

# SAMPLE DEMOGRAPHICS FOR NEIGHBORHOOD PLANNING & STABILIZATION

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**Zombie Properties:  
Collecting the Uncollectable**

**NJ League of Municipalities Conference  
November 18, 2021**

**Prepared by:  
PREFERRED PLANNING GROUP LLC**

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## ZOMBIE PROPERTIES: COLLECTING THE UNCOLLECTABLE



**Preferred Planning Group LLC** produces advanced demographic analysis within custom study area radii to provide the most up to date location intelligence for municipal planning. Our demographics provide five year projections using ESRI Analytics, the best geospatial demographic data available. A sample of data within a 5 minute walk of a subject location is provided on the following pages. Information and distance can be customized to include a wide range of data, based on client needs.

In concert with our demographic skill set, we provide the following advanced multidisciplinary expertise in Professional Planning:

1. **30+ Years of Expertise.** We bring three decades of multidisciplinary success in land use and zoning, with extensive experience in NJ communities. We have consulted in approximately 100 geographic locations on a wide range of matters, including master planning, development review, zoning issues, affordable housing, CBD improvement and litigation. We've dealt with just about every land use possible!
2. **Comprehensive Capability.** The firm's broad skill set runs deep and epitomizes the essence of comprehensive Professional Planning. Understanding impact assessment techniques, including visualization, yields sound judgment on variances and zoning regulations. PPG has the "big" firm knowledge with "small" firm flexibility, as enumerated below:
  - a. **Cutting Edge Technology.** We maintain access to the most current aerial imagery and 3D mesh (Nearmap), demographics and marketing information (ESRI Business Analyst) and GIS infrastructure (ArcGIS Pro). These tools allow us to offer clients a host of enhanced Professional Planning services.
  - b. **Visualization Expertise.** Our knowledge of visualization enables us to provide proficient assessments of zoning regulations and redevelopment plans. Our design portfolio illustrates our integration of CAD with 3D CGI modeling to resolve various planning issues.
  - c. **Federal & State Certified Specialists.** We have State and Federal certifications as specialists in Urban Planning, Housing Consulting, Feasibility Studies, Environmental Planning, Transportation Planning and Real Estate Market Research. PPG has multidisciplinary certification by NJ, NY and all six transportation agencies

in both states, which verifies our high level of technical competence, successful project management and fiscal integrity.

Over the past three years, the firm has successfully participated in total aggregate development of 3.4 MSF of nonresidential space, 600+ dwelling units, a 300 student religious school and Opportunity Zone development.

Reach out to see how we can assist in your land use needs!

Contact Info:

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# Tapestry Profile

55 Highland Ave, Passaic, New Jersey, 07055 (0 - 5 minutes)  
 55 Highland Ave, Passaic, New Jersey, 07055  
 Walk time band of 0 - 5 minutes

Prepared by Preferred Planning Group LLC  
 Latitude: 40.87465  
 Longitude: -74.12243



# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

### Key Facts



**\$275,000**  
Median Home Value



**\$38,037**  
Median HH Income

**7.2**  
Home Value to Income Ratio



**29.5**  
Median Age



**1,293**  
Households

### Education



**34%**  
No HS Diploma



**41%**  
HS Graduate

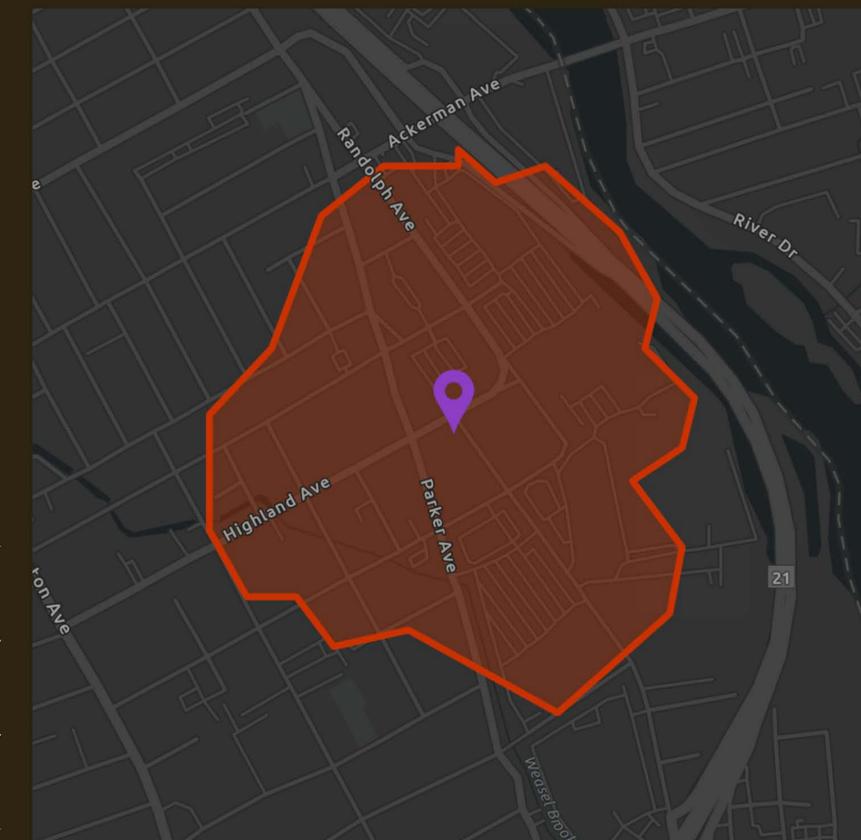


**18%**  
Some College



**6%**  
Degree or Higher

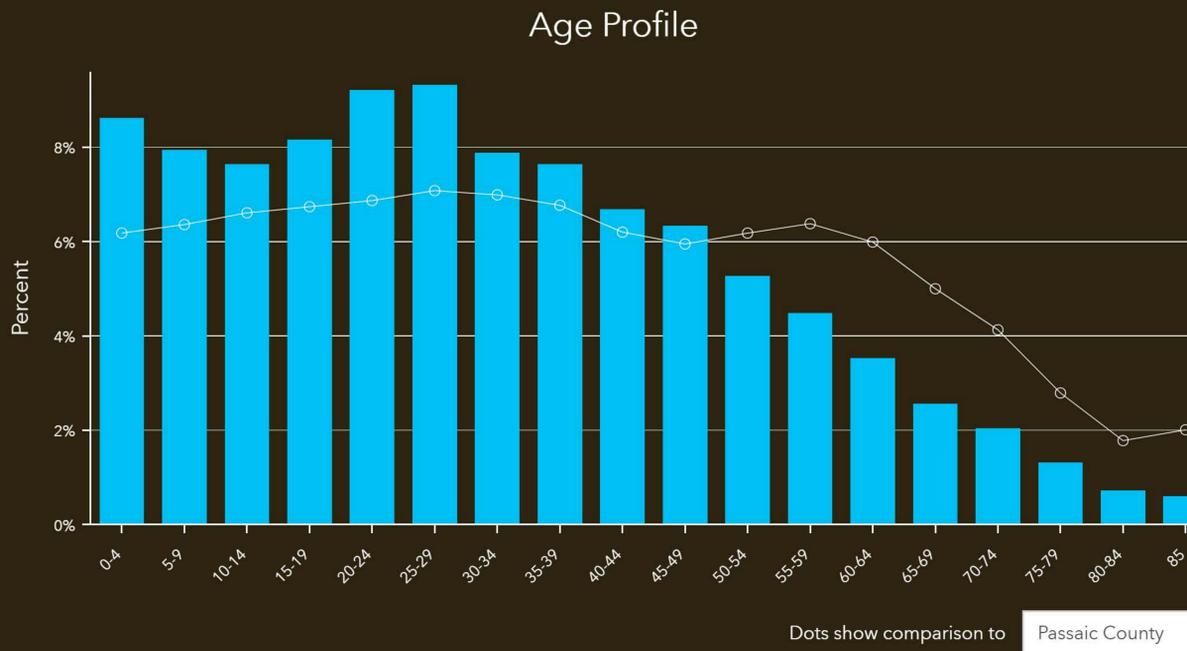
55 Highland Ave, Passaic, New Jersey, 07055



### Tapestry LifeMode

[learn more...](#)

|                             | Households | HHs %   | % US HHs | Index |
|-----------------------------|------------|---------|----------|-------|
| Affluent Estates (L1)       | 0          | 0.00%   | 10.00%   | 0     |
| Upscale Avenues (L2)        | 0          | 0.00%   | 5.55%    | 0     |
| Uptown Individuals (L3)     | 0          | 0.00%   | 3.58%    | 0     |
| Family Landscapes (L4)      | 0          | 0.00%   | 7.63%    | 0     |
| GenXurban (L5)              | 0          | 0.00%   | 11.26%   | 0     |
| Cozy Country Living (L6)    | 0          | 0.00%   | 12.06%   | 0     |
| Sprouting Explorers (L7)    | 0          | 0.00%   | 7.20%    | 0     |
| Middle Ground (L8)          | 0          | 0.00%   | 10.79%   | 0     |
| Senior Styles (L9)          | 0          | 0.00%   | 5.80%    | 0     |
| Rustic Outposts (L10)       | 0          | 0.00%   | 8.30%    | 0     |
| Midtown Singles (L11)       | 0          | 0.00%   | 6.16%    | 0     |
| Hometown (L12)              | 0          | 0.00%   | 6.01%    | 0     |
| Next Wave (L13)             | 1,293      | 100.00% | 3.78%    | 2,646 |
| Scholars and Patriots (L14) | 0          | 0.00%   | 1.61%    | 0     |



### Households By Income

The largest group: \$25,000 - \$34,999 (17.8%)  
 The smallest group: \$150,000 - \$199,999 (0.8%)

| Indicator ▲           | Value | Diff   |
|-----------------------|-------|--------|
| <\$15,000             | 16.4% | +7.1%  |
| \$15,000 - \$24,999   | 12.1% | +4.6%  |
| \$25,000 - \$34,999   | 17.8% | +10.2% |
| \$35,000 - \$49,999   | 14.5% | +5.5%  |
| \$50,000 - \$74,999   | 16%   | +0.4%  |
| \$75,000 - \$99,999   | 10.2% | -2.9%  |
| \$100,000 - \$149,999 | 10%   | -7.8%  |
| \$150,000 - \$199,999 | 0.8%  | -8.8%  |
| \$200,000+            | 2.4%  | -8.1%  |

Bars show deviation from **Passaic County**

### Tapestry Segments

|   |  |                               |   |
|---|--|-------------------------------|---|
|  13A | <b>Diverse Convergence</b><br>646 households | <b>50%</b><br>of Households   | ▼ |
|  13C | <b>NeWest Residents</b><br>387 households    | <b>29.9%</b><br>of Households | ▼ |
|  13B | <b>Family Extensions</b><br>260 households   | <b>20.1%</b><br>of Households | ▼ |

This infographic contains data provided by Esri. The vintage of the data is 2021.  
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# At Risk Population

55 Highland Ave, Passaic, New Jersey, 07055 (0 - 5 minutes)

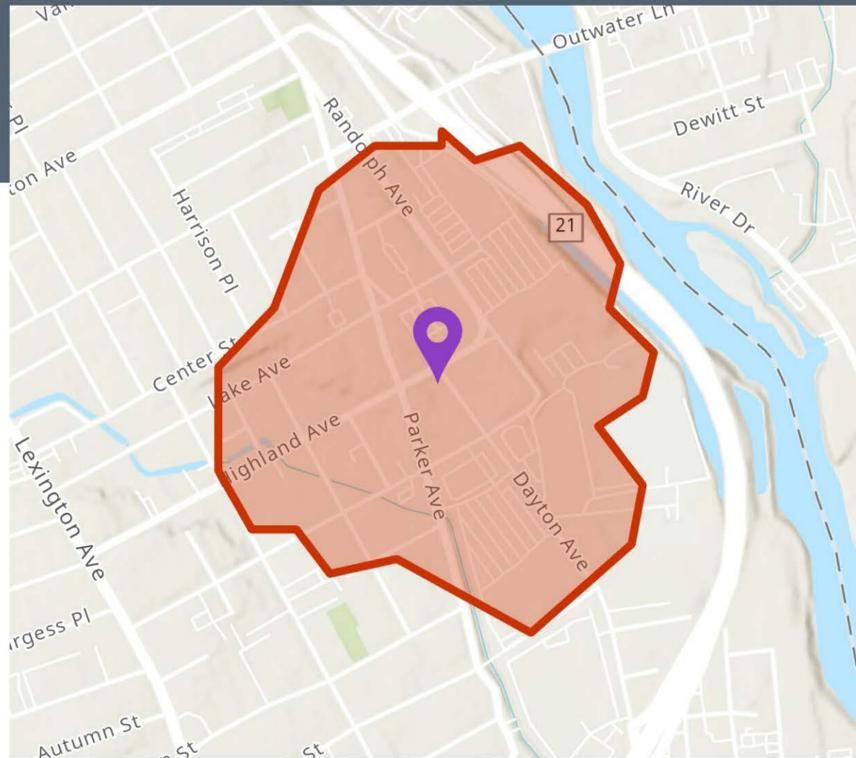
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## AT RISK POPULATION PROFILE

55 Highland Ave, Passaic, New Jersey, 07055



Walk time band of 0 - 5 minutes

**4,304**

Population

**1,293**

Households

**3.33**

Avg Size Household

**29.5**

Median Age

**\$38,037**

Median Household Income

**\$275,000**

Median Home Value

**33**

Wealth Index

**65**

Housing Affordability

**85**

Diversity Index

### AT RISK POPULATION



**237**

Households With Disability



**314**

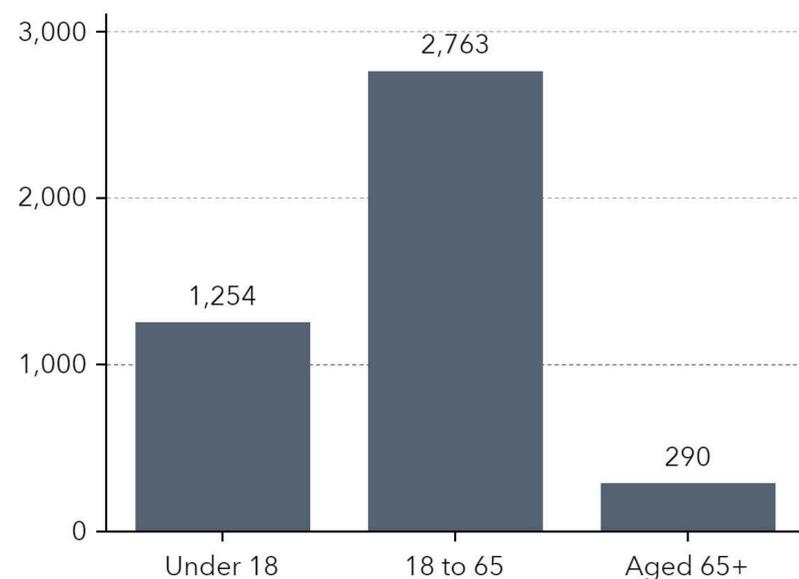
Population 65+



**457**

Households Without Vehicle

### POPULATION BY AGE



### POVERTY AND LANGUAGE



**33%**

Households Below the Poverty Level



**421**

Households Below the Poverty Level



**22**

Pop 65+ Speak Spanish & No English

### POPULATION AND BUSINESSES



**3,399**

Daytime Population



**129**

Total Businesses



**628**

Total Employees

| Language Spoken (ACS)                | Age 5-17 | 18-64 | Age 65+ | Total |
|--------------------------------------|----------|-------|---------|-------|
| <b>English Only</b>                  | 228      | 526   | 73      | 827   |
| <b>Spanish</b>                       | 770      | 2,061 | 131     | 2,962 |
| Spanish & English Well               | 751      | 990   | 58      | 1,799 |
| Spanish & English Not Well           | 14       | 512   | 51      | 577   |
| Spanish & No English                 | 4        | 559   | 22      | 585   |
| <b>Indo-European</b>                 | 41       | 164   | 10      | 215   |
| Indo-European & English Well         | 24       | 63    | 10      | 97    |
| Indo-European & English Not Well     | 17       | 48    | 0       | 65    |
| Indo-European & No English           | 0        | 54    | 0       | 54    |
| <b>Asian-Pacific Island</b>          | 0        | 20    | 4       | 24    |
| Asian-Pacific Isl & English Well     | 0        | 20    | 4       | 24    |
| Asian-Pacific Isl & English Not Well | 0        | 0     | 0       | 0     |
| Asian-Pacific Isl & No English       | 0        | 0     | 0       | 0     |
| <b>Other Language</b>                | 0        | 9     | 0       | 9     |
| Other Language & English Well        | 0        | 9     | 0       | 9     |
| Other Language & English Not Well    | 0        | 0     | 0       | 0     |
| Other Language & No English          | 0        | 0     | 0       | 0     |

# Tapestry Profile

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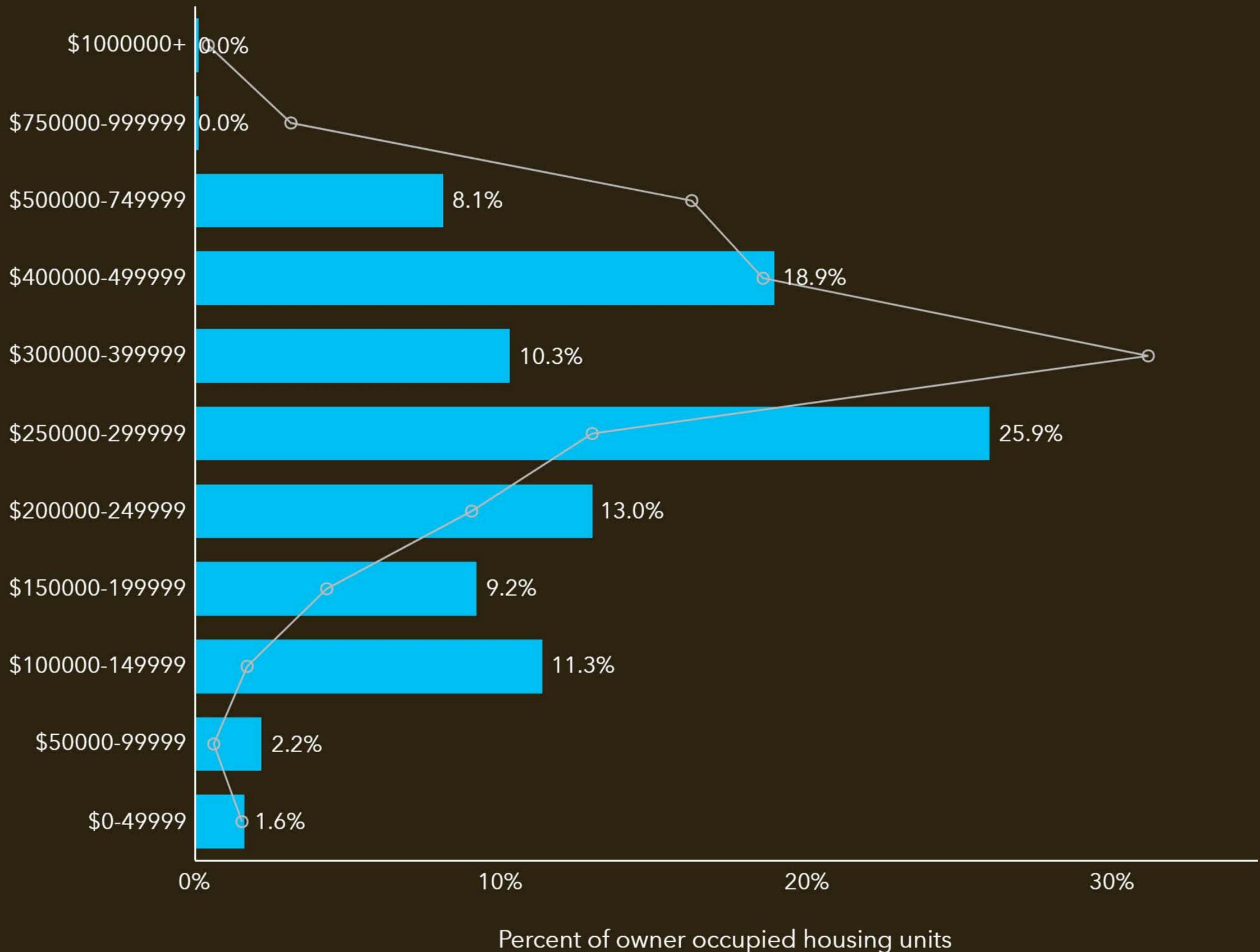
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## Home Value (%)



Dots show comparison to

Passaic County

# Coronavirus Impact Planning

55 Highland Ave, Passaic, New Jersey, 07055 (0 - 5 minutes)

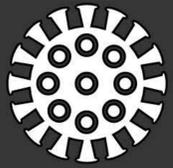
55 Highland Ave, Passaic, New Jersey, 07055

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## CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

55 Highland Ave, Passaic, New Jersey, 07055



4,304

Population

3.33

Avg Size Household

1,293

Households

29.5

Median Age

\$38,037

Median Household Income

\$275,000

Median Home Value

65

Housing Affordability

84%

Internet at Home

### POPULATION AND BUSINESSES



3,399

Daytime Population



129

Total Businesses



628

Total Employees

### POVERTY



421

Households Below the Poverty Level



599

Households Receiving Food Stamps/SNAP

### AT RISK POPULATION



237

Households With Disability



314

Population 65+

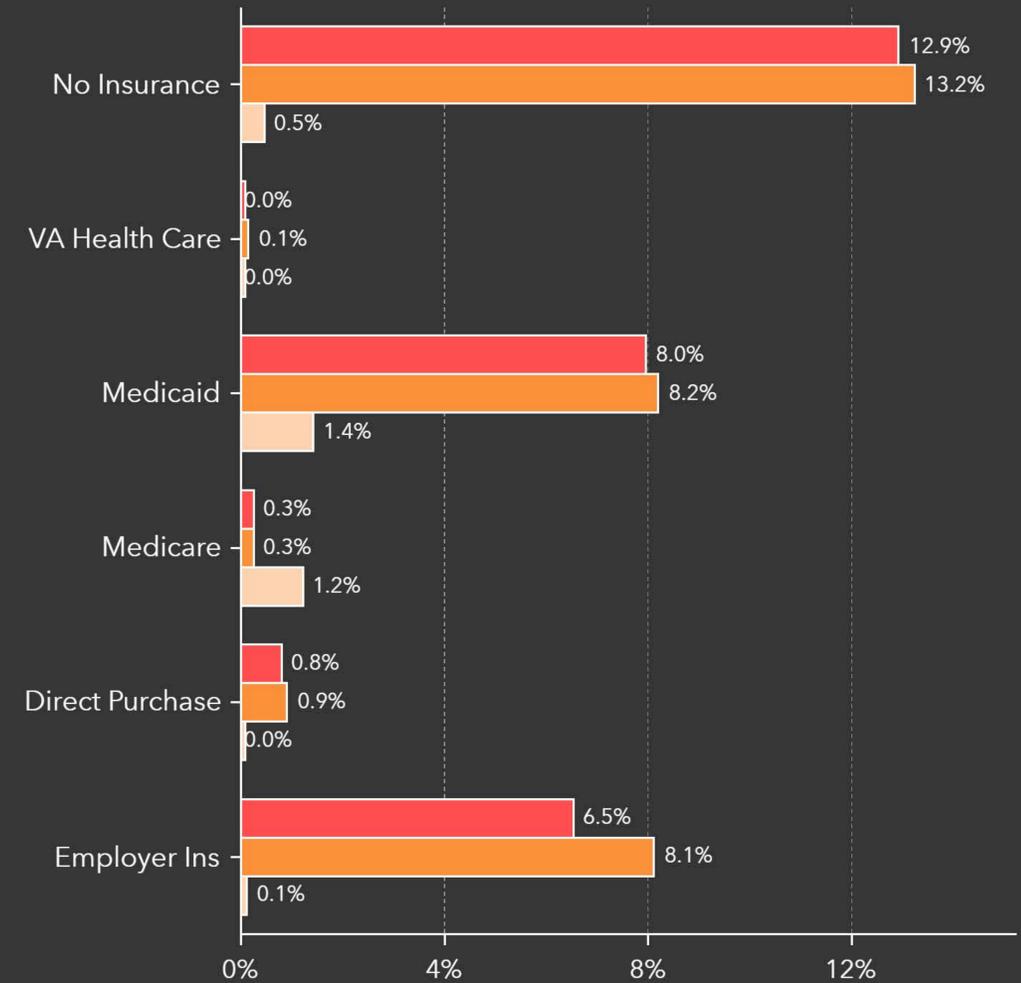


457

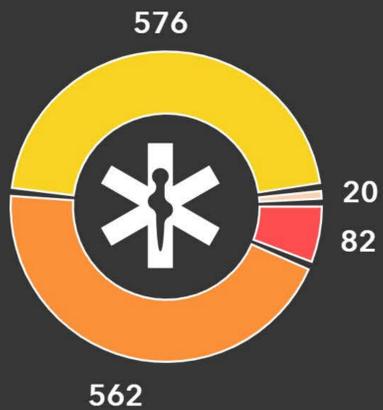
Households Without Vehicle

### HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



### POPULATION NO HEALTH INSURANCE (ACS)



0-18 19-34 35-64 Age 65+

Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source 2015-2019 American Community Survey (ACS) Data.

Source: This infographic contains data provided by Esri, Esri and GfK MRI, Esri and Data Axle, American Community Survey (ACS). The vintage of the data is 2021, 2026, 2015-2019.

# Executive Summary - Call Outs

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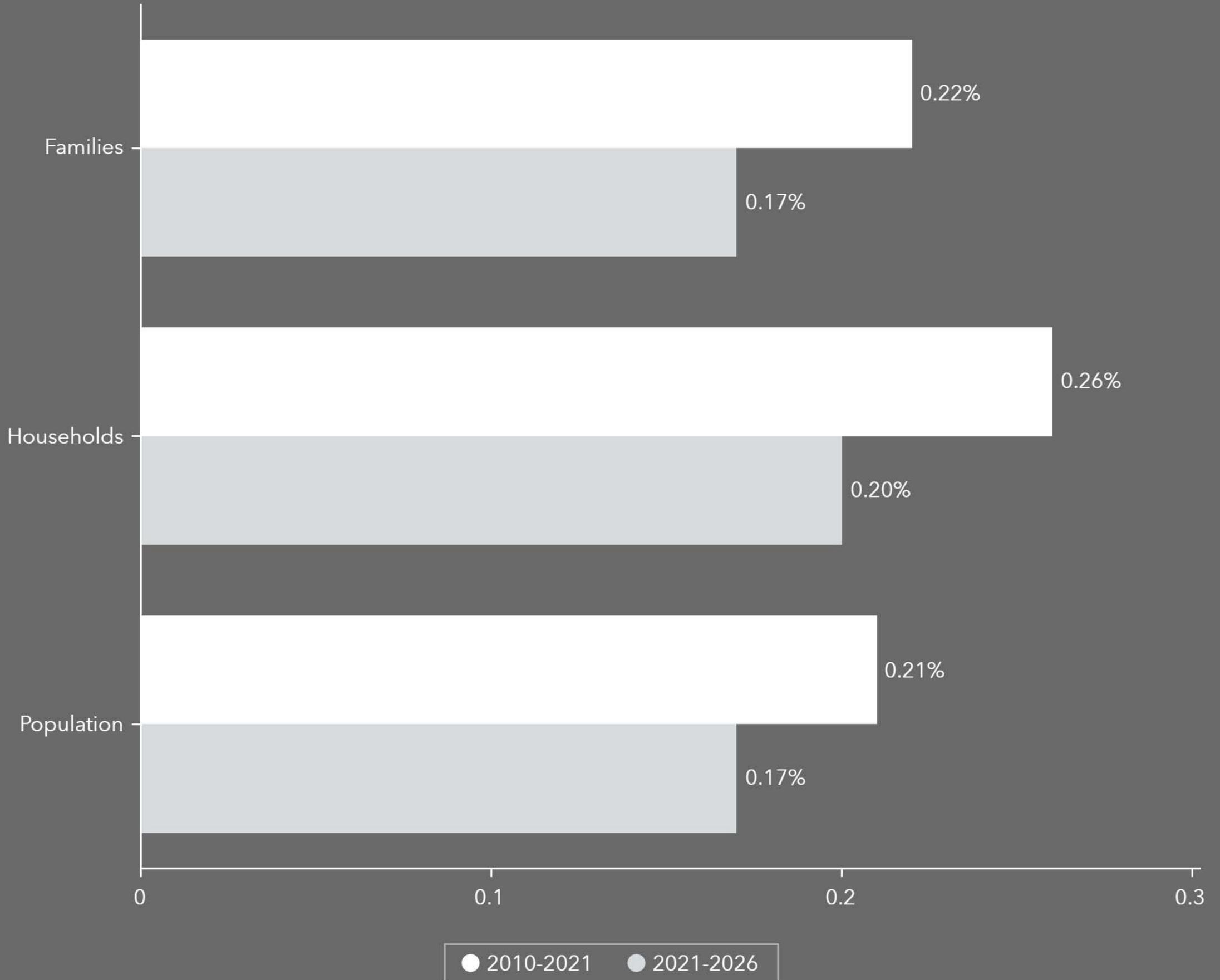
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## Annual Growth Rate



Source: This infographic contains data provided by Esri. The vintage of the data is 2021, 2026.