3RD ST			
304	3	514 E 3RD ST			
304	4	516-20 E 3RD ST			
304	5	522-24 E 3RD ST			
304	6	538-46 E 3RD ST			
304	7	548-58 E 3RD ST			
304	8	312-20 FILLMORE AVE			
325	48.01	541-53 E 3RD ST			
325	51	537-39 E 3RD ST			

The net change in total land is a decrease of approximately 69 acres, which equates to approximately -8.78% decrease of the total land within the City’s UEZ boundary. This revised UEZ boundary is reflected in Map 6.

Map 6: New UEZ Boundary



Legend

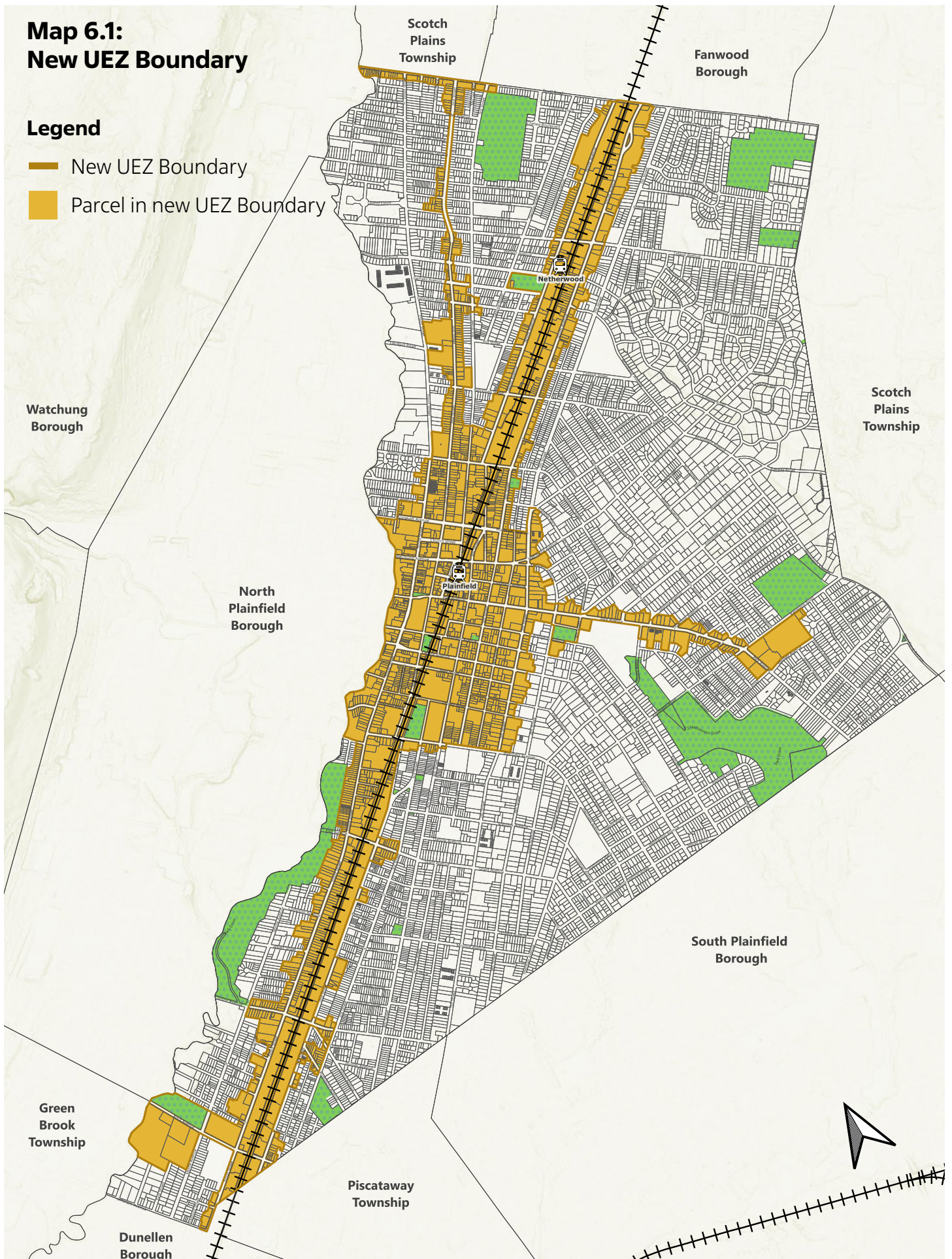
 New UEZ Boundary



Map 6.1: New UEZ Boundary

Legend

-  New UEZ Boundary
-  Parcel in new UEZ Boundary



APPENDIX

Public Meeting notification flyer

Public Meeting summaries

Surveys and compiled responses

Business outreach data collection

City of Plainfield
**Urban Enterprise Zone (UEZ)
5-Year Plan Community Meeting**

Where/When:

Senior Services Center
400 E Front St, Plainfield, NJ 07060

Tuesday, February 18th; 7pm-9pm

English Survey



formurl.com/to/PP-UEZ!

Scan to fill
out survey



Escanear para
completar la
encuesta

Encuesta en Español



formurl.com/to/PPE-UEZ!

Survey Deadline: March 31st, 2025

CITY OF PLAINFIELD URBAN ENTERPRISE ZONE (UEZ) 5-YEAR PLAN



VIRTUAL MEETING INVITATION

March 18, 2025 

7:00 PM 

zoom



SCAN ME



<https://zoom.us/j/97268478740?pwd=5JOxNjhsIlsbJol3E22o5oICbdTAEc1.1>

Scan the QR or Click the link above to join from PC, Mac, iPad, or Android.

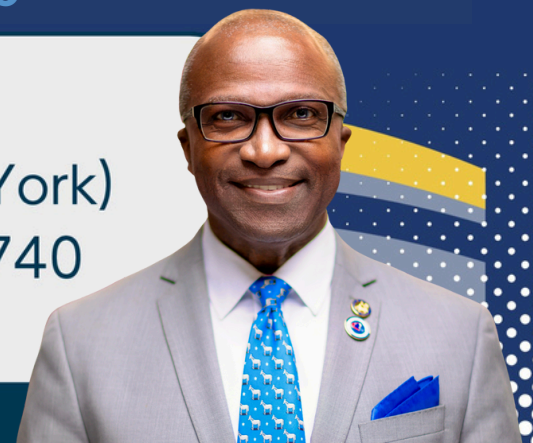
We look forward to your participation in our discussion as we contribute towards our collective goals.

JOIN VIA AUDIO

(646) 558-8656 US (New York)

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Passcode: 575312



Plainfield UEZ 5-Year Plan - Public Meeting - 2/18/2025: SWOC Notes/Minutes:

- Documented Population: 60,000
- Expand boundaries but something needs to be taken out
-

Strengths:

- Existing medical Corridor; Park avenue (medical corridor)
- Existing opportunities along
 - South 2nd st (south side)
 - 925 South 2nd St.
 - Habitat for Humanity (208 lee place)
 - Restaurants between clinton ave and plainfield ave
- 2 train stations (both in UEZ)
- 10 historic districts
- Front st. / west front st.
- Washington ave
- Architecture/history/culture/amenities → can be marketed
- Workforce development

Opportunities:

- south 2nd st (youth center)
- built in-infrastructure
- entrepreneurs/forums

Weakness:

- Latinx cultural/language Barrier → diversify downtown
- Downtown Diversity (restaurants, shopping areas)
- Perception [Aesthetics]
- Homelessness
- The people miss when the macy's was downtown
- How come we don't have as many black businesses? → lack of social network in communities outside of latinx
- Where do businesses get their initial/continual funding?
- Hesitance to accept/apply for gov't funding because of documentation (Latinx issue?)
- Lack of people coming to public meetings → hard to get public feedback
- Trash/Cleanliness (not enough trash cans on public street)

Weakness:

- Homelessness
- Aesthetics
- Business not that involved

- Trash
- language barrier
- Downtown Diversity (- restaurants, shopping areas)
- business diversification
- downtown diversity “nothing here for us”
- perception

Residents Wants:

- Expand to Southside of South 2nd st
- Beautification → civil art project
- Wayfinder signs
- Diversify restaurants in downtown area
- Anchor point (we need a new “macy’s”)

Brainstormed ideas:

- Newark → gave residents planter pots to beautify the city → involve residents
- civil art competition/project
- Shuttle Service
- Utility boxes painting
- Entrepreneur education
- Wayfinder signs (parking lots, major destination)
- Possible co-op program to learn from successful Latinx entrepreneurs from plainfield
- Use of churches to attract black communities create startups
- Latinx businesses are leaving → open storefronts for replacing /taking
- “Big belly” trash cans
- Microlending
- *SID boundaries within UEZ*
- New residents tour
- Historic downtown tour
- Wayfinder signs (parking lots, major destination)
- Workforce development - leverage with development

Challenges:

- Latinx population exclusion
- Business diversification
- Homelessness
- New business not following code (not putting up signs, damage signs, lack of submitted documentations)
- Need for more trash cans on the street (One big reason: overuse of street cans from residents in nearby buildings)
- Perception

- Signage (design code standards for uniformity)
 - Ex: corner of 5th and watchung
- Business not that involved
- enforcement (5th & watchung for signage example)
- “communication” / “getting the word out”

The City of Plainfield, Mayor Adrian O. Mapp, &
Department of Economic Development Present:

BUSINESS

RESOURCE EXPO

2025



“MOVING FORWARD TOGETHER”

The purpose of this event is to help Plainfield’s local business community connect with government agencies, banks, and other businesses to gain valuable resources and insights.

25

MARCH

9:00 AM – 3:00 PM

Banq on Parq Banquet Hall
202 Park Ave, Plainfield, NJ

Scan QR Code to
REGISTER



For Inquiries Contact: Drue Doman at
Drue.Doman@plainfieldnj.gov



Plainfield UEZ 5-Year Plan Business Survey -- English

1. What type of business do you operate?

- Restaurants (including sit down/casual, coffee shops/cafes, fast food)
- Retail sales (examples: clothing stores, hardware store, pharmacy, convenience/miscellaneous)
- Personal service (examples: dry cleaners, nail/hair salon, barbershop, shoe repair, printing shop)
- Professional office
- Other

2. How long has your business been in operation?

- Less than a year
- 1-3 Years
- 3-5 Years
- 5-10 Years
- 10+ Years

3. How many employees are on staff? (including part-time and full-time)

- 1
- 2-5
- 6-20
- 21-50
- Over 50

4. Is your business registered with Urban Enterprise Zone (UEZ)?

- Yes
- No
- Unsure

5. What are your busiest periods?

- Weekday mornings (7am-11am)
- Weekday afternoons (12pm – 5pm)
- Weekday evenings (6pm-10pm)
- Weekend mornings (7am-11am)
- Weekend afternoons (12pm-5pm)
- Weekend evenings (6pm-10pm)

What challenges do you currently face?

(Based on a rating scale of 1-5: 1 = No Issue; 5 = Very Significant Issue)

6. Lack of foot traffic

1 2 3 4 5

7. High cost of supplies

1 2 3 4 5

8. Delivery/Loading Access

1 2 3 4 5

9. Need larger space for customers

1 2 3 4 5

10. Cost of capital improvements

1 2 3 4 5

11. Turnover in staff/employees

1 2 3 4 5

12. Customer access to parking

1 2 3 4 5

13. Crime including, but not limited to burglary, loitering, vagrancy, etc.

1 2 3 4 5

14. Language barrier

1 2 3 4 5

15. Are you the owner of the building you operate?

Yes

No

16. What services or support could the City provide to help your business thrive?

Networking opportunities

Help with permits/licensing

Access to grants/financial resources

Infrastructure improvements

Business advocacy and policy support

17. Do you reside in Plainfield?

Yes

No

18. Do you think your current location in Plainfield is best for your business?

Yes

No

19. Are there any other concerns you would like to share?

Enter your answer

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Plainfield UEZ 5-Year Plan Business Survey -- Spanish

1. ¿Qué tipo de negocio opera?

- Restaurantes (incluidos los informales/sentados, cafeterías/cafeterías, comida rápida)
- Ventas al por menor (ejemplos: tiendas de ropa, ferretería, farmacia, tiendas de conveniencia/varios)
- Servicio personal (ejemplos: tintorería, salón de uñas/peluquería, barbería, reparación de calzado, imprenta)
- Despacho Profesional
- Otro

2. ¿Cuánto tiempo lleva funcionando su negocio?

- Menos de un año
- 1-3 años
- 3 -5 años
- 6-10 años
- Más de 10 años

3. ¿Cuántos empleados hay en plantilla? (tanto a tiempo parcial como a tiempo completo)

- 1
- 2-5
- 6-20
- 21-50
- Más de 50

4. ¿Su empresa está registrada en la Zona Empresarial Urbana (UEZ)?

- Sí
- No
- No estoy seguro/a

5. ¿Cuáles son sus periodos de mayor actividad?

- Mañanas entre semana (7am-11am)
- Tardes entre semana (12pm -5pm)
- Tardes entre semana (6pm - 10pm)
- Mañanas de fin de semana (7am - 11am)
- Tardes de fin de semana (12pm - 5pm)
- Tardes de fin de semana (6pm -10pm)

¿Qué desafíos enfrenta actualmente? (en una escala del 1 al 5; 1 = ningún problema y 5 = problema muy importante)

6. Falta de tránsito peatonal

1 2 3 4 5

7. Alto costo de los suministros.

1 2 3 4 5

8. Acceso de entrega/carga

1 2 3 4 5

9. Necesita mayor espacio para los clientes.

1 2 3 4 5

10. Costo de las mejoras de capital

1 2 3 4 5

11. Rotación de personal/empleados

1 2 3 4 5

12. Acceso de clientes al parking

1 2 3 4 5

13. Delitos que incluyen, entre otros, robo, vagancia, vagancia, etc.

1 2 3 4 5

14. Obstáculo en el idioma

1 2 3 4 5

15. ¿Es usted el propietario del edificio en el que opera?

Si

No

16. ¿Qué servicios o apoyo podría brindar la Ciudad para ayudar a que su negocio prospere?

- Oportunidades de networking
- Ayuda con permisos/licencias
- Acceso a becas/recursos financieros
- Mejoras de infraestructura
- Promoción empresarial y apoyo en pólizas políticas

17. Vive en la Ciudad de Plainfield?

- Si
- No

18. ¿Cree que su ubicación actual en Plainfield es la mejor para su negocio?

- Si
- No

19. 11. ¿Hay alguna otra inquietud que le gustaría compartir?

Enter your answer

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Plainfield UEZ 5-Year Plan Public Survey -- English

1. Are you a resident of Plainfield?

Yes

No

2. What is your age?

Under 18 years old

18-24

25-34

35-44

45-54

55 years or older

Prefer not to say

3. What is your gender?

Male

Female

- Non-binary
- Transgender
- Prefer not to say

4. What is your ethnic background?

- White/Caucasian
- Black/African American
- Hispanic/Latino
- Asian/Pacific Islander
- Prefer not to say
- Other

5. What is your occupational status?

- Student (High school or under)
- Student (college or above or other post-secondary institution)
- Employed full time
- Employed part time
- Self employed/Business Owner
- Retired
- Unemployed

Prefer not say

Other

6. What is your approximate household income?

Less than \$50k

\$50k - \$74k

\$75 - \$100k

\$100k - \$200k

More than \$200k

Prefer not to say

7. Do you shop at the businesses in the City of Plainfield?

Yes

No

8. Which of these types of businesses do you frequent in the City? Check all that apply:

Retail (Excluding drive-in establishments)

Personal service establishments (excluding drive-in establishments)

Offices, including medical offices

Banks

- Health and fitness club
- Art Studios and art galleries
- Theaters
- Hotels
- Restaurants (excluding drive-in establishments)
- Taverns, nightclubs, banquet halls
- Repair shops
- I don't shop in Plainfield
- Other

9. What are your busiest shopping periods? (check all that apply)

- Weekday mornings (7am-11am)
- Weekday afternoons (12pm-5pm)
- Weekday evenings (6pm-10pm)
- Weekend mornings (7am-11am)
- Weekend afternoons (12pm-5pm)
- Weekend evenings (6pm-10pm)
- I don't shop in Plainfield

10. What would help you shop in Plainfield? (check all that apply)

- Expanded hours of operation
- Expanded public parking
- Reduced cost public parking
- Increased public transportation options
- Increased public safety
- Increased awareness of businesses
- Greater quality of services and products
- More businesses that address my needs
- Other

11. What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)

Please select at most 3 options.

- Shuttle transportation service
- Community policing
- Sign, facade, and physical design improvements
- Cultural events
- Biking/walking safety programs
- Small business support programs
- Workforce development programs

Streetscape Beautification

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Plainfield UEZ 5-Year Plan Public Survey -- Spanish

1. ¿Es usted residente de Plainfield?

Si

No

2. ¿Cuál es tu edad?

Menor de 18 años

19-24 años

25-34 años

35-44 años

45-54 años

55 años o más

Prefiero no decir

3. ¿Cuál es tu género?

Masculino

Femenino

- Transgénero
- No binario
- Prefiero no decir

4. ¿Cuál es tu origen étnico?

- Blanco/Caucásico
- Negro/Afroamericano
- Hispano/Latino
- Asiático/Isleño del Pacífico
- Otro, por favor especifique
- Prefiero no decir

5. ¿Cuál es su ocupación? (Seleccione las que apliquen)

- Alumno (Secundaria o menos)
- Alumno (universidad o superior u otra institución postsecundaria)
- Empleado a tiempo completo
- Empleado a tiempo parcial
- Empleado por cuenta propia
- Jubilado/Retirado
- Desempleo

Otro/Por Favor Especifique

Prefiero no decir

6. ¿Cuál es su ingreso familiar aproximado?

\$50,000 - \$74,000

\$75,000 - \$100,000

\$101,000 - \$200,000

Más de \$200,000

Prefiero no decir

7. ¿Compra en los comercios de la Ciudad?

Si

No

8. ¿Cuál de este tipo de negocios frecuenta en la Ciudad? Marque todo lo que corresponda:

Comercio minorista (excluidos establecimientos auto-restaurante)

Establecimientos de servicios personales (excluidos establecimientos auto-restaurante)

Oficinas, incluidos consultorios médicos.

Bancos

Club de salud y fitness

- Estudios de arte y galerías de arte.
- Teatros
- Hoteles
- Restaurantes (excluidos establecimientos auto-restaurante)
- Tabernas, discotecas, salones de banquetes
- Talleres de reparación
- No compro en Plainfield

9. ¿Qué le ayudaría a realizar compras en Plainfield? (marque todas las opciones que correspondan)

- Horarios de operación ampliados
- Ampliación del estacionamiento público
- Reducción del costo del estacionamiento público
- Aumento de las opciones de transporte público
- Mejor seguridad pública
- Mejor conocimiento de los negocios
- Mejor calidad de servicios y productos
- Más negocios que satisfagan mis necesidades
- Otro

10. ¿Qué programas del UEZ le gustaría que se implementaran en la area del UEZ?
(elija hasta 3)

Please select at most 2 options.

- Servicio de transporte
- Policía comunitaria
- Mejoras en los rótulos, fachada y el diseño físico.
- Eventos culturales
- Programas de seguridad para andar en bicicleta/caminar
- Programas de apoyo a pequeñas empresas
- Programas de desarrollo de la fuerza laboral
- Embellecimiento del paisaje del centro

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Plainfield UEZ 5-Year Plan Public Survey -- English

Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
2/10/25 15:08:0	2/10/25 15:10:2	anonymous	Yes	35-44	Female	Black/African American;	Employed full time	\$100k - \$200k	No	I don't shop in Plainfield;Restaurants (excluding drive-in establishments);	Weekend afternoons (12pm-5pm)	Greater quality of services and products	Cultural events;Small business support programs;Streetscape Beautification;
2/10/25 20:15:1	2/10/25 20:17:1	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$100k - \$200k	Yes	Restaurants (excluding drive-in establishments);Banks;	Weekday evenings (6pm-10pm)	Greater quality of services and products	Streetscape Beautification;
2/12/25 10:59:2	2/12/25 11:03:0	anonymous	Yes	45-54	Female	Black/African American;	Self employed/Business Owner	Less than \$50k	Yes	Banks;		More businesses that address my needs	Small business support programs;Workforce development programs;Streetscape Beautification;
2/12/25 11:19:0	2/12/25 11:20:2	anonymous	Yes	25-34	Female	Hispanic/Latino ;	Employed full time	More than \$200k	No	Art Studios and art galleries;Restaurants (excluding drive-in establishments);	Weekend evenings (6pm-10pm)	Expanded public parking	Streetscape Beautification;Community policing;Sign, facade, and physical design improvements;
2/12/25 11:50:1	2/12/25 11:51:4	anonymous	Yes	45-54	Female	Black/African American;	Retired	\$75 - \$100k	No	I don't shop in Plainfield;	Weekday afternoons (12pm-5pm)	Greater quality of services and products	Shuttle transportation service;Community policing;Biking/walking safety programs;
2/12/25 13:26:0	2/12/25 13:27:5	anonymous	Yes	25-34	Male	Black/African American;	Self employed/Business Owner	\$50k - \$74k	Yes	Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)	Other	Small business support programs;Cultural events;Sign, facade, and physical design improvements;
2/12/25 15:14:5	2/12/25 15:17:5	anonymous	Yes	55 years or older	Female	Black/African American;	Prefer not say	\$100k - \$200k	Yes	Other;	Weekday mornings (7am-11am)	Reduced cost public parking	Sign, facade, and physical design improvements;Cultural events;Streetscape Beautification;
2/12/25 19:26:1	2/12/25 19:28:1	anonymous	Yes	45-54	Male	White/Caucasian;	Employed full time	\$50k - \$74k	Yes	Restaurants (excluding drive-in establishments);Health and fitness club;Other;	Weekend afternoons (12pm-5pm)	More businesses that address my needs	Sign, facade, and physical design improvements;Streetscape Beautification;Cultural events;
2/13/25 16:20:0	2/13/25 16:25:1	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$100k - \$200k	No	I don't shop in Plainfield;	I don't shop in Plainfield	Increased public safety	Streetscape Beautification;Community policing;Small business support programs;
2/15/25 23:21:0	2/15/25 23:22:1	anonymous	Yes	25-34	Female	Black/African American;	Employed full time	Less than \$50k	No	Repair shops;I don't shop in Plainfield;	I don't shop in Plainfield	Other	
2/18/25 12:52:0	2/18/25 12:53:5	anonymous	Yes	55 years or older	Male	Black/African American;	Employed full time	\$100k - \$200k	Yes	Banks;Art Studios and art galleries;Personal service establishments (excluding drive-in establishments) ;Retail (Excluding drive-in establishments);Restaurants (excluding drive-in establishments);Repair shops;	Weekend afternoons (12pm-5pm)	More businesses that address my needs	Sign, facade, and physical design improvements;Small business support programs;Biking/walking safety programs;
2/18/25 15:36:0	2/18/25 15:38:5	anonymous	Yes	Prefer not to say	Female	Prefer not to say;	Prefer not say	\$100k - \$200k	No	I don't shop in Plainfield;	I don't shop in Plainfield	Greater quality of services and products	Sign, facade, and physical design improvements;Biking/walking safety programs;Streetscape Beautification;
2/18/25 18:41:1	2/18/25 18:42:0	anonymous	Yes	55 years or older	Male	Black/African American;	Employed full time	\$75 - \$100k	Yes	Retail (Excluding drive-in establishments);Offices, including medical offices;Restaurants (excluding drive-in establishments);	Weekend evenings (6pm-10pm)	Expanded public parking ;Greater quality of services and products;More businesses that address my needs;	Small business support programs;Community policing;Cultural events;
2/18/25 18:41:4	2/18/25 18:44:5	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$75 - \$100k	Yes	Offices, including medical offices;Banks;Retail (Excluding drive-in establishments);Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)		Shuttle transportation service;Workforce development programs;
2/18/25 18:11:3	2/18/25 20:47:2	anonymous	Yes	45-54	Male	Black/African American;	Employed full time	\$100k - \$200k	No	Personal service establishments (excluding drive-in establishments) ;Banks;Repair shops;	I don't shop in Plainfield	More businesses that address my needs	Cultural events;Small business support programs;Workforce development programs;
2/18/25 18:13:4	2/18/25 20:48:5	anonymous	Yes	55 years or older	Male	Black/African American;	Retired	\$100k - \$200k	Yes	Retail (Excluding drive-in establishments);Personal service establishments (excluding drive-in establishments) ;Taverns, nightclubs, banquet halls;Repair shops;	Weekday afternoons (12pm-5pm)	Increased awareness of businesses	Sign, facade, and physical design improvements;Cultural events;Streetscape Beautification;

Plainfield UEZ 5-Year Plan Public Survey -- English

Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
2/18/25 22:40:1	2/18/25 22:43:1	anonymous	Yes	55 years or older	Male	White/Caucasian;	Retired	Prefer not to say	No	I don't shop in Plainfield;	Weekday mornings (7am-11am)	Expanded public parking ;Increased public safety;More businesses that address my needs;	Community policing;Sign, facade, and physical design improvements;Streetscape Beautification;
2/19/25 10:47:4	2/19/25 10:49:1	anonymous	Yes	55 years or older	Male	Black/African American;	Employed full time	\$75 - \$100k	Yes	Banks;Health and fitness club;Restaurants (excluding drive-in establishments);	Weekday evenings (6pm-10pm)	Expanded public parking ;Reduced cost public parking;Increased awareness of businesses;	Sign, facade, and physical design improvements;Cultural events;Small business support programs;
2/19/25 14:59:4	2/19/25 15:05:3	anonymous	Yes	35-44	Female	White/Caucasian;	Employed full time	\$50k - \$74k	Yes	Retail (Excluding drive-in establishments);Health and fitness club;Offices, including medical offices;Restaurants (excluding drive-in establishments);	Weekend afternoons (12pm-5pm)	Expanded hours of operation;Expanded public parking ;More businesses that address my needs;Greater quality of services and products;	Workforce development programs;Streetscape Beautification;
2/20/25 11:25:3	2/20/25 12:32:2	anonymous	No	45-54	Female	Black/African American;	Employed full time	\$75 - \$100k	Yes	Personal service establishments (excluding drive-in establishments) ;Retail (Excluding drive-in establishments);Offices, including medical offices;Restaurants (excluding drive-in establishments);Repair shops;	Weekend afternoons (12pm-5pm)	Expanded public parking ;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Cultural events;Biking/walking safety programs;Small business support programs;
2/20/25 14:43:2	2/20/25 14:49:3	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	Yes	Retail (Excluding drive-in establishments);	Weekend mornings (7am-11am)	Expanded public parking ;Increased public safety;Increased awareness of businesses;	Community policing;Shuttle transportation service;Cultural events;
2/20/25 16:06:1	2/20/25 16:07:2	anonymous	Yes	35-44	Male	White/Caucasian;	Employed full time	More than \$200k	No	I don't shop in Plainfield;	I don't shop in Plainfield	Reduced cost public parking;Expanded public parking ;Increased public safety;Greater quality of services and products;More businesses that address my needs;	Sign, facade, and physical design improvements;Streetscape Beautification;Small business support programs;
3/6/25 18:57:28	3/6/25 19:00:49	anonymous	Yes	45-54	Female	Black/African American;	Employed full time	More than \$200k	Yes	Banks;Restaurants (excluding drive-in establishments);Taverns, nightclubs, banquet halls;	Weekend afternoons (12pm-5pm)	Greater quality of services and products;More businesses that address my needs;	Biking/walking safety programs;Community policing;Sign, facade, and physical design improvements;
3/6/25 19:36:37	3/6/25 19:38:38	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$100k - \$200k	No	I don't shop in Plainfield;	I don't shop in Plainfield	More businesses that address my needs;	Cultural events;Biking/walking safety programs;Workforce development programs;

Plainfield UEZ 5-Year Plan Public Survey -- English

Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
3/6/25 20:15:56	3/6/25 20:17:37	anonymous	Yes	55 years or older	Male	White/Caucasian;	Self employed/Business Owner	Less than \$50k	Yes	Retail (Excluding drive-in establishments);Repair shops;	Weekday mornings (7am-11am)	Expanded public parking ;Reduced cost public parking;Increased public safety;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Sign, facade, and physical design improvements;Biking/walking safety programs;Streetscape Beautification;
3/6/25 21:46:36	3/6/25 21:50:48	anonymous	Yes	55 years or older	Female	White/Caucasian;	Retired	\$50k - \$74k	Yes	Other;	Weekday afternoons (12pm-5pm)	Expanded public parking ;Reduced cost public parking;Increased public safety;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;Other;	Streetscape Beautification;Sign, facade, and physical design improvements;
3/7/25 6:52:10	3/7/25 6:59:01	anonymous	Yes	55 years or older	Male	How is this relevant?;	Retired	Prefer not to say	Yes	Theaters;Restaurants (excluding drive-in establishments);	Weekend mornings (7am-11am)	Expanded public parking ;Reduced cost public parking;Increased awareness of businesses;More businesses that address my needs;	Sign, facade, and physical design improvements;Small business support programs;Streetscape Beautification;
3/7/25 8:54:13	3/7/25 8:55:37	anonymous	Yes	55 years or older	Female	White/Caucasian;	Retired	Prefer not to say	No	I don't shop in Plainfield;	I don't shop in Plainfield	Expanded public parking ;Reduced cost public parking;Increased public safety;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Community policing;Sign, facade, and physical design improvements;Streetscape Beautification;
3/7/25 11:03:23	3/7/25 11:04:26	anonymous	No	55 years or older	Male	White/Caucasian;	Retired	\$75 - \$100k	Yes	Retail (Excluding drive-in establishments);Repair shops;	Weekday afternoons (12pm-5pm)	More businesses that address my needs;	Streetscape Beautification;
3/7/25 13:28:42	3/7/25 13:30:51	anonymous	Yes	25-34	Female	Black/African American;	Employed full time	Less than \$50k	No		Weekend mornings (7am-11am)	Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Streetscape Beautification;Shuttle transportation service;Biking/walking safety programs;

Plainfield UEZ 5-Year Plan Public Survey -- English

Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
3/11/25 12:08:3	3/11/25 12:13:4	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$75 - \$100k	Yes	Retail (Excluding drive-in establishments);Banks;Art Studios and art galleries;Restaurants (excluding drive-in establishments);	Weekend afternoons (12pm-5pm)	Expanded public parking ;More businesses that address my needs;	Cultural events;Small business support programs;Streetscape Beautification;
3/11/25 12:09:1	3/11/25 13:26:5	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	No	Offices, including medical offices;	I don't shop in Plainfield	Greater quality of services and products;	Shuttle transportation service;Small business support programs;Cultural events;
3/16/25 15:56:0	3/16/25 15:59:2	anonymous	Yes	55 years or older	Male	Black/African American;	Retired	\$75 - \$100k	Yes	Retail (Excluding drive-in establishments);Restaurants (excluding drive-in establishments);Taverns, nightclubs, banquet halls;	Weekend afternoons (12pm-5pm)	Expanded public parking ;Increased awareness of businesses;	Shuttle transportation service;Streetscape Beautification;
3/18/25 16:06:3	3/18/25 16:10:0	anonymous	Yes	35-44	Female	Black/African American;	Employed full time	\$100k - \$200k	No	Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)	Increased awareness of businesses;	Shuttle transportation service;
3/18/25 16:06:1	3/18/25 16:10:1	anonymous	Yes	45-54	Male	Black/African American;	Employed full time	More than \$200k	Yes	Retail (Excluding drive-in establishments);Restaurants (excluding drive-in establishments);	Weekend afternoons (12pm-5pm)	More businesses that address my needs;Expanded public parking ;	Streetscape Beautification;Small business support programs;Sign, facade, and physical design improvements;
3/19/25 18:17:2	3/19/25 18:19:5	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	No	I don't shop in Plainfield;	I don't shop in Plainfield	Increased public safety;Increased awareness of businesses;	Community policing;Biking/walking safety programs;Cultural events;
3/19/25 18:21:5	3/19/25 18:24:0	anonymous	Yes	55 years or older	Female	White/Caucasian;	Retired	Prefer not to say	Yes	Offices, including medical offices;Art Studios and art galleries;Restaurants (excluding drive-in establishments);	Weekday mornings (7am-11am)	Expanded public parking ;Reduced cost public parking;Increased public safety;More businesses that address my needs;	Biking/walking safety programs;Streetscape Beautification;
3/19/25 18:22:1	3/19/25 18:24:1	anonymous	Yes	55 years or older	Male	White/Caucasian;	Self employed/Business Owner	Prefer not to say	No	I don't shop in Plainfield;	I don't shop in Plainfield	Expanded public parking ;Reduced cost public parking;Increased public safety;Increased awareness of businesses;Greater quality of services and products;	Sign, facade, and physical design improvements;Shuttle transportation service;Cultural events;
3/19/25 18:25:4	3/19/25 18:28:1	anonymous	Yes	55 years or older	Female	White/Caucasian;	Retired	More than \$200k	Yes	Restaurants (excluding drive-in establishments);	Weekday mornings (7am-11am)	Increased public safety;Expanded public parking ;More businesses that address my needs;	Sign, facade, and physical design improvements;Small business support programs;
3/19/25 19:14:2	3/19/25 19:17:2	anonymous	Yes	35-44	Female	Black/African American;	Employed full time	\$100k - \$200k	Yes	Banks;Restaurants (excluding drive-in establishments);Taverns, nightclubs, banquet halls;	Weekend evenings (6pm-10pm)	Expanded public parking ;Greater quality of services and products;More businesses that address my needs;	Cultural events;Biking/walking safety programs;Small business support programs;

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Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
3/19/25 19:17:4	3/19/25 19:19:5	anonymous	Yes	55 years or older	Male	Black/African American;	Employed full time	More than \$200k	No		I don't shop in Plainfield	Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Biking/walking safety programs;Small business support programs;Streetscape Beautification;
3/19/25 19:18:2	3/19/25 19:19:5	anonymous	Yes	45-54	Female	Black/African American;	Retired	\$100k - \$200k	No	I don't shop in Plainfield;	Weekday afternoons (12pm-5pm)	Expanded hours of operation;Expanded public parking ;Increased public safety;Greater quality of services and products;More businesses that address my needs;	Shuttle transportation service;Sign, facade, and physical design improvements;Biking/walking safety programs;
3/19/25 19:28:0	3/19/25 19:33:0	anonymous	Yes	25-34	Female	White/Caucasian;	Employed full time	More than \$200k	Yes	Restaurants (excluding drive-in establishments);Banks;	Weekday evenings (6pm-10pm)	Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Cultural events;Small business support programs;Streetscape Beautification;
3/19/25 19:40:2	3/19/25 19:43:0	anonymous	Yes	35-44	Non-binary	White/Caucasian;	Employed full time	More than \$200k	Yes	Retail (Excluding drive-in establishments);Banks;Restaurants (excluding drive-in establishments);Repair shops;	Weekend afternoons (12pm-5pm)	Greater quality of services and products;Expanded hours of operation;More businesses that address my needs;	Workforce development programs;Sign, facade, and physical design improvements;Streetscape Beautification;
3/19/25 22:32:3	3/19/25 22:34:4	anonymous											
3/22/25 10:51:4	3/22/25 10:54:2	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$75 - \$100k	Yes	Offices, including medical offices;Restaurants (excluding drive-in establishments);Repair shops;	Weekday mornings (7am-11am)	Greater quality of services and products;More businesses that address my needs;	Cultural events;Streetscape Beautification;Sign, facade, and physical design improvements;
3/25/25 10:29:1	3/25/25 10:34:0	anonymous	No	45-54	Male	Black/African American;	Self employed/Business Owner	More than \$200k	Yes	Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)	Expanded hours of operation;More businesses that address my needs;	Shuttle transportation service;Sign, facade, and physical design improvements;Biking/walking safety programs;
3/25/25 11:39:0	3/25/25 11:40:5	anonymous	Yes	25-34	Male	Black/African American;	Employed full time	\$50k - \$74k	Yes	Banks;Taverns, nightclubs, banquet halls;	Weekday evenings (6pm-10pm)	Increased public transportation options;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Cultural events;Sign, facade, and physical design improvements;Small business support programs;
3/25/25 11:52:5	3/25/25 11:58:5	anonymous	No	45-54	Female	White/Caucasian;	Employed full time	\$75 - \$100k	No	I don't shop in Plainfield;	I don't shop in Plainfield	Increased awareness of businesses;	Cultural events;Biking/walking safety programs;Workforce development programs;

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Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
3/25/25 11:41:2	3/25/25 13:03:0	anonymous	Yes	25-34	Female	Black/African American;	Employed full time	\$50k - \$74k	No	Personal service establishments (excluding drive-in establishments) ;Banks;Art Studios and art galleries;Theaters;Restaurants (excluding drive-in establishments);	Weekday mornings (7am-11am)	Expanded hours of operation;Expanded public parking ;Increased public safety;Increased awareness of businesses;Greater quality of services and products;	Cultural events;Biking/walking safety programs;Sign, facade, and physical design improvements;
3/31/25 15:40:4	3/31/25 15:54:0	anonymous	Yes	55 years or older	Female	Black/African American;	Employed full time	\$50k - \$74k	Yes	Restaurants (excluding drive-in establishments);	Weekend afternoons (12pm-5pm)	More businesses that address my needs;Greater quality of services and products;	Shuttle transportation service;Community policing;
3/31/25 15:56:1	3/31/25 15:56:1	anonymous	Yes	55 years or older	Female	Black/African American;	Employed part time	Less than \$50k	No	I don't shop in Plainfield;	I don't shop in Plainfield	Greater quality of services and products;More businesses that address my needs;	Cultural events;Biking/walking safety programs;Small business support programs;
3/31/25 15:56:2	3/31/25 15:58:3	anonymous	Yes	55 years or older	Female	Black/African American;	Employed full time	Less than \$50k	Yes	Retail (Excluding drive-in establishments);	Weekday mornings (7am-11am)	Greater quality of services and products;More businesses that address my needs;	Cultural events;Small business support programs;Workforce development programs;
3/31/25 15:58:4	3/31/25 16:01:1	anonymous	Yes	55 years or older	Male	Black/African American;	Employed full time	Prefer not to say	No	Repair shops;	Weekend evenings (6pm-10pm)	Increased awareness of businesses;	Shuttle transportation service;Community policing;Streetscape Beautification;
3/31/25 16:01:2	3/31/25 16:02:1	anonymous	Yes	55 years or older	Female	Black/African American;	Retired		No	Theaters;Restaurants (excluding drive-in establishments);Repair shops;	Weekend mornings (7am-11am)	Greater quality of services and products;	
3/31/25 16:02:1	3/31/25 16:03:4	anonymous	Yes	55 years or older	Female	Black/African American;	Retired		No	I don't shop in Plainfield;	I don't shop in Plainfield	Other;	Community policing;Biking/walking safety programs;
3/31/25 16:03:4	3/31/25 16:04:5	anonymous	Yes		Female	Black/African American;	Retired			Repair shops;Restaurants (excluding drive-in establishments);	Weekday evenings (6pm-10pm)	Increased public safety;	Biking/walking safety programs;
3/31/25 16:04:5	3/31/25 16:06:2	anonymous	Yes	55 years or older	Female	other;	Employed part time	Prefer not to say	Yes	Offices, including medical offices;Banks;	Weekday afternoons (12pm-5pm)	Increased public transportation options;More businesses that address my needs;	Shuttle transportation service;Streetscape Beautification;
3/31/25 16:06:2	3/31/25 16:07:5	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$50k - \$74k	Yes	Banks;Health and fitness club;Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)	Expanded public parking ;	Community policing;Biking/walking safety programs;Workforce development programs;
3/31/25 16:07:5	3/31/25 16:10:0	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	Yes	Offices, including medical offices;Banks;Health and fitness club;Restaurants (excluding drive-in establishments);Repair shops;	Weekday afternoons (12pm-5pm)	Expanded public parking ;Increased public transportation options;Increased awareness of businesses;	Community policing;Cultural events;Streetscape Beautification;
3/31/25 16:10:0	3/31/25 16:10:5	anonymous	No	55 years or older	Female	Black/African American;	Retired		Yes	Art Studios and art galleries;		Expanded public parking ;Increased awareness of businesses;	
3/31/25 16:11:0	3/31/25 16:12:1	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$50k - \$74k	Yes	Personal service establishments (excluding drive-in establishments) ;Banks;	Weekday afternoons (12pm-5pm)	Expanded public parking ;Increased public safety;	Shuttle transportation service;

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Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
3/31/25 16:12:1	3/31/25 16:33:3	anonymous	No	55 years or older	Male	Asian/Pacific Islander;	Retired	Prefer not to say	Yes	Personal service establishments (excluding drive-in establishments) ;Offices, including medical offices;Banks;Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)	More businesses that address my needs;	Cultural events;
4/2/25 9:30:44	4/2/25 9:32:54	anonymous	Yes	55 years or older	Male	Black/African American;	Retired	\$75 - \$100k	Yes	Retail (Excluding drive-in establishments);Health and fitness club;	Weekday afternoons (12pm-5pm)	Expanded public parking ;Greater quality of services and products;	Shuttle transportation service;Community policing;
4/2/25 9:32:56	4/2/25 9:34:33	anonymous	Yes	55 years or older	Female	Prefer not to say;	Prefer not say	Prefer not to say	Yes	Banks;Theaters;Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)	Expanded public parking ;Other;	Shuttle transportation service;Workforce development programs;Streetscape Beautification;
4/2/25 9:34:35	4/2/25 9:36:05	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	Yes	Retail (Excluding drive-in establishments);Banks;Health and fitness club;Restaurants (excluding drive-in establishments);	Weekday mornings (7am-11am)		
4/2/25 9:36:07	4/2/25 9:37:35	anonymous	Yes	55 years or older	Female	Black/African American;	Unemployed	Prefer not to say	Yes	Offices, including medical offices;Banks;Theaters;	Weekend evenings (6pm-10pm)	Increased public safety;Greater quality of services and products;More businesses that address my needs;	Cultural events;Workforce development programs;
4/2/25 9:37:38	4/2/25 10:00:49	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	No	Offices, including medical offices;Banks;	Weekend afternoons (12pm-5pm)	Greater quality of services and products;	Cultural events;
4/2/25 10:01:46	4/2/25 10:03:07	anonymous	Yes	55 years or older	Female				Yes	Offices, including medical offices;Banks;Restaurants (excluding drive-in establishments);	Weekday mornings (7am-11am)	Expanded public parking ;Greater quality of services and products;	Shuttle transportation service;Cultural events;
4/2/25 10:03:08	4/2/25 10:04:00	anonymous	Yes	55 years or older	Male	Black/African American;	Retired	Less than \$50k	Yes	Retail (Excluding drive-in establishments);	Weekend afternoons (12pm-5pm)	More businesses that address my needs;	Sign, facade, and physical design improvements;
4/2/25 10:04:02	4/2/25 10:05:08	anonymous	Yes	45-54	Female	Black/African American;	Employed full time	\$50k - \$74k	Yes	Retail (Excluding drive-in establishments);Personal service establishments (excluding drive-in establishments) ;Banks;	Weekend evenings (6pm-10pm)	Expanded public parking ;More businesses that address my needs;Greater quality of services and products;	Streetscape Beautification;
4/2/25 10:05:09	4/2/25 10:06:37	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	Yes	Retail (Excluding drive-in establishments);Personal service establishments (excluding drive-in establishments) ;Offices, including medical offices;Banks;Theaters;Restaurants (excluding drive-in establishments);Taverns, nightclubs, banquet halls;	Weekend mornings (7am-11am)	Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Shuttle transportation service;Cultural events;Streetscape Beautification;

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Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
4/2/25 10:06:38	4/2/25 10:07:58	anonymous	Yes	55 years or older	Female	Black/African American;	Employed part time	Less than \$50k	Yes	Banks;Other;	Weekday mornings (7am-11am)	Expanded hours of operation;Expanded public parking ;Reduced cost public parking;Increased public transportation options;Increased public safety;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;Other;	Shuttle transportation service;Community policing;Sign, facade, and physical design improvements;
4/2/25 10:08:04	4/2/25 10:12:37	anonymous	Yes	55 years or older	Male	Hispanic/Latino ;	Retired	Less than \$50k	Yes	Retail (Excluding drive-in establishments);Banks;Health and fitness club;Restaurants (excluding drive-in establishments);	Weekend afternoons (12pm-5pm)	Expanded hours of operation;Expanded public parking ;Reduced cost public parking;Increased public transportation options;Increased public safety;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Shuttle transportation service;Sign, facade, and physical design improvements;Cultural events;
4/2/25 10:12:38	4/2/25 10:14:42	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	Yes	Retail (Excluding drive-in establishments);Offices, including medical offices;Banks;Restaurants (excluding drive-in establishments);Taverns, nightclubs, banquet halls;	Weekday mornings (7am-11am)	Expanded hours of operation;Expanded public parking ;Reduced cost public parking;Increased public transportation options;Increased public safety;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Shuttle transportation service;Biking/walking safety programs;Small business support programs;
4/2/25 10:14:43	4/2/25 10:16:15	anonymous	Yes	55 years or older	Male	Black/African American;	Retired	Prefer not to say	Yes	Other;	Weekday mornings (7am-11am)	Reduced cost public parking;	Shuttle transportation service;Community policing;

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Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
4/2/25 10:16:19	4/2/25 10:20:12	anonymous	Yes	55 years or older	Female	Asian/Pacific Islander;	Student (college or above or other post-secondary institution)	Less than \$50k	Yes	Retail (Excluding drive-in establishments);Offices, including medical offices;Banks;Health and fitness club;	Weekday afternoons (12pm-5pm)	Expanded public parking ;Reduced cost public parking;More businesses that address my needs;Greater quality of services and products;	Shuttle transportation service;Sign, facade, and physical design improvements;Small business support programs;
4/2/25 10:20:14	4/2/25 10:21:55	anonymous	Yes	Prefer not to say	Male	Black/African American;	Student (college or above or other post-secondary institution)	Less than \$50k	No	Banks;	Weekend mornings (7am-11am)	Increased awareness of businesses;	
4/2/25 10:21:57	4/2/25 10:23:53	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	Yes	Retail (Excluding drive-in establishments);Restaurants (excluding drive-in establishments);	Weekday mornings (7am-11am)	More businesses that address my needs;	Shuttle transportation service;Cultural events;Small business support programs;
4/2/25 10:23:55	4/2/25 10:30:42	anonymous	Yes	55 years or older	Male	Black/African American;	Retired	Prefer not to say	Yes	Offices, including medical offices;Banks;Restaurants (excluding drive-in establishments);	Weekend evenings (6pm-10pm)	Expanded hours of operation;Expanded public parking ;Reduced cost public parking;Increased public transportation options;Increased public safety;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Biking/walking safety programs;Small business support programs;Streetscape Beautification;
4/2/25 10:30:43	4/2/25 10:33:50	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$100k - \$200k	No	I don't shop in Plainfield;	Weekend mornings (7am-11am)	Greater quality of services and products;	
4/2/25 10:33:51	4/2/25 10:36:42	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	Yes	Offices, including medical offices;Banks;Restaurants (excluding drive-in establishments);	Weekend evenings (6pm-10pm)	Increased public safety;	Shuttle transportation service;Small business support programs;
4/2/25 10:40:05	4/2/25 10:41:05	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	More than \$200k	Yes		Weekend mornings (7am-11am)	Increased public safety;Increased awareness of businesses;	Cultural events;Small business support programs;
4/2/25 10:41:08	4/2/25 11:00:43	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$50k - \$74k	Yes	Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)	Expanded public parking ;Greater quality of services and products;	Shuttle transportation service;Cultural events;
4/2/25 11:00:47	4/2/25 11:03:14	anonymous	Yes	55 years or older	Female	Prefer not to say;	Retired	Prefer not to say					
4/2/25 11:03:16	4/2/25 11:05:35	anonymous	Yes	55 years or older	Male	Hispanic/Latino ;	Retired	\$50k - \$74k	Yes	Retail (Excluding drive-in establishments);Personal service establishments (excluding drive-in establishments) ;Offices, including medical offices;Banks;Repair shops;Taverns, nightclubs, banquet halls;Restaurants (excluding drive-in establishments);		Expanded public parking ;Increased public transportation options;More businesses that address my needs;	Shuttle transportation service;Cultural events;Streetscape Beautification;

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Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
4/2/25 11:05:50	4/2/25 11:06:52	anonymous	Yes	55 years or older	Male				Yes	Retail (Excluding drive-in establishments);Banks;Restaurants (excluding drive-in establishments);Repair shops;	Weekend mornings (7am-11am)		
4/2/25 11:06:54	4/2/25 11:20:20	anonymous	Yes	55 years or older	Female	White/Caucasian;	Retired	Less than \$50k	Yes	Banks;	Weekday afternoons (12pm-5pm)	Increased public safety;Greater quality of services and products;More businesses that address my needs;	Shuttle transportation service;Community policing;Biking/walking safety programs;
4/2/25 11:20:24	4/2/25 11:35:58	anonymous	Yes	55 years or older	Male	Black/African American;	Retired	\$50k - \$74k	Yes	Banks;Theaters;	Weekday afternoons (12pm-5pm)	Increased awareness of businesses;Increased public safety;	Community policing;Cultural events;Small business support programs;
4/2/25 11:36:04	4/2/25 11:52:33	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$75 - \$100k	Yes	Retail (Excluding drive-in establishments);Banks;Restaurants (excluding drive-in establishments);Repair shops;	Weekday mornings (7am-11am)	Expanded public parking ;Increased awareness of businesses;More businesses that address my needs;	Small business support programs;
4/2/25 11:52:35	4/2/25 11:53:21	anonymous	Yes	55 years or older	Male	Prefer not to say;	Retired	Prefer not to say	Yes	Health and fitness club;	Weekend evenings (6pm-10pm)	Increased public transportation options;	Shuttle transportation service;
4/2/25 11:53:23	4/2/25 11:54:35	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$50k - \$74k	No	Repair shops;	Weekday mornings (7am-11am)	Expanded public parking ;Greater quality of services and products;More businesses that address my needs;	Shuttle transportation service;Workforce development programs;Small business support programs;
4/2/25 11:54:36	4/2/25 11:58:33	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	Yes	Banks;		Increased public transportation options;	Shuttle transportation service;Sign, facade, and physical design improvements;Biking/walking safety programs;
4/2/25 11:58:35	4/2/25 12:00:25	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	\$50k - \$74k	Yes	Restaurants (excluding drive-in establishments);Repair shops;	Weekday mornings (7am-11am)	Greater quality of services and products;	Shuttle transportation service;Cultural events;Biking/walking safety programs;
4/2/25 12:01:42	4/2/25 12:02:52	anonymous	Yes	55 years or older	Male	Black/African American;	Retired	Prefer not to say	Yes	Repair shops;	Weekend evenings (6pm-10pm)	Increased public transportation options;	Shuttle transportation service;
4/2/25 12:02:53	4/2/25 12:06:39	anonymous	Yes	55 years or older	Female	White/Caucasian;Black/African American;	Retired	Less than \$50k	Yes	Personal service establishments (excluding drive-in establishments) ;Offices, including medical offices;Banks;Restaurants (excluding drive-in establishments);	Weekday mornings (7am-11am)	Increased public transportation options;Increased public safety;Greater quality of services and products;	Shuttle transportation service;Cultural events;Small business support programs;
4/2/25 12:06:41	4/2/25 12:09:58	anonymous	Yes	55 years or older	Female	Black/African American;	other	Less than \$50k	No	Offices, including medical offices;	Weekday mornings (7am-11am)	Reduced cost public parking;Increased public transportation options;More businesses that address my needs;	Cultural events;Shuttle transportation service;Streetscape Beautification;

Plainfield UEZ 5-Year Plan Public Survey -- English

Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
4/2/25 12:10:00	4/2/25 12:11:22	anonymous	Yes	55 years or older	Female	Black/African American;	Prefer not say	Less than \$50k	No	Offices, including medical offices;	Weekend mornings (7am-11am)	Reduced cost public parking;Increased public transportation options;Greater quality of services and products;More businesses that address my needs;	Shuttle transportation service;Cultural events;Small business support programs;
4/2/25 12:15:28	4/2/25 12:16:13	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	Yes	Banks;			
4/2/25 12:16:17	4/2/25 12:39:55	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	Yes	Offices, including medical offices;Banks;	Weekend mornings (7am-11am)		
4/2/25 12:40:04	4/2/25 12:41:19	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	Yes		Weekday afternoons (12pm-5pm)		
4/2/25 12:41:55	4/2/25 12:43:17	anonymous	Yes	55 years or older	Female	Black/African American;	Employed part time	Prefer not to say	Yes	Banks;	Weekday afternoons (12pm-5pm)	Increased public transportation options;More businesses that address my needs;Other;	Shuttle transportation service;Biking/walking safety programs;
4/2/25 12:43:18	4/2/25 12:44:57	anonymous	Yes	55 years or older	Female	Black/African American;	Retired		Yes	Offices, including medical offices;Banks;	Weekday evenings (6pm-10pm)	Increased public safety;More businesses that address my needs;	Cultural events;
4/2/25 12:45:09	4/2/25 12:46:27	anonymous	Yes	55 years or older	Female	Black/African American;	Employed part time	Prefer not to say	Yes	Retail (Excluding drive-in establishments);Offices, including medical offices;Banks;	Weekend evenings (6pm-10pm)	Expanded hours of operation;Reduced cost public parking;Increased public transportation options;Increased public safety;More businesses that address my needs;	Shuttle transportation service;Small business support programs;Workforce development programs;
4/2/25 12:46:29	4/2/25 12:48:19	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	No	I don't shop in Plainfield;		Expanded public parking ;Greater quality of services and products;More businesses that address my needs;	Sign, facade, and physical design improvements;Cultural events;Biking/walking safety programs;
4/2/25 12:48:45	4/2/25 12:50:25	anonymous	Yes	55 years or older	Male	Black/African American;	Unemployed	Less than \$50k	Yes	Personal service establishments (excluding drive-in establishments) ;	Weekday afternoons (12pm-5pm)	Increased public safety;	Shuttle transportation service;
4/2/25 12:50:27	4/2/25 13:01:14	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	Yes	Health and fitness club;		Reduced cost public parking;	Community policing;Biking/walking safety programs;
4/2/25 13:01:16	4/2/25 13:04:07	anonymous	Yes	55 years or older	Female	Black/African American;	Employed full time	\$50k - \$74k	Yes	Restaurants (excluding drive-in establishments);Taverns, nightclubs, banquet halls;	Weekday afternoons (12pm-5pm)	More businesses that address my needs;	Shuttle transportation service;
4/2/25 13:25:33	4/2/25 13:37:54	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	No	Retail (Excluding drive-in establishments);Banks;Repair shops;	Weekday mornings (7am-11am)	More businesses that address my needs;	Biking/walking safety programs;
4/2/25 13:37:59	4/2/25 13:39:00	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	No	Banks;	I don't shop in Plainfield	Other;	Shuttle transportation service;Cultural events;Workforce development programs;

Plainfield UEZ 5-Year Plan Public Survey -- English

Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
4/2/25 13:39:06	4/2/25 13:40:47	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	Yes	Offices, including medical offices;Banks;Restaurants (excluding drive-in establishments);	Weekend afternoons (12pm-5pm)	Expanded hours of operation;Expanded public parking ;Reduced cost public parking;Increased public transportation options;Increased public safety;	Shuttle transportation service;Workforce development programs;Small business support programs;
4/2/25 13:40:48	4/2/25 13:41:47	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	No	Repair shops;	Weekday mornings (7am-11am)	Increased public transportation options;Greater quality of services and products;	Shuttle transportation service;Cultural events;
4/2/25 13:41:50	4/2/25 13:44:24	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	Yes	Offices, including medical offices;Restaurants (excluding drive-in establishments);	Weekday mornings (7am-11am)	Expanded hours of operation;Increased public transportation options;Increased public safety;Increased awareness of businesses;Greater quality of services and products;More businesses that address my needs;	Shuttle transportation service;Community policing;Cultural events;
4/2/25 13:44:30	4/2/25 13:45:29	anonymous	Yes	55 years or older	Female	White/Caucasian;	Retired	\$50k - \$74k	Yes	Banks;	Weekday mornings (7am-11am)	Increased public transportation options;	Shuttle transportation service;
4/2/25 13:45:34	4/2/25 13:46:30	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	Yes	Offices, including medical offices;Repair shops;Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)	More businesses that address my needs;	
4/2/25 13:46:51	4/2/25 13:47:47	anonymous	Yes	35-44	Female		Unemployed		Yes	Offices, including medical offices;Banks;		Greater quality of services and products;Other;	Shuttle transportation service;
4/2/25 13:48:07	4/2/25 13:48:54	anonymous	Yes	55 years or older	Female				Yes	Offices, including medical offices;Banks;Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)		
4/2/25 13:49:20	4/2/25 13:50:22	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say		Banks;Restaurants (excluding drive-in establishments);Other;	Weekday afternoons (12pm-5pm)	Increased public transportation options;	Shuttle transportation service;Biking/walking safety programs;Streetscape Beautification;
4/2/25 13:50:23	4/2/25 13:51:19	anonymous	Yes	55 years or older	Female				Yes	Banks;Restaurants (excluding drive-in establishments);	Weekday afternoons (12pm-5pm)		
4/2/25 13:51:21	4/2/25 13:52:17	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Prefer not to say	Yes	Retail (Excluding drive-in establishments);Offices, including medical offices;Banks;Restaurants (excluding drive-in establishments);	Weekday evenings (6pm-10pm)	Expanded public parking ;Increased public safety;Greater quality of services and products;	Community policing;

Plainfield UEZ 5-Year Plan Public Survey -- English

Start time	Completion time	Email	Are you a resident of Plainfield?	What is your age?	What is your gender?	What is your ethnic background?	What is your occupational status?	What is your approximate household income?	Do you shop at the businesses in the City of Plainfield?	Which of these types of businesses do you frequent in the City? Check all that apply:	What are your busiest shopping periods? (check all that apply)	What would help you shop in Plainfield? (check all that apply)	What UEZ programs would you like to see implemented in the UEZ? (choose up to 3)
4/2/25 13:52:19	4/2/25 13:53:14	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	No	I don't shop in Plainfield;	I don't shop in Plainfield	Expanded public parking ;Reduced cost public parking;Increased public safety;Greater quality of services and products;More businesses that address my needs;	Community policing;Cultural events;
4/2/25 13:53:16	4/2/25 13:54:24	anonymous	Yes	Prefer not to say	Female	Black/African American;	Retired	Prefer not to say	Yes	Banks;Restaurants (excluding drive-in establishments);	Weekday mornings (7am-11am)	Expanded hours of operation;Expanded public parking ;Reduced cost public parking;Increased public transportation options;Increased public safety;Increased awareness of businesses;	Shuttle transportation service;Cultural events;
4/2/25 13:54:25	4/2/25 13:55:27	anonymous	Yes	55 years or older	Male	Black/African American;	Retired	Prefer not to say	Yes	Personal service establishments (excluding drive-in establishments) ;Banks;Restaurants (excluding drive-in establishments);	Weekend afternoons (12pm-5pm)	Expanded hours of operation;More businesses that address my needs;	Workforce development programs;
4/2/25 13:55:35	4/2/25 13:56:25	anonymous	Yes	55 years or older	Female	Black/African American;	Retired	Less than \$50k	No	Banks;	Weekday mornings (7am-11am)	Reduced cost public parking;Increased public safety;Greater quality of services and products;	Sign, facade, and physical design improvements;
4/2/25 13:56:37	4/2/25 13:57:32	anonymous	Yes	55 years or older	Female	Black/African American;	Employed full time	\$50k - \$74k	Yes	Retail (Excluding drive-in establishments);Personal service establishments (excluding drive-in establishments) ;Offices, including medical offices;Banks;Health and fitness club;Restaurants (excluding drive-in establishments);Repair shops;	Weekday afternoons (12pm-5pm)	Expanded public parking ;	Shuttle transportation service;Community policing;Cultural events;
4/2/25 13:57:39	4/2/25 13:58:29	anonymous	Yes	55 years or older	Female	Black/African American;	Employed full time	Less than \$50k	Yes	Retail (Excluding drive-in establishments);Theaters;	Weekday evenings (6pm-10pm)	Expanded hours of operation;Expanded public parking ;	
4/2/25 13:58:31	4/2/25 13:59:19	anonymous	Yes	55 years or older	Male	White/Caucasian;	Employed full time	Less than \$50k	Yes	Art Studios and art galleries;Theaters;	Weekend evenings (6pm-10pm)	More businesses that address my needs;Greater quality of services and products;	Streetscape Beautification;Small business support programs;Sign, facade, and physical design improvements;

Plainfield UEZ 5-Year Plan Public Survey -- Spanish

Start time	Completion time	Email	¿Es usted residente de Plainfield?	¿Cuál es tu edad?	¿Cuál es tu género?	¿Cuál es tu origen étnico?	¿Cuál es su ocupación? (Seleccione las que apliquen)	¿Cuál es su ingreso familiar aproximado?	¿Compra en los comercios de la Ciudad?	¿Cuál de este tipo de negocios frecuente en la Ciudad? Marque todo lo que corresponda:	¿Qué le ayudaría a realizar compras en Plainfield? (marque todas las opciones que correspondan)	¿Qué programas del UEZ le gustaría que se implementaran en la area del UEZ? (elija hasta 3)
3/6/25 19:33:17	3/6/25 19:35:46	anonymous	Si	25-34 años	Femenino	Hispano/Latino	Empleado a tiempo completo	\$75,000 - \$100,000	Si	Restaurantes (excluidos establecimientos auto-restaurante)	Horarios de operación ampliados	Eventos culturales;Programas de apoyo a pequeñas empresas;
4/30/25 11:26:2	4/30/25 11:28:5	anonymous	Si	25-34 años	Masculino	Hispano/Latino	Empleado a tiempo completo	\$50,000 - \$74,000	Si	Establecimientos de servicios personales (excluidos establecimientos auto-restaurante)	Ampliación del estacionamiento público	Policía comunitaria;Programas de apoyo a pequeñas empresas;
4/30/25 11:30:4	4/30/25 13:18:0	anonymous	Si	19-24 años	Femenino	Hispano/Latino	Alumno (Secundaria o menos)	Prefiero no decir	Si	Establecimientos de servicios personales (excluidos establecimientos auto-restaurante)	Horarios de operación ampliados	Servicio de transporte ;Mejoras en los rótulos, fachada y el diseño físico.;
4/30/25 13:18:0	4/30/25 13:24:4	anonymous	Si	19-24 años	Femenino	Hispano/Latino	Alumno (Secundaria o menos)	Prefiero no decir	Si	Establecimientos de servicios personales (excluidos establecimientos auto-restaurante)	Horarios de operación ampliados	Servicio de transporte ;Mejoras en los rótulos, fachada y el diseño físico.;
4/30/25 13:24:4	4/30/25 13:26:0	anonymous	Si	19-24 años	Femenino	Hispano/Latino	Empleado a tiempo completo	Prefiero no decir	Si	Comercio minorista (excluidos establecimientos auto-restaurante)	Mejor conocimiento de los negocios	Embellecimiento del paisaje del centro;Programas de apoyo a pequeñas empresas;
4/30/25 13:26:0	4/30/25 13:33:4	anonymous	Si	25-34 años	Femenino	Hispano/Latino	Empleado a tiempo completo	\$50,000 - \$74,000	Si	Comercio minorista (excluidos establecimientos auto-restaurante)	Horarios de operación ampliados	Servicio de transporte ;Eventos culturales;
4/30/25 13:34:2	4/30/25 13:35:4	anonymous	Si	19-24 años	Femenino		Empleado a tiempo parcial	Prefiero no decir	Si	Establecimientos de servicios personales (excluidos establecimientos auto-restaurante)	Mejor seguridad pública	Mejoras en los rótulos, fachada y el diseño físico.;
4/30/25 13:35:4	4/30/25 13:37:3	anonymous	No	45-54 años	Femenino	Hispano/Latino	Empleado a tiempo completo	Prefiero no decir	Si	Bancos	Ampliación del estacionamiento público	Policía comunitaria;Programas de apoyo a pequeñas empresas;

Plainfield UEZ 5-Year Plan Public Survey -- Spanish

Start time	Completion time	Email	¿Es usted residente de Plainfield?	¿Cuál es tu edad?	¿Cuál es tu género?	¿Cuál es tu origen étnico?	¿Cuál es su ocupación? (Seleccione las que apliquen)	¿Cuál es su ingreso familiar aproximado?	¿Compra en los comercios de la Ciudad?	¿Cuál de este tipo de negocios frecuente en la Ciudad? Marque todo lo que corresponda:	¿Qué le ayudaría a realizar compras en Plainfield? (marque todas las opciones que correspondan)	¿Qué programas del UEZ le gustaría que se implementaran en la area del UEZ? (elija hasta 3)
4/30/25 13:37:3	4/30/25 13:39:4	anonymous	Si	25-34 años	Femenino	Otro, por favor especifique	Empleado a tiempo completo	Prefiero no decir	Si	Restaurantes (excluidos establecimientos auto-restaurante)	Horarios de operación ampliados	Mejoras en los rótulos, fachada y el diseño físico.;Programas de desarrollo de la fuerza laboral;
4/30/25 13:39:4	4/30/25 13:41:3	anonymous	Si	25-34 años	Femenino	Hispano/Latino	Empleado a tiempo completo	\$50,000 - \$74,000	Si	Comercio minorista (excluidos establecimientos auto-restaurante)	Horarios de operación ampliados	Servicio de transporte ;Mejoras en los rótulos, fachada y el diseño físico.;
4/30/25 13:41:4	4/30/25 13:42:3	anonymous	Si	19-24 años	Femenino	Prefiero no decir	Prefiero no decir	Prefiero no decir	Si	Establecimientos de servicios personales (excluidos establecimientos auto-restaurante)	Reducción del costo del estacionamiento público	Policía comunitaria;
4/30/25 13:42:5	4/30/25 13:43:4	anonymous	No	45-54 años	Femenino	Hispano/Latino	Otro/Por Favor Especifique	\$75,000 - \$100,000	Si	Comercio minorista (excluidos establecimientos auto-restaurante)	Mejor seguridad pública	Mejoras en los rótulos, fachada y el diseño físico.;

Plainfield UEZ 5-Year Plan Business Survey -- English

Start time	Completion time	Email	What type of business do you operate?	How long has your business been in operation?	How many employees are on staff? (including part-time and full-time)	Is your business registered with Urban Enterprise Zone (UEZ)?	What are your busiest periods?	Lack of foot traffic	High cost of supplies	Delivery/Loading Access	Need larger space for customers	Cost of capital improvements	Turnover in staff/employees	Customer access to parking	Crime including, but not limited to burglary, loitering, vagrancy, etc.	Language barrier	Are you the owner of the building you operate?	What services or support could the City provide to help your business thrive?	Do you reside in Plainfield?	Do you think your current location in Plainfield is best for your business?	Are there any other concerns you would like to share?
3/25/25 9:38:03	3/25/25 9:44:49	anonymous	Professional office	Less than a year	2-5	No	Weekday afternoons (12pm – 5pm)	3	4	1	3	5	1	4	1	4	No	Access to grants/financial resources	Yes	Yes	More business involvement in City Hall.
3/25/25 11:50:0	3/25/25 11:54:2	anonymous	Restaurants (including sit down/casual, coffee shops/cafes, fast food)	Less than a year	1	No	Weekday afternoons (12pm – 5pm)	5	3	1	2	5	1	5	5	3	No	Access to grants/financial resources	Yes	Yes	
3/25/25 11:54:5	3/25/25 13:41:4	anonymous	Other	10+ Years	6-20	Unsure	Weekday afternoons (12pm – 5pm)	4	5	3	5	5	3	1	1	3	No	Access to grants/financial resources	Yes	Yes	Just on were to get the grants
4/29/25 16:40:5	4/29/25 16:54:4	anonymous	Retail sales (examples: clothing stores, hardware store, pharmacy, convenience/m iscellaneous)	3-5 Years	1	No	Weekday evenings (6pm-10pm)	1	5	4	3	1	1	5	2	3	No	Networking opportunities	Yes	No	
4/29/25 16:54:5	4/30/25 9:37:06	anonymous	Retail sales (examples: clothing stores, hardware store, pharmacy, convenience/m iscellaneous)	1-3 Years	1	Unsure	Weekday mornings (7am-11am)	4	3	5	4	3	3	2	3	3	No	Access to grants/financial resources	Yes	Yes	
4/30/25 9:37:09	4/30/25 9:39:16	anonymous	Personal service (examples: dry cleaners, nail/hair salon, barbershop, shoe repair, printing shop)	Less than a year	1	No	Weekday afternoons (12pm – 5pm)	2	3	3	4	1	3	1	1	1	No	Access to grants/financial resources	No	Yes	
4/30/25 9:39:18	4/30/25 9:42:02	anonymous	Professional office	5-10 Years	2-5	Yes	Weekday afternoons (12pm – 5pm)	1	4	3	1	4	3	5	1	1	No	Networking opportunities	No	Yes	
4/30/25 9:42:12	4/30/25 9:45:08	anonymous	Retail sales (examples: clothing stores, hardware store, pharmacy, convenience/m iscellaneous)	10+ Years	1	No	Weekend afternoons (12pm-5pm)	5	3	4	1	2	1	5	3	2	Yes	Infrastructure improvements	No	Yes	
4/30/25 9:45:09	4/30/25 9:49:12	anonymous	Other	Less than a year	2-5	Unsure	Weekday evenings (6pm-10pm)	2	4	2	2	4	1	5	3	1	No	Business advocacy and policy support	Yes	Yes	Assistance for disabled business owners?

Plainfield UEZ 5-Year Plan Business Survey -- Spanish

Start time	Completion time	Email	¿Qué tipo de negocio opera?	¿Cuánto tiempo lleva funcionando su negocio?	¿Cuántos empleados hay en plantilla? (tanto a tiempo parcial como a tiempo completo)	¿Su empresa está registrada en la Zona Empresarial Urbana (UEZ)?	¿Cuáles son sus periodos de mayor actividad?	Falta de tránsito peatonal	Alto costo de los suministros.	Acceso de entrega/carga	Necesita mayor espacio para los clientes.	Costo de las mejoras de capital	Rotación de personal/empleados	Acceso de clientes al parking	Delitos que incluyen, entre otros, robo, vagancia, etc.	Obstáculo en el idioma	¿Es usted el propietario del edificio en el que opera?	¿Qué servicios o apoyo podría brindar la Ciudad para ayudar a que su negocio prospere?	Vive en la Ciudad de Plainfield?	1¿Cree que su ubicación actual en Plainfield es la mejor para su negocio?	11. ¿Hay alguna otra inquietud que le gustaría compartir?
4/30/25 9:49:46	4/30/25 9:51:57	anonymous	Restaurantes (incluidos los informales/sentados, cafeterías/cafetéricas, comida rápida)	6-10 años	6-20		Mañanas entre semana (7am-11am)	1	1	5	5	5	5	5		5	No	Acceso a becas/recursos financieros	Si	Si	
4/30/25 9:52:20	4/30/25 9:53:50	anonymous	Restaurantes (incluidos los informales/sentados, cafeterías/cafetéricas, comida rápida)	Más de 10 años			Tardes entre semana (12pm -5pm)	5	5	5	5		1	5	5	5	No	Ayuda con permisos/licencias	Si	Si	
4/30/25 9:53:51	4/30/25 9:55:35	anonymous	Ventas al por menor (ejemplos: tiendas de ropa, ferretería, farmacia, tiendas de conveniencia/varios)	6-10 años	2-5	Si	Tardes entre semana (6pm - 10pm)	1	5	1	1	1	1	5	2	1	No	Mejoras de infraestructura	Si	Si	
4/30/25 9:55:37	4/30/25 9:58:22	anonymous	Restaurantes (incluidos los informales/sentados, cafeterías/cafetéricas, comida rápida)	Más de 10 años			Tardes entre semana (12pm -5pm)	5	5	5	5		1	5		5	No	Oportunidades de networking	Si	Si	
4/30/25 9:58:23	4/30/25 10:01:4	anonymous	Servicio personal (ejemplos: tintorería, salón de uñas/peluquería, barbería, reparación de calzado, imprenta)	3 -5 años	1	No	Mañanas de fin de semana (7am - 11am)		4	1	2	5	1	5	1	1	No	Oportunidades de networking	Si	Si	
4/30/25 10:02:0	4/30/25 10:04:5	anonymous	Servicio personal (ejemplos: tintorería, salón de uñas/peluquería, barbería, reparación de calzado, imprenta)	Más de 10 años	2-5	No	Mañanas de fin de semana (7am - 11am)	1	5	1	1	5	1	4	3	1	Si	Acceso a becas/recursos financieros	No	Si	
4/30/25 10:04:5	4/30/25 10:06:0	anonymous			6-20		Tardes de fin de semana (6pm -10pm)	4	5	3	3	1	1	5	5	5			Si	Si	

Plainfield UEZ 5-Year Plan Business Outreach Feedback

Date of Outreach	Business Name	Address	Corridor	Feedback/Responses
5/8/2025	Wawa	1470 South Ave, Plainfield, NJ 07062	South Ave	30 full and part-time (mainly part-time and a few full-time). The location is open 24/7, with lunch time is busiest time (11:30-1pm m-f). The location has been in Plainfield for 10 years. Fortunately, the location does not have any challenges. They indicated that they have their own training system for new employees
5/8/2025	Plainfield Beauty Supply	1405 South Ave, Plainfield, NJ 07062	South Ave	7 total employees with their hours of service from : Mon-Sat - 9:30am-7:30pm, Sunday 10am-5pm. Their busiest times are Friday
5/8/2025	Fine Fare Supermarkets	1405 South Ave, Plainfield, NJ 07062	South Ave	Permanently Closed -Vacant Lot
5/8/2025	Dairy Queens	1367 South Ave, Plainfield, NJ 07062	South Ave	They Have 6 full time employees. Their hours of operations are 11am-10pm Sun-Thurs, Friday-Sat: 11am-11pm. The location has been
5/8/2025	Queen City Dispensary	1353 South Ave, Plainfield, NJ 07062	South Ave	They have 20 full and part-time employees. The locations hour of services from Mon - Sat 9am-10am, Sunday 10am-8pm, with Fridays evenings being their busiest times. The location has been in Plainfield since September 2023, with their customers mainly being Plainfield residents. The only challenge they face is visibility when customers their
5/8/2025	GoldenKrust	1335 South Ave, Plainfield, NJ 07062	South Ave	This location has 11 full time and their hours of service is from Monday-Sunday 7am-9pm. Friday morning and Saturday morning are the most busiest. The location has been there since 2023. They receive a mix of type of customers. They were not sure if they are in UEZ the owner would know. They do not have any challenges
5/19/2025	Dirty Laundry Express	1322 South Ave, Plainfield, NJ 07062	South Ave	Location visited twice but we were not able to attain any information. The manager/ owner was not available and the staff did not feel comfortable providing any information
5/19/2025	See-more TV appliance	1320 South Ave, Plainfield, NJ 07062	South Ave	3 full 1 part, appliances, Mon-Fri: 9:30-6; Sat 9-5, Sunday closed, Saturday and Monday are the busiest. Replacement customers are the customers that come in the most. The location has been there for 10 years, with customers coming from mainly Planfield (both in and out of town(80/20)). They currently participate in uez program; they do not face any challenges.
5/19/2025	Fashion Avenue Salon	1318 South Ave, Plainfield, NJ 07062	South Ave	Visited the location but was asked to come back since the owner was not around.
5/19/2025	LA Perfection Nails	1314 South Ave, Plainfield, NJ 07062	South Ave	Visited the location but was asked to come back since the owner was not around.
5/19/2025	Oneway Convenience	1314 South Ave, Plainfield, NJ 07062	South Ave	2 part-time employees. There have been at that location for 1 year, with their hours of service being from 11am-12pm at night. A challenge that they have is that there is not that much foot traffic in the store. They participate in the UEZ.

Plainfield UEZ 5-Year Plan Business Outreach Feedback

Date of Outreach	Business Name	Address	Corridor	Feedback/Responses
5/19/2025	Italian Village Pizza & Subs	1304 South Ave, Plainfield, NJ 07062	South Ave	6 full-time. Hours of Service: Mon-Sun 10am-10pm; Lunch and dinner are their busiest times (2-7). 1 year with the new management; They currently participate in UEZ program.
5/19/2025	Shine Pro Spa	1304 South Ave, Plainfield, NJ 07062	South Ave	2 part-time, 8-9 per day, 9am open - 6pm, weekend afternoons are their busiest times, 10 months, Plainfield, not sure if they participate in the UEZ, lease the space,
5/19/2025	Sally's African Braiding	1304 South Ave Suite 3, Plainfield, NJ 07062	South Ave	based off appointment , 2 part-time, they have been here for 2, out of Plainfield, no challenges. Was at the park avenue location for 17 years. Didn't like park avenue location- didn't feel safe, no parking. Likes South avenue location, lease
5/19/2025	Orthopedic Medicine Center	1304 South Ave, Plainfield, NJ 07062	South Ave	Door was locked. The location looks as if it closed
5/19/2025	McDonald's	1241 South Ave, Plainfield, NJ 07062	South Ave	50 employees, 5am-12pm m-th, busiest time afternoon time, over 20 years, not sure if they participate, homeless problem.
5/19/2025	KFC	1235 South Ave, Plainfield, NJ 07062	South Ave	Visted the location twice: told that they can give out that information
5/19/2025	Walgreens	1147 South Ave, Plainfield, NJ 07062	South Ave	32-37 employees , 7am to midnight, sa-su. 7a- 7pm , pharmacy 9-6 , 2-8pm busiest, pharmacy range from
5/19/2025	Corks & Barrels Wine & Spirits	1140-42 South Ave, Plainfield, NJ 07062	South Ave	m-sun 10am-10pm, sund1pm8:30pm, 2 full 2 part-time. Busiest m-w 5pm-7pm , Wednesday 5, sat- 10am-12pm. 42 years, mix of customers in and outside of Plainfield, homeless challenges- happens often. Own the location.
5/19/2025	7 Eleven	1144 South Ave, Plainfield, NJ 07062	South Ave	6 (mix) , 24/7, 7am-1pm,5pm busiest times, over 10 years, homeless challenges and theft,
5/19/2025	G.O. Keller's	1201 South Ave, Plainfield, NJ 07062	South Ave	Permanently Closed
5/19/2025	Frankies Express Car Wash	1327 South Ave, Plainfield, NJ 07062	South Ave	They have 8 full-time with their hours of operation being from: Mon-Sun -8am -6p. Their busiest times are between 4-5pm during the week. This location is under new ownership, which has been there for less than a year. They mainly received Plainfield residents. Tey currently participate in UEZ program. They have made/ plan to make the following upgrades to their building: Cleared out oil change, brand new vacuums, and computers. Will be paving soon, and will conduct details to the building . They would love assistance with marketing to increase visibility of their busines.
5/19/2025	Burger King	1200 South Ave, Plainfield, NJ 07062	South Ave	Manager was not in so they didn't want to answer questions
5/19/2025	South Ave liquor	1111 South Ave B, Plainfield, NJ 07062	South Ave	Didn't feel comfortable giving information

Plainfield UEZ 5-Year Plan Business Outreach Feedback

Date of Outreach	Business Name	Address	Corridor	Feedback/Responses
5/19/2025	Elma's Kitchen	1109 South Ave, Plainfield, NJ 07062	South Ave	Manager was not available and staff did not feel comfortable answering the questions
5/19/2025	Salas Minimarket Llc	1041 South Ave, Plainfield, NJ 07062	South Ave	Permanently Closed
5/20/2025	Dunkin Donuts	1 Clinton Ave, Plainfield, NJ 07063	West Front	Open 24/7.
5/20/2025	Crown fired chicken		West Front	2 people, 10am-9pm, busiest - never busy. Since December 2024, no knowledge of UEZ or length
5/20/2025	Mi Ranchito Viejo	1222 W Front St, Plainfield, NJ 07063	West Front	4 employees , 5am- 10pm, very slow traffic, they do a lot of takeout orders, 20years in Business, mixed taxes, not UEZ program, lease-rent,
5/20/2025	Victoria's Columbian Bakery	1218 W Front St, Plainfield, NJ 07063	West Front	They have 2 part-time and their location opens from 5am-10pm. They have been at that location for 9 months. The only issue that they have is the parking and their customers receiving tickets for parking on the street, early in the mornings.
5/20/2025	Grandos mini market	1216 W Front St, Plainfield, NJ 07063	West Front	2 full time employees. They are open from 5:30am - 10pm. Their busiest times are Weekends in the afternoon. They have been at this location for 4 years. Their main customers are from Plainfield; Not in UEZ; A challenge that they have is that there have been a lots of road closures in that area. They do not plan to do any new improvements
5/20/2025	Botanica & multisevicios flory	1216 W Front St, Plainfield, NJ 07063	West Front	4 employees- full time. 10am - 7pm service hours. Mondays & weekends afternoons are their busiest times. They have been at this location for 11 years. They do not know if they are park of the UEZ program Parking
5/20/2025	Librería Y Variedades La Familia	1214 W Front St, Plainfield, NJ 07063	West Front	Manager was not there and they did not speak english
5/20/2025	Mi Guatemala Restaurant	1208 W Front St, Plainfield, NJ 07063	West Front	Manager was not there and they did not speak english
5/20/2025	Sunday Nutrition	1204 W Front St, Plainfield, NJ 07060	West Front	Manager was not there and they did not speak english
5/20/2025	Titas variedades	1204 W Front St, Plainfield, NJ 07060	West Front	Manager was not there and they did not speak english
5/20/2025	Anchor Bar	1217 W Front St, Plainfield, NJ 07063	West Front	Managerr was not around
5/20/2025	Little Caesars	715 Park Ave, Plainfield, NJ 07060	Park Ave and W 7th Street	6 part-time, 11am-10pm , Friday, Saturday, and Sunday and festivals, Max of 10 years , mix of customers, homelessness is a big issue for them - they tend to bother the customers.

Plainfield UEZ 5-Year Plan Business Outreach Feedback

Date of Outreach	Business Name	Address	Corridor	Feedback/Responses
5/20/2025	Scott Drugs	701 Park Ave, Plainfield, NJ 07060	Park Ave and W 7th Street	10 employees: 6 full time 4 part time; Times of service: 9-7pm M - F 9-5pm Sat (Thinking of lessening hours due to foot traffic and rising medical costs); Busiest - 10 - 1pm then 4pm - closing; 80% from Plainfield; They are a part of the UEZ; Challenges they face are: Theft and accidents / mayor said no pull down metal shades; They plan to do improvements- clean awnings.
5/20/2025	Benjamin Moore/ Central Paint & Hardware Plainfield	623 Park Ave, Plainfield, NJ 07060	Park Ave and W 7th Street	5 employees: 2 full time, 3 Part-time; Service Hours - 5:30am - 6pm; Busiest Times - 5:30-8:30am; They have been at that location for 9 years; Mostly Plainfield customers; Parking issues - cops ticket happy & Park Hotel residents cause issues.
5/20/2025	Rapps Pharmacy	611 Park Ave, Plainfield, NJ 07060	Park Ave and W 7th Street	11 full time and part-time; Service Hours: M-F 9-8, 10-6 Sat, 10-3 sun; Busiest time: 3-6pm weekdays; Mostly Plainfield; Disqualified from UEZ due to not enough employees; Insurance is an issue; They Lease the space; Here since '87
5/20/2025	Dollae Store Depot	613 Park Ave, Plainfield, NJ 07060	Park Ave and W 7th Street	2 employees; Service Hours: 10 - 8pm; Busiest Times: Tuesday- Sunday Afternoon; Mainly Plainfield customers; They Owns building; They have Homeless issues