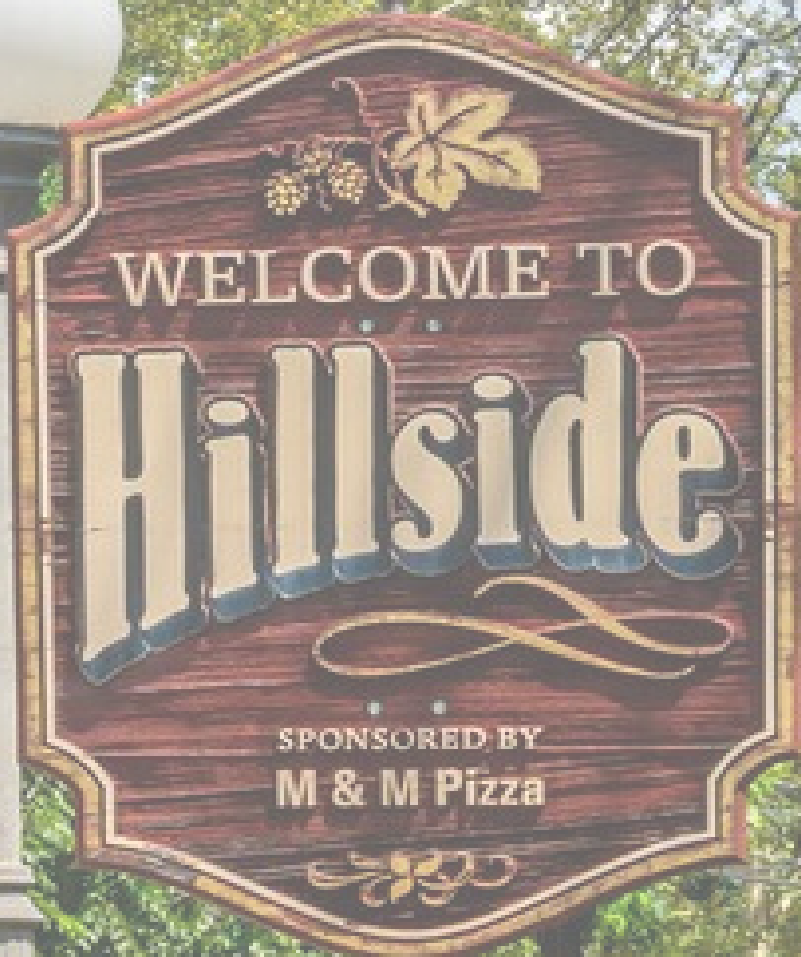


***Township of Hillside
Urban Enterprise Zone (UEZ)
5-Year Zone Development Plan
(preliminary for public comment)***



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***Prepared for:
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Introduction





INTRODUCTION

The Township of Hillside, located in the northeast portion of Union County, is a vibrant, primarily suburban community with a diverse population. Hillside's commercial corridors, industrial areas, and neighborhood businesses support a wide range of local and regional economic activity, which is complemented by a regional transportation network that traverses the Township. The Township emphasizes infrastructure investment and economic development initiatives that support growth and enhance quality of life for residents, businesses, and visitors.

Hillside has experienced recent investment in its municipal facilities and has continually made efforts to revitalize the Township through planned redevelopment.

The Township is committed to fostering economic opportunities for residents. While it does not currently operate economic development programs, the Administration aims to create a new set of initiatives for small business support, workforce development, community partnerships, and encouraging local investment. These efforts will be spurred on by the reinvigoration of the Township's Urban Enterprise Zone.

This Five-Year Zone Development Plan includes an overview of existing conditions in the Township of Hillside with a focus on demographic and economic data, and development trends. The planning process involved coordination and outreach with partner entities and economic development focused groups, along with a survey distributed to the general business community. The resulting goals and objectives of this plan provide the framework for an action plan that aligns with the permitted UEZ project types and outlines Hillside's UEZ's priorities for the next five years.



Urban Enterprise Zone

New Jersey's Urban Enterprise Zone (UEZ) Program was created in 1983 for the purpose of supporting businesses, encouraging employment, and stimulating economic development in distressed municipalities. The UEZ program seeks to promote revitalization and stimulate economic growth in officially designated urban communities through financial investments and other programs, as authorized by statute. There are a variety of benefits associated with the program, some of which are intended for business owners and others which are directed towards municipal governments. To date, there are 32 active urban enterprise zones located in 37 municipalities across New Jersey.

In August 2021, Acting Governor Sheila Oliver signed a landmark Urban Enterprise Zone Reform Bill, which restructured and modernized the UEZ program. One of the legislation's key changes allowed designated UEZs the ability to retain their UEZ designation for 10 years. Other highlights include a new Zone Assistance Fund (ZAF) allocation formula and new caps on specific Zone Assistance Fund uses.



and on the total funding available. The program is governed by the New Jersey State Urban Enterprise Zone Authority, which exists within the Department of Community Affairs (DCA).

Under the 2021 legislation, UEZs are required to submit a Zone Development Plan covering an initial five-year period, followed by subsequent five-year plan submissions. Zone Development Plans must be received by and approved by the DCA in order for the UEZ to receive their allocated funding.

UEZ Five Year Zone Development Plan

The purpose of this Five-Year Zone Development Plan is to establish Hillside's UEZ mission, provide goals and objectives that will guide the implementation and measurement of future UEZ projects and programs, and identify a set of actions that can be undertaken over the next five years using the Township's Zone Assistance Funds (ZAF).

The development of this plan involved an assessment of existing conditions in Hillside, including an assessment of demographic and economic data, development trends, zoning, and land use. Coordination and engagement with partner entities and the general business community was conducted through a survey and face-to-face outreach efforts. The culmination of this collaboration was leveraged to inform the plan's mission, goals, objectives, and statutorily permitted UEZ project types.

UEZ Municipal Benefits

The primary direct benefit of the UEZ program received by municipal governments is the disbursement of Urban Enterprise Zone Assistance Funds

(ZAF). ZAFs provide flexible revenue that can be utilized for economic development in the community. This includes funding for physical improvements such as:

- Construction projects improving, altering, or repairing the real property of a business in the UEZ,
- Cleaning and maintenance of commercial and transportation corridors,
- Improvement of public infrastructure in a commercial or transportation corridor, including transportation infrastructure within the UEZ, and
- Improvement of public infrastructure related to a commercial, industrial, mixed use or multi-family residential property.

ZAFs can also be used by municipalities to fund soft infrastructure to support economic development initiatives including:

- Funding full- or part-time economic and community development positions in the municipality, other governmental, or not-for-profit organization, directed towards economic development activities
- Distributing loans and grants to local businesses,
- Funding municipal 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,
- Marketing of the UEZ,
- Planning and other professional services related to economic and community development,



- Employment and training programs, and
- Hosting events that attract economic activity, including fairs, festivals, and concerts.

An amendment to the UEZ Act in 2024 added the ability to use UEZ funds for transportation infrastructure located within an enterprise zone. Municipalities can now use up to 75 percent of their zone assistance funds to pay debt service related to the financing of the cost of a transportation infrastructure project as long as that use is detailed in their zone development plan. This includes the pledging of funds towards any loan issued by the State Transportation Infrastructure Bank or any government agency for a transportation infrastructure project.

UEZ Business Owner Benefits

The New Jersey Urban Enterprise Zone Program offers businesses within UEZs the opportunity to receive incentives that encourage growth and stimulate local economies. Those that choose to register as an official “certified business” are eligible for benefits that vary depending on the type of business activity, including:

- The right to purchase certain business-related items without paying Sales Tax such as capital equipment, facility expansion, and other property upgrades;
- The right to purchase contractor services to improve real property within the UEZ boundaries, shipping and delivery costs, information services, laundering and dry-cleaning services, as well as repair and maintenance to real property without paying Sales Tax;
- The right for certified sellers to apply a partial Sales Tax exemption

to most taxable sales of tangible personal property that occur in the UEZ. The exemption allows businesses to charge 3.3125%, half the State Sales Tax rate, on exempt sales.

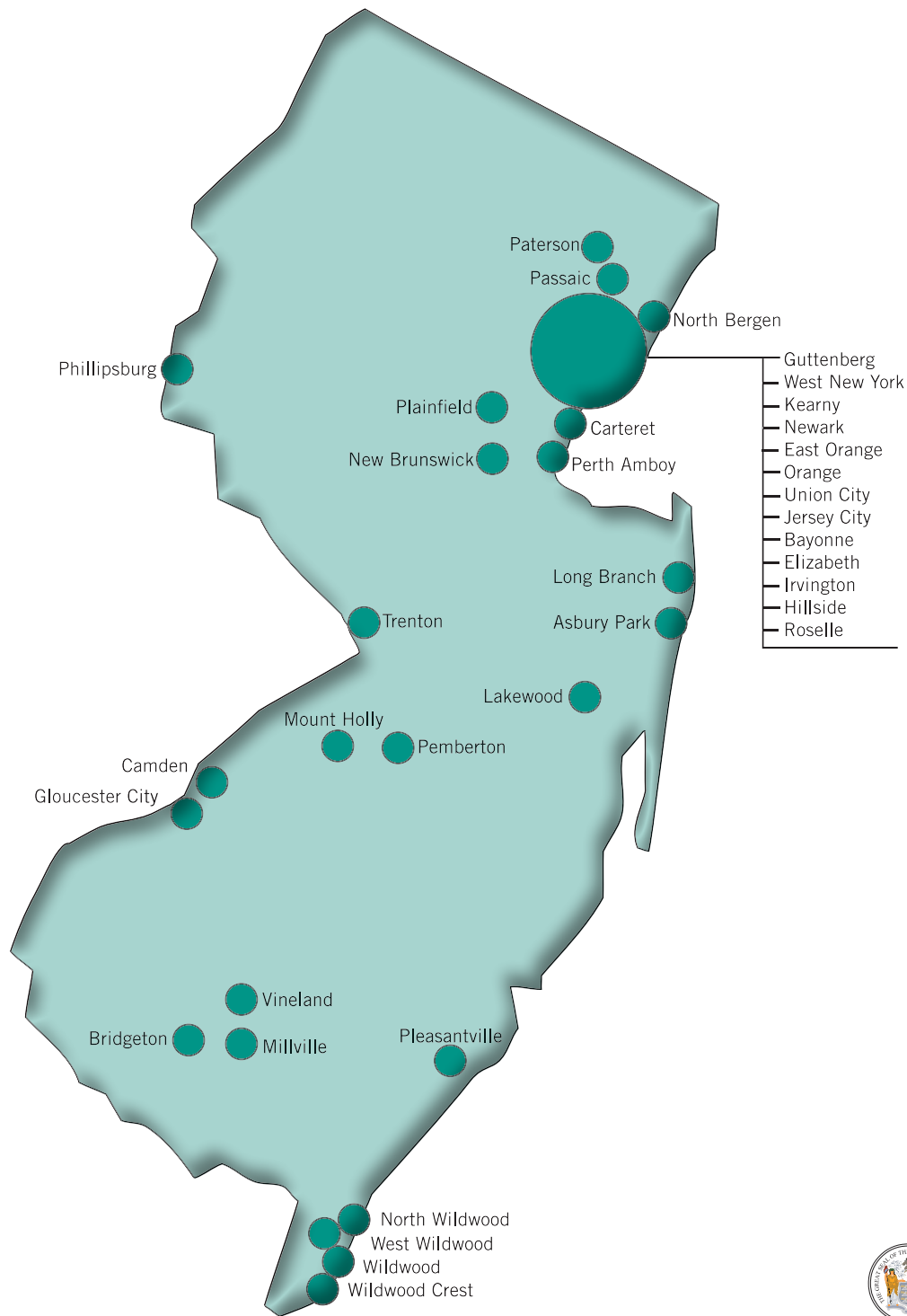
- A Corporate Business Tax Credit for each full time employee hired who lives within the UEZ municipality and had experienced prior unemployment
- Loans, grants, and assistance from the ZAF
- Unemployment insurance subsidies; and
- A Sales and Use Tax exemption for the purchase of natural gas and electricity used by a qualified UEZ manufacturer that meets specific eligibility requirements.

In exchange for the benefits, certified businesses are responsible for tracking their employee data, capital investments and amount spent with either their UZ-4 or UZ-5 Urban Enterprise Zone Exempt-Purchase Certificate. Businesses with six or more employees must hire at least one employee to remain in the program.

To be eligible for certification as a UEZ business, the business must be located within the boundaries of the zone, be a registered business in New Jersey, be in tax compliance with the State of New Jersey, and have a valid N.J. Business Registration Certificate. Applications to be a UEZ business are only accepted through NJ Premier Business Services.



New Jersey Urban Enterprise Zone Locations





Overview of Hillside

The Township of Hillside is a diverse, 2.8 square mile suburban municipality located on the northeastern edge of Union County. It is characterized by long-standing single-family neighborhoods broken up by commercial and industrial corridors, particularly Route 22, Interstate 78, Liberty Avenue, Maple Avenue, and North Broad Street. As of 2024, Hillside had a population of 22,349. This figure has remained largely stable for decades.

Hillside abuts four other municipalities: Union Township and the City of Elizabeth, which are also located within Union County, and the City of Newark and Irvington Township, which are located within Essex County. Hillside has historic ties with its neighbors, as it was created by carving land out from Newark,

Elizabeth, and Union to form a new, separate municipality in 1913. Today, the Township's single-family neighborhoods are seamlessly integrated with those of Newark and Elizabeth. Hillside is separated from Union Township by the Elizabeth River, and Interstate-78 separates most of Hillside from Irvington.

Hillside's current economic hardships are partially tied to changes in the Township's major employers, particularly Lionel Trains and Bristol-Meyers Squibb. At the company's peak, Lionel Trains employed over 2,000 people but was eventually forced to declare bankruptcy in 1969. The associated Hillside plant closed in 1974 due to continued financial difficulties. A few decades later, Bristol-Meyers Squibb decided to move locations and, consequently, shut down their Hillside campus in the early 2000s. Then in 2020, Hillside experienced a tripling of its unemployment rate due to the COVID-19 pandemic. With the loss of two primary sources of employment, a global pandemic, as well as a variety of additional economic complexities, Hillside's economic health has endured numerous challenges.

Today, the three most common industries that Hillside residents are employed within are "educational services, health care, social assistance", "transportation, warehousing, and utilities", and "retail trade". According to the NJ Department of Labor (NJDOL), approximately 11,300 Township residents are employed as of 2025. In terms of jobs physically located within the Township, Hillside's leading three industry categories are "Manufacturing", "Retail Trade", and "Other Services". Esri Business Analyst estimates that there are about 7,000 employees within Hillside's borders.



Source: Homes.com

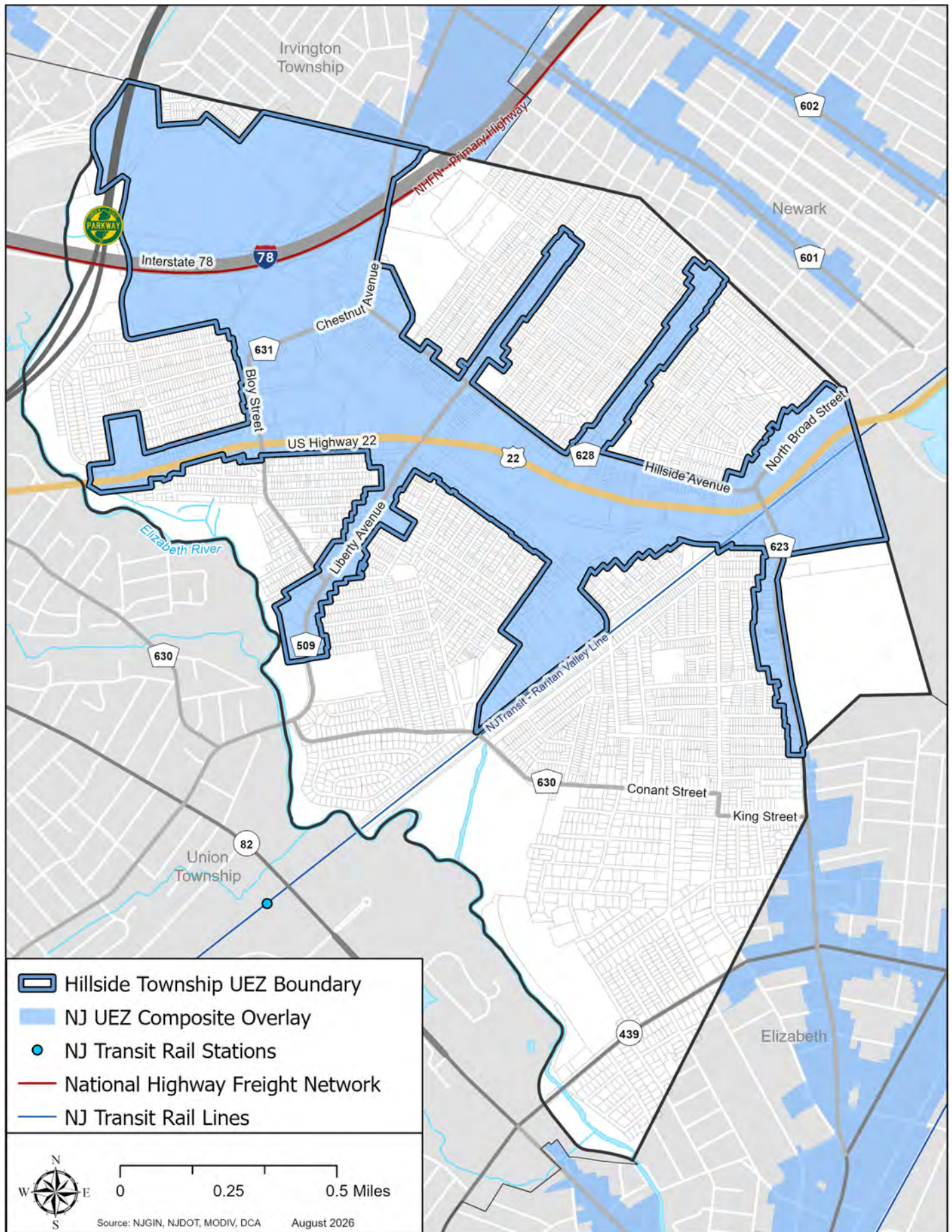
Multiple layers of infrastructure closely embed Hillside into the surrounding economic fabric. US Route 22 provides access to the rest of Union County and surrounding areas. Interstate 78 and the Garden State Parkway run through the northern portion of the Township and link the area to many regional destinations. All three of these roadways permit large commercial vehicles and I-78 is part of the National Highway Freight Network. While there are no train stations in Hillside, the Township is within five miles of the NJ Transit Raritan Valley Line station in Union and two Northeast Corridor Line stations in Elizabeth. Hillside is located less than five miles from the Newark Liberty International Airport, one of the top 15 busiest airports in the nation, and the Port Newark-Elizabeth Marine Terminal. The terminal operates as the largest container port on the East Coast.

Hillside's UEZ

Hillside's UEZ was established on April 12, 1996, with approximately one-third of the Township falling within the UEZ boundary. The UEZ is concentrated along Route 22, Liberty Avenue, Maple Avenue, Central Avenue, North Broad Street, and the industrial areas surrounding Interstate 78. In total, it encompasses 1,106 parcels, with a total area of 0.9 square miles. Hillside's UEZ directly abuts the Irvington UEZ to the north and Elizabeth's UEZ to the southeast and is separated from Newark's UEZ by a few blocks.

The State of New Jersey tracks municipal distress with an index that ranks the State's 564 municipalities according to the levels of social, economic, physical, and fiscal challenges experienced. In 1996, at the time the Hillside UEZ was established, the Township ranked in the top 75 most distressed NJ municipalities. As of 2026,







Hillside has worked its way out of the top 100 most distressed municipalities. While this is a major success for the Township, Hillside remains more challenged than 80% of the State's municipalities. The UEZ, created to support businesses, encourage employment, and stimulate economic development in distressed municipalities, therefore represents a significant opportunity to support Hillside as a whole as they continue to work towards economic improvement.

Since the UEZ program's revival in 2021, Hillside has been allocated \$3,548,520 in Zone Assistance Funds (ZAFs). Funds are allocated each fiscal year and upon allocation, municipalities are given two years to spend the money. Any money that is not spent within that time is returned to the State's overall UEZ program budget. Between fiscal years 2022 and 2023, Hillside has been required to return \$587,415 in UEZ funding. The amount of funding from FY 2024 that must be returned to the UEZ Authority is still to be determined.

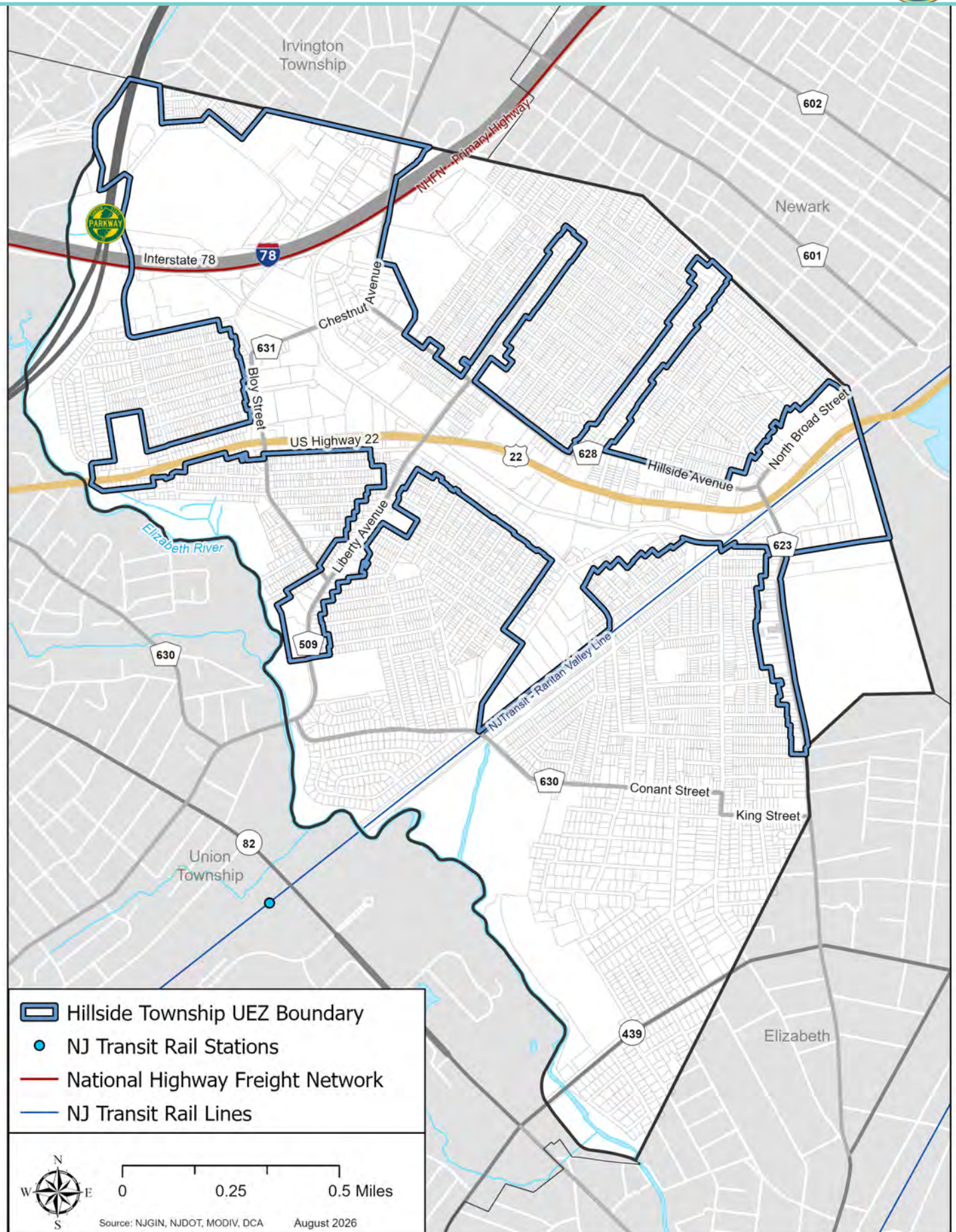
The following details the fund expenditures from 2022:

1. Hillside UEZ Holiday Lights and Decorations in the amount of \$55,000. (Approved November 2023)
2. Hillside UEZ Holiday Lights and Decorations in the amount of \$70,000. (Approved June 2024)
3. Hillside Beautification of the UEZ Maple Ave Business District in the amount of \$10,000. (Approved June 2024)
4. Hillside UEZ Sidewalk Cleaning Program in the amount of \$30,000. (Approved June 2024)
5. Hillside UEZ Business Street Fair in the amount of \$17,000. (Approved June 2024)
6. Hillside UEZ Awnings, Lights and Beautification Project in the amount of \$80,000. (Approved June 2024)

In addition to UEZ funds, Hillside is the recipient of several additional grants and similar funding, including through the Department of Housing and Urban Development and the New Jersey Department of Transportation, among others.

Table 1: UEZ ZAF History: 2022 - 2026 Hillside Township			
Year	Allocation	Funds Spent	Funds Returned to State
FY 2022	\$272,877	\$262,000	\$10,877
FY 2023	\$576,538	\$0	\$576,538
FY 2024	\$826,474	\$0	\$826,474
FY 2025	\$1,060,945	\$0	-
FY 2026	\$811,686	\$0	-
TOTAL:	\$3,548,520	\$262,000	\$1,413,889

Source: Hillside Township





Department of Housing and Urban Development Funding in Hillside

The Township of Hillside receives annual funding through Union County's participation in the federal Community Development Block Grant Program (CDBG) operated by the Department of Housing and Urban Development (HUD). A prerequisite of the program is the preparation of a 5-year Consolidated Plan which spells out how the jurisdiction proposes to use allocated funds over the 5-year period, as well as an annual action plan which more specifically describes the annual allocation of these HUD funds. Although these Block Grant funds are flexible and provide the participating jurisdiction with significant input as to how these funds are spent, funds must be committed to address the program's national goal of providing low- and moderate-income citizens with decent housing, a suitable living environment and expanded economic opportunities.

Union County's August 2025-July 2029 Plan has been approved by HUD and will guide the County's allocation for that period. Under the approved County Plan, about one third of the entire allocation will be committed to Affordable Housing with another third committed to public facilities and infrastructure that will primarily benefit the County's low- and moderate-income residents. These projects include community centers, senior centers and infrastructure projects. Another portion of the allocation (13%) is committed to Public and Social Services for youth and disabled seniors, and separate funding (6%) for the County's homeless population. The remaining funds are committed to economic development, planning, and administration.

Hillside has received \$294,000 in CDBG funds in Fiscal Year 2025 from the County for eight projects. These projects include repairs to the Community Center and Senior Center, road repaving, housing code and enforcement. CDBG funds were also dedicated to providing social services such as maternal and child care, senior services, a reading program, and food vouchers.

While CDBG funds have not explicitly been spent on UEZ-related projects in Hillside, the County's current Action Plan does identify objectives that overlap with the spirit of the Township's UEZ Plan and may be used to leverage UEZ and other public and private funding. For example, Hillside residents are able to participate in job training and placement services sponsored by the County's One Stop Center and Youth Employment Center. These funds can also be used to provide infrastructure and streetscape improvements to the Township's commercial corridors where they can leverage UEZ and other funding.



Additional UEZ-Related Grants Received

Hillside has received additional grants that touch on the UEZ and UEZ-related issues. In 2023, the New Jersey Department of Transportation (NJDOT) Local Aid Infrastructure Fund allocated \$4,000,000 for the replacement of the Burnett Street and Ramsey Avenue sewer main, which lies within the UEZ boundaries. An additional \$658,555 was awarded in 2024 for the same project.

In 2025, the North Jersey Transportation Planning Authority (NJTPA) awarded \$1,026,000 for streetscape improvements on Liberty Avenue within the bounds of the UEZ. The money was allocated through the Transportation Alternatives Set-Aside program which provides federal funds for community based “non-traditional” surface transportation projects. Projects are designed to encourage non-motorized forms of transit while also strengthening the cultural, aesthetic, and environmental aspects of transportation routes.



Resident Profile





RESIDENT PROFILE

Demographic Trends

A demographic profile of the Township of Hillside was developed using a combination of State and Federal data, including the U.S. Census, the American Community Survey Estimates, and the NJ Department of Labor.

Population

As of 2024, the Township of Hillside had a population of 22,349, a slight decrease from its 2020 population of 22,456. The total population of the Township since 1950 has remained relatively stable, with small fluctuations between census years. The largest period of growth in the Township was from 1940 to 1960, which mirrors the greatest periods of growth for the State and County. More

recently, in 2010, during a period of urban revitalization that was observed across much of New Jersey, Hillside conversely saw a decrease of 1.6% of the Township's population. During the period from 2010 to 2020, Union County saw an overall population increase of 7.2%, while Hillside saw an increase of only 4.9%.

Based on several "on the ground" indicators, such as observed unit conversions and increased parking demand, it is possible that the population in Hillside is significantly greater than the reported population from the most recent Census.

Table 2: Population Trends

Year	Hillside Township			Union County			New Jersey		
	Total	Change		Total	Change		Total	Change	
		#	%		#	%		#	%
1940	18,556	-	-	328,344	-	-	4,160,165	-	-
1950	21,007	2,451	13.2%	398,138	69,794	21.3%	4,835,329	675,164	16.2%
1960	22,304	1,297	6.2%	504,255	106,117	26.7%	6,066,782	1,231,453	25.5%
1970	21,636	-668	-3.0%	543,116	38,861	7.7%	7,171,112	1,104,330	18.2%
1980	21,440	-196	-0.9%	504,094	-39,022	-7.2%	7,365,011	193,899	2.7%
1990	21,044	-396	-1.8%	493,819	-10,275	-2.0%	7,730,188	365,177	5.0%
2000	21,747	703	3.3%	522,541	28,722	5.8%	8,414,350	684,162	8.9%
2010	21,404	-343	-1.6%	536,499	13,958	2.7%	8,791,894	377,544	4.5%
2020	22,456	1,052	4.9%	575,345	38,846	7.2%	9,288,994	497,100	5.7%
2024	22,349	-107	-0.5%	594,160	18,815	3.3%	9,500,851	211,857	2.3%

Source: US Census Data; Workforce New Jersey Public Information Network, August 2001.



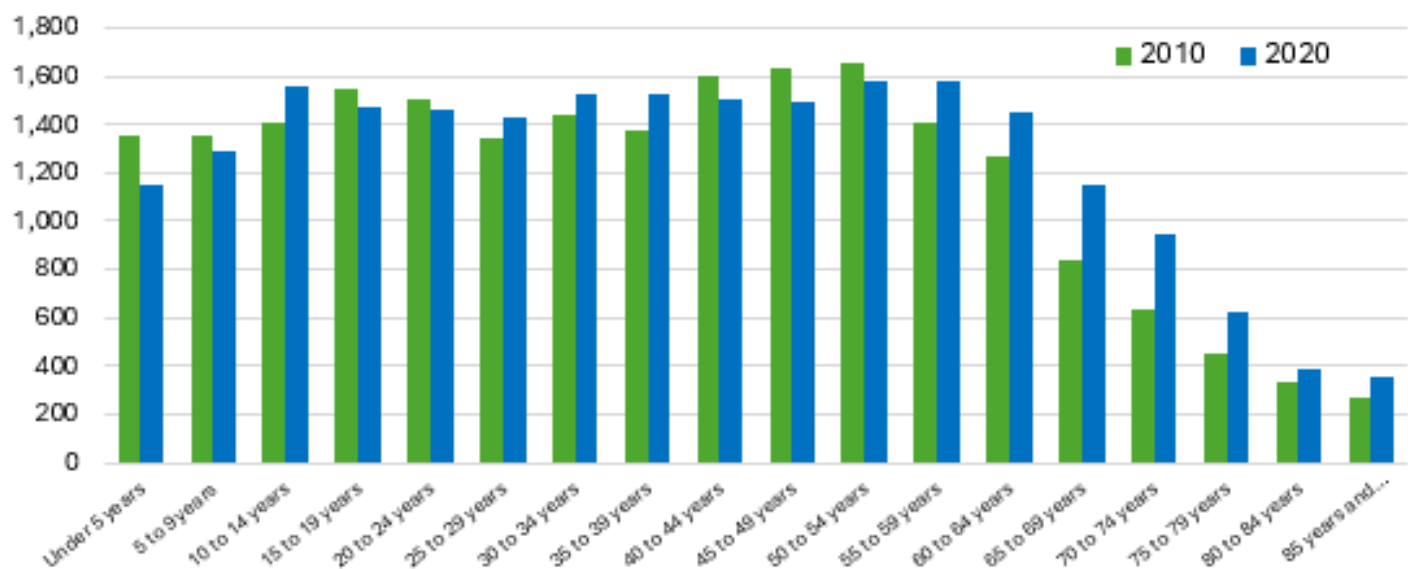
Population by Age

The median age of Hillside residents increased from 38 to 39.5 between 2010 and 2020. There was a 36% increase in the population over 65 years, with the leading percent increases among ages 65 to 79. There was also a notable 10% decrease in children under the age of 10. These trends demonstrate that it is increasingly important for Hillside to provide its residents with the resources to “age in place”.

Race and Ethnicity

Residents identifying as Black or African American- Not Hispanic/Latino have made up the largest racial/ethnic group in Hillside over the past ten years, with 48% of the Township’s population identifying as such in 2024 and 59% identifying as such in 2014. During the same ten-year period, the racial/ethnic group with the largest increase as a percent of the entire population is Hispanic or Latino. As of 2024, 28% of the Hillside population identified as Hispanic or Latino, up from 16%. In 2014, the majority of Latino residents identified as White, but by 2024, “Some Other Race” had become the new majority. This change may be a result of shifting immigration patterns or could be indicative of cultural shifts around racial identity.

Population by Age 2010-2020
Hillside Township

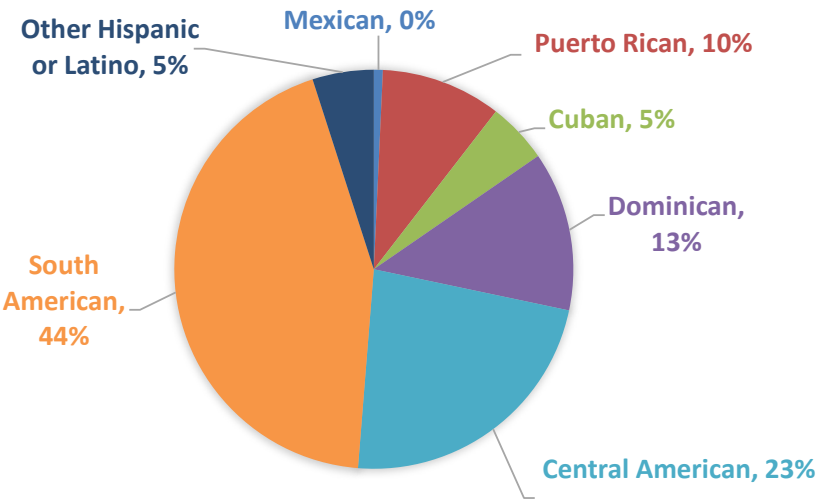


Source: US Census 2010 and 2020



Of the approximately 6,149 residents of Hispanic or Latino origin in 2024, 44% are South American and 23% are Central American. Of the South American population, the most represented country is Ecuador, at 24%. This represents a significant increase from 2014, when just 2% of the Hispanic or Latino population were Ecuadorian. Of the Central American population, the most represented country is Guatemala at 8%. In 2014, this figure was 0%. Dominican and Puerto Rican populations made up the next largest percentage of the Hispanic or Latino population in 2024 at 13% and 10%, respectively.

Hispanic or Latino Population by Origin 2024



Source: US Census ACS 5-Year Estimates 2024

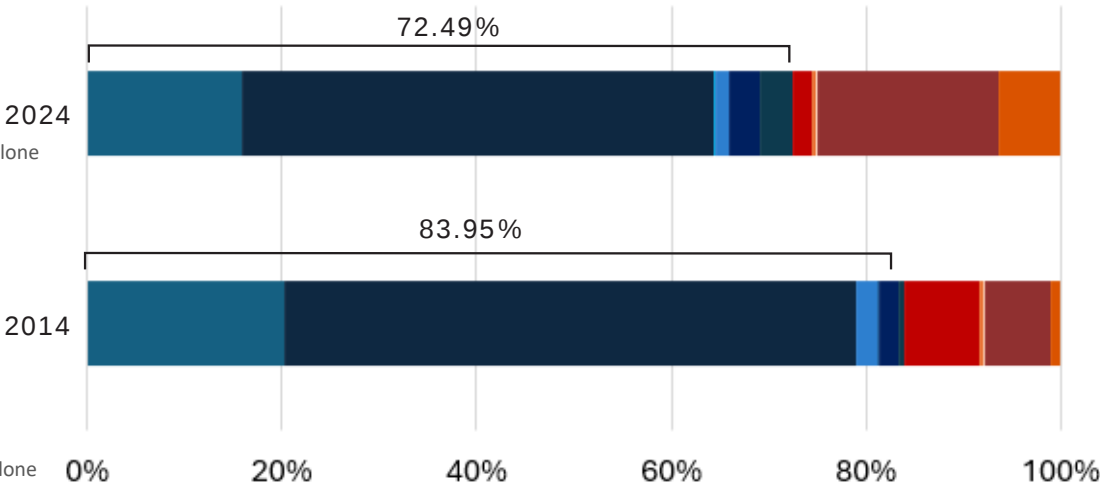
Race and Ethnicity 2014-2024
Hillside Township

Not Hispanic or Latino

- White alone
- Black or African American alone
- American Indian and Alaska Native alone
- Asian alone
- Native Hawaiian and Other Pacific Islander alone
- Some other race alone
- Two or more races

Hispanic or Latino

- White alone
- Black or African American alone
- American Indian and Alaska Native alone
- Asian alone
- Native Hawaiian and Other Pacific Islander alone
- Some other race alone
- Two or more races



Source: US Census ACS 5-Year Estimates 2024



Education

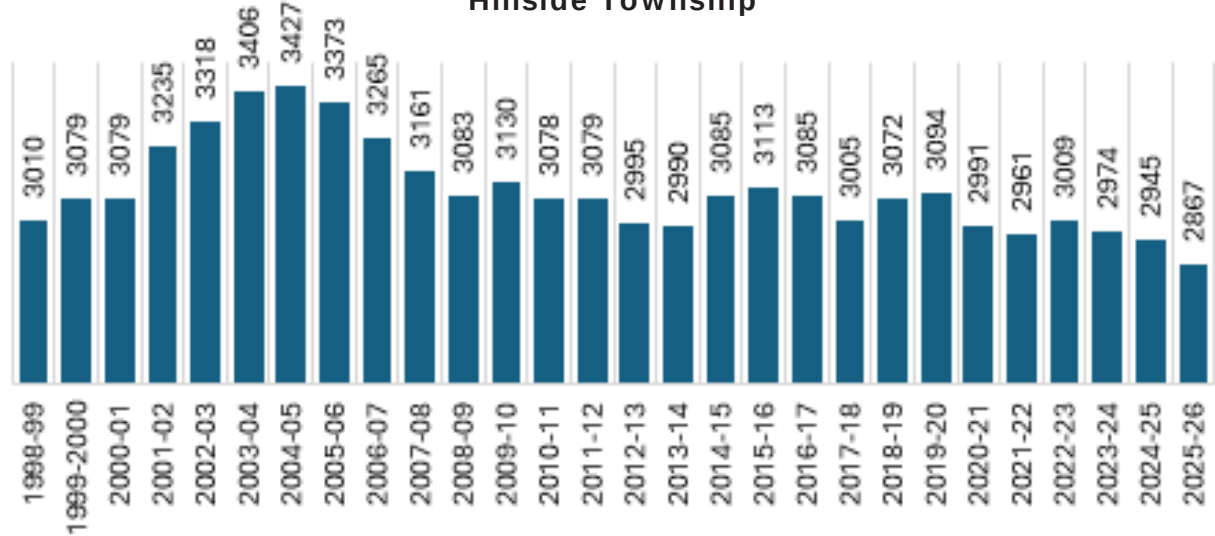
The Hillside Public School District includes seven schools: one preschool, three elementary schools, two middle schools, and one high school. School enrollment data is recorded by the NJ Department of Education from the 1998-1999 school year to the 2025-2026 school year. Over the recorded time period, the Hillside Public School District has seen a 5% decrease in enrollment. Enrollment peaked during the 2004-2005 school year, with a total of 3,427 students. The 2025-2026 school year had the lowest enrollment to date. This data is further supported by the decline in school aged children observed in the population data between 2014 and 2024.

Educational attainment data shows that within Hillside 12.4% of the population over the age of 18 lacks a high school degree or GED equivalent, whereas 26.7% have a bachelor’s degree or higher. Trends show that the Township has experienced a general increase in

educational achievement. In 2014 the rate of residents over 18 who were missing their high school diploma or GED equivalent was 16% and the rate of residents over 18 holding a bachelor’s degree or higher was 21%.



Public School District Enrollment
Hillside Township



Source: US Census ACS 5-Year Estimates 2024

Commute

Over half of Hillside's working population over 16 years old commute to work alone in a personal vehicle as of 2024. Approximately 13% of workers utilize public transportation for their commute, while 4.5% of residents carpool, and 3% walk to work. In the last decade, the percentage of Hillside workers commuting via public transportation, walking, or using other means has increased significantly, as has the percentage of workers working from home. However, driving alone in a vehicle has remained the most common mode of commuting despite a decrease from 73% in 2014 to 66% in 2024.

The average travel time to work for Hillside residents as of 2024 was 29.7 minutes, a two-minute decrease from a decade prior. Nearly half of residents travel less than 20 minutes to work, and an additional 19% travel between 20 and 30 minutes. Approximately 33% of residents traveled between 30 minutes and one hour, and the remaining 11.7% traveled over an hour to work.



Table 3: Means of Commute 2014 & 2024 Estimates, Hillside Township						
	2014		2024		Change	
	#	%	#	%	#	%
Workers 16 years and over	9,226	100.0%	11,503	100.0%	2,277	25%
Drove Alone	6,744	73.1%	7,602	66.1%	858	13%
Carpooled	870	9.4%	515	4.5%	-355	-41%
Public Transit	942	10.2%	1,470	12.8%	528	56%
Walked	166	1.8%	358	3.1%	192	116%
Other Means	180	2.0%	574	5.0%	394	219%
Worked at home	324	3.5%	984	8.6%	660	204%

Source: US Census ACS 5-Year Estimates 2014, 2024



Housing Costs

The percentage of a household's total income that is spent solely on housing costs can provide important insights into local economic stress, including whether local wages match the cost of living in an area. Households are considered "housing cost burdened" when more than 30% of their household income is spent on housing costs, which includes mortgages for homeowners and gross rent for renters. Generally, housing cost burden has decreased across both housing tenure categories, indicating a positive overall direction for residents.

In 2024, the percentage of renters who were considered housing cost burdened was 51%, down from 59% in 2014. Over that same period of time, rents increased 2.1%, showing that despite an increase in rents, fewer households are considered cost-burdened than in 2014. Despite this positive trend, just over 40% of renters are still dedicating 35% or more of their income to housing costs.

The prevalence of housing cost burden amongst homeowners is lower than it is for renters. About 42% of owner-occupied households in 2024 were considered cost burdened, down from 52% in 2014. Over that same period of time, median home value increased by 59%. Despite this large increase in home value, fewer households are considered cost-burdened today.

It is significant that housing cost burden is decreasing for both renters and homeowners despite heightened rents and home values. This is likely due to an increase in wages for Hillside residents.



**Table 4: Gross Rent as Percentage of Household Income
2014 & 2024 Estimates, Hillside Township**

	2014		2024		Change	
	#	%	#	%	#	%
Total Renter-Occupied Housing Units	2,105	100.0%	2,256	100.0%	151	7%
Less than 15 %	127	6.0%	202	9.0%	75	59%
15 to 19 %	186	8.8%	399	17.7%	213	115%
20 to 24 %	336	16.0%	233	10.3%	-103	-31%
25 to 29 %	209	9.9%	269	11.9%	60	29%
30 to 34 %	34	1.6%	239	10.6%	205	603%
35 % or more	1,213	57.6%	914	40.5%	-299	-25%
Not computed	121	-	45	-	-76	-63%

Source: US Census ACS 5-Year Estimates 2014, 2024

**Table 5: Selected Monthly Owner Costs as a Percentage of Household Income
2014 & 2024 Estimates, Hillside Township**

	2014		2024		Change	
	#	%	#	%	#	%
Total Owner-Occupied Housing Units	4,978	100.0%	4,731	100.0%	-247	-5%
Less than 15 %	845	17.0%	938	19.8%	93	11%
15 to 19 %	673	13.5%	935	19.8%	262	39%
20 to 24 %	534	10.7%	492	10.4%	-42	-8%
25 to 29 %	325	6.5%	347	7.3%	22	7%
30 to 34 %	253	5.1%	406	8.6%	153	60%
35 % or more	2,335	46.9%	1,565	33.1%	348	29%
Not computed	13	0.3%	48	1.0%	35	269%

Source: US Census ACS 5-Year Estimates 2014, 2024



Socioeconomic Trends

Income

The 2024 median household income for residents of Hillside is \$99,528. The most common income bracket that households fall into is \$100,000 to \$149,000, followed by \$75,000 to \$99,999 as the second most common, and \$200,000 or more as the third. The Township experienced a significant 67% increase in median household income from 2014 to 2024. The lower income brackets are rapidly losing their predominance as the brackets above \$100,000 are gaining in prevalence.

These gains in median income are not felt equally amongst residents, and an overall income gap continues to exist between men and women in Hillside. As of 2024, women earned 85% of what men earned in the Township, down from 88% in the previous decade. When broken down by educational level, inequality between the sexes is greatest for high school graduates, with women making 68% of what men make.

Broken down by educational attainment, those with the lowest levels of education have the lowest income. Individuals with less than a high school diploma or equivalent have a median income that is 65% of the Township’s average income. While individuals with a Bachelor’s degree are making 127% of the Township’s average income.

Income by race varies greatly within the Township. Starting with the Township’s largest racial group, the Black/African American – Hispanic/Latino and Not Hispanic/Latino population has a median income similar to Hillside’s at \$100,647. The next largest racial group, the White – Hispanic/Latino and Not Hispanic/

Latino population, has the highest median income at \$144,375. This is 45% above the Hillside median income. The population that identifies as Two or More Races has a median household income of \$79,593, 20% lower than the overall Hillside median income. Income data broken down by ethnicity is somewhat limited, but it demonstrates that the median income for Hispanic/Latino – Any Race population is \$115,580. These disparities in income by racial groups have increased in the past decade.

The Gini Index of Inequality provides a measure of the extent to which income inequality exists in an area. The index ranges from 0 to 1 with higher values indicating more severe income gaps. Hillside’s Gini Index measure is 0.3896 for 2024. This number decreased 10.6% from 2014 to 2024, indicating an overall decrease in inequality amongst residents.

Table 6: Household Income Hillside Township, 2014 - 2024			
Costs as a Percentage of Household Income	2024		Trend from 2014-2024
	Number of Housing Units	Percentage	Percent Change
Less than \$10,000	183	2.6%	-73%
\$10,000 to \$14,999	225	3.2%	-22%
\$15,000 to \$24,999	274	3.9%	-49%
\$25,000 to \$34,999	267	3.8%	-55%
\$35,000 to \$49,999	738	10.5%	-8%
\$50,000 to \$74,999	844	12.0%	-40%
\$75,000 to \$99,999	1,006	14.3%	-8%
\$100,000 to \$149,999	1,631	23.2%	42%
\$150,000 to \$199,999	921	13.1%	166%
\$200,000 or more	942	13.4%	191%
Median Income	\$99,528		67%

Source: US Census ACS 5-Year Estimates 2014, 2024



Poverty

Between 2014 and 2024, the number of people in Hillside below the poverty level declined by 22%. This reduction was significantly more pronounced than the County-level decline of 5%. As of 2024, about 10.7% of Hillside residents remain in poverty, which is slightly higher than Union County’s overall poverty rate of 9.8%. Nearly half of the impoverished individuals in Hillside fall between the ages of 18 to 64 years. Compared to Union County as a whole, Hillside has a slightly higher percentage of children in poverty at 4% of the population versus 2.9% of the County population. The percentage of adults and seniors in poverty is very similar at the Township and County levels.

As of 2024, 9% residents above the age of 18 experienced poverty. Based on the prior year’s work experience, only 1% of individuals who worked full-time experienced poverty. Those who worked part-time were 20% impoverished. Those who did not work at all were 15% impoverished. Individuals who don’t work may be in that situation for a variety of reasons including unemployment or retirement.

In 2014, the poverty rate of Black or African American residents was significantly higher at 17.1% than among the White- not Hispanic or Latino population at 9.7% and the Hispanic or Latino population at 9.5%. In the ten years that followed, Hillside’s Black or African American population saw a reduction in poverty status to 10%, while the Township’s Hispanic or Latino population saw increases in poverty to 12.3%. The poverty status of white residents remained similar at 9.1%.

Unemployment

The NJ Department of Labor (NJDOL) produces state, county, and municipal unemployment reports by combining unemployment insurance claims data with monthly employer survey data. Unemployment in Hillside peaked in 2011 at 16%, but rates gradually decreased over time, reaching a low of 5.1% in 2019. In the wake of the COVID-19 pandemic, 2020’s unemployment rate spiked to 13.3%. Since then, the rate of unemployed residents has continually decreased and is approaching pre-pandemic rates, with a 2024 rate of 6.6%. Unemployment rates follow the same trends at both the County and the State, however the rates in Hillside consistently remained slightly higher than in Union County and New Jersey.

Table 7: Poverty Status Estimates Hillside Township, 2014-2024				
	2014		2024	
	#	%	#	%
Total persons for whom poverty status is determined	21,526	100%	21,956	100%
Total persons below poverty level	2,990	14%	2,339	10.7%
Under 18	1,067	5%	802	4%
18 to 64	1,752	8%	1,120	5%
65 and over	171	1%	417	2%

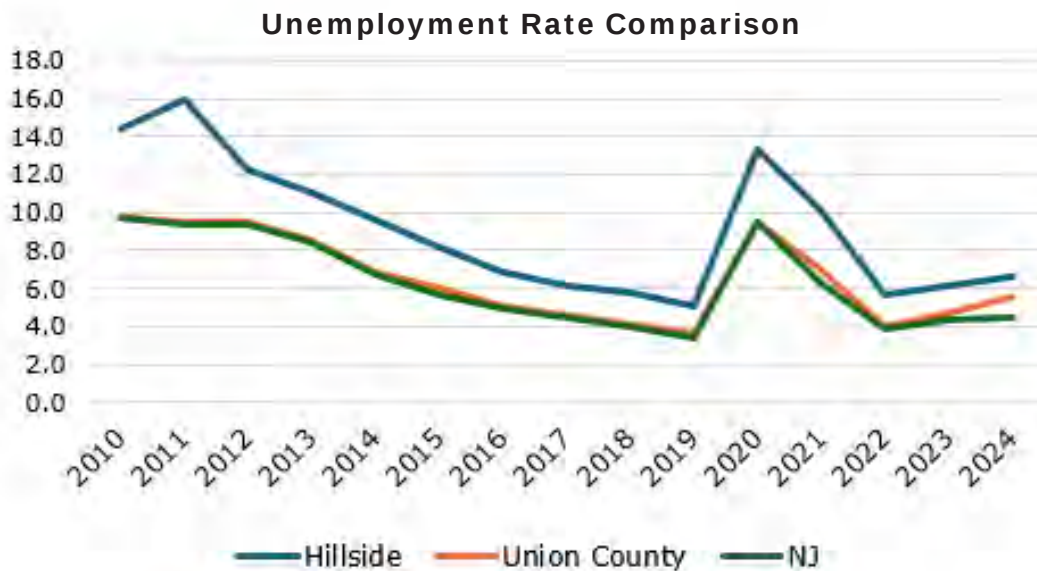
Source: US Census ACS 5-Year Estimates 2014, 2024



**Table 8: Employment and Residential Labor Force
Hillside Township, 2010-2024**

Year	Labor Force	Employment	Unemployment	Unemployment Rate
2015	9,644	8,852	792	8.2
2016	9,539	8,878	661	6.9
2017	9,807	9,195	612	6.2
2018	9,778	9,215	563	5.8
2019	9,919	9,409	510	5.1
2020	10,014	8,683	1,331	13.3
2021	9,921	8,923	998	10.1
2022	9,912	9,344	568	5.7
2023	10,107	9,481	626	6.2
2024	12096	11303	793	6.6

Source: NJ Dept. of Labor & Workforce Development Labor Force Estimates



Source: NJ Dept. of Labor & Workforce Development Labor Force Estimates

Economic Profile





ECONOMIC PROFILE

Economic Trends

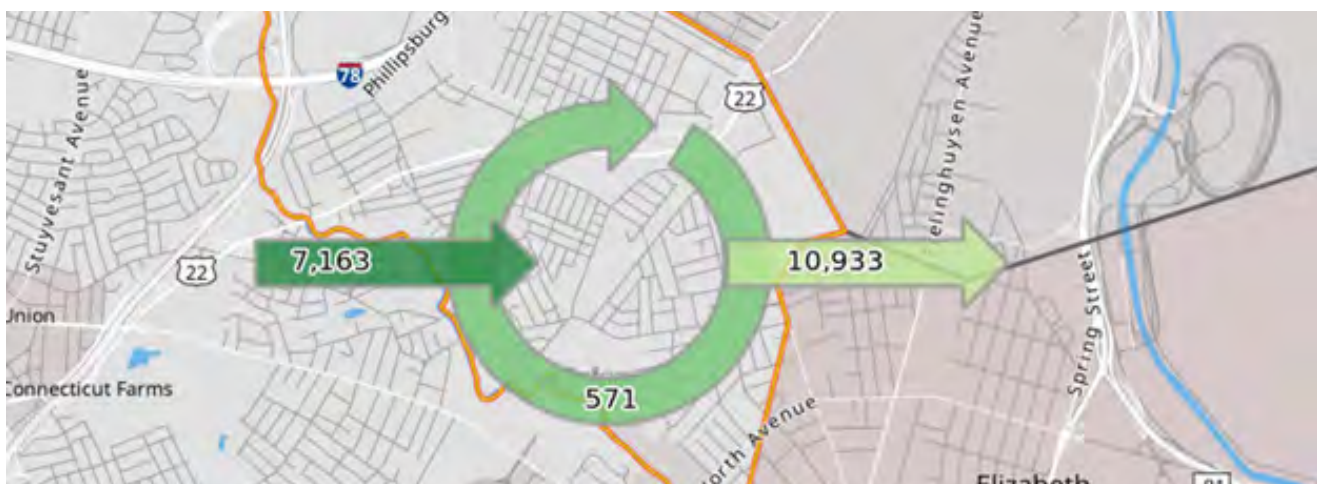
Hillside was primarily an agricultural economy, but as its population grew, the Township quickly transitioned into a manufacturing and industrial hub. During the industrial peak, notable businesses located in Hillside included Lionel Trains and Bristol-Myers Squibb. While these businesses are no longer in the Township, and the local economy has gone through notable deindustrialization, the legacy of the Township's blue-collar roots still exists today.

A current economic profile of the Township of Hillside was developed using a combination of State and Federal data, including the U.S. Census and the American Community Survey (ACS) Estimates. Additionally, socioeconomic trends from a range of State and Federal resources, including the U.S. Bureau of Labor Statistics, the New Jersey Department of Labor and Workforce Development, Esri's Business Analyst, and the New Jersey Bureau of Labor Market Information were analyzed in order to develop a full picture of the current local economy of Hillside.

Inflow and Outflow

When discussing the economic trends of Hillside, it is important to differentiate between Hillside residents, who live in the Township but do not work there, and Hillside employees, who work in the Township but do not live there. As of 2023, the U.S. Census estimated that of the 7,734 individuals who worked in Hillside at that time, only 571 were residents. The Census also determined that of the 11,504 Hillside residents in the labor force at the time, 10,933 were employed outside the Township.

Two important conclusions can be drawn from this Census data. The first is that only 5% of those who live in Hillside also work in Hillside. Secondly, the municipality theoretically has enough jobs to support approximately 67% of its own labor force. Consequently, there is a significant mismatch between the employment opportunities within Hillside's borders versus the jobs filled by Hillside residents.



Source: On The Map - US Census Bureau



Employment of Hillside Residents

The following ACS data address Hillside residents who, as established above, largely work outside of Hillside. The vast majority of the working population in Hillside are private wage and salary workers. According to NJDOL data, approximately 11,300 Township residents were employed as of 2025.

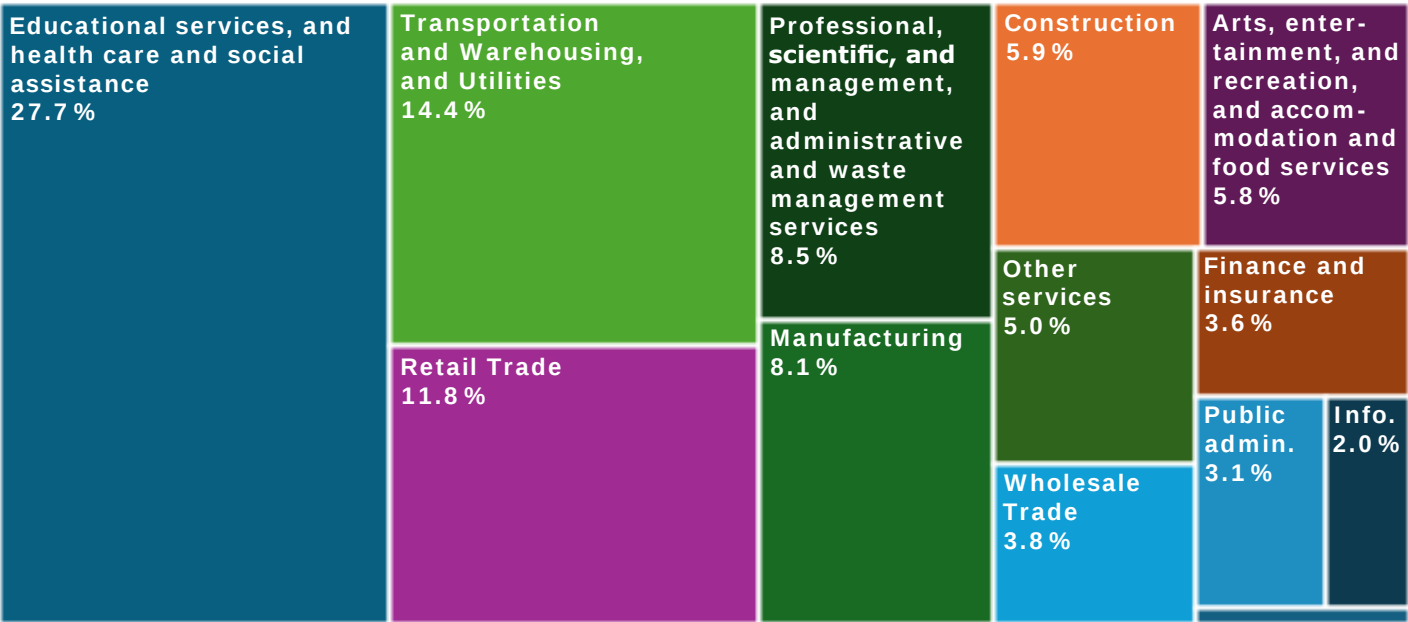
“Occupation” refers to the type of work that a person conducts at their job. The ACS data breaks occupations down into five categories:

- 1. Management, business, science and arts occupations;
- 2. Service occupations;
- 3. Sales and office occupations;
- 4. Natural resources, construction and maintenance occupations; and
- 5. Production transportation and material moving occupations.

The most common occupation category for Hillside residents is “management, business, science and arts” occupations, which are considered highly skilled occupations, followed by “sales and office occupations”. These have remained the most common occupations since 2014.

“Industry” references the kind of business that a person works for and is broken down into thirteen categories by the ACS. The most common industry employing Hillside residents in 2024 is, “educational services, health care, and social assistance” followed by, “transportation and warehousing, and utilities.” In the decade since 2014, the employment of Hillside residents in “retail trade” has seen the largest growth, followed by “other services” and “wholesale trade.” The largest declines occurred in the employment of Hillside residents in the “finance and insurance, and real estate and rental and leasing” and “public administration” industries.

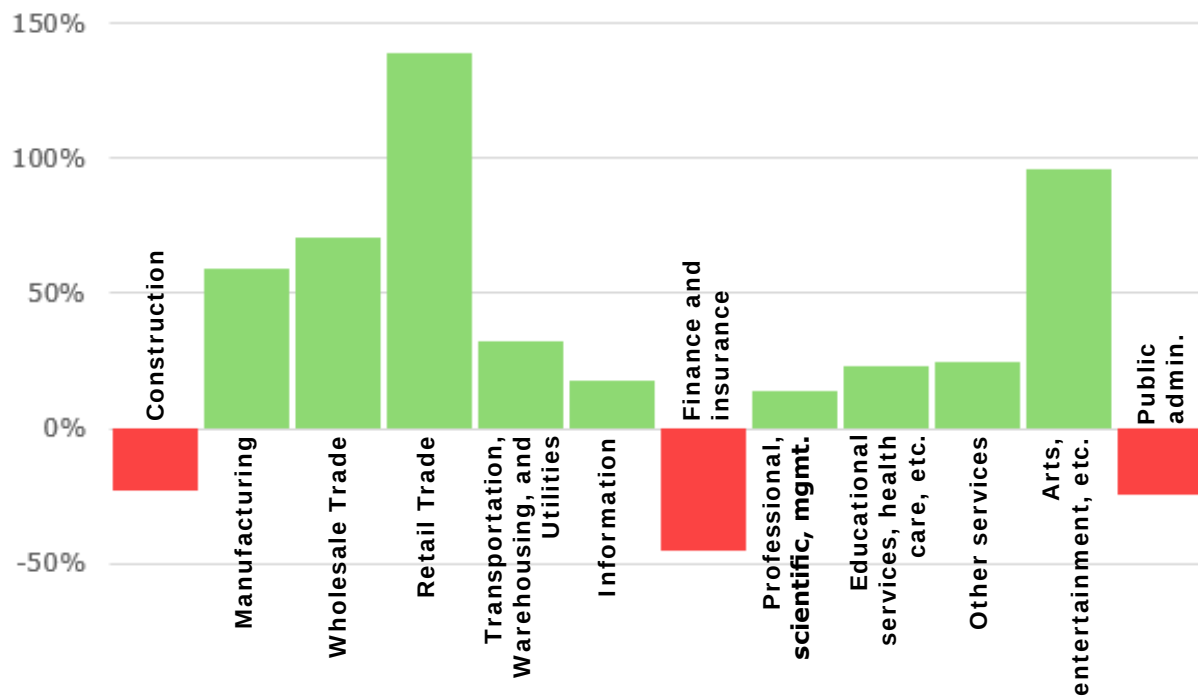
Employment by Industry
Hillside Township



Source: US Census ACS 5-Year Estimates 2014, 2024



Change in Employment by Industry 2014 to 2024 Hillside Township



Source: US Census ACS 5-Year Estimates 2014, 2024





Employment of Hillside Workers

The U.S. Bureau of Labor Statistics' Quarterly Census of Employment and Wages and Esri's Business Analyst were used to compile information on Hillside businesses. Industry data is organized using the North American Industry Classification System (NAICS). The North American Industry Classification System is a federal data collection standard for organizing businesses by industry.

The U.S. Bureau of Labor Statistics produces the Quarterly Census of Employment and Wages (QCEW), which provides counts on annual employment and wages, pulled from businesses by geographic location and industry. The dataset covers more than 95% of U.S. jobs. The QCEW refers to individual establishments as "units" and refers to the number jobs when discussing "employment", not the number of employees. Importantly, it does not include self-employed individuals.

According to the QCEW, the most common establishments located in Hillside are part of the "Retail Trade" and "Construction" industries. The industries that provide the most jobs in Hillside are "Manufacturing" and "Wholesale Trade". The best paying industries in the Township are "Wholesale Trade" and "Construction".

These conditions have been largely sustained in the Township over the past ten years. Data from 2019 and 2014 shows similar employment conditions to those that exist currently, with "Construction" and "Retail Trade" industries both encompassing the most common establishments in Hillside in those years. Similarly, "Manufacturing" provided the most jobs in 2019 and 2014.

The "Wholesale Trade" industry has seen a steady increase in the provision of jobs, with 630 jobs provided in 2014, 847 in 2019, and 1,016 in 2024. Inversely, "Retail Trade" has seen a decrease in jobs provided, with 1,029 in 2014, 995 in 2019, and 889 in 2024; although, they remain one of the top three industries for jobs.

The "Wholesale Trade" and "Construction" industries were among the top paying industries in the Township over the past ten years. "Wholesale Trade" has experienced an increasing rate of growth in wages from \$60,086 in 2014, to \$86,303 in 2024. The "Construction" industry has seen similar rates of growth from \$53,414 in 2014 to \$82,510 in 2024.

Esri's Business Analyst is another source of detailed employment data that collects business data based on location. These figures are determined through the collection of several data sources, including business filings, utility connections, press releases, corporate websites, and annual reports. Rather than reporting the number of jobs like the QCEW, Business Analyst reports on the number of employees.





Table 9: QCEW Employment and Wage Report, Hillside 2024

NIACS	Description	Average Units (Establishments)	Average Employment (Jobs)	Annual Wages
-	Federal Gov. Totals	2	3	\$82,589.80
-	State Gov. Totals	1	45	\$44,086.90
-	Local Gov. Totals	11	773	\$79,784.40
61	Local Gov. Education	9	537	\$74,343.60
23	Construction	69	507	\$82,510.40
31	Manufacturing	49	1,408	\$72,942.80
42	Wholesale Trade	49	1,016	\$86,303.70
44	Retail Trade	70	889	\$57,559.40
48	Transportation & Warehousing	.	.	.
51	Information	.	.	.
52	Finance & Insurance	7	29	\$77,838.80
53	Real Estate, Rental & Leasing	10	42	\$51,599.60
54	Professional, Scientific & Tech Services	26	240	\$80,567.70
56	Administrative, Support & Waste Mgmt	30	566	\$40,894.90
61	Education	3	6	\$12,231.60
62	Health Care & Social Assistance	.	.	.
71	Arts, Entertainment & Recreation	.	.	.
72	Accommodation & Food Services	28	268	\$27,416.20
81	Other Services Except Public Admin	44	331	\$22,758.90
99	Unclassified Establishments	24	24	\$39,379.80
Private Sector Totals		540	6,395	\$68,023.30

Source: U.S. Bureau of Labor Statistics- Employment and Wages Data Viewer



Across Hillside, Business Analyst estimates that as of 2025 there are 680 businesses in the Township. This figure does not include kiosks such as ATM's or mailing and shipping drop off points. The most common types of business in Hillside are "Other Services except Public Administration", followed by "Retail Trade". The industries with the largest number of employees are "Retail Trade" followed by "Manufacturing".

Businesses within the UEZ are eligible for multiple benefits under the program that can help provide an economic boost and foster long-term success. Some of these benefits include a sales tax exemption for purchasing certain items and services, the ability to charge half the State sales tax rate on exempt sales, loans, grants, and assistance from the ZAF, as well as tax credits and exemptions for certain activities. Additionally, municipalities can use UEZ funds to improve physical and soft infrastructure that businesses rely on, including transportation infrastructure.

Of the 680 business establishments within the Township, 55.3% are found in the UEZ. The business categories with the greatest percentage of their operations existing within the UEZ include Management of Companies, Manufacturing, Retail Trade, Unclassified Establishments, Transportation and Warehousing, and Wholesale Trade. This is in line with the observations made during site visits in June and July of 2026, in which large portions of the UEZ appeared to involve primarily light industrial activities.

The most common types of businesses inside the UEZ are Retail Trade establishments followed by "Manufacturing" establishments. The largest business types by number of employees within the UEZ are "Manufacturing" followed by "Retail Trade", matching the most common business establishments. These industries employ 43.7% of all employees within the UEZ.





Table 10: Percentage of Hillside Businesses Located in UEZ

NAICS	Description	Businesses in Hillside	Businesses in UEZ	% of Hillside Businesses in UEZ
11	Agriculture, Forestry, Fishing & Hunting	0	0	-
21	Mining	0	0	-
22	Utilities	0	0	-
23	Construction	52	23	44.2%
31-33	Manufacturing	64	47	73.4%
42	Wholesale Trade	42	27	64.3%
44-45	Retail Trade	105	70	66.7%
48-49	Transportation & Warehousing	37	24	64.9%
51	Information	5	2	40.0%
52	Finance & Insurance	16	9	56.3%
53	Real Estate, Rental & Leasing	25	15	60.0%
54	Professional, Scientific & Tech Services	52	30	57.7%
55	Management of Companies	1	1	100.0%
56	Administrative, Support & Waste Mgmt	30	16	53.3%
61	Educational Services	20	8	40.0%
62	Health Care & Social Assistance	39	17	43.6%
71	Arts, Entertainment & Recreation	7	4	57.1%
72	Accommodation & Food Services	40	20	50.0%
81	Other Services Except Public Admin	111	46	41.4%
92	Public Administration	13	3	23.1%
99	Unclassified Establishments	21	14	66.7%
Total		680	376	55.3%

Source: NJ Dept of Labor and Workforce, Quarterly Census of Employment and Wages, Municipal Reports



Table 11: Employment, Hillside 2025

NIACS	Description	Businesses		Employees		Businesses in UEZ		Employees in UEZ	
		#	%	#	%	#	%	#	%
11	Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	0	0.0%	0	0.0%
21	Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%
22	Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%
23	Construction	52	7.7%	302	4.5%	23	6.10%	160	3.70%
31-33	Manufacturing	64	9.4%	1,164	17.7%	47	12.40%	972	22.40%
42	Wholesale Trade	42	6.2%	559	8.2%	27	7.10%	437	10.10%
44-45	Retail Trade	105	15.4%	1,199	17.7%	70	18.50%	924	21.30%
48-49	Transportation & Warehousing	37	5.4%	364	5.4%	24	6.30%	262	6.00%
51	Information	5	0.7%	26	0.4%	2	0.50%	7	0.20%
52	Finance & Insurance	16	2.4%	83	1.2%	9	2.40%	49	1.10%
53	Real Estate, Rental & Leasing	25	3.7%	169	2.5%	15	4.00%	104	2.40%
54	Professional, Scientific & Tech Services	52	7.7%	331	4.9%	30	7.90%	194	4.50%
55	Management of Companies	1	0.1%	7	0.1%	1	0.30%	6	0.10%
56	Administrative, Support & Waste Mgmt	30	4.4%	397	5.8%	16	4.20%	325	7.50%
61	Educational Services	20	2.9%	493	7.3%	8	2.10%	219	5.00%
62	Health Care & Social Assistance	39	5.7%	401	5.9%	17	4.50%	141	3.30%
71	Arts, Entertainment & Recreation	7	1.0%	56	0.8%	4	1.10%	46	1.10%
72	Accommodation & Food Services	40	5.9%	384	5.7%	20	5.30%	237	5.50%
81	Other Services Except Public Admin	111	16.3%	620	9.1%	46	12.20%	211	4.90%
92	Public Administration	13	1.9%	229	3.4%	3	0.80%	45	1.00%
99	Unclassified Establishments	21	3.1%	229	3.4%	14	3.70%	0	0.00%
Total		680	100%	7,013	100%	376	100%	100%	4,339



Location Quotient

A location quotient (LQ) is a statistic that measures the extent to which an area specializes in an industry relative to a larger geographic unit. When the location quotient number is above one, it indicates that there is a higher concentration of jobs in that industry than would be expected based on the statewide average.

Using the “Professional, Scientific, and Technical Services” industry as an example of how location quotients work, Hillside has a LQ of 0.46 in this industry. Hillside, therefore, contains a concentration of these businesses that is 46% of the State’s overall concentration. As noted in the table below, the Township encompasses particularly high concentrations in “Wholesale Trade,” “Unclassified (federal)”, and “Manufacturing” industries when compared to the State.

Table 12: Location Quotient Analysis Hillside, 2024		
NAICS	Description	LQ
61	Educational services	0.04
52	Finance & Insurance	0.10
53	Real Estate, Rental & Leasing	0.36
72	Accommodation & Food Services	0.39
54	Professional, Scientific & Tech Services	0.46
44-45	Retail Trade	1.19
56	Administrative, Support & Waste Mgmt	1.29
23	Construction	1.29
81	Other Services Except Public Admin	1.47
31-33	Manufacturing	2.29
99	Unclassified (federal)	2.30
42	Wholesale Trade	3.45

Source: Bureau of Economic Analysis, Full-Time and Part-Time Employees by Industry





Shift-Share Analysis

A shift-share analysis is used to determine what portions of a municipality's economic change can be attributed to national growth, industry growth, or regional factors. This analysis breaks down influencing factors on an industry and helps to identify which industries have a competitive advantage in the local economy.

To use an example, Hillside lost 85 retail trade jobs overall. The United States' general economy was strong enough to bring 47.9 retail jobs to Hillside, but that effect was overpowered by poor outcomes in the national-level retail trade industry, which caused a loss of 55.6 jobs in Hillside, and poor outcomes in the local level retail trade industry, which led to the loss of an additional 77.3 jobs.

Hillside grew by 780 jobs from 2019 to 2024. The majority of that increase, 504 jobs, was generated by the Township's local economy alone. The remaining

276 jobs can be attributed to the United States' overall economic growth. Where the Township's economy has flourished is in the "Administrative, Support and Waste Management", "Other Services", and "Wholesale Trade" industries. This indicates that Hillside has a competitive advantage in these areas. Meanwhile, "Retail Trade", "Professional, Scientific, and Technical Services", and "Accommodation and Food Services" are instead diminishing in size because of the less favorable local economy.



**Table 13: Shift Share Analysis of Business Growth
Hillside Township**

NIACS Sector	Actual Growth		National Growth	Industry Mix	Local Share
Construction	12	2%	24.3	21.1	-33.4
Manufacturing	91	7%	64.7	-69.1	95.4
Wholesale trade	154	18%	42.4	-9.7	121.4
Retail trade	-85	-9%	47.9	-55.6	-77.3
Finance & Insurance	-4	-12%	1.6	-0.2	-5.4
Real Estate, Rental & Leasing	21	100%	1.0	0.0	20.0
Professional, Scientific & Tech Services	-15	-6%	12.5	20.6	-48.1
Administrative, Support & Waste Mgmt	309	120%	12.6	-17.1	313.4
Accommodation & Food Services	-47	-15%	15.5	-14.1	-48.4
Other Services Except Public Admin	162	96%	8.31	-4.10	157.79
Unclassified (federal)	15	167%	0.44	5.42	9.14
Total	780	14%	276.00		504.00

Source: NJ Dept of Labor and Workforce



In 2025, Hillside businesses experienced overall sales totaling approximately \$1.945 billion. The businesses within the area of the UEZ achieved a total of \$1.465 billion in sales. The UEZ, as the location of a portion of Hillside's commercial sector, contributed approximately 75% of all recorded sales in the Township.

Business Analyst calculates Retail Demand estimates that provide an insight into spending potential based on the industries where transactions are likely. The 2025 Consumer Spending figures represent the estimated combined spending by all regional households within an industry. The data includes source material supplied by the U.S. Bureau of Labor Statistics Consumer Expenditure and Diary Surveys. Business Analyst estimates that, as a result of predicted increases in household income and the number of households, spending across

all industries will increase 8.2% which is reflected by the 2030 Forecasted Demand. Note that the 2030 figure assumes the same spending habits as what was calculated for 2025.vv



Table 14: Retail Demand Outlook Hillside Township		
Retail Category	2025 Consumer Spending	2030 Forecasted Demand
Apparel and Services	\$2,578,478	\$2,790,652
Computer	\$273,753	\$296,279
Education	\$175,860	\$190,325
Food	\$3,979,280	\$4,306,623
Financial	\$11,849,087	\$12,823,768
Health	\$217,270,273	\$235,133,114
Home	\$1,622,501	\$1,755,651
Entertainment and Recreation	\$23,570,369	\$25,508,030
Household Furnishings and Equipment	\$3,035,015	\$3,284,555
Household Operations	\$1,352,575	\$1,463,843
Housekeeping Supplies	\$836,127	\$904,855
Insurance	\$7,988,748	\$8,644,875
Transportation	\$6,922,212	\$7,490,739
Travel	\$3,071,655	\$3,324,543

Source: ESRI Business Analyst

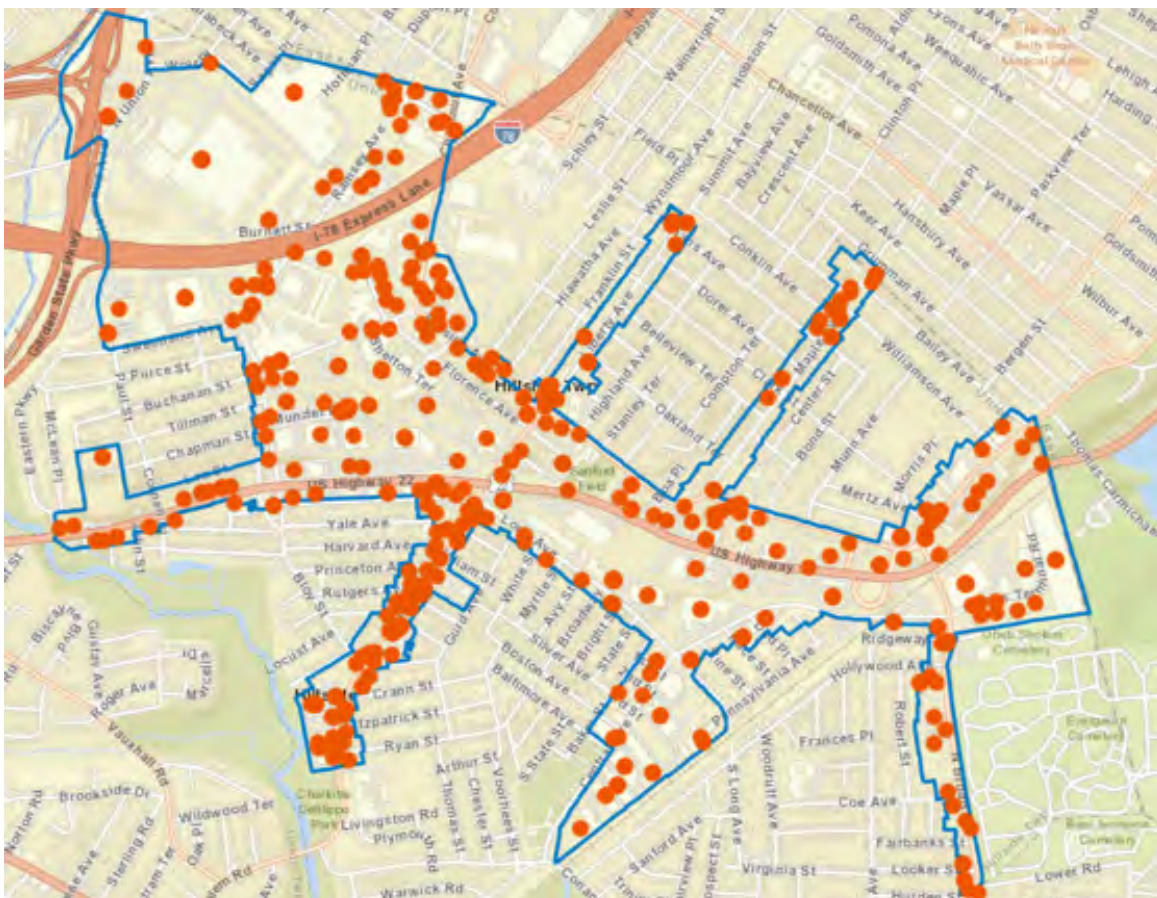
UEZ Business Locations

Businesses within the UEZ are fairly well-dispersed. Notable concentrations of businesses exist along Liberty Avenue, Hillside Avenue, the north end of Maple Avenue, and North Broad Street. These areas generally have a concentration of smaller-scale commercial activities such as retail, restaurants, and personal service shops in storefronts. The more industrial areas of the UEZ surrounding I-78 and Route 22 are less clustered and require larger footprints for their operations, including light manufacturing and distribution operations. While the industrial areas are all relatively active, vacant and for sale properties were observed throughout these areas during a site visit in June 2026. The map below shows the businesses, represented by a red circle, within the UEZ.

Business Certification

Based on data from the DCA, 358 businesses were officially certified at some point between the start of Hillside's UEZ in 1996 and present day, meaning that they were eligible to receive UEZ business-owner benefits. Of those businesses, 288 allowed their certification to lapse and, therefore, can no longer receive the benefits they were previously eligible for. As of 2026, there are 70 businesses that are still actively certified.

Several trends come to light when the performance between businesses with lapsed certifications and businesses with active certifications are compared. Over half of businesses with lapsed certifications do not stay in the program more than 4 years, suggesting that the first few years in the program are the most critical for establishing a working





relationship between the municipality and UEZ business. Currently, about a quarter of actively certified businesses fall within this critical period. Women- and minority-owned businesses are more likely to exit the program than maintain certification. The Township may want to consider introducing economic programs that specifically target these groups.

UEZ businesses with active certifications have been successful at substantially growing their employee base while UEZ businesses with lapsed certifications were not able to significantly increase hiring before exiting the program. There is a potential opportunity for Hillside to focus on personnel-based assistance.

The UZ-4 Exempt Purchase Certificate allows building contractors to avoid paying sales tax on construction materials, supplies, and services when used exclusively to improve, alter, or repair a qualified business's UEZ location. Only 37% of businesses with lapsed certifications took advantage of this benefit before leaving the program

whereas 54% of businesses with active certifications have used it at some point. Interestingly, even though lapsed businesses were less likely to use the benefit, the average amount of money spent by those that did was more than double that of active businesses.

The UZ-4 Exempt Purchase Certificate allows certified businesses to make tax-free purchases of certain tangible property and services. A little over half of businesses with lapsed certifications took advantage of this benefit before leaving the program whereas two-thirds of businesses with active certifications have used it at some point. Just as with the UZ-4 spending, even though lapsed businesses were less likely to use the UZ-5 benefit, the average amount of money spent by those that did was almost double that of active businesses.

Table 15: Business Certifications and Lapses Hillside Township UEZ			
Year	Number of Businesses Gaining Certification	Number of Businesses Lapsing Certification	Nominal Net Change
1996 - 1999	166	58	108
2000 - 2003	45	39	6
2004 - 2007	35	59	-24
2008 - 2011	39	38	1
2012 - 2015	25	32	-7
2016 - 2019	19	20	-1
2020 - 2023	17	12	5
2024 - Present	12	30	-18
Total:	358	288	70

Source: Hillside Township



Table 16: Certified Businesses Program Participation Details

Program Participation	Businesses with Lapsed Certification	Businesses with Active Certification
Total number of businesses	288	70
Percent of businesses certified less than 5 years	54%	26%
Percent minority-owned	17%	10%
Percent woman-owned	14%	10%

Source: Hillside Township

Table 17: UEZ Business Performance Measurements

Performance Measurements	Businesses with Lapsed Certification	Businesses with Active Certification
Total number of businesses	288	70
Average number of employees at point of certification	17.5 employees	16.5 employees
Average number of employees last reported	19.2 employees	29 employees
Percent of businesses with UZ-4 spending	37%	54%
Average spending for businesses that use UZ-4 benefit	\$344,121	\$159,434
Percent of businesses with UZ-5 spending	55%	67%
Average spending for businesses that use UZ-5 benefit	\$1,313,902	\$736,654

Source: Hillside Township



Crime

Crime levels can directly and indirectly harm economic outcomes by creating a lack of trust, reducing consumer spending, and increasing commercial disinvestment. It is therefore an important factor to consider when analyzing local economic health. The Crime Index Summary, provided Business Analyst, is used as an indication of the relative risk of a crime occurring and is measured against the overall risk at a national level. Values above 100 indicate the area faces an above average risk for that particular crime compared to the country, while values less than 100 indicate the area faces a below average risk.

As shown in the table below, most violent crimes in Hillside are all below the national average. The property crime index is above average, mainly due to higher levels of larceny, and motor vehicle theft. The Township may want to consider security-related projects for improving the safety of the UEZ.

Table 18: Crime Index Summary, Hillside		
	Hillside	UEZ
Total Crime Index	128	163
Personal Crime Index	66	79
Murder Index	68	83
Rape Index	56	59
Robbery Index	125	154
Assault Index	51	62
Property Crime Index	139	179
Burglary Index	87	96
Larceny Index	138	179
Motor Vehicle Theft Index	203	260

Source: ESRI Business Analyst

Physical Conditions

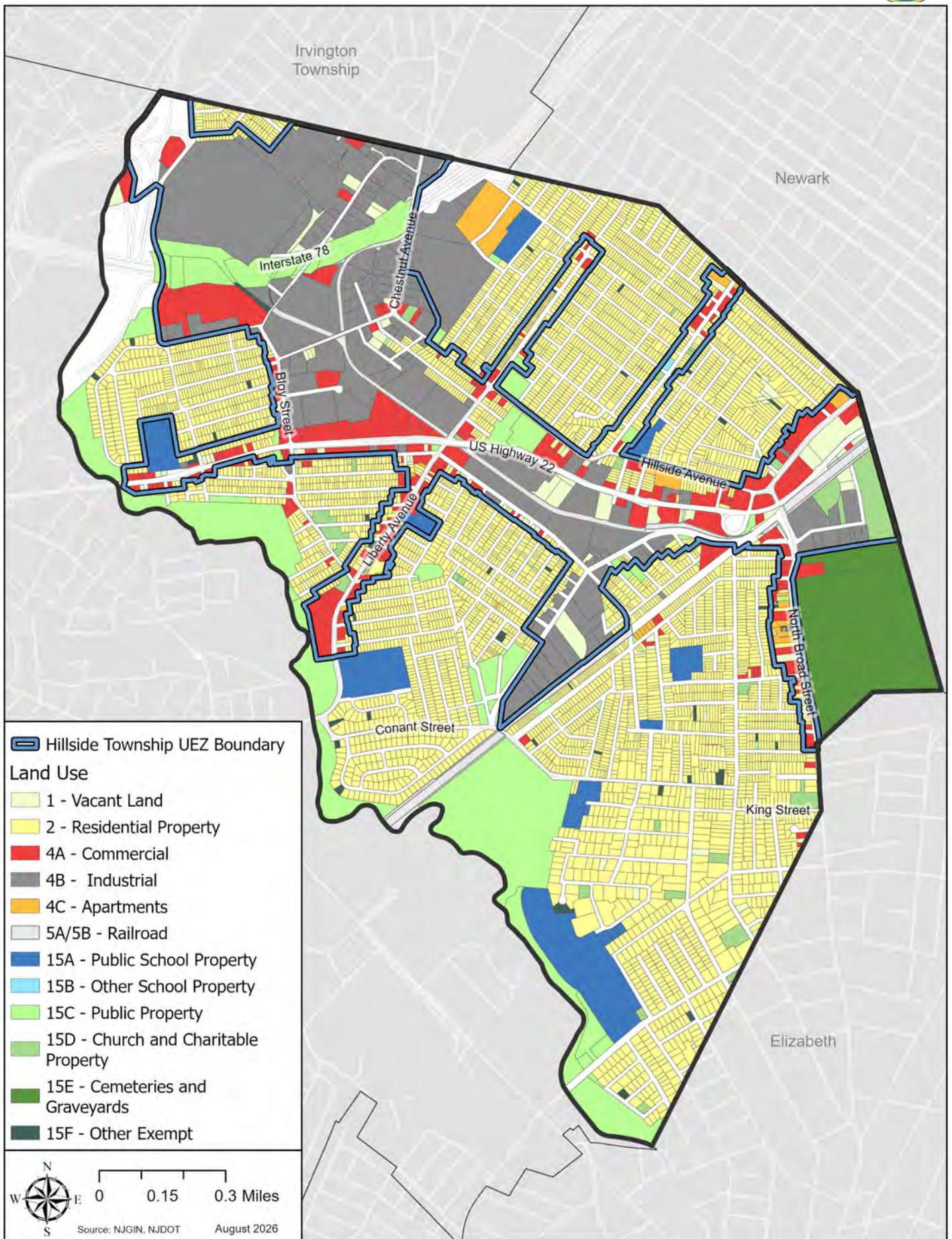


PHYSICAL CONDITIONS

The physical conditions of Hillside Township have seen significant changes since its founding in 1913. An agricultural focus during the early years of the Township shaped the landscape, but as the population began to grow in Hillside and the region, the landscape transitioned to accommodate manufacturing and industrial activity. For much of the 20th century, Hillside housed an industrial landscape alongside the residential areas. Immigrant communities established neighborhoods with local shops and services and shaped the character of the area. As deindustrialization began, and large-anchoring institutions relocated outside of the Township, Hillside underwent periods of decline and renewal.

Today, the Township's landscape is shaped by its established and diverse suburban communities, commercial corridors that developed alongside these communities, and an industrial legacy that has refocused towards light-industrial activity. Within the 2.8 square miles of Hillside, suburban communities straddle the central commercial veins that run through the Township and connect to the neighboring urban centers.







Land Use

Of the 350.6 acres of Hillside land used for commercial or industrial activity, 316.3 acres, or 90.3%, are located within the UEZ. There is a strong overlap overall between the distribution of commercial/ industrial land use and the placement of UEZ boundaries.

Hillside's UEZ encompasses a total area of 475 acres, excluding lands in the public right-of-way. The largest land use category present within the UEZ is Industrial land at 47.6%. Industrial areas make up the entire northwestern area of the UEZ, and light industrial areas sit south of US Route 22 in the eastern areas of the UEZ. Commercial land is the next largest land use category at 19%, and this includes highway commercial areas surrounding US Route 22, office commercial areas in the center of the UEZ, and retail commercial corridors that stretch down Liberty Avenue, North Broad Street, and the northern portion of Maple Avenue.

Zoning

The Township's zoning code and map were originally adopted on December 21, 1971. Both the map and code have been updated since then, including the most recent amendments to the map in 2010 and the code in 2021. Based on the current standards, Hillside is divided into twelve (12) use districts. Districts that permit commercial, mixed-use, or industrial uses include the Highway Commercial (HC), Retail Commercial (RC), Office Commercial (OC), Light Industrial (LI) and Heavy Industrial (HI) zoning districts. The zoning table shows that the greatest proportion of land in the Township is designated to

Table 19: Hillside Township Land Use

Land Use	Total Acreage	Percent of Land Area
Vacant	33	2.3%
Residential, 1-4 Units	675.1	47.2%
Commercial	99.4	7.0%
Industrial	251.2	17.6%
Apartment, 5 or more Units	16	1.1%
Railroad Class I	20.8	1.5%
Railroad Class II	6.1	0.4%
Public School Property	60.4	4.2%
Other School Property	0.4	<0.1%
Public Property	169.9	11.9%
Church & Charitable	23.7	1.7%
Cemeteries & Graveyards	67.3	4.7%
Other exempt	6.7	0.5%
TOTAL:	1,429.9	100%

Source: Hillside Township MODIV Data

Table 20: Hillside's UEZ Land Use

Land Use	Total Acreage	Percent of Land Area
Vacant	25.4	5.3%
Residential, 1-4 Units	52.3	11.0%
Commercial	90.1	19.0%
Industrial	226.2	47.6%
Apartment, 5 or more Units	6.4	1.3%
Railroad Class I	12.6	2.6%
Railroad Class II	3.1	0.7%
Public School Property	8.3	1.8%
Other School Property	0.4	0.1%
Public Property	34.9	7.4%
Church & Charitable	13.7	2.9%
Cemeteries & Graveyards	0	0.0%
TOTAL:	475	100%

Source: Hillside Township MODIV Data



Highway Commercial (HC) uses, which includes a range of higher-intensity commercial activity including shopping centers, offices, laboratories, and other similar uses. Importantly, the HC zone also permits light industrial uses. When combined with the Light Industrial and Heavy Industrial zoning districts, 41% of the Township permits some type of industrial use. Commercial uses, permitted in the Highway Commercial, Retail Commercial, and Office Commercial zones, are permitted in approximately 42% of the Township.

Within the UEZ boundaries are 578 acres of land, or 0.903 square miles, including lands dedicated to roadways. The five commercial/industrial zones used in Hillside cover 86% of the UEZ's acreage, including: RC, OC, HC, LI, and HI. Between these zones, the most

predominant one is the Heavy Industrial zone which includes 42% of the UEZ.

Of the 583.5 acres of Hillside land zoned as commercial, mixed-use, or industrial, 495.7 acres, or 84.9%, are located within the UEZ. There is a strong overlap overall between the distribution of commercial/industrial zoning and the placement of UEZ boundaries. A potential area for improvement lies in the industrial zone that is north of the UEZ and beside Irvington Township. While the parcels are zoned industrial, they actually contain the edge of a single-family neighborhood.

Table 21: Hillside Township Zoning					
Zone	Permitted Uses	Total Acres	Percent of Land Area	Total Acres in UEZ	Percent of Land Area
R-40	Residential, Single-Family, 40 Feet	503	1%	36.9	6%
R-40-T	Residential, Two-Family, 40 Feet	140.9	4%	20.5	4%
R-50	Residential, Single-Family, 50 Feet	92.7	5%	0.7	0%
R-65	Residential, Single-Family, 65 Feet	40.4	18%	0.0	0%
R-75	Residential, Single-Family, 75 Feet	97.8	3%	0.0	0%
RC	Retail Commercial	96.2	1%	91.2	16%
OC	Office Commercial	11.9	13%	11.9	2%
HC	Highway Commercial	95	28%	93.1	16%
LI	Light Industrial	62.2	8%	59.4	10%
HI	Heavy Industrial	318.2	5%	240.2	42%
PL	Public Lands	234	2%	16.4	3%

Source: Hillside Township



Table 22: Hillside Zoning Permitted Uses

Zone	Permitted Uses
RC	• A retail store where goods are sold or personal services rendered which are clearly incidental to the retail sales and primarily for the need of those living in the neighborhood, provided that there is no fabrication, manufacturing, converting, altering, finishing or assembly, except incidental to such retail sale on the premises and provided that these uses shall be confined to the first floor and basement of the premises and no supplies, materials or goods are stored, displayed or offered for sale outdoors. • Telephone exchanges and public utility installations. • Professional, business and government buildings. • Designed shopping centers, which shall be required to have site plan approval by the Planning Board.
OC	• Offices for business and professional use.
HC	• Designed shopping centers, which shall be required to have site plan approval by the Planning Board. • Warehousing, shipping offices, distribution centers and storage yards, except lumber yards, coal yards and fuel storage yards. • Fabrication, assembly and packaging of finished products, provided that there is no chemical processing necessary and no smoke, noise or odors are produced during the process of fabrication, assembly or packaging. • Laboratories and research centers. • Business offices. • Laundries, cleaning, dyeing and carpet- and rug-cleaning establishments. • The manufacturing, compounding, packing, processing or treatment of beverages, candy, cosmetics, dairy products, ice and toilet supplies. • Metal working, machining and welding shops, excluding drop hammers and similar machinery of a nuisance-producing character. • The finishing or assembling of articles made from the following previously prepared or refined materials: bone, cellulose, cork, feathers, fiberglass, gums, hair, horn, leather, paper, plastics or textiles. • Telephone exchanges and public utility installations.
LI	• Warehousing, shipping offices, distribution centers and storage yards, except lumber yards, coal yards and fuel storage yards. • Fabrication, assembly and packaging of finished products, provided that there is no chemical processing necessary and no smoke, noise or odors are produced during the process of fabrication, assembly or packaging. • Laboratories and research centers. • Business offices. • Laundries, cleaning, dyeing and carpet- and rug-cleaning establishments. • The manufacturing, compounding, packing, processing or treatment of beverages, candy, cosmetics, dairy products, ice and toilet supplies. • Metal working, machining and welding shops, excluding drop hammers and similar machinery of a nuisance producing character. • The finishing or assembling of articles made from the following previously prepared or refined materials: bone, cellulose, cork, feathers, fiberglass, gums, hair, horn, leather, paper, plastics or textiles. • Telephone exchanges and public utility installations.
HI	• Same as the Light Industrial District. • The preparation and fabrication of metal and metal products and chemicals and chemical products. • Public utility installation. • Manufacturing, processing, compounding, treatment, assembly and packaging of materials or uses where the composition of materials is chemically altered.



Kean University

Kean University is a public university with its main campus straddled between Union Township, Hillside Township, and Elizabeth. It also has locations in Jefferson and Jersey City. As of 2024, there were 13,905 total students enrolled, with about 15% of students living on campus.

Kean University's East Campus is located within Hillside. The East Campus is the home of the Nathan Weiss Graduate College and the College of Health Professions and Human Services. In addition to meeting rooms and classrooms, the East Campus also includes the departments of Communication Disorders & Deafness, Occupational Therapy, Psychology, Counselor Education, the office of Affirmative Action, Campus Ministries

the Alumni House, and faculty housing. The facility also includes Enlow Hall, a recitals venue, as well as several athletic facilities. The Campus is not within the UEZ.

Kean's location within Hillside presents a unique opportunity for collaboration and support from university students and researchers. For example, Kean University was awarded a \$1 million grant in 2021 to develop the Center for Business and Workforce Development, Innovation and Social Entrepreneurship. The Center's primary goal is to strengthen local and regional economies by providing support, expertise, research, and technical assistance to address the needs of urban centers. Economic development initiatives in Hillside's UEZ have the potential to be supported by the university, and these opportunities should be investigated further.



Source: Kean University Graduate School LinkedIn

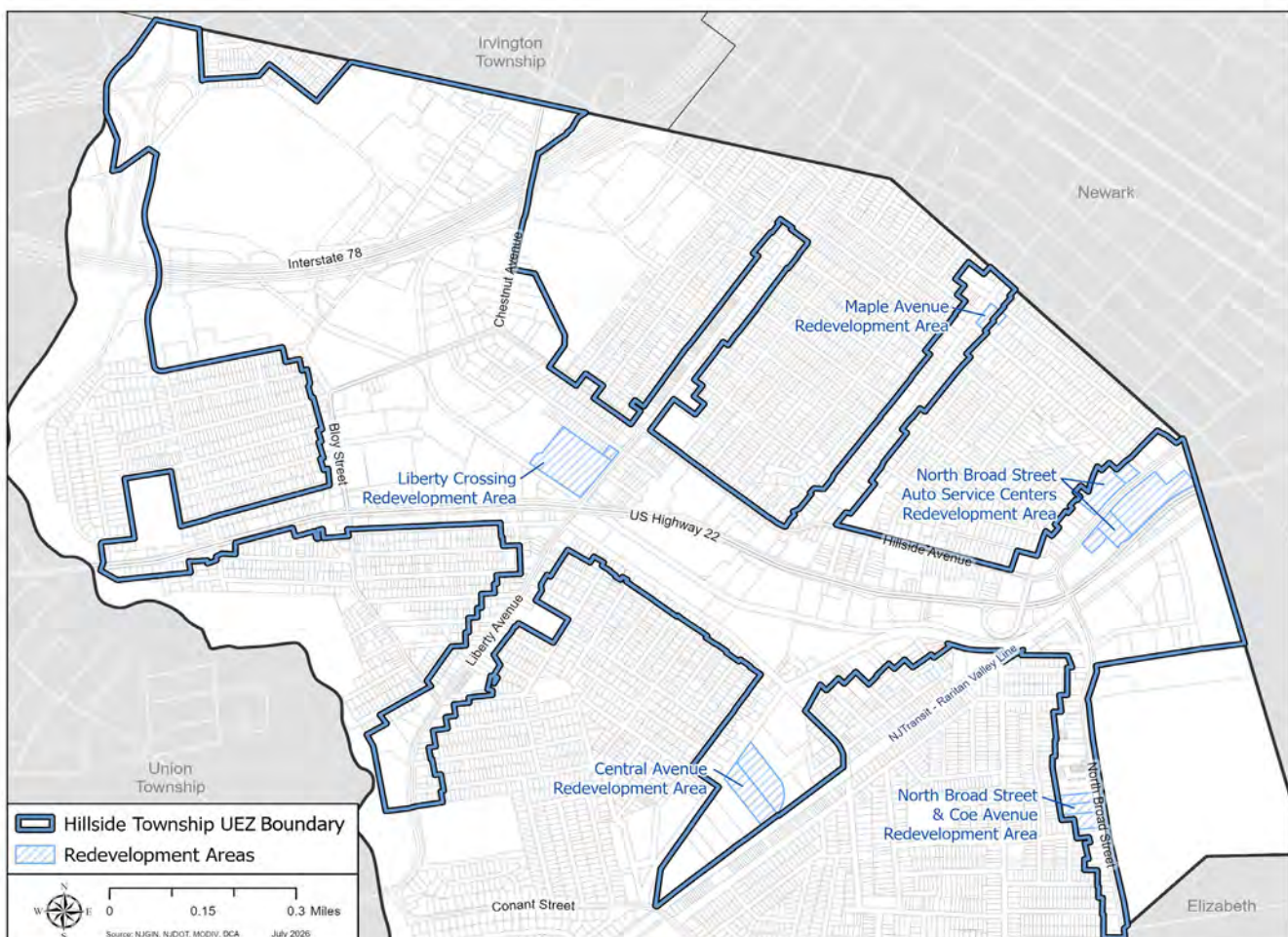


Redevelopment Areas

There are five (5) designated Redevelopment Areas within Hillside's UEZ boundary, as illustrated on the map below. In May 2018, Hillside passed R-2018-124 which designated the entire municipality as an area in need of rehabilitation.

There are five (5) designated Areas in Need of Redevelopment within Hillside, all of which are either completely or partially within the UEZ.

- **Central Avenue Redevelopment Area** – Established by Resolution R-08-307 which was adopted on October 28, 2008, the Redevelopment Area includes Lots 7 and 8 in Block 1209. This area is within the UEZ. Ordinance O-18-03, passed on April 17, 2018, adopted the Redevelopment Plan for this area.
- **Maple Avenue Redevelopment Area** – Established by Resolution R-11-004 which was adopted on May 3, 2011, the Redevelopment Area encompasses Block 1003 Lots 1 and 2. This area is partially within the UEZ.



- **North Broad Street and Coe Avenue Redevelopment Area**
– Investigated by Resolution R-09-353 which was adopted on December 22, 2009, the Redevelopment Area includes Lots 46, 47 and 48 in Block 1417. This area is within the UEZ.
- **North Broad Street Auto Service Centers Redevelopment Area**
– Established by Resolution R-11-065 which was adopted on March 1, 2011, the Redevelopment Area includes Lots 16, 17, 18, 19, and 20 in Block 1007 and Lots 2, 3, 4, 5, 6, 7, 8, and 10 in Block 1012. This area falls within the UEZ boundaries. A Redevelopment Plan was prepared in May 2011. A Plan amendment was adopted on August 27, 2019, by Ordinance O-19-15.
- **Liberty Crossing Redevelopment Area** – Established by Resolution R-24-187 and adopted on August 7, 2024, the Redevelopment Area includes Block 604 Lots 25 and 26. This area is within the UEZ. The Redevelopment Plan, dated September 25, 2024, was adopted on December 18, 2024, by Ordinance O-24-19. Liberty Crossing Urban Renewal, LLC proposes to finance, construct and implement on the Property a residential development that includes a senior center for public use. The project will redevelop, in phases, the Property with the construction of 183 market rate residential units and 40 age restricted residential units, to be occupied exclusively by individuals 55 years of age or older. The Financial Agreement with Liberty Crossing Urban Renewal, LLC was adopted on April 22, 2025.



North Broad Street & Coe Redevelopment Area



Liberty Crossing Redevelopment Area



Auto Service Centers Redevelopment Area



Development

Construction and Demolition

Construction and demolition trends were analyzed to provide insights into the evolving landscape of Hillside. According to the New Jersey Department of Community Affairs (DCA) Construction Reporter data approximately \$129 million in construction took place in Hillside from 2015 to 2025, 51% of which was associated with nonresidential building permits. A total of forty-four (44) housing units were constructed during that time period. The majority of residential construction occurred between 2015 and 2017, with 89% of residential construction having been for one and two-family dwellings.

The DCA data also provides the square footage created by building permits. Of the 209,062 SF of space authorized for construction through building permits, office facilities represent the largest proportion of that space at 84,783 SF. Industrial facilities are the second leading source of square footage at 74,266 SF. The largest approval of industrial space by square footage was in 2022.

It is worth noting that this data does not take into account construction activities that individuals undertake without acquiring necessary construction permits. Zoning officials have recently observed an increase in illegal unit conversions to allow for more residential units on a property. While this is not based on official data, these observations suggest that the residential destiny may be increasing more than data suggests.

Table 23: Housing Units Authorized by Building Permits, Hillside 2015-2025			
Year	1 and 2 Family	Multifamily	Total
2015	8	4	12
2016	9	0	9
2017	6	0	6
2018	0	0	0
2019	0	0	0
2020	0	0	0
2021	2	0	2
2022	4	0	4
2023	1	1	2
2024	6	0	6
2025	3	0	3
Total	39	5	44

Source: DCA Construction Reporter





Table 24: Square Feet of Other Nonresidential Space Authorized by Building Permits, Hillside 2015-2025

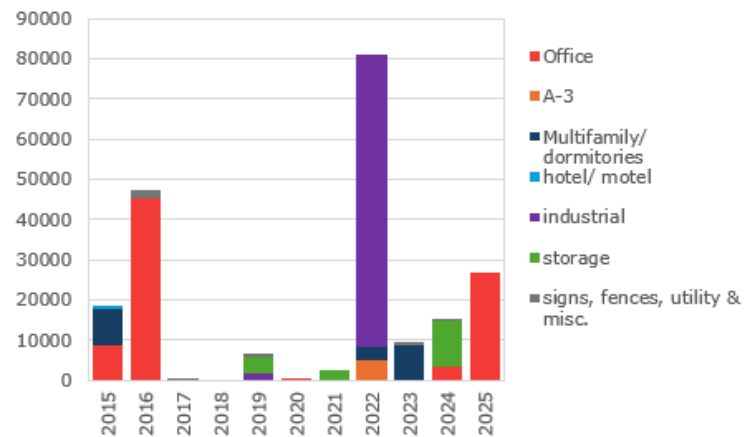
Year	Office	A-3	Multifamily / dormitories	Hotel / motel	Industrial	Storage	Signs, fences, utility & misc.	Total
2015	8,771	0	9,008	850	0	0	0	18,629
2016	45,183	0	0	0	0	0	2,150	47,333
2017	0	0	0	0	0	0	471	471
2018	0	0	0	0	0	0	0	0
2019	0	0	0	0	1,530	4,240	958	6,728
2020	649	0	0	0	0	0	0	649
2021	0	0	0	0	0	2,640	0	2,640
2022	0	4,845	3,343	0	72,736	0	0	80,924
2023	0	0	8,524	0	0	0	1,179	9,703
2024	3,470	0	0	0	0	11,549	256	15,275
2025	26,710	0	0	0	0	0	0	26,710
Total	84,783	48,45	20,875	850	74,266	18,429	5,014	209,062

Source: DCA Construction Reporter

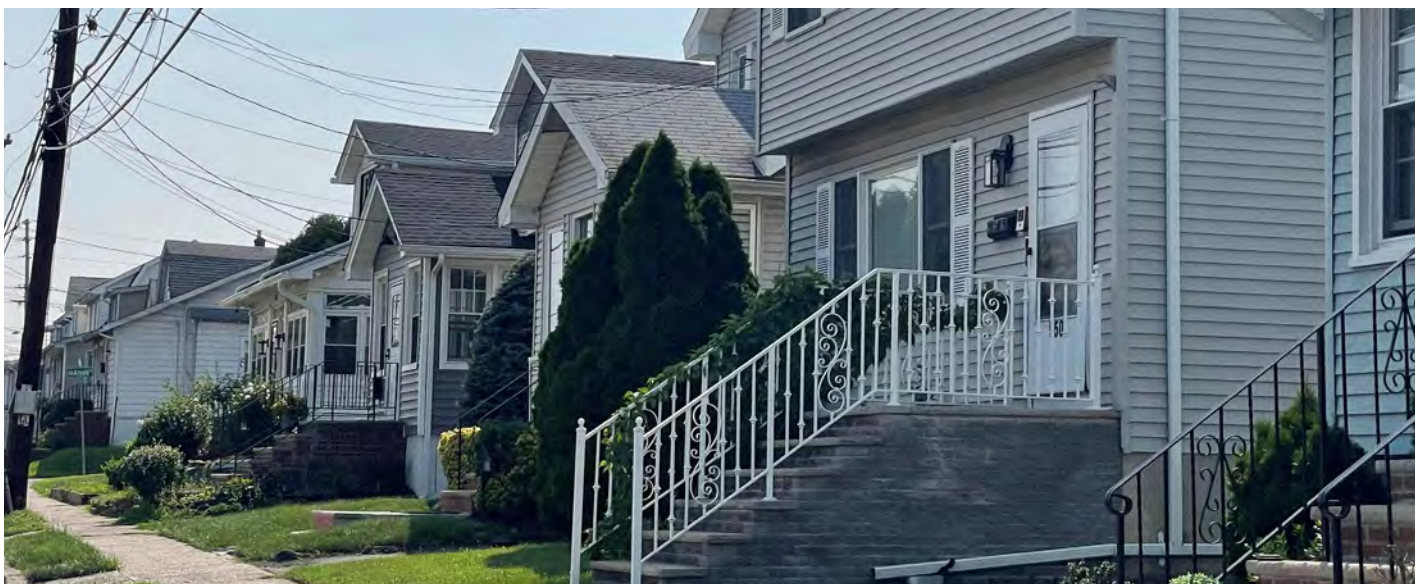
A demolition permit authorizes the removal of an existing building. A construction official may issue a demolition permit for a residential or nonresidential structure. For demolitions that result in the loss of a dwelling unit, the number of dwellings lost is reported. For non-residential demolitions, the number of demolitions permits issued is reported. Analysis of demolition history shows that the majority of nonresidential demolition permits have been issued for signs, fences, utility, and miscellaneous spaces. A total of 19 housing units were demolished between 2015 and 2025, the vast majority of which were for one and two-family structures.

Construction officials issue certificates of occupancy at the end of the construction process, when buildings are complete and ready for occupancy. Office spaces were issued the most certificates of occupancy based on square footage, which aligns with the data reported on building permits per square footage. A total of 23 housing units were issued certificates of occupancy, all of which were issued for one and two-family housing units.

Square Feet of Other Nonresidential Space Authorized by Building Permits



Source: DCA Construction Reporter





Recent & Upcoming Major Development

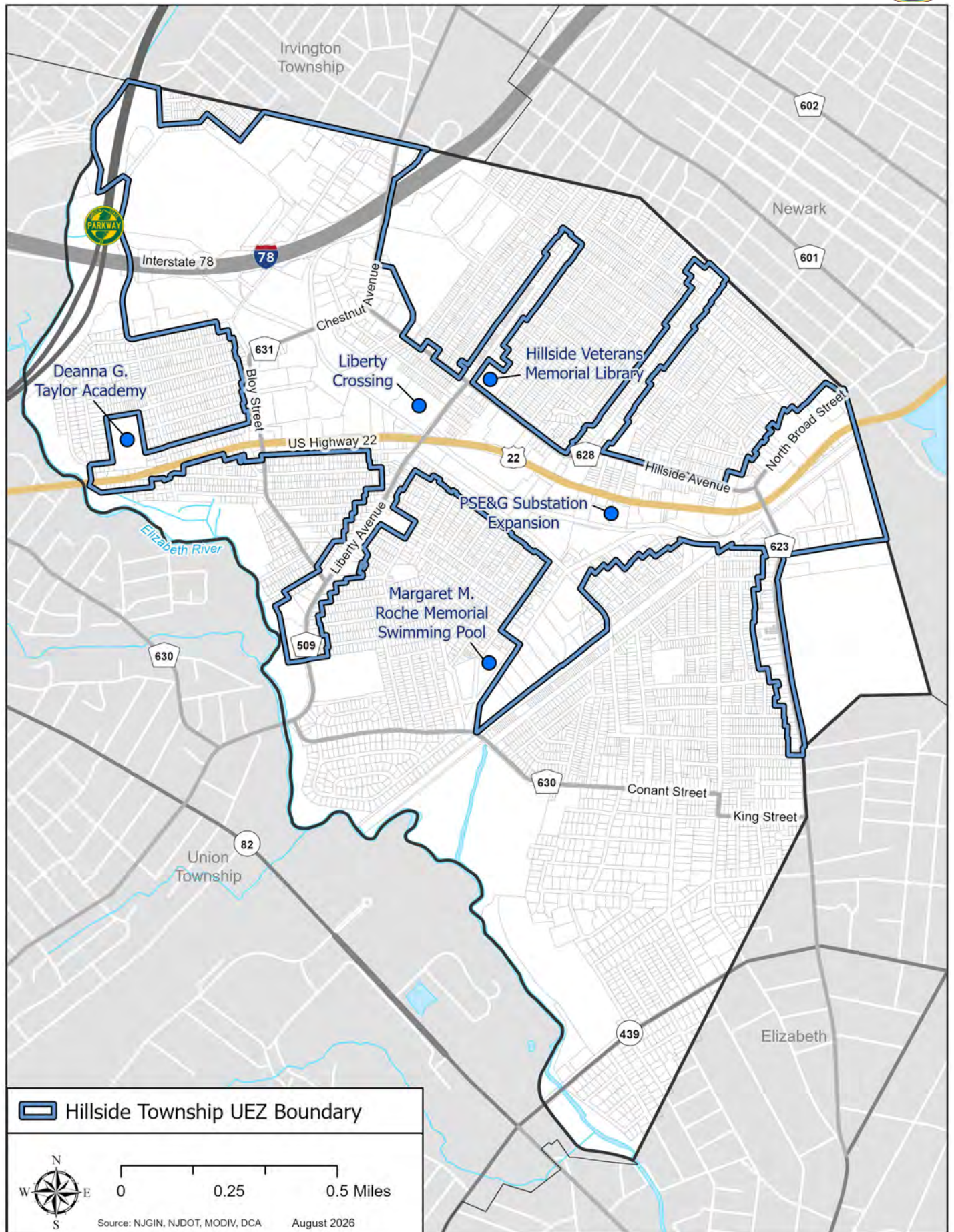
Liberty Crossing – Located at 1350 Liberty Avenue, the property is known as the Liberty Crossing Redevelopment Area and is to be redeveloped in phases. The property will include a combination of 183 market rate residential units and 40 market rate age-restricted residential units, to be occupied by individuals 55 years of age or older.

Hillside Veterans Memorial Library – A recipient of the Library Construction Bond Act, Hillside received a \$3,996,437.50 grant in 2022 to construct a new library facility that will allow for increased programming and an enhanced experience for residents. The new facility will include a computer lab open to the public, and a space with amenities specifically geared towards young adults and students to utilize after school. The facility will also include new quiet spaces, and tech/maker spaces.

Margaret M. Roche Memorial Swimming Pool – Located at Paul F. Korlesky Park, located on Central Avenue, the pool is undergoing significant improvements including the reconstruction and the installation of a family pool, utility improvements, paving, fencing, landscaping and irrigation. These facilities represent Phase II of the Township's ongoing rehabilitation of the swimming pool complex.

Deanna G. Taylor Academy's New Wing – Completed in early 2025, the Deanna G. Taylor Academy's 6,600-square-foot addition includes four new classrooms, a new cafeteria, and a multi-purpose visual and performing arts room. This expansion supports the learning opportunities for the elementary school students.

138 Route 22 PSE&G Substation Expansion – PSE&G acquired the 1.2-acre industrial property to support and expand the adjacent substation and provide electricity distribution services across the region. The site includes a 15,677-square-foot industrial building, a 2,192-square-foot shed and on-site parking.



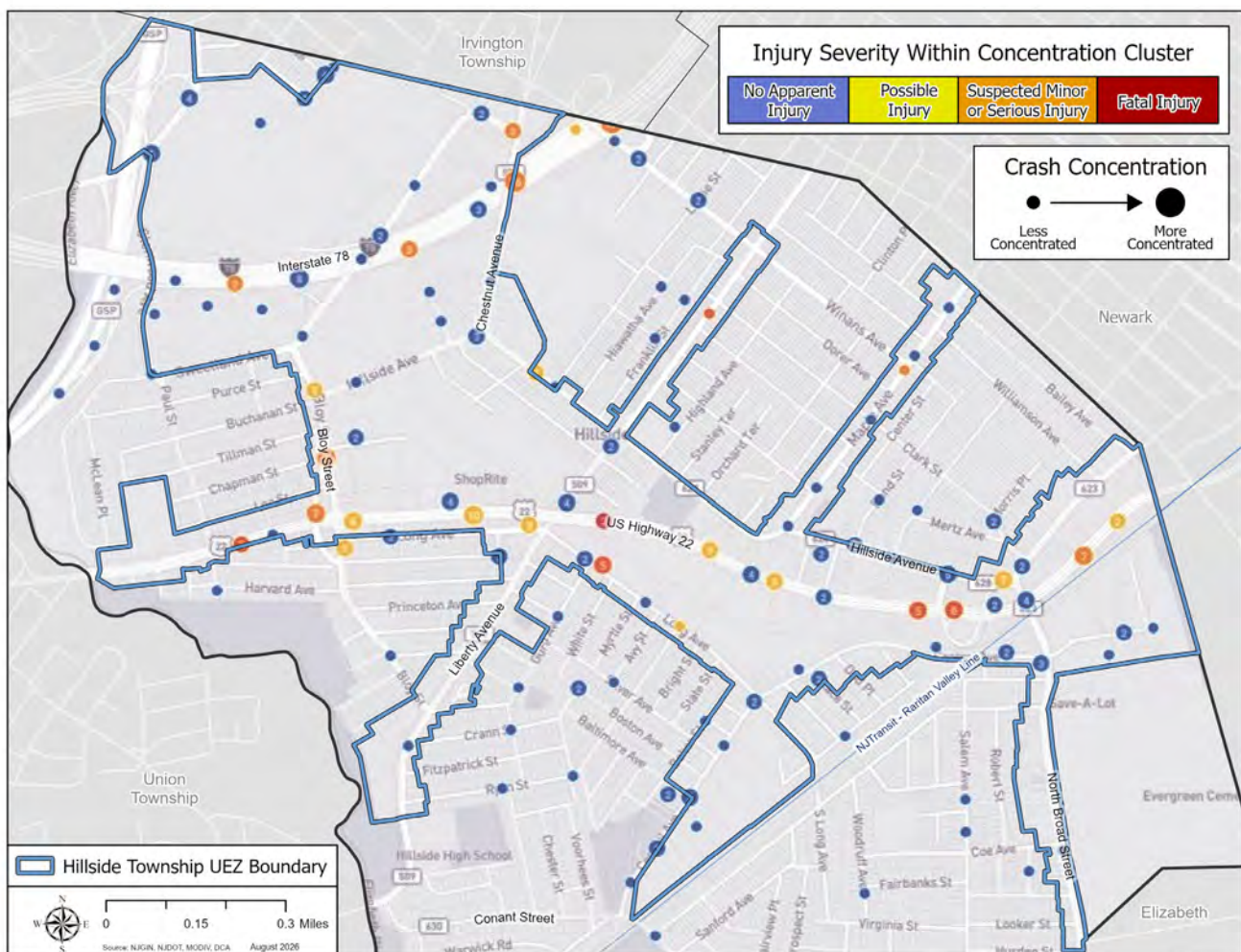
Infrastructure

Roadways

Hillside has an extensive roadway network that connects it with the surrounding area. There are two major arterial roadways that intersect the Township from east to west. Interstate-78 and NJ Route 22. I-78 includes exits along Hillside's northeastern border with Irvington, and there is an interchange with the Garden State Parkway and I-78 in the northwestern corner of Hillside. Annual Average Daily Traffic (AADT) count data from NJDOT in 2015 indicates that this area of I-78 typically sees a range of 100,000 to 150,000 vehicles per day. Local roadways that cross underneath I-78 in Hillside include Glenwood Avenue

and Ramsey Avenue, and Chestnut Avenue crosses above it. NJDOT data for Chestnut Avenue from 2015 estimates an AADT count of just under 12,000 vehicles per day, and 2019 data estimates an AADT count of about 7,000 vehicles per day on Glenwood Avenue.

NJ Route 22 bisects Hillside and has a median between the eastbound and westbound lanes. Liberty Avenue is a minor arterial that crosses underneath Route 22, and Bloy Street is a minor arterial that includes a right in and right out on both sides of the state highway, as well as an elevated bridge for crossing movements over the highway. Other access points onto Route 22 within Hillside include Long Avenue, McClean Place, Cornell Place, Harding Terrace,





Doremus Place, and Hilldale Place on the westbound side. Additional eastbound connections include an elevated exit from Hillside Avenue, Cornell Place, John Street, and Spring Street. North Broad crosses over Route 22 but does not connect directly to it. NJDOT AADT data from 2025 at the Hillside Avenue exit shows an average count of just under 5,000 one-way trips per day off of Route 22 and into Hillside.

Significant local roadways within the Township include Liberty Avenue, Hillside Avenue, and Bloy Street. Liberty Avenue's two-way AADT count from 2025 showed an average count of over 15,000 vehicles per day near the border with Union Township. Hillside Avenue had an average count of about 9,000 vehicles per day in 2012, and Hillside Avenue had an average count of about 16,500 vehicles per day 2025. Truck traffic is permitted on these streets, though there are limitations for truck parking.

Light industrial and commercial uses within Hillside are often near residential neighborhoods, especially in areas adjacent to the boundaries of the UEZ. Residential roadways are typically not well-equipped to serve larger trucks and can contribute to a greater number of crashes.

The map below uses New Jersey Department of Transportation (NJDOT) crash data to visualize where accidents involving commercial trucks have occurred in Hillside from 2019 to 2025. The data points are clustered to show overall patterns, and the size of the data point cluster symbol relates to the volume of accidents that have happened in that area.

This data highlights the prevalence of accidents on residential roadways near the UEZ boundaries. For example, a cluster of collisions is noted in the residential neighborhood located between the commercial areas of Liberty Avenue, Central Avenue, and south of Long Avenue. A similar cluster is shown in the residential area north of Route 22 and east of Maple Avenue.

The Union County Safe Streets for All (SS4A) Action Plan includes specific corridor recommendations to reduce fatal crashes in Hillside Township. Hillside may want to incorporate some of the following suggestions into its UEZ planning.

Along Liberty Avenue in Hillside Township, which turns into Salem Road in Union, recommendations include updating traffic signals, increasing visibility at intersections (also known as, "daylighting"), striping high-visibility crosswalks at all marked crossings, repairing sidewalks, upgrading curb ramps, upgrading bus stops, and striping edge lines to define the travel and parking lanes. Hillside High School is located on Liberty Avenue west of Bloy Street, and further recommendations for this area of the roadway include evaluating the feasibility of a road diet and bike lanes as well as including zone markings and signage for the high school.

Bloy Street is another area with significant crash incidents, and the recommendations for this street include designating and striping a left turn lane from the northbound approach and installing advanced land control signs along the approach.



Public Transit

Hillside's public transportation system connects the Township to a wide range of surrounding municipalities and regional destinations. Within Hillside, NJ Transit operates seven (7) bus lines, utilizing 55 bus stops. There are no train stations in Hillside, but the Raritan Valley Rail Line (RARV) passes through the Township. The closest station is in Union Township on Morris Avenue, just over the border of Hillside and Union. From there, residents are one stop from Newark Penn Station, which provides access to the broader NJ/ NYC region. In the opposite direction, residents can use the line to travel west towards High Bridge.

Several bus stops are located within the bounds of the UEZ, making specific streets accessible for potential employees who must rely on public transit to commute. Specifically, Liberty Avenue, Hillside Avenue, and Maple Avenue can be reached by bus. On the other hand, few bus stops exist in the Township's industrial areas north of US-22, industrial areas south of US-22, and on US-22 itself. Taking into consideration how significant Hillside's industrial activity is to the UEZ, the Township may want to explore expanding public transit options so that jobs in these areas are more accessible to the local population.

During a site visits in June and July of 2026, it was noted that most, if not all, the bus stops within the UEZ do not include any protective or supportive amenities such as shelters, seating, lighting, or accessibility elements. The photo shows a bus stops on Chestnut Avenue. The Chestnut Avenue stop has limited sidewalk space that is further strained by overgrown vegetation. The stop is representative of most bus

stops observed in the Township, in that it includes no bench, shelter, or other protective elements. Bus infrastructure is another opportunity that Hillside can explore to improve the public transit experience.

Additional transportation services are available through the Union County Paratransit System. Curb-to-curb non-emergency rides are provided for senior residents, caregivers, individuals with disabilities (aged 18 and older), and economically disadvantaged residents of the County. This service can be used for getting to medial appointments, shopping, employment, and social services. One-way rides are \$2, but fees can be waived for qualified residents.

Table 25: NJ Transit Buses, Hillside

Bus Line #	Bus Line Name	# of Stops in Hillside
26	Elizabeth - Irvington	22
59	Newark - Dunellen	7
65	Newark - Somerville	5
66	Newark - Mountainside	22
99	Clinton Ave Crosstown (Newark/Hillside)	18
113	Dunellen - New York	26
114	Bridgewater - New York	10

Source: NJTransit





Walkability and Biking

Hillside Township is considered “very walkable”, with a Walk Score of 75 out of 100. According to the Walk Score website, most errands can be accomplished on foot, but there is minimal bike infrastructure. The National Walkability Index shows the most walkable areas within Hillside are south of Route 22 along Liberty Avenue, including a few blocks of the surrounding cross-streets.

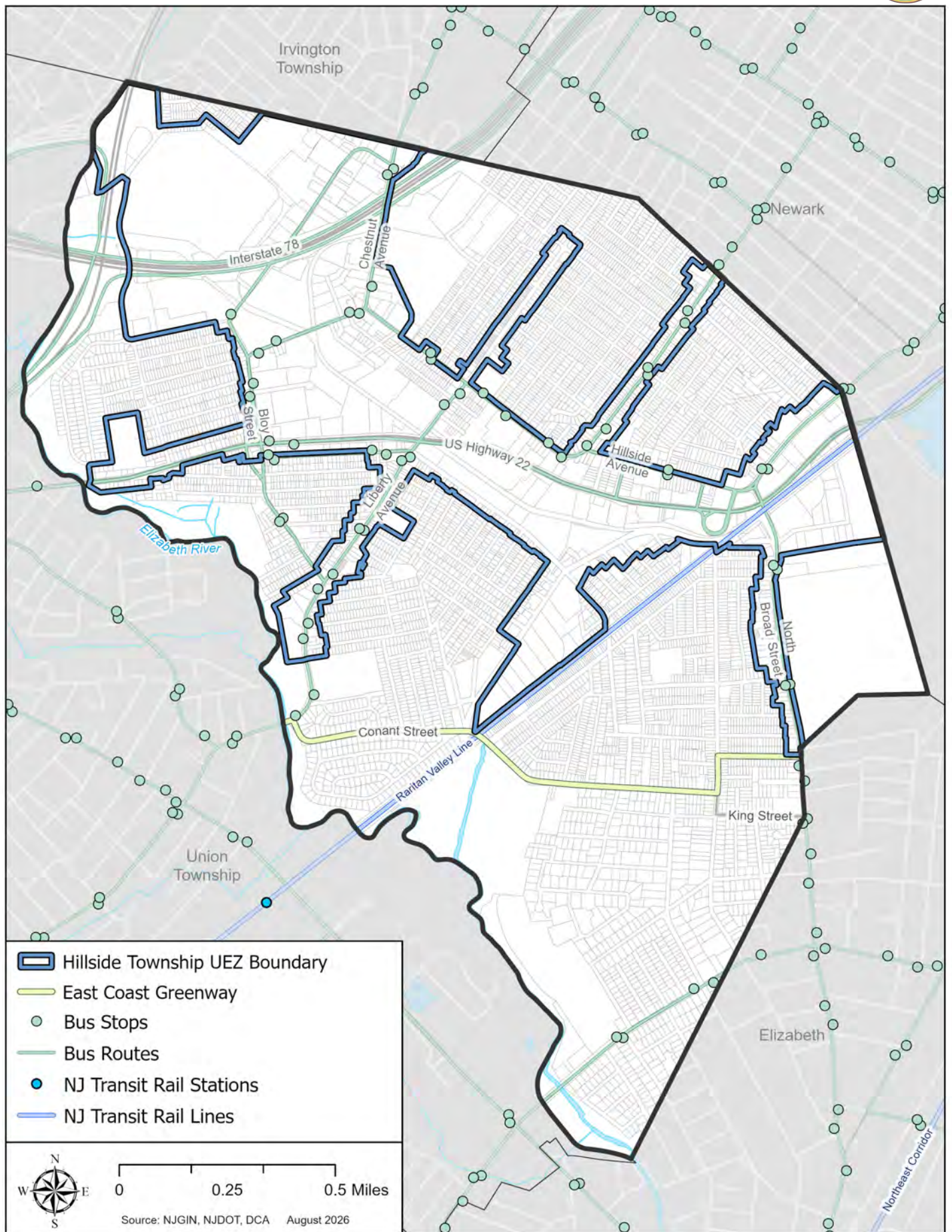
The East Coast Greenway is a nationally connected, locally rooted trail system from Maine to Florida spanning 3,000 miles. The East Coast Greenway passes through portions of Union County, including through Hillside. A total of twenty-one (21) miles of the Greenway passes through the County, seven (7) miles of which are located off-road on

shared use paths. The Greenway is identified and is marked with wayfinding signs. Approximately 1.4 miles of the Greenway is in Hillside, following along Salem Road to Conant Street, north on Salem Avenue, and east of Hurden Street. The entire portion of the Greenway within Hillside is on the roadway.

While the East Coast Greenway does not directly cross into the UEZ, it abuts the area by Central Avenue and North Broad Street. This presents the Township a unique opportunity to design its UEZ improvements so that they take advantage of the proximity to the Greenway. Over the upcoming years, as the Greenway is built out and attracts more tourism, Hillside can funnel those visitors towards its local and small businesses.



Source: greenway.org



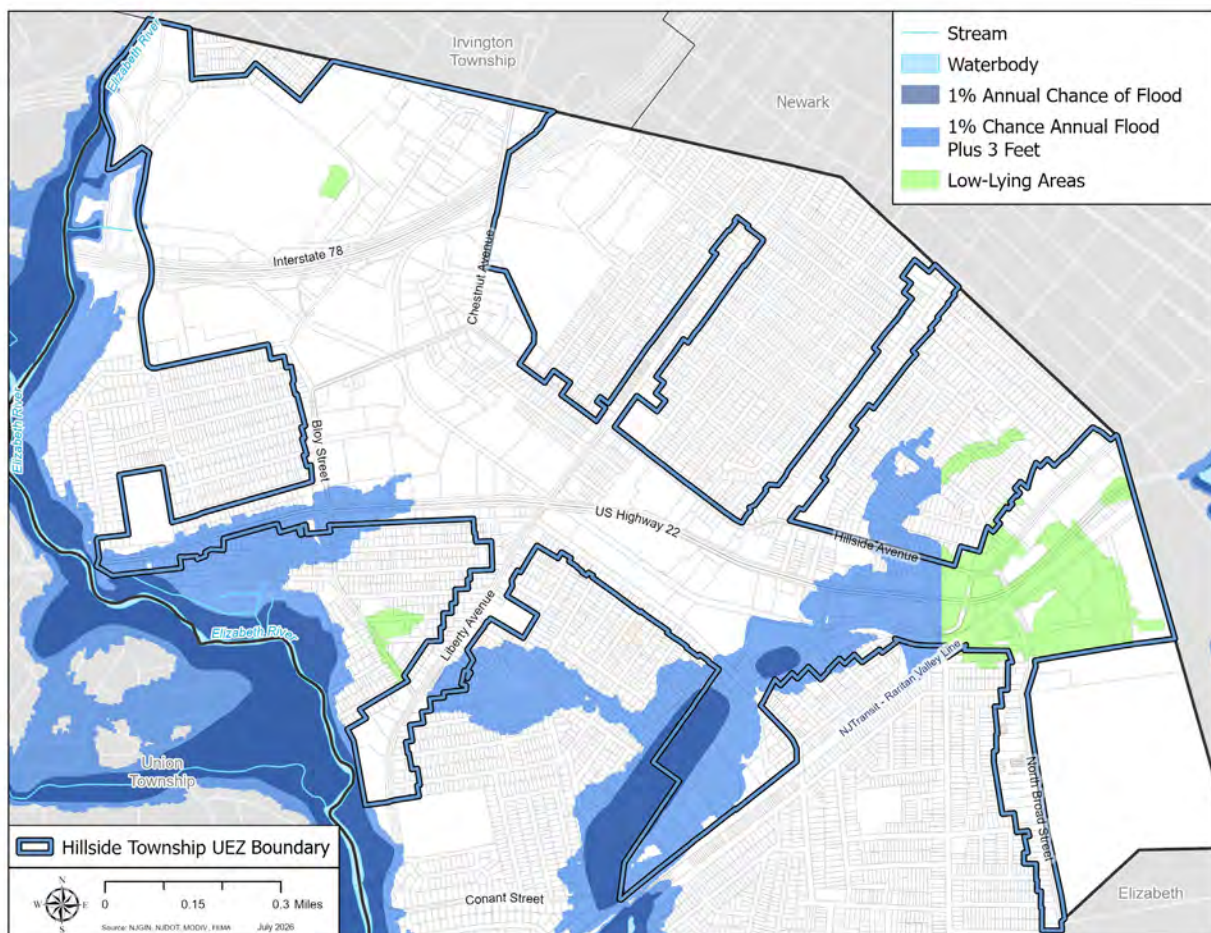


Flooding

The following map depicts the risk of inland flooding, which is primarily spurred by rainfall and riverine flooding from the Elizabeth River. The “1% annual chance of flood” area represents the base floodplain, meaning sections of Hillside which have a 1% likelihood of being flooded in a given year based on past flooding patterns. This is the standard benchmark used by FEMA and other officials for determining flood risk, and the data is based on past flooding patterns. The “1% annual chance of flood plus 3 feet” is based on data that includes projected levels of rainfall. This is important to consider because the total amount of rainfall and the intensity of individual storms have been increasing in New Jersey in recent years, and this trend is likely to continue. This metric helps

to identify areas of the Township that are vulnerable to future flooding events, and understanding the areas at risk is helpful for determining areas to prioritize for flood mitigation efforts. Using this information together helps to paint a picture of current and future flooding vulnerability in Hillside.

The main areas of flood risk within the UEZ include portions of the Route 22 Area, Central Avenue Area, Hillside Avenue Area, and Evans Terminal Road Area. Flooding along Route 22 would cause disruptions to a key transportation corridor and likely impact the functioning of the entire UEZ. The Central Avenue and Evans Terminal Road area include a number of distribution centers where materials are stored before they are sold. Damage to inventory and disruptions to



the accessibility of these areas would be detrimental to businesses in the UEZ. The Community Food Bank sits in a low-lying area, which is vulnerable to inundation from flash flooding events and flooding due to its proximity to other areas with higher direct flood risk. Damage to this facility would not only negatively impact an important business within the UEZ, but would have impacts on the food security of residents throughout New Jersey.

UEZ funds can be utilized for flood mitigation improvements that serve the UEZ, as long as the funds are not used on State or County roads. Vulnerability to flooding can be reduced in the UEZ if businesses are able to install mitigation measures and be better prepared for flooding events. Using funds to support the implementation of these measures would be a beneficial investment in the long-term success and stability of Hillside's UEZ businesses in flood-prone areas.



Heat

Summers in New Jersey continue to shatter previous years' heat records, and reports from the NJ Climate Change Resource Center indicate that more intense and longer-lasting heat waves are likely in the near future. This projection is particularly devastating for an urban community like Hillside. An abundance of heat-absorbing impervious surfaces, such as roads and buildings, combined with a lack of greenery, contributes to the overall urban heat island (UHI) effect, effectively making areas like Hillside much hotter than more suburban neighbors. There are large sections of the UEZ that contain continuous areas of impervious coverage, which significantly contributes to the UHI. This not only makes the entire community experience higher temperatures, but

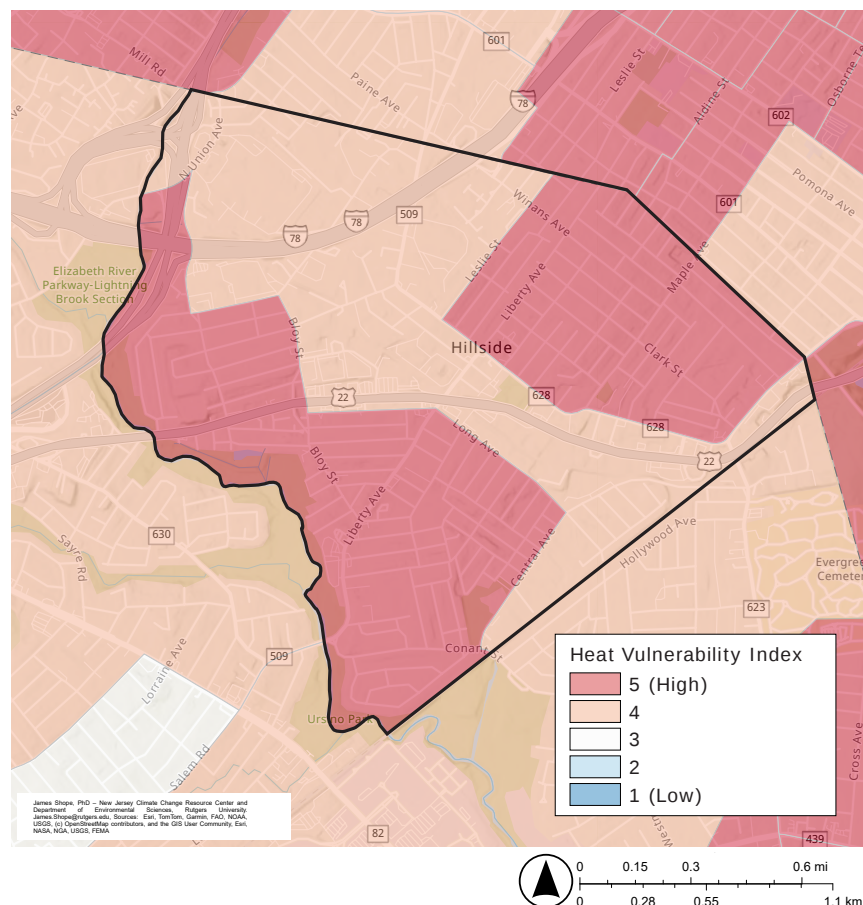




also makes it difficult to access places within the UEZ, particularly if a person is utilizing public transportation or traveling on foot.

Heat Vulnerability Index (HVI) provides a measure of the extent to which a community or person is likely to experience negative outcomes from heat, including hospitalization. HVI in Hillside is shown on the map below, and it is notable that large portions of the residential areas of the Township, as well as the main retail areas of the UEZ, have the highest vulnerability rating. During extreme heat events, people often opt to stay home to try and find ways to cool off. However, if air conditioning is not available in a person's home, or they lack an alternative place to go, individuals are at risk of serious health consequences.

While the high levels of heat vulnerability are concerning, there is an opportunity within the UEZ to provide the dual benefit of keeping community members safe and cool during hot summer days, while also promoting commercial activity within the UEZ. UEZ funds could be utilized to provide amenities that help create cool areas within retail districts. Some examples include the provision of street trees, public water fountains, shaded areas, and misting stations. Providing people with cool places to be within the UEZ helps to get more people in the area during an otherwise slow time and helps positively connect people with the local business community. Funds could also be used to retrofit older buildings to conserve energy and protect workers at businesses within the UEZ.

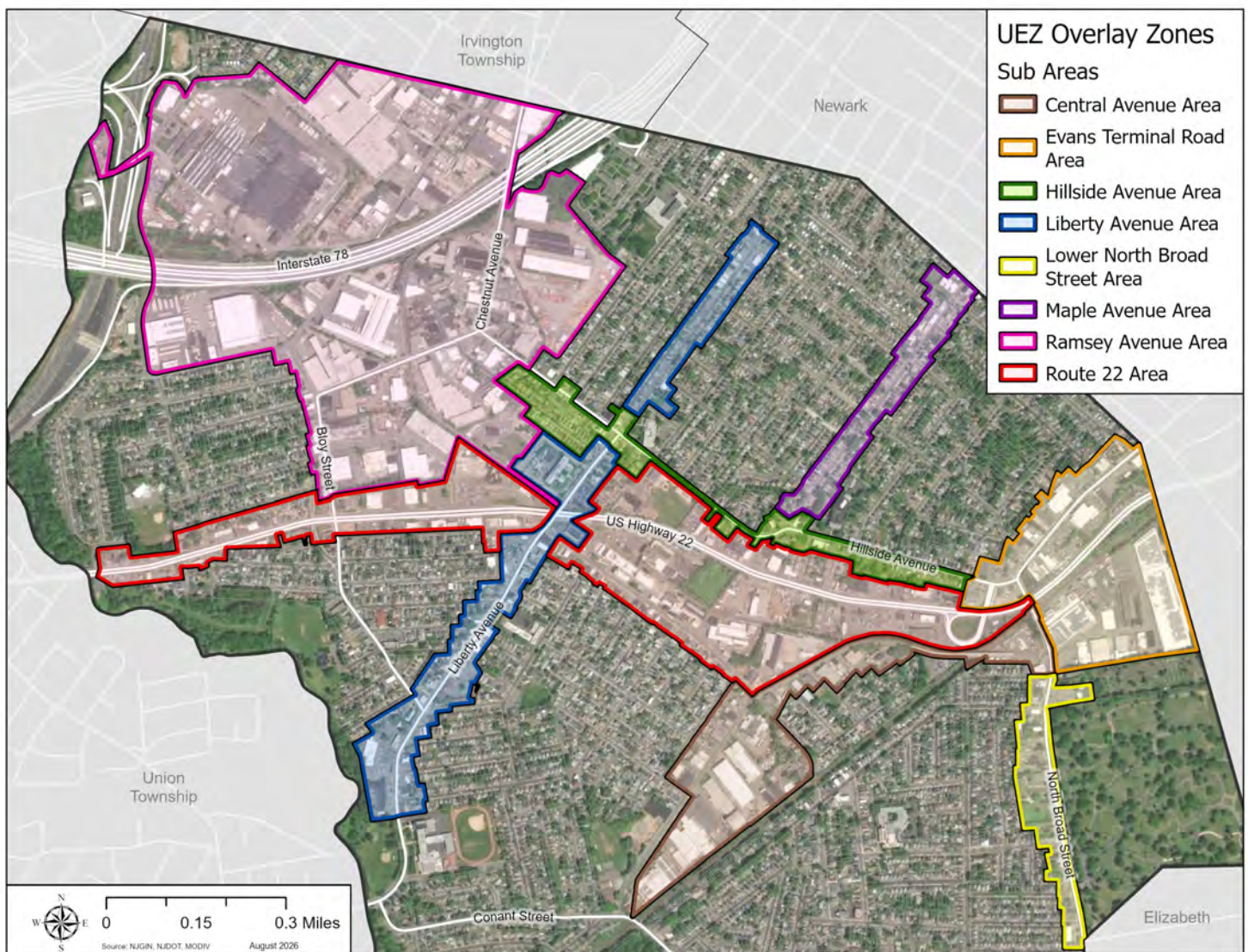


UEZ Characteristics



UEZ AREAS

The UEZ Sub Areas were delineated based on the predominant character and land uses present along the main roadway corridors of the UEZ. These are not officially designated areas, rather, they have been provided in order to illustrate the existing conditions and develop goals that are appropriate for meeting the varying needs of different areas within the UEZ.



Ramsey Avenue Area

The Ramsey Avenue Area encompasses the area surrounding Interstate-78. Aside from Ramsey Avenue, this area includes Chestnut Avenue, Bloy Street, the portion of Hillside Avenue between Chestnut Avenue and Bloy Street, Glenwood Avenue, and Mundet Place. The area is characterized by light industrial activities including packaging and assembly, warehousing, shipping and logistics, food distribution, auto repair shops, material supply yards, and others. Some of the notable businesses in this area include Union Beverage Packers, LLC, and Stratas Foods.

This area hosts continuous large truck and tractor trailer traffic. The roadways in this area are in good condition and are able to accommodate the truck traffic. Crash data indicates that accidents in this area are minor. However, a lack of loading spaces or zones contributes to trucks parking on the sidewalks and streets in some locations within this area.

Despite the industrial character and the continuous presence of large trucks, all of the streets include sidewalks on at least one side of the street. However, the condition of these sidewalks varies, and the area is not particularly hospitable for pedestrians. Issues for pedestrians and cyclists in this area include high volumes of large truck traffic, trucks parking and unloading on the sidewalks, cars parked on the sidewalks, and varying conditions of the sidewalks and streetscape. The photos show cars parked on the sidewalks on Ramsey Avenue, overgrown vegetation around sidewalks on Mundet Place, excessive double-parking of vehicles on Chestnut Avenue, and a truck loading on Chestnut Avenue.

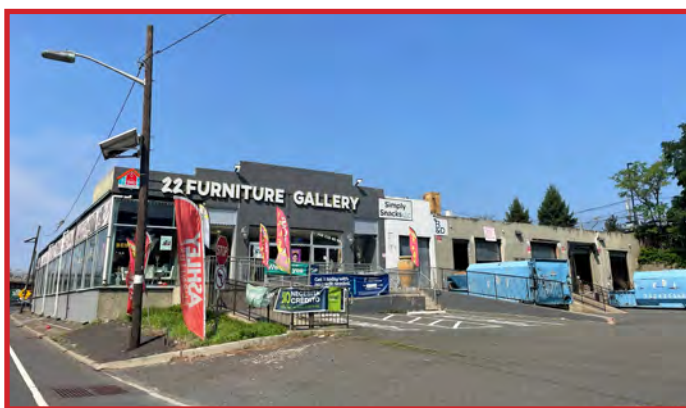
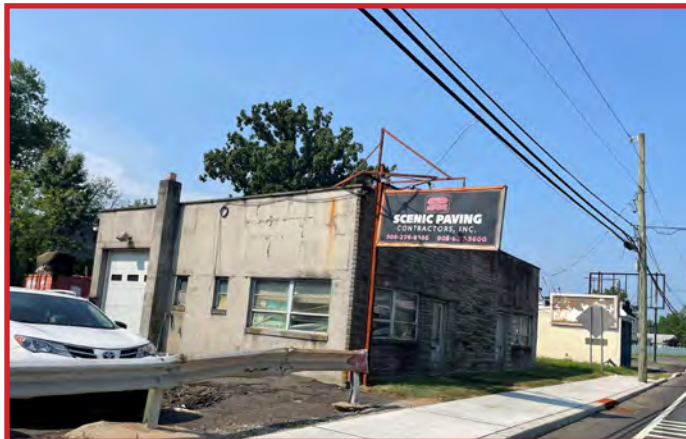


Route 22 Area

The Route 22 Area encompasses the east-to-west spine of the UEZ from the western boundary to just before North Broad Street. Aside from Route 22, this area includes Long Avenue. This area's character is dominated by the highway corridor, with commercial businesses setback far from the street, a notable presence of auto-oriented businesses, including vehicle dealerships and repair shops, and light industrial activity. Much of the industrial activity directly abuts residential uses, and a stretch of commercial storefronts is also present on Long Avenue.

This area includes a higher speed arterial roadway with heavier traffic, including personal vehicles and large trucks. The highway includes two to three lanes per direction with a concrete median separating the east and west bound traffic.

Sidewalks are present throughout this area and are in generally good condition, but higher speeds and traffic on Route 22 can make their utilization more difficult. Photos below show a sidewalk on Route 22, the sidewalk on the bridge over Liberty Avenue, an area that does not include sidewalks, and a view of the roadway adjacent to the sidewalk area. Bicycling on the street in this area would be impractical and dangerous given the high speeds and lack of designated lanes.

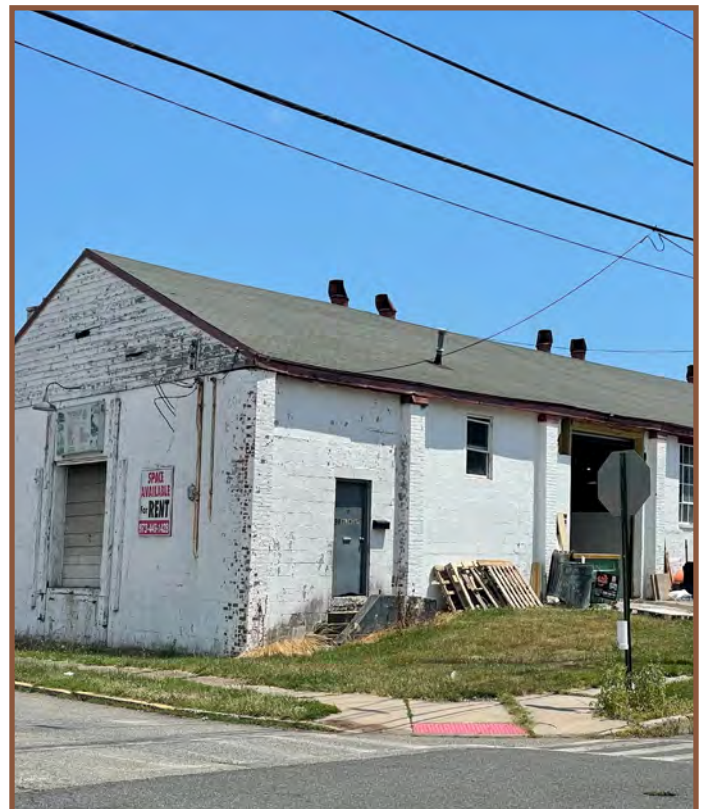


Central Avenue Area

The Central Avenue Area sits south of the Route 22 Area. This portion of the UEZ includes light industrial activities with smaller-scale operations compared to the Ramsey Avenue Area. Residential dwellings are present within a block of Central Avenue, and in some locations, residential uses directly abut light industrial uses.

Similarly to the Ramsey Avenue Area, this area accommodates large trucks. The roadways are in generally good condition, although some potholes and cracks in the pavement are present and lane striping has faded in many locations.

This industrial area has similarities with the other industrial areas of Hillside, including extensive asphalt lots, industrial structures, and chain-link fencing present throughout. The proximity of residential dwellings in this area contribute to a softer streetscape character, however, industrial structures tend to be more setback from the street by lawn and landscaped areas, and a large park and playground sit at the south end of Central. All of the streets in this area include sidewalks for pedestrian use. Biking in this area would be risky given the lack of designated bike lanes and large truck traffic. Photos below highlight some of the larger setback areas that are characteristic of this industrial area.

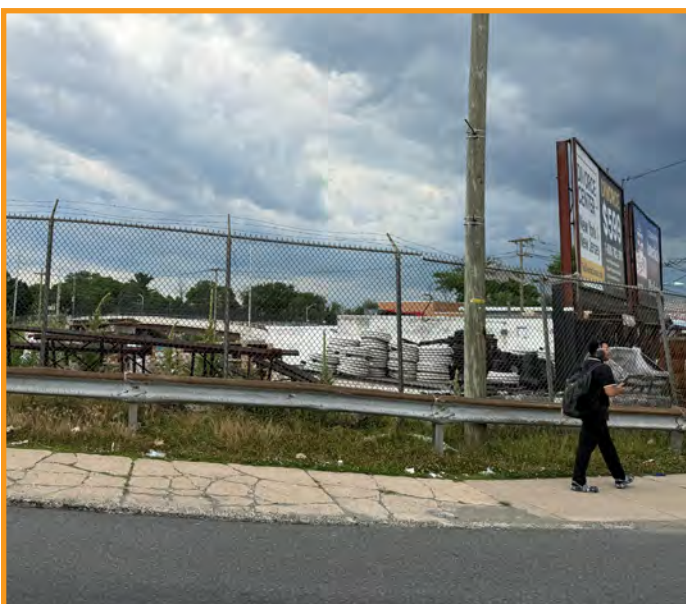


Evans Terminal Road Area

The Evans Terminal Road Area includes the areas surrounding Evans Terminal Road and North Broad Street, north of Central Avenue. This area is characterized by numerous auto-related businesses, including dealerships, car washes, service centers, and auto part stores. Additionally, the Community Food Bank of New Jersey has a large collection and distribution center here and is surrounded by other uses of similar intensity. The railroad and Route 22 cut through the center of this area.

This area includes local streets used primarily by the light industrial businesses on Evans Terminal Road and collector roadways, such as North Broad. The local roadways primarily serve large trucks, whereas the collector roadways serve trucks and passenger vehicles.

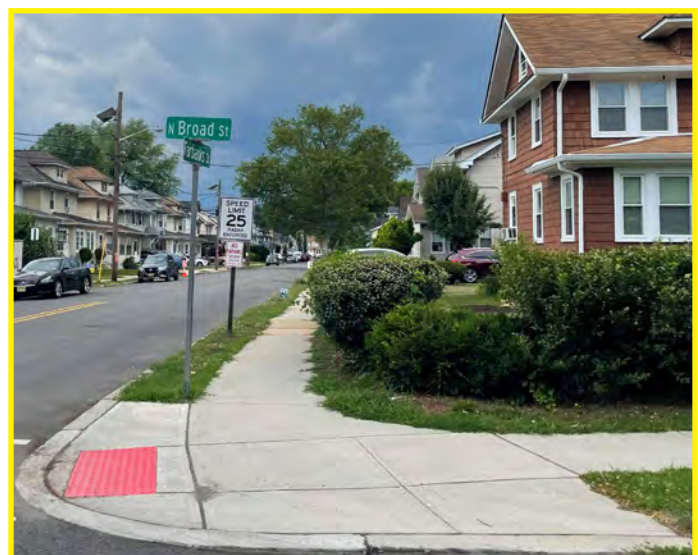
Many of the structures in this area directly abut the sidewalks and there is extensive impervious coverage. Sidewalks are present throughout the area, but the scale of buildings and condition of the sidewalks contribute to a car-oriented landscape. Bicycling would be difficult in this area due to the continuous presence of large trucks and the lack of a designated bike lane. Photos below show extensive impervious areas and cracked sidewalks and a pedestrian crossing the bridge on North Broad Street.



Lower North Broad Street Area

The Lower North Broad Street Area, south of Central Avenue, is characterized by a mix of commercial and residential uses. A large cemetery abuts the eastern side of the street until the end of the UEZ boundary at Lower Road. While there are commercial uses present along this street, much of the area is dominated by a residential feel with single-family homes and trees lining the streets. The boundary between Hillside and Elizabeth sits at the end of the UEZ boundary at the intersection of North Broad Street and Lower Road. Abutting residential uses in this area of Elizabeth contribute to the character of the streetscape and the type of traffic present on North Broad Street.

The streetscape is much friendlier for pedestrians in this area, with maintained sidewalks, street trees that provide shade, clear crosswalk markings, and more pedestrian-scale commercial structures and residential dwellings. Photos below show maintained sidewalks with numerous crosswalks visible, pedestrian-oriented commercial storefronts abutting the sidewalk, and a walkable residential area. Bicycling is possible in this area, but similarly to the other areas of Hillside, no lanes are provided.



Liberty Avenue Area

The Liberty Avenue Area includes the largest area of commercial activity within the UEZ. This corridor includes a mix of commercial building types, including standalone structures, ground floor commercial businesses with residential units above, and strip mall structures with numerous businesses. Residential uses and structures, including single and two-family dwellings, are scattered throughout this corridor and become more dominant north of Hillside Avenue.

Liberty Avenue is considered a collector roadway with a diverse array of traffic. The **2026 Union County Safe Streets for All (SS4A) Action Plan** identifies Liberty Avenue as a high-risk road segment.

Within this commercial corridor, sidewalks, benches, and planters provide some elements of pedestrian-scaled design, but the large spacing between commercial buildings, wide and busy roadways, front yard parking on some lots, extensive street parking throughout the area, the presence of billboards and other large signage, and the lack of consistent street trees or vegetation contribute to a less walkable and more car-dominant corridor. Despite this, pedestrians were observed throughout this area on a site visit on July 2026.



Maple Avenue Area

Maple Avenue includes an approximately three-block section of ground floor commercial structures between Summer Avenue and Grumman Avenue, which is the boundary of Hillside and Newark. This commercial area is sandwiched between primarily residential uses on Maple Avenue that cut off this commercial area from the rest of Hillside's UEZ.

This roadway in this area of the UEZ is dominated by mostly residential traffic.

The streetscape in the northern commercial section of Maple Avenue is pedestrian-oriented, with sidewalks and numerous street crossings, commercial buildings set back directly against the sidewalks, street trees, planters, and decorative street lighting. The commercial pocket is sandwiched between residential uses, which in this case provides direct access for pedestrians patronizing the area. However, abundant and utilized street parking along with numerous private lots in this area contribute to a car-oriented atmosphere. Bicycling would be possible but risky in this area due to lack of designated lanes and cars parked on the street.





Hillside Avenue Area

Hillside Avenue runs east to west through the center of the UEZ and serves as a key corridor, encompassing a variety of uses. The area is characterized by commercial, light industrial, residential, and institutional uses. Hillside Avenue includes a diverse array of traffic because of the variety of uses present.

While sidewalks are present throughout the area, the pedestrian landscape varies. The more residential and institutional areas include street trees and landscaped front yards, while the more commercial and industrial areas include sprawling buildings, front-facing parking lots, wider and busier streets, and less streetscape vegetation. Notable streetscape elements in the commercial areas include trash cans. Pedestrians utilize much of this area despite the varying conditions. Issues for pedestrians and cyclists include continuous traffic, large trucks parking and unloading on the sidewalks, and varying conditions of the sidewalks and streetscape. Photos below depict the varying streetscape character on Hillside Avenue, including a buffered pedestrian walkway with shade trees, midday traffic conditions, a truck parked on the sidewalk, residential uses abutting commercial uses, the sidewalk outside of Beau Label, and the sidewalk in the more industrial area.



Additional Analysis





ADDITIONAL ANALYSIS - RELATIONSHIP TO OTHER PLANS

Growth that is sustainable, equitable, and smart cannot be achieved without coordination at multiple scales. By aligning Hillside's local goals with the larger-scale vision at the County and State level, Hillside can receive more targeted support for its own goals while also contributing to the positive growth of the entire region. Below is an assessment of the alignment of Hillside's local planning priorities and the priorities at the County and State level.

Township of Hillside Master Plan (2009)

Hillside adopted a Master Plan in 1979, 1986, 1996, and most recently in 2009. One of the purposes of this Five-Year UEZ Plan is to advance the implementation of the 2009 Hillside Master Plan. By investing UEZ funds in activities that have been identified in the Master Plan, the Township can move towards accomplishing its goals. While over 15 years has passed since the adoption of this Master Plan, many of the goals remain relevant. However, the demographic analysis is based on the 2000 Census and is over 20 years old. This UEZ Plan provides an up-to-date demographic analysis that is key to implementing the goals of the Master Plan in 2026.

The general goals of the Master Plan include:

- To promote new directions and methodologies for Township stability and gradual growth and direct such

growth in a manner that will enhance the quality of life for present and future residents of the Township.

- To maintain the essential suburban character of most areas of the Township.
- To promote a Hillside Township identity in all areas of the community while maintaining the individual identity and character of neighborhoods within the Township.
- To recognize physical characteristics and capacity constraints of the Township and acknowledge the abilities and inabilities to host different types of community development at appropriate densities.
- To conserve existing open space and natural resources with special attention to environmentally critical or sensitive areas.
- To encourage good design and harmonious relationship between adjacent buildings and landscapes.
- To create a readable, practical document that can be readily revised every five (5) or six (6) years in light of demographic, economic, land use and political changes that occur.

Economic Development goals and objectives include:

- Upgrade existing industrial areas to encourage existing industries to remain and expand and to attract new manufacturing and industrial uses.
- Encourage development and improvement of industrial and commercial land uses, which will expand local job opportunities and produce a stable and balanced



economic base.

- Utilize existing zones to facilitate a compatible mix of land uses.
- Recognize the comparative strengths and weaknesses of the Township (relative to the location in the region) to attract large-scale industrial and commercial development. Address both the advantage and disadvantage of such development.
- Promote location for industrial and commercial development that will minimize the traffic impacts on roads throughout the Township.
- Encourage the rehabilitation of older shopping facilities in proximity to residential areas.
- Encourage the Township's continued development as a sub-center of commercial trade serving local needs and are-wide as well.

Related Objectives:

- Improve the quality within industrial areas by providing adequate transportation facilities and infrastructure support.
- To provide open space buffering on industrial sites, particularly where they abut residential areas.
- To promote the Township's industrial development potential by advertising industrial suitability.
- To work with developers and property owners to support and take advantage of Hillside's eligibility for State and Federal funds including UDAG, new Jersey Local Development Financing Fund, Urban Enterprise Zone, Urban Industrial Parks, etc.
- To improve, where necessary, the

aesthetic character of the commercial areas by employing sign controls, encouraging storefront maintenance and upgrading and promoting activity along Route 22.

- To provide adequate off-street parking and loading facilities throughout the commercial areas and improve street parking.
- To promote adequacy, variety and convenience of shopping for local residents.
- To maintain and upgrade existing commercial areas to provide a complete range of retail services for local residents, as well as regional residents. Encourage the continued regional commercial development along Route 22.

The UEZ program can, and should be, be one of the principal programs to accomplish these goals.

Union County Master Plan (1998)

The Union County Master Plan includes an overall development goal, which emphasizes revitalization of urban centers and older suburban areas through economic development programs, upgrading of community infrastructure, and upgrading of transportation and transit facilities. This UEZ plan seeks to achieve revitalization and economic development in Hillside, which is directly relevant to the development goal of the County Master Plan.



Union County Workforce Development Plan

The Union County Workforce Development Board Strategic Plan (2022-2026), along with the Two-Year Modification Plan (2025), were developed in response to the requirements set forth by the New Jersey State Employment and Training Commission pursuant to the Workforce Innovation and Opportunity Act. The Plan establishes a regional framework to strengthen economic competitiveness, support workforce development, and guide strategic investment throughout the County. The three strategies of the plan are to:

1. Expand access to opportunity
2. Train individuals for in-demand jobs
3. Match talent to jobs

The Plan outlines recommendations, including:

- Create Lifelong Learning Accounts for all New Jerseyans. Fund the accounts of low-wage workers and encourage and provide mechanisms for employers to match funds for lifelong learning.
- Further develop the State's Training Explorer to help workers make informed decisions about lifelong learning and training.
- Encourage all employers to invest in worker training, lifelong learning, and reemployment and create financial incentives for small and medium-sized employers.
- Support innovation and skills collaboratives and other ongoing initiatives to align New Jersey's education and workforce systems and

align individuals' education with their desired career pathways.

- Continue to expand low-cost opportunities to access degree programs (including access to community colleges), career and technical education, and training, apprenticeships, and pre-apprenticeships.
- Priorities for implementation of the Workforce Innovation and Opportunity Act outlined in the Plan include:
 - Workforce Innovation and Opportunity Act policies, procedures, and guidance
 - Support State vision, goals, strategies, recommendations, policies, and operational guidance
 - Procurement of American Job Center operator, and career services providers
 - Employer incentives, participant training, and supportive services
 - Budget management
 - Comprehensive economic development
 - Soft Skills, digital literacy, virtual learning, industry-valued credentials, co-enrollment, and career pathway
 - Participant and youth voice
 - Quality assurance monitoring
 - Measuring performance
 - Board governance, MOU, IFA Local and Regional planning

The Two-Year Modification to the Union County Workforce Development Board (UCWDB) Local Plan provides updates to



the 2022 Plan including an assessment of current labor market conditions, stakeholder engagement, review of performance outcomes, integration of new policies or initiatives, and alignment with State goals. The Plan identifies skills gaps and employer needs which include digital literacy, foundational skills, healthcare credentials, technical certifications, and soft skills. The updated strategic recommendations include:

- Strengthen Healthcare Career Pathways
 - Expand bridge programs addressing prerequisite skills gaps for nursing and allied health programs
 - Partner with healthcare employers on scholarship-for-service agreements
 - Increase ITA investments in healthcare credential programs
 - Cultivate a youth pipeline
- Address Foundational Skills Gaps
 - Expand integrated education and training (IET) models combining basic skills with occupational training
 - Strengthen partnership with Title II adult education providers
 - Implement digital literacy bootcamps as pre-requisites for occupational training
- Enhance Employer Engagement 8. Implement WIOA reauthorization employer incentives (\$10,000 hiring subsidies)
 - Expand OJT and Incumbent Worker Training contracts

- Establish employer reporting agreements to improve placement data capture
- Expand Services for Priority Populations
 - Implement disability awareness training for AJC staff and employer partners
 - Expand youth work experience opportunities, including Summer Youth Employment
 - Strengthen partnerships with DVRS and CBVI for coordinated service delivery
- Improve Data Quality and Performance
 - Address AOSOS data entry gaps impacting performance metrics
 - Implement systematic follow-up procedures for employment verification
 - Prepare for state data system modernization initiatives

Through alignment with the priorities identified in the Union County Workforce Development Board Strategic Plan, implementation of the Hillside UEZ Plan will contribute to continued and coordinated economic development efforts across the County.



New Jersey State Development and Redevelopment Plan

On December 17, 2025, the New Jersey State Planning Commission adopted the new State Development and Redevelopment Plan (SDRP) for the first time since 2001. The purpose of the SDRP is to “develop and implement a broad and equitable approach to facilitating and directing growth in the State”. This updated State Plan includes a new focus on environmental justice and climate change. The updated Plan encourages development and redevelopment while focusing on preserving and protecting the State’s natural resources by identifying ten goals in the following areas:

- Economic Development
- Housing
- Infrastructure
- Revitalization and Recentering
- Climate Change
- Natural and Water Resources
- Pollution and Environmental Clean Up
- Historic and Scenic Resources
- Equity
- Comprehensive Planning

One of the specific priorities included in the State Plan is revitalization of the State’s underutilized developed areas, which includes areas in Union County and Hillside. The Township sits within the State Plan’s Metropolitan Planning Area (PA1), where the intention is to do the following:

- Provide for much of the state’s future growth in compact development and redevelopment;
- Revitalize cities, town and neighborhoods and in particular

overburdened neighborhoods;

- Address existing legacy issues such as air pollution, urban heat islands, lead contamination, Brownfields, urban highways, and combined sewer systems;
- Prevent displacement and gentrification;
- Promote growth that occurs in Centers, other appropriate areas that are pedestrian friendly, and in transit oriented forms;
- Rebalance urbanization with natural systems;
- Promote increased biodiversity and habitat restoration;
- Stabilize and enhance older inner ring suburbs;
- Redesign and revitalize auto oriented area; and
- Protect and enhance the character of existing stable communities.

These intentions strongly align with the goals of the UEZ. The State Plan provides recommendations to achieve these intentions, including prioritizing business retention and expansion through investing in existing centers and encouraging investments that attract new companies to areas of the state that have the existing infrastructure to serve both the business needs and the needs of the new residents seeking employment in these new industries.

Another recommendation is to provide support to the State’s Main Street New Jersey districts, Urban Enterprise Zones, and designated Opportunity Zones through technical assistance and funding programs to support small businesses and mixed-use districts. The creation of this UEZ Plan directly implements this recommendation.

Outreach





OUTREACH

In developing goals and objectives for the Hillside business community, an important component of the process was public participation. Input was gathered through significant public outreach efforts including survey distribution and in person meetings. The collected information is then utilized to guide recommendations, future programs, services, and initiatives, including those related to the Urban Enterprise Zone.

Business Windsheild Survey & Business Community Survey

A team of municipal employees, over the course of several weeks in July 2026, conducted a windshield survey of every roadway in order to begin creating a business directory for Hillside. Prior to the survey, Hillside did not have any data on businesses within the Township nor was there a process for businesses to register with the Township. During the windshield survey, the card below was distributed to every business advertising the Business Community Meeting and the Business Community Survey.

The data collected from this process is actively being used to build a business directory and to create an official process for business registration with the Township.

Survey

The Business Community Survey contained 12 questions and was accessible through the link and QR code printed on the card above which directed users to an online Google Form. All respondents were business owners in Hillside but most were not residents. They were evenly distributed between types of businesses and length of time in operation. Only one respondent was familiar with the UEZ program and none were registered as a certified UEZ business.

The most common beautification projects requested were:

- Crosswalk improvements
- Installations such as planters and public art
- Wayfinding signage improvements
- Sidewalk and lighting upgrades

The most common public safety improvements requested were:

- Enhanced street lighting
- Additional security cameras
- Improved crosswalks
- Walking police patrols

The final survey question was open-ended and asked what general improvements would respondents like to see. The most common responses included better information about the UEZ program, more communication and collaboration with the Township, and better partnerships between businesses.

2026 Hillside Business Community Survey



As an existing or new business this is your opportunity to help guide Hillside's business community improvement programs, projects and initiatives over the next 5 years. **Take the Survey**

- **The purpose of this survey is to learn from you what we can do to help you grow and thrive as a business in Hillside to create jobs, provide goods and services.**

Thank you for taking the time to help our local businesses be more successful, your answers, thoughts and ideas are greatly appreciated! **For the Survey click the link or scan the QR Code.**

Scan Here:



<https://forms.gle/RjBH3WpA71jPQvLP6>

**Please join us for our 1st Annual
Hillside Business Community Meeting
Wednesday, August 5, 2026, at 5:30 pm
Hillside Town Hall, 1409 Liberty Avenue**

Business Community Meeting

On Wednesday August 5, 2026, Hillside Township hosted a Business Community Meeting. The meeting was open to business owners, representatives of local businesses (including employees), and individuals interested in starting or opening a business in Hillside. Flyers advertising the event were dropped off at every physical business location in the Township. It was also shared online, through social media, and on Event Brite. Attendees were encouraged to provide feedback regarding business needs, challenges, and opportunities within the Township. Approximately 25 members of the public attended along with the Mayor, the Zoning Officer, the Business Administrator, and several members of Council.

About half of the business owners in attendance were familiar with the UEZ program. Only one indicated that they were a UEZ-certified business. Discussions with owners revealed that they were generally unaware of the benefits available to them through the UEZ program as well as the benefits available to them through the Union County Chamber of Commerce. Consequently, one of the key takeaways from the meeting is that there is a need for business owners to receive educational materials regarding the various economic development initiatives.

One piece of feedback expressed several times over by attendees is that they were greatly appreciative of the Township for holding the Business Community Meeting and urged municipal staff to continue



hosting similar events. Business owners also offered to provide services to the municipality in order to help the Hillside administration in any way they can. There was a strong interest in developing a tight-knit business community that acts as a partner with the Township.

When discussing potential UEZ funded improvements, attendees were interested in the following:

- Improved communication by the Township, especially for business-related events, road closures in commercial corridors, and economic programming benefits
- Stronger enforcement of streetscape upkeep; owners expressed frustrations about being located beside unmaintained properties
- Streetscape, façade, and signage upgrades
- An online business directory and forum so that businesses can more easily collaborate with one another, provide services and goods to other local businesses, offer mentorship between veteran and new businesses, and fill personnel needs
- Zoning changes to better create lively commercial corridors with a “downtown” feel

Input gathered from this meeting and the survey will help guide future programs, services, and initiatives, including those related to the Urban Enterprise Zone.



The Zoning Officer/UEZ Coordinator speaking to attendees



Mayor Hyatt answering questions



Attendees providing feedback



★ 1ST ANNUAL ★

HILLSIDE

BUSINESS OWNERS MEETING

CONNECT. COLLABORATE. GROW TOGETHER.



**WEDNESDAY,
AUG 5TH, 2026**
5:30 PM – 8:30 PM



REFRESHMENTS PROVIDED
5:30 PM – 5:55 PM



MEETING CALLED TO ORDER
6:00 PM



TOWN HALL
1409 Liberty Avenue
Hillside, NJ 07205



Join **Mayor Hyatt** and the Hillside Municipal Council for an evening of collaboration, networking, and discussion about the future of Hillside's business community.

Whether you're an established business owner or just getting started, your voice matters.



**REGISTER
FOR THE EVENT!**

We want to hear
your voice!

SCAN HERE! →



LINK:

<https://www.eventbrite.com/e/1st-annual-hillside-business-owners-meeting-tickets-1994069494537>



**TAKE THE
HILLSIDE BUSINESS
OWNERS SURVEY!**

Help guide Hillside's business community
improvement programs, projects, and
initiatives over the next 5 years.

SCAN HERE! →



LINK:

<https://forms.gle/RjBt3WpA71PQvL76>

★ STRONG BUSINESSES. STRONG COMMUNITY. STRONGER HILLSIDE. ★

www.hillside.nj.us

@townshipofhillside.nj

Goals & Action Plan





GOALS & ACTION PLAN

After taking into consideration the economic performance, demographics, development, land use, zoning, business characteristics, and public outreach results of both Hillside and Hillside's UEZ, a set of goals were developed.

UEZ Goals

The following six UEZ Action Plan Goals provide a general vision for the future of the UEZ.

1. Increase participation of local businesses in the UEZ Program, improve certified business success, and strengthen certified business retention.
2. Conduct a "Live, Eat, Work, Shop in Hillside" campaign to increase public awareness of the UEZ and attract visitors
3. Invest in infrastructure, aesthetic improvements, streetscapes, and services to enhance the business environment and make the district more accessible and attractive to potential customers.
4. Provide an enhanced employment program to assist UEZ businesses in securing an adequate, well-trained workforce
5. Bolster the administrative practices of Hillside's UEZ to improve program efficiency, effectiveness, coordination, and communication
6. Improve coordination between Hillside's municipal planning documents and present-day Township efforts to bolster the UEZ.





UEZ Action Plan Items

For each of the six UEZ Action Plan Goals, specific and quantifiable tasks referred to as Action Items were created to guide the implementation of the associated goal. Every Action Item has a targeted time frame. Additionally, certain items are tailored towards specific UEZ Areas as described earlier in this report.

Goal	Action Item	Time Frame	Target Area(s)
Increase participation of local businesses in the UEZ Program, improve certified business success, and strengthen certified business retention.	Expand business owner awareness of the UEZ program by creating and maintaining a Hillside UEZ Website, producing and distributing multi-lingual informational packets on how the program works and how participants can access business-owner UEZ benefits, and regularly updating the materials online	Short Term (1-2 Years)	All areas
	Complete a door-to-door walking canvas of the UEZ to recruit new participants and re-certify existing participants who have lapsed. Collect data from lapsed businesses concerning why they left the program and what services they would need in order to remain within the UEZ program	Action Item Already Began; Short Term (1-2 Years)	All areas
	Establish an annual/semiannual Business Owners meeting to collect feedback on the participant experience, strengthen relationships between participants and the Township, and determine any necessary improvements	Action Item Already Began; Short Term (1-2 Years)	All areas
	Provide technical assistance to UEZ businesses for business-operation related topics through partnerships with local entrepreneurial organizations	Medium Term (3-4 Years)	All areas
	Partner with the Local Initiatives Support Corporation (LISC) to develop and implement loan programs for providing low-cost financing to businesses for capital improvements and personnel	Long Term (5+ Years)	All areas



Goal	Action Item	Time Frame	Target Area(s)
Invest in infrastructure, aesthetic improvements, streetscapes, and services to enhance the business environment and make the district more accessible and attractive to potential customers.	Conduct regular district “clean-up” programs to improve the aesthetic appeal of the district including litter/debris removal, waste basket maintenance, graffiti removal, and repairs	Short Term (1-2 Years)	All areas
	Develop a façade/awning program to improve aesthetics of neighborhood districts. Provide design standards and matching funding to guide the program	Medium Term (3-4 Years)	All areas
	Develop partnerships with local artists, creatives, and arts organizations to create and install Hillside-specific attractive signage, landscaping, murals and public art installations in key locations. Use installations to attract regional tourism, including from the East Coast Greenway walking and biking network.	Long Term (5+ Years)	All areas Specific focus on installations in Lower North Broad Street, Liberty Avenue, Maple Avenue, and Hillside Avenue Areas East Coast Greenway attractions in Lower North Broad Street, Liberty Avenue, and Evans Terminal Road Areas
	Provide crosswalk enhancements, traffic calming measures and lighting to improve pedestrian safety in the district. Install vehicle-oriented improvements to reduce commercial vehicle crashes with the input of state and county agencies	Long Term (5+ Years)	All areas Specific pedestrian focus on Lower North Broad Street, Liberty Avenue, Maple Avenue, and Hillside Avenue Areas
	Install bus shelters, micromobility racks, and bike lanes to improve non-vehicular access to the UEZ. Coordinate with NJ Transit to add additional bus stops within industrial areas to better link employee access with job opportunities	Long Term (5+ Years)	All areas Specific bus stop expansion in Ramsey Avenue, Evans Terminal Road, and Central Avenue Areas
	Invest in infrastructure upgrades to improve the conditions facing UEZ businesses including high speed internet access, flood mitigation, crime prevention equipment, and extreme heat protection	Long Term (5+ Years)	All areas



Goal	Action Item	Time Frame	Target Area(s)
Provide an enhanced employment program to assist UEZ businesses secure an adequate, well-trained workforce	Establish the "Job Training and Work Experience Program" which partners with the Essex County – Division of Training & Employment as well as Hillside High School to teach students workplace skills and place them into 12-week paid internships	Short Term (1-2 Years)	All areas
	Partner with local job skills organizations to train Hillside residents, across multiple languages, in professional hard and soft skills, networking, technology, and resume writing. Create a pipeline between program participants and UEZ businesses in need of additional staffing	Medium Term (3-4 Years)	All areas
	Coordinate continuing education programs with Kean University to Hillside residents interested in entering higher-skilled fields of work. Create a pipeline between program participants and UEZ businesses in need of more educated staffing	Medium Term (3-4 Years)	All areas

Goal	Action Item	Time Frame	Target Area(s)
Bolster the administrative practices of Hillside's UEZ to improve program efficiency, effectiveness, coordination, and communication	Create a Township-maintained directory of UEZ businesses, including contact information, so that participants can be regularly updated with any relevant announcements or events. Include information about services provided so that UEZ businesses can partner with one another for their operational needs	Short Term (1-2 Years)	All areas
	Designate specific staff to communicate with UEZ businesses, connect business owners with program benefits, and offer bilingual support	Short Term (1-2 Years)	All areas
	Hire a part-time UEZ Code Enforcement Officer to address concerns and violations of the Municipal Code within the UEZ, including overgrown vegetation, awnings in disrepair, business license compliance, litter, debris, and other compliance issues	Short Term (1-2 Years)	All areas
	Coordinate with neighboring UEZ districts to identify regional opportunities	Long Term (5+ Years)	All areas



Goal	Action Item	Time Frame	Target Area(s)
Improve coordination between Hillside's municipal planning documents and present-day Township efforts to bolster the UEZ.	Update the boundaries of the Urban Enterprise Zone to achieve a higher overlap between the UEZ boundaries and the Township's commercial, mixed-use, and industrial sites.	Action Item Already Began; Short Term (1-2 Years)	All areas
	Update the Township's zoning map to achieve a higher overlap between the UEZ boundaries and the Township's commercial, mixed-use, and industrial zones. Prepare a Master Plan Reexamination or update the Land Use Element as the basis for the rezoning	Medium Term (3-4 Years)	All areas
	Add an economic element to the Hillside Master Plan that directly cites the UEZ and incorporates the UEZ into discussion of the larger overall economic development efforts	Medium Term (3-4 Years)	All areas



Partnerships & Funds





PARTNERSHIPS & FUNDING

The Township of Hillside can partner with any number of local and regional groups to further advance the goals and objectives of the Plan. Through partnerships the Township can reach a wider audience and may be able to utilize tools otherwise unavailable to them. Below are several potential partnerships that have the power to greatly support the implementation of this Plan.

Partnerships

- Township of Hillside
 - Hillside Board of Education
- Union County
 - Union County Department of Economic Development
 - Union County Housing Authority
 - Union County Workforce Development Board
 - Union County Improvement Authority
- Neighboring UEZs
 - Elizabeth
 - Newark
 - Irvington
- UCEDC
- Kean University
- Statewide Hispanic Chamber of Commerce
- African American Chamber of Commerce of New Jersey
- Local Initiatives Support Corporation (LISC)

Funding

SID's and BID's

In New Jersey, Special Improvement Districts (SID) and Business Improvement Districts (BID) are areas established by the local municipal government to promote the revitalization, maintenance and financial stability of a designated district in a downtown or mixed-use area. Each improvement district (ID) is governed by a non-profit downtown management corporation (DMC) which establishes goals and initiatives for the district. The goals often center around the development of a viable economic climate to help the neighborhood businesses thrive. By establishing these improvement districts, businesses have a mechanism for collective organizing that can aid in their long-term revitalization and success. One of the potential roles of the DMC is the development and maintenance of public spaces, where community members can then gather and utilize the businesses and services within the ID area. DMCs can also provide improvements for events and activities, including things like providing seating for concerts, extra security for special events, trash receptacles, wayfinding and signage, toilet facilities, and more.

Funding for the implementation of the ID goals comes from a variety of sources, including a tax on the commercial properties and businesses in the designated district, revenue generated through special assessments, and other public and private grants. DMCs can also serve as the sponsoring entities of local Neighborhood Revitalization Tax Credit (NRTC) programs and Neighborhood Preservation Programs (NPP), which provide additional sources of funding for revitalization work in distressed neighborhoods.



Presently, Hillside does not have any IDs. The establishment of an improvement district should be considered as a project of the UEZ program

Neighborhood Revitalization Tax Credit Program (NRTC)

The Neighborhood Revitalization Tax Credit Program (NRTC) can serve as another source of funding for distressed neighborhoods in New Jersey. The program is administered by the New Jersey Department of Community Affairs (NJDCOA), which collects and distributes funds invested by NJ Business Entities. These businesses invest in qualified neighborhood projects and receive a 100% state tax credit in return. In order for neighborhoods to receive funding, a community-based nonprofit, such as a DMC, must develop a 10-year revitalization plan for the eligible neighborhood. Once approved, the organizations can then apply for funding for revitalization projects. There are also grants of up to \$50,000 available for the development of the revitalization plan. There are currently thirty-two approved NRTC Plans in the State, including in the neighboring Midtown neighborhood in Elizabeth.

Neighborhood Preservation Program (NPP)

Hillside will also be eligible for DCA's Neighborhood Preservation Program (NPP), which provides a \$125,000 annual grant for a five year period. This grant is to be used for identified neighborhood preservation and revitalization activities. The primary focus of the NPP is to revitalize threatened but viable neighborhoods, making it a good

fit for leveraging UEZ funding for the commercial corridors in the designated neighborhoods. Unlike the NRTC's private funding, these are State funds which are funneled through the municipal government, so they must comply with established State and local purchasing requirements. It is expected that the State funding through the NPP and the NRTC programs can help leverage UEZ funding for worthwhile neighborhood economic development projects and activities. The Fiscal Year 2027 proposed State budget includes funding for the NPP so it is expected that DCA will solicit applications for designation under the new program in the coming months.

Main Street Program

The Main Street New Jersey Program works with the Main Street America Program to assist historic downtowns to maintain their economic vitality. The Department of Community Affairs (DCA) program provides technical assistance and training to Improvement Districts working to maintain their commercial corridors, although it does periodically provide grants to local Main Street programs on a competitive basis to facilitate specific projects. The DCA program works with local Special Improvement Districts to administer the program. Periodically, DCA will solicit proposals from municipalities to participate in the Main Street Program if funding is available.

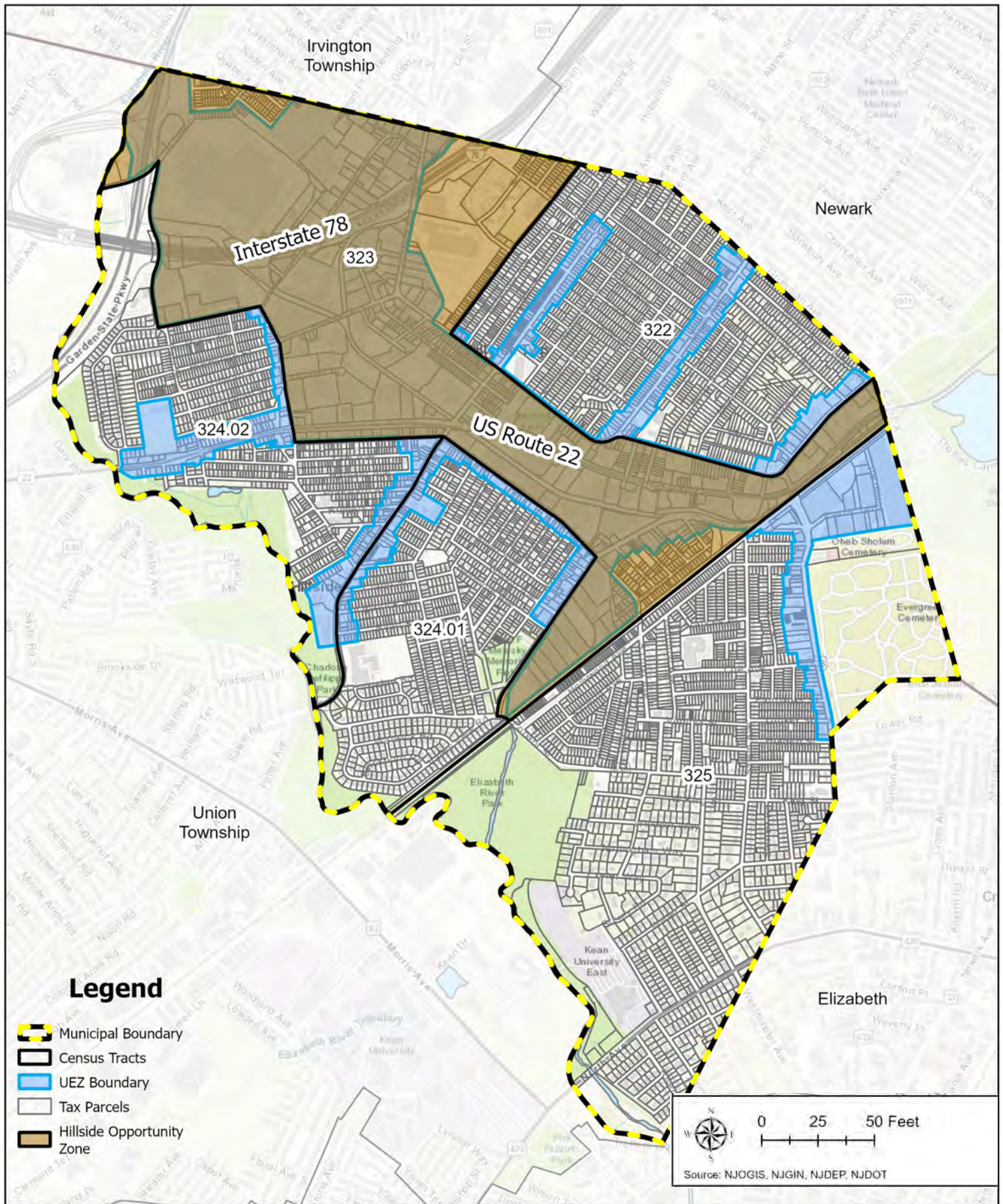
The New Jersey Economic Development Authority (NJEDA) also has a number of programs which are targeted to small businesses which are prevalent in all of the State's UEZ districts. These were authorized and funded by the Economic Recovery Act of 2021. The active programs are:



- **Small Business Lease Grant:** Provides grants to cover a portion of lease payments
- **Main Street Lenders Grant:** Provides grants to lenders which can use the EDA grants for micro loans to small businesses
- **Small Business E-Commerce Support Program:** Provides free consulting services to small businesses to assist them with various e-commerce strategies including web-site design and maintenance, ordering merchandise and accessing social media
- **Main Street Acquisition Support Program:** Provides grants to reimburse closing costs for purchase of commercial property

Opportunity Zones

The recent federal budget includes the permanent establishment of an Opportunity Zone (OZ) program which uses federal tax incentives to encourage private investment in low-income neighborhoods. The OZ program was originally enacted in 2017 under the Tax Cuts and Jobs Act. It was anticipated that the program would spur economic development in those designated census tracts. To take advantage of the program, the taxpayer would invest funding in an Opportunity Zone Fund established to finance projects in the designated Zones. It is estimated that the program has generated over \$100 billion in investments in the Opportunity Zones. These federally designated zones have considerable overlap with the locally designated UEZs. The recently adopted federal budget made the program permanent. Under the original program, Hillside's Census Tract 324 was designated by then Governor Murphy as an Opportunity Zone. Governor Sherrill will designate the latest round of Opportunity Zones by the end of 2026. Each governor can select up to 25% of the eligible census tracts so it will be important to monitor the program to insure that Hillside's eligible census tract(s) remain in the program.



Boundary Changes





UEZ BOUNDARY CHANGES

Municipalities may apply for a revision of their UEZ boundaries if the new parcels to be included are shown to attract new businesses to the UEZ or permit the continuity of the zone. There are several parcels that Hillside would like to incorporate for the sake of zone continuity. There are two standards that zone additions must meet:

- The additions must currently be zoned commercial, industrial, or mixed-use
- The additions must not expand the geographic area of the zone by more than 10% of the total area in the municipality currently zoned as Commercial, Industrial and/or Mixed Use and which does not lie within the zone area

Currently, the total area of lands zoned either commercial, industrial, or mixed-use that are not within the UEZ boundaries is 87.7 acres. This means that the UEZ can be expanded up to 8.77 acres (10% of 87.7 acres). Hillside is proposing to remove 21.9 acres of existing lands from the UEZ and proposing to add 26.5 acres of new area to the UEZ. This will create a net increase of the zone area by 4.6 acres.

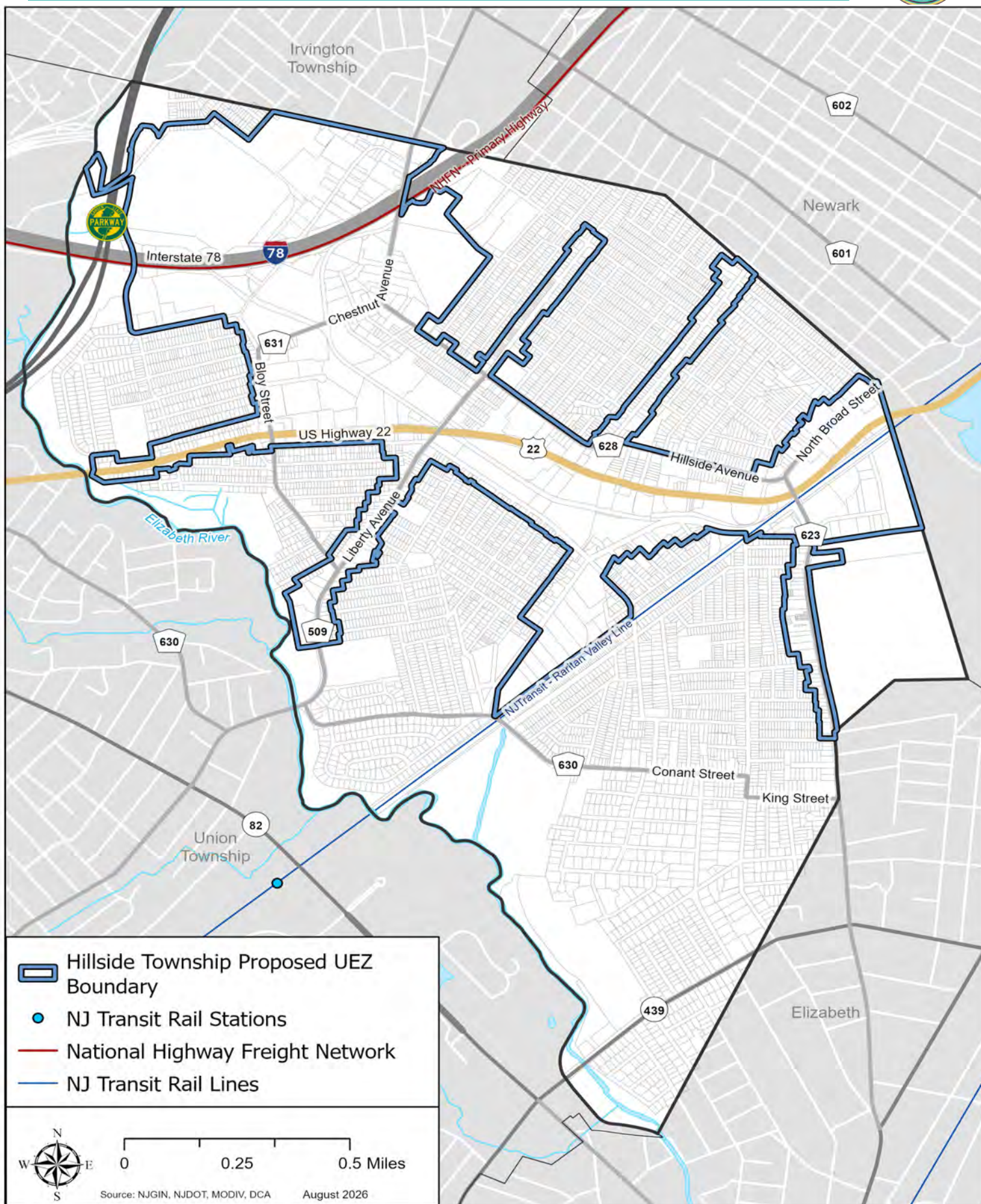
The areas to be removed from the UEZ are not businesses and will not be converted to businesses in the future. The areas to be added to the UEZ are already zoned either commercial, mixed-use, or industrial.





Proposed Lots Removed from Hillside UEZ				
Site ID	Block	Lot	Acreage	Land Use
1	-	-	13.5	Part of the Garden State Parkway
2	510	61	6.1	Deanna G. Taylor Academy
3	711	5	2.2	Hurden Looker Elementary School

Proposed Lots Removed from Hillside UEZ				
Site ID	Block	Lot	Acreage	Land Use
4	107	1	1.4	Cedar Contracting
5	302	2	17.2	Bay Crane Service
	302	2.01	5.5	
	302	40	0.3	
	302	41	0.2	
6	804	14	0.1	Contractor Direct Windows
	804	15	0.1	
	804	16	0.3	
7	804	13	0.1	Scenic Paving
8	1801	3	1.3	Super Fresh Grocery Store



Appendicies



**APPENDIX A: Hillside Business
Community Survey**

2026 Hillside Business Community Survey

As an existing or new business, this is your opportunity to help guide Hillside's business community improvement programs, projects and initiatives over the next 5 years. **The purpose of this survey is to learn from you what we can do to help you grow and thrive as a business in Hillside to create jobs, provide goods and services.**

Thank you for taking the time to help our local businesses be more successful, your answers, thoughts and ideas are greatly appreciated!

Join us at the Community Business Meeting!

Date: Wednesday, August 5, 2026

Location: Council Chambers – Hillside Townhall

Time: 5:30 PM

Questions:

1. Please select all that apply:
 - a. I own a business in Hillside
 - b. I am a resident of Hillside
 - c. I am affiliated with a business in Hillside

2. If you own or are affiliated with a business, how long has your business been operating in Hillside?
 - a. Less than 1 year
 - b. 1-3 years
 - c. 3-5 years
 - d. More than 5 years
 - e. I don't know

3. What type of business do you own or are affiliated with in Hillside?
 - a. Professional Services (doctor, dentist, attorney, etc.)
 - b. Retail Trade
 - c. Manufacturing
 - d. Food Service/Restaurant
 - e. Construction
 - f. Real Estate
 - g. Healthcare/Pharmacy
 - h. Wholesale Trade

- i. Insurance
 - j. Personal Service (beauty/nail salon, barber, etc.)
 - k. Other: _____
4. What is the name of your Hillside business?
5. What is the address of your Hillside business?
6. Are you familiar with the Hillside Urban Enterprise Zone?
7. Is your business a registered participant in the UEZ program?
- a. Yes
 - b. No
 - c. I don't know
8. What UEZ program benefits has your business used or received? (select all that apply)
- a. Reduced 3.3125% sales tax for retail sales
 - b. Tax exemption for certain business purchases
 - c. Business financial lending programs
 - d. Business advisory services
 - e. Employment and job training programs
 - f. Networking opportunities
 - g. None
 - h. Other: _____
9. What type of beautification projects would you like to see in Hillside? (select all that apply)
- a. Crosswalk improvements
 - b. Beautification projects (i.e. flower planters, public art, holiday lighting)
 - c. Wayfinding signage improvements
 - d. Decorative sidewalks and lighting improvements
 - e. Other: _____
10. What type of public safety improvements would you like to see in Hillside? (select all that apply)
- a. Increased police presence

- b. Enhanced street lighting
- c. Installation of additional security cameras
- d. Improved pedestrian crosswalks
- e. Emergency response systems
- f. Walking police patrols

11. Which of the following marketing strategies do you use to promote your business? (select all that apply)

- a. Social media marketing
- b. Artificial intelligence (AI)
- c. Email marketing
- d. Print advertising
- e. Online advertising (other than social media)
- f. Networking events
- g. Word of mouth

12. What improvements would you like to see in the business community?

APPENDIX B: Hillside Windshield Survey

Partial - Hillside Business Location - Windshield Survey Results

No.	Date Verified	Bldg.	St.	Busi Name	Busi Type
1	Thu, 16-Jul-26	1555	Summit Ave	Carli's Lounge & Grill	ABC Establishment - Bar/Lounge
2	Thu, 16-Jul-26	1120	Liberty Ave	D & R Liquor Town	ABC Establishment - Liquor Store
3	Thu, 09-Jul-26	415	Florence Ave	Luxury Motors	Automobile - Detailing Center
4	Thu, 09-Jul-26	226	Hillside Ave	Aveiro Auto Body	Automotive - Auto Body Repair
5	Thu, 16-Jul-26	1270	Liberty Ave	Hillside Collision	Automotive - Auto Body Repair
6	Thu, 16-Jul-26	1525	Liberty Ave	Paolerico Bros. Auto Body	Automotive - Auto Body Repair
7	Thu, 09-Jul-26	1393	Liberty Ave	A & Z Auto Repair	Automotive - Auto repair
8	Thu, 09-Jul-26	760	Ramsey Ave	Autowerx	Automotive - Auto repair
9	Thu, 09-Jul-26	431	Hillside Ave	J & R Auto Diagnostics & General Repair	Automotive - Auto repair
10	Thu, 09-Jul-26	768	Ramsey Ave	Tire Connection Auto Service Center	Automotive - Auto repair
11	Thu, 09-Jul-26	754	Ramsey Ave	Tire Connection	Automotive - Auto repair & Tires
12	Thu, 16-Jul-26	1400	Liberty Ave	BP Gas	Automotive - Gas & Auto Repair
13	Thu, 09-Jul-26	1393	Liberty Ave	GULF Gas Station	Automotive - Gas & Auto Repair
14	Thu, 09-Jul-26	1410	No. Broad St	Mobil - Gas Station	Automotive - Gas & Conv. Store
15	Thu, 09-Jul-26	1399	Chestnut Ave	Phillip 66	Automotive - Gas Station & Restaurant
16	Thu, 09-Jul-26	676	Ramsey Ave	McIntosh Industries	Contractor - Electro Mechanical Technologies
17	Thu, 09-Jul-26	766	Ramsey Ave	Smith Glass & Metal	Contractor - Glass & Metal
18	Thu, 16-Jul-26	1210C	Liberty Ave	Leal Glass Company	Contractor - Glass Company
19	Thu, 09-Jul-26	215	Route 22	American Stone, Inc	Contractor - Kitchen Counters
20	Thu, 09-Jul-26	360	Florence Ave	Bright View Landscape Services	Contractor - Landscaping
21	Thu, 09-Jul-26	35	Hillside Ave	DonJon Marine Co., Inc.	Contractor - Marine Salvage & Transportation
22	Thu, 09-Jul-26	1434	Chestnut Ave	Manhattan Welding	Contractor - Mechanical
23	Thu, 16-Jul-26	1256	Liberty Ave	Brinks Plumbing & Heating	Contractor - Plumbing & Heating
24	Thu, 09-Jul-26	1465	Chestnut Ave	Area Rentals, Inc.	Contractor - Rental Company - Equipment
25	Thu, 09-Jul-26	100	Burnet St	Anselmi & DiCicco	Contractor - Site Work
26	Thu, 09-Jul-26	1470	Chestnut Ave	Auto Body Distributing Co. Inc.	Distributor - Auto Body Parts
27	Thu, 09-Jul-26	13-21	Montgomery St	Destin Auto Parts	Distributor - Automobile Parts
28	Thu, 09-Jul-26	1-11	Montgomery St	Banner Tire Company	Distributor - Automobile Tires
29	Thu, 09-Jul-26	1451	Chestnut Ave	Mooney-General Paper	Distributor - Building Maintenance Supplies
30	Thu, 09-Jul-26	1460	Chestnut Ave	Sunrise General Wholesale	Distributor - Candy & Chocolate

Partial - Hillside Business Location - Windshield Survey Results

No.	Date Verified	Bldg.	St.	Busi Name	Busi Type
31	Thu, 09-Jul-26	9	W. Shelton Terrace	Blue Air	Distributor - Commercial Refrigeration
32	Thu, 09-Jul-26	619	Ramsey Ave	Dealers Electric Motor	Distributor - Electric Motors
33	Thu, 09-Jul-26	535	Sweetland Ave	Gargiulo Produce	Distributor - Fresh Produce
34	Thu, 09-Jul-26	1416	Chestnut Ave	Architectural Metal Concepts	Distributor - Metal & Fabrication
35	Thu, 09-Jul-26	620	Ramsey Ave	KAV Imports	Distributor - Paper Bags
36	Thu, 09-Jul-26	621	Ramsey Ave	All Ways Advertising	Distributor - Promotional Products
37	Thu, 09-Jul-26	1414	Chestnut Ave	The Roofing Outlet	Distributor - Roofing Supplies
38	Thu, 09-Jul-26	1422	Chestnut Ave	ARCO Steel	Distributor - Steel & Fabrication
39	Thu, 09-Jul-26	146	Hillside Ave	A & M Check Cashing	Financial - Check Cashing
40	Thu, 16-Jul-26	1211	Liberty Ave	M. Miller & Son	Financial - Insurance Adjusters
41	Thu, 16-Jul-26	1458	Liberty Ave	Ideal Services R Us	Financial Services
42	Thu, 16-Jul-26	1156	Liberty Ave	Banor Associates, LLC	Financial Services - Accounting
43	Thu, 09-Jul-26	150	Hillside Ave	Curvin & Curvin	Financial Services - Accounting & Taxes
44	Thu, 16-Jul-26	1152	Liberty Ave	Chase Bank	Financial Services - Bank
45	Thu, 16-Jul-26	1300	Liberty Ave	Citizen's Bank	Financial Services - Bank
46	Thu, 16-Jul-26	1135	Liberty Ave	Lusitania Savings Bank	Financial Services - Bank
47	Thu, 16-Jul-26	1221	Liberty Ave	Wells Fargo	Financial Services - Bank
48	Thu, 09-Jul-26	301	Winans Ave	So Far Store One	Financial Services - Money Transfer
49	Thu, 16-Jul-26	1156	Liberty Ave	BA Tax/Insurance	Financial Services - Tax & Insurance
50	Thu, 09-Jul-26	630	Ramsey Ave	Thomas Manufacturing	Manufacturer - Windows
51	Thu, 09-Jul-26	100	Hoffman Pl	In Days of Olde	Manufacturing - Antiques Finishing & Repairing
52	Thu, 09-Jul-26	600	No. Union Ave	Mark Anthony Brewing	Manufacturing - Beverages
53	Thu, 09-Jul-26	465	Hillside Ave	Stratus Foods	Manufacturing - Food
54	Thu, 09-Jul-26	487	Hillside Ave	Table Source	Manufacturing - Furniture
55	Thu, 09-Jul-26	1478	Chestnut Ave	H & H Swiss	Manufacturing - Machine Shop
56	Thu, 09-Jul-26	760	Ramsey Ave	All Bright Metal Finishing	Manufacturing - Metal Polishing
57	Thu, 09-Jul-26	28	Sager Pl	Exigo Metal Works	Manufacturing - Metal Polishing
58	Thu, 09-Jul-26	487	Hillside Ave	Polish Metals Limited	Manufacturing - Metal Polishing
59	Thu, 09-Jul-26	212	Hillside Ave	MDC Bioscience	Manufacturing - Nutritionals
60	Thu, 09-Jul-26	470	Hillside Ave	Lokito's Pallet	Manufacturing - Pallets

Partial - Hillside Business Location - Windshield Survey Results

No.	Date Verified	Bldg.	St.	Busi Name	Busi Type
61	Thu, 09-Jul-26	763	Ramsey Ave	All American Graphis Arts	Manufacturing - Printing
62	Thu, 09-Jul-26	460	Hillside Ave	Arch Crown, Inc.	Manufacturing - Printing - Tags & Labels
63	Thu, 09-Jul-26	201	Sweetland Ave	Vanton Pump & Equipment Corporation	Manufacturing - Pump Equipment
64	Thu, 09-Jul-26	11	W. Shelton Terrace	Multi Tile	Manufacturing - Tile
65	Thu, 09-Jul-26	378	Florence Ave	ATLAS Model Railroad	Manufacturing - Toy Trains
66	Thu, 16-Jul-26	1121	Liberty Ave	Joel Barsky DMD	Medical - Doctor - Dentist
67	Thu, 16-Jul-26	1220	Liberty Ave	Knights of Columbus	Non Profit - Fraternal Organization
68	Thu, 16-Jul-26	383	Yale Ave	First Church of God in Christ	Non Profit - House of Worship
69	Thu, 09-Jul-26	605	No. Union Ave	Restoration Family Church	Non Profit - House of Worship
70	Thu, 09-Jul-26	282	Hillside Ave	Teamsters Local 177	Non Profit - Labor Union Office
71	Thu, 16-Jul-26	1170	Liberty Ave	Vacant Bldg.	None
72	Thu, 16-Jul-26	1156	Liberty Ave	Vacant Bldg.	None
73	Thu, 16-Jul-26	1210A	Liberty Ave	The Klutch Barbers	Personal Service - Barber Shop
74	Thu, 16-Jul-26	1123	Liberty Ave	Union Lee Cleaners	Personal Service - Dry Cleaning
75	Thu, 16-Jul-26	1155	Liberty Ave	Roselle Health Plus	Personal Service - Gym
76	Thu, 16-Jul-26	1192	Liberty Ave	Secret Formal Fitness	Personal Service - Gym
77	Thu, 16-Jul-26	1246	Liberty Ave	Caly Beauty Care	Personal Service - Hair Salon
78	Thu, 16-Jul-26	1268	Liberty Ave	CBH Studio Hair	Personal Service - Hair Salon
79	Thu, 09-Jul-26	152	Hillside Ave	Chop T Style Studio	Personal Service - Hair Salon
80	Thu, 09-Jul-26	148	Hillside Ave	Crowned Braids	Personal Service - Hair Salon
81	Thu, 16-Jul-26	1236	Liberty Ave	DJACY'S Unisex Hair Styling	Personal Service - Hair Salon
82	Thu, 16-Jul-26	1552	Summit Ave	Glamour Beauty Café Services	Personal Service - Hair Salon
83	Thu, 09-Jul-26	307	Hillside Ave	Lavish Loxz	Personal Service - Hair Salon
84	Thu, 16-Jul-26	1118	Liberty Ave	Mamacita Braids	Personal Service - Hair Salon
85	Thu, 16-Jul-26	1536A	Liberty Ave	Miash Unlimited Vision, LLC	Personal Service - Hair Salon
86	Thu, 16-Jul-26	1113	Liberty Ave	ND African Hair Braiding	Personal Service - Hair Salon
87	Thu, 16-Jul-26	1188	Liberty Ave	Oasis Hair Studio	Personal Service - Hair Salon
88	Thu, 16-Jul-26	1412	Liberty Ave	Salon Suites	Personal Service - Hair Salon
89	Thu, 09-Jul-26	303	Winans Ave	Wonder Hair Braiding & Boutique	Personal Service - Hair Salon
90	Thu, 16-Jul-26	1116	Liberty Ave	Angel Nail Spa	Personal Service - Nail Salon

Partial - Hillside Business Location - Windshield Survey Results

No.	Date Verified	Bldg.	St.	Busi Name	Busi Type
91	Thu, 16-Jul-26	1147	Liberty Ave	Regular Nails Plaza	Personal Service - Nail Salon
92	Thu, 09-Jul-26	316	Hillside Ave	One World Realty	Professional Service - Real Estate Office
93	Thu, 16-Jul-26	1147	Liberty Ave	Hillside Bagel & Deli	Restaurant - Bagel & Deli
94	Thu, 16-Jul-26	1156	Liberty Ave	Dunkin Donuts	Restaurant - Bakery & Restaurant
95	Thu, 16-Jul-26	1284	Liberty Ave	Mi Tierra Bakery & Restaurant	Restaurant - Bakery & Restaurant
96	Thu, 16-Jul-26	1278	Liberty Ave	Sabor Criollo Restaurant & Bakery	Restaurant - Bakery & Restaurant
97	Thu, 16-Jul-26	1290	Liberty Ave	Stephanies BBQ	Restaurant - BBQ
98	Thu, 16-Jul-26	1151	Liberty Ave	Mina Brazil	Restaurant - Brazilian
99	Thu, 16-Jul-26	1127	Liberty Ave	Snack Mania Brazilian Delights	Restaurant - Brazilian
100	Thu, 16-Jul-26	1398	Liberty Ave	Virgo's Paradise	Restaurant - Caribbean
101	Thu, 16-Jul-26	1550	Summit Ave	Zest Of Home Cuisine	Restaurant - Caribbean
102	Thu, 09-Jul-26	356A	Hillside Ave	Grill Chicken	Restaurant - Chicken
103	Thu, 16-Jul-26	1318	Liberty Ave	Popeyes	Restaurant - Chicken
104	Thu, 16-Jul-26	1104	Liberty Ave	Wing Stop	Restaurant - Chicken
105	Thu, 16-Jul-26	1144	Liberty Ave	China King	Restaurant - Chinese
106	Thu, 16-Jul-26	1175	Liberty Ave	Golden Dragon	Restaurant - Chinese
107	Thu, 09-Jul-26	351	Hillside Ave	Golden Rice Bowl	Restaurant - Chinese
108	Thu, 09-Jul-26	1410	No. Broad St	Dunkin Donuts	Restaurant - Donuts
109	Thu, 09-Jul-26	144	Hillside Ave	Hillside Juice Bar	Restaurant - Juice Bar
110	Thu, 16-Jul-26	1125	Liberty Ave	Dominicks Pizza	Restaurant - Pizzeria
111	Thu, 16-Jul-26	1190	Liberty Ave	Dominos Pizza	Restaurant - Pizzeria
112	Thu, 16-Jul-26	1253	Liberty Ave	Oasis Bakey	Restaurant - Restaurant & Bakery
113	Thu, 16-Jul-26	1134	Liberty Ave	Binh Duong II	Restaurant - Vietnamese
114	Thu, 16-Jul-26	1150	Liberty Ave	Q+ Beauty Supply	Retail - Beauty Supplies
115	Thu, 16-Jul-26	1138	Liberty Ave	Q+ Hair & Wigs	Retail - Beauty Supplies
116	Thu, 16-Jul-26	1186	Liberty Ave	H2 Oasis Pure Water	Retail - Bottled Water
117	Thu, 16-Jul-26	1148	Liberty Ave	Metro by T Mobile	Retail - Cell Phones
118	Thu, 16-Jul-26	1112	Liberty Ave	T Mobile	Retail - Cell Phones
119	Thu, 16-Jul-26	1171	Liberty Ave	7-Eleven	Retail - Convenience Store
120	Thu, 16-Jul-26	1386	Liberty Ave	7-Eleven	Retail - Convenience Store

Partial - Hillside Business Location - Windshield Survey Results

No.	Date Verified	Bldg.	St.	Busi Name	Busi Type
121	Thu, 16-Jul-26	1412	Liberty Ave	Krauszer's	Retail - Convenience Store
122	Thu, 16-Jul-26	1175	Liberty Ave	Speedy Mart	Retail - Convenience Store
123	Thu, 16-Jul-26	1108	Liberty Ave	Center Pharmacy	Retail - Pharmacy
124	Thu, 09-Jul-26	36	Hillside Ave	Walgreens	Retail - Pharmacy
125	Thu, 16-Jul-26	1136	Liberty Ave	Smoke Master Tabacco	Retail - Smoke Shop
126	Thu, 09-Jul-26	140	Hillside Ave	JLPM Sporting Goods	Retail - Sporting Goods
127	Thu, 16-Jul-26	1332	Liberty Ave	Seabra's Market	Retail - Supermarket
128	Thu, 16-Jul-26	1114	Liberty Ave	Game Stop	Retail - Video Games
129	Thu, 16-Jul-26	1534	Liberty Ave	Tianos Beauty Supplies	Retain - Beauty Supplies
130	Thu, 09-Jul-26	625	Glenwood Ave	Public Storage	Self Storage Facility
131	Thu, 09-Jul-26	591	No. Union Ave	Smart Stop Self Storage	Self Storage Facility
132	Thu, 16-Jul-26	422	New York Pl	Little Bears Day Care	Service - Child Care Center
133	Thu, 16-Jul-26	1151	Liberty Ave	Liberty Pet Grooming	Service - Pet Grooming
134	Thu, 16-Jul-26	1156	Liberty Ave	Emmatech Systems	Services - Computers, IT, Repair
135	Thu, 16-Jul-26	1446	Liberty Ave	US Post Office	Services - Post Office
136	Thu, 16-Jul-26	1140	Liberty Ave	Super Saver Laundromat	Servies - Laundromat
137	Thu, 09-Jul-26	460	Hillside Ave	Body Language Shipping & Cargo	Shipping Company
138	Thu, 09-Jul-26	470	Hillside Ave	LogiTech Transport	Shipping Company
139	Thu, 09-Jul-26	487	Hillside Ave	Prime Shipping	Shipping Company
140	Thu, 09-Jul-26	620	Ramsey Ave	Transports A Costa Rica	Shipping Company
141	Thu, 09-Jul-26	464	Winans Ave	Albert Paper Products	Supplier - Boxes & Packaging Supplies
142	Thu, 09-Jul-26	464	Winans Ave	MONDO International, LLC	Supplier - Boxes & Packaging Supplies
143	Thu, 09-Jul-26	660	Ramsey Ave	L & W Supply	Supplier - Building Materials
144	Thu, 09-Jul-26	725	Ramsey Ave	MARJAM Supply Co.	Supplier - Building Materials
145	Thu, 09-Jul-26	100	Hoffman Pl	PWG Lighting	Supplier - Commercial Lighting Products
146	Thu, 09-Jul-26	752	Ramsey Ave	SENSO New York, NJ, LLC	Supplier - Flooring, Seamless
147	Thu, 09-Jul-26	689	Ramsey Ave	New Jersey Door works, Inc.	Supplier - Garage Doors
148	Thu, 09-Jul-26	663	Ramsey Ave	Titan Machine Corporation	Supplier - Industrial Equipment
149	Thu, 09-Jul-26	739	Ramsey Ave	Abeles & Heyman	Supplier - Kosher Deli Provisions
150	Thu, 09-Jul-26	740	Ramsey Ave	Skyline Scaffolding	Supplier - Scaffolding, Sidewalk Sheds

Partial - Hillside Business Location - Windshield Survey Results

No.	Date Verified	Bldg.	St.	Busi Name	Busi Type
151	Thu, 09-Jul-26	764	Ramsey Ave	Butler Engineering Associates Inc	Supplier - Water Treatment Products
152	Thu, 09-Jul-26	762	Ramsey Ave	Unique Wire Cloth	Supplier - Wire Mesh Products
153	Thu, 09-Jul-26	759	Ramsey Ave	Roman Enterprises	Suppliers - Autobody Paint & Coatings
154	Thu, 09-Jul-26	729	Ramsey Ave	Cross Transportation	Transportation
155	Thu, 09-Jul-26	1441	Chestnut Ave	Bay Crane	Transportation - Crane Rental
156	Thu, 09-Jul-26	400	Winans Ave	OZ Moving & Storage	Transportation - Moving & Storage
157	Thu, 16-Jul-26	1250	Liberty Ave	HLI Logistic, LLC	Transportation - Rigging, Storage, Transloading
158	Thu, 09-Jul-26	400	Hillside Ave	BRCK Transport, LLC	Transportation - School Buses
159	Thu, 09-Jul-26	487	Hillside Ave	Shore Vans	Transportation - School Buses
160	Thu, 09-Jul-26	600	No. Union Ave	Gold Leaf Carriers	Transportation - Trucking
161	Thu, 09-Jul-26	609	No. Union Ave	GTD Trucking	Transportation - Trucking
162	Thu, 09-Jul-26	650	Ramsey Ave	Lanny Group USA	Transportation - Trucking
163	Thu, 09-Jul-26	702	Ramsey Ave	Shirley Express, LLC	Transportation - Trucking
164	Thu, 09-Jul-26	470	Hillside Ave	B & B Disposal Co.	Waste Management
165	Thu, 09-Jul-26	711	Ramsey Ave	Casings, Inc. of NJ	Waste Management - Recycling - Scrap Tires
166	Thu, 09-Jul-26	356B	Hillside Ave	Meltino Café	Wholesale - Coffee Machines
167	Thu, 09-Jul-26	704	Ramsey Ave	Antiques Finishing & Repairing	Manufacturing - Furniture Repair
168	Thu, 09-Jul-26	444	Hillside Ave	Blue & Gold Truck & Trailer Repair	Automotive - Truck Repair
169	Thu, 09-Jul-26	777	Ramsey Ave	Diversified Display Products	Manufacturing - Display Cases
170	Thu, 09-Jul-26	401	Hillside Ave	People for Animals	Service - Animal Care
171	Thu, 09-Jul-26	1409	Chestnut Ave	QCS Quality Cooling Supply	Supplier - Cooling Equipment
172	Thu, 16-Jul-26	1553	Summit Ave	STCCI Grace & Mercy	Non Profit - House of Worship

APPENDIX C: Hillside UEZ Authorizing Resolution



State of New Jersey
URBAN ENTERPRISE ZONE AUTHORITY
101 SOUTH BROAD STREET
PO Box 822
1ST FLOOR
TRENTON, NJ 08625-0822

MIKIE SHERRILL
Governor

DR. DALE G. CALDWELL
Lieutenant Governor

JACQUELYN A. SUÁREZ
Commissioner

NEW JERSEY URBAN ENTERPRISE ZONE AUTHORITY BOARD MEETING

July 8, 2026

02:00 PM

Microsoft Teams Conference Link for **UEZA Board members** is in your scheduled Outlook Calendar

Public Dial in- Number: 1-856-338-7074, Access Code: 574 332 354#

AGENDA

1. Notice of Public Meeting
2. Roll Call
3. Approval of Board Meeting Minutes, June 24, 2026

NEW BUSINESS

4. Executive Director's Report
5. Lakewood
 - Approval of the Lakewood UEZ Financial Assistance Loans - I - **\$1,000,000**
Project #2026-08014-0787
6. Lakewood
 - Approval of Lakewood UEZ Financial Assistance Incentives – II - **\$1,000,000**
Project #2026-08014-1892
7. New Brunswick
 - Approval of the New Brunswick UEZ Technology and Equipment Grant Program - **\$350,000**
Project #2026-08019-2101
8. Passaic
 - Approval of Passaic UEZ 2026 Clean Sweep - Graffiti Eradication Project - **\$716,645**
Project #2026-08022-1848

9. Pleasantville

- Approval of Pleasantville UEZ Main Street & Washington Avenue Demolition Supplemental Funding - **\$167,881**
Project # 2026-08028-1816

10. Vineland

- Approval of the Vineland UEZ Landis Theater Renovation and New Restaurant - **\$2,250,000**
Project #2026-08032-1402

11. Wildwood Crest

- Approval of the Wildwood Crest UEZ Centennial Park Improvement Project - **\$73,000**
Project #2026-08035-1907

12. Hillside

- Approval to Authorize Hillside's UEZ to proceed with the development of a Request for Proposal (RFP) for a Five-Year Plan.

13. Hillside

- Approval to Authorize Hillside's UEZ Request for Proposal (RFP) for the undertaking of a Five-Year Plan – not to exceed **\$125,000**.

OLD BUSINESS

14. Other Business

15. Open to the Public

16. Adjournment