



Placemaking in Inner Ring Suburbs, Small Towns and Edge Cities

The **June 2006** New Jersey Mayors' Institute on Community Design

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Regional Plan Association

Regional Plan Association (RPA) is an independent, not-for-profit regional planning organization that improves the quality of life and the economic competitiveness of the 31-county New York-New Jersey-Connecticut region through research, planning, and advocacy. For more than 80 years, RPA has been shaping transportation systems, protecting open spaces, and promoting better community design for the region's continued growth. We anticipate the challenges the region will face in the years to come, and we mobilize the region's civic, business, and government sectors to take action.

The nation's most influential independent regional planning organization since 1922, RPA has a storied history but is more relevant than ever in the 21st Century. RPA's First Plan in 1929 provided the blueprint for the transportation and open space networks that we take for granted today. The Second Plan, completed in 1968, was instrumental in restoring our deteriorated mass transit system, preserving threatened natural resources and revitalizing our urban centers. Released in 1996, RPA's Third Regional Plan, "A Region at Risk," warned that new global trends had fundamentally altered New York's national and global position. The plan called for building a seamless 21st century mass transit system, creating a three-million acre Greensward network of protected natural resource systems, maintaining half the region's employment in urban centers, and assisting minority and immigrant communities to fully participate in the economic mainstream.

RPA's current work is aimed largely at implementing the ideas put forth in the Third Regional Plan, with efforts focused in five project areas: community design, open space, transportation, workforce and the economy, and housing.

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Special thanks go to Keynote Speaker and Resource Team Member Stefanos Polyzoides of Moule & Polyzoides, Architects and Urbanists, and the Resource Team for the June 2006 N.J. Mayors' Institute on Community Design.

PROGRAM STRUCTURE

Modeled on the national Mayors' Institute on City Design, the New Jersey Institute provides a multi-day retreat for six mayors and a resource team of design and planning professionals. The mayors present planning and design issues that each community is facing, and then participate in a wide-ranging discussion. While addressing the specific concerns raised by the mayors, the resource team members also describe in broader terms how they have approached similar problems. Using examples from other communities, the mayors and resource team members learn from each other.

The Mayors' Institute offers public officials the rare opportunity to discuss a design issue facing their community with a group of peers and some of the most respected designers and planners in the country. These institutes focus particular attention on the relationship between community planning and public health, and how better design and development can create healthy, livable communities. Experts in public health participate in the Institute discussions, providing presentations and analyses of how alternative development patterns impact the health of communities.

This N.J. Mayors' Institute program was held at Princeton University on June 14th – 16th, 2006. Mayors from urban, suburban and rural communities in Northern, Central and Southern New Jersey focused particular attention on how better design can promote both smart growth and healthy communities. Each case study engaged the resource team and the other mayors to think broadly about how to create mixed-use, livable districts that could create a new or enhance an existing downtown or a special place. In all cases, redevelopment played an important role in emphasizing the opportunities for pedestrian activity and a more healthy lifestyle

The Mayors

To date, mayors from fifty municipalities throughout New Jersey have participated in the program. These communities include: Asbury Park, Buena Vista, Bordentown, Bridgewater, Burlington City, Town of Clinton, Collingswood, Commercial, Denville, Town of Dover, East Brunswick, Edison, East Orange, Eatontown, Ewing Township, Fair Lawn, Greenwich,

Hackensack, Hillsborough, Hopewell Borough, Hopewell Township (Mercer County), Highland Park, Hightstown, Hope, Irvington, Lambertville, Lawrence Township, Lindenwold, Lumberton, Maplewood, Merchantville, Metuchen, Montgomery, Mount Holly, New Milford, Old Bridge, Oxford Township, Paterson, Plainfield, Pleasantville, Princeton Borough, Princeton Township, Prospect Park, Red Bank, River Vale, Rutherford, Somerville, South Amboy, South Bound Brook, Stafford, Tinton Falls, Vineland, Washington Township (Bergen County), West Amwell, West Cape May, and West Windsor.

June 2006 Mayoral Participants

Hon. Mayor Jun H. Choi, Edison Township

Hon. Mayor James P. Dodd, Town of Dover

Hon. Mayor William P. Neary,

Township of East Brunswick

Hon. Deputy Mayor Richard Rigby,

Borough of West Cape May

Hon. Mayor Wayne Smith, Township of Irvington

Hon. Mayor Christine

Schaumburg, Town of Clinton

Resource Team Presentations

Each Institute includes presentations by members of the resource team. These presentations introduce the mayors to the concepts of community design, educate them in the tools employed by professional planners, and frame the subsequent discussion.

Taming Traffic

Automobile congestion has often been tackled by building additional roads and expanding existing highways and avenues. **Brent C. Barnes, Director of Planning & Research at NJDOT**, noted that while accomplishing immediate temporary relief, this method had been proven to further encourage car travel across these roadways, therefore increasing congestion once again. Since transportation planning has mostly consisted of roadway expansion for the past few decades, how can we lessen traffic congestion without adding lanes?

Traffic taming must take place through 3 core methods: congestion management, traffic calming, and bicycle/pedestrian accommodations. For NJDOT, 1993 seems worlds away, when transportation networks fueling suburban sprawl were still being planned. To be specific, highway interchanges, collector roads, shopping malls, office parks, and buildings with deep setbacks from the street were highly recommended for new and existing transporta-

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tion systems. Contemporary traffic calming techniques consist of volume controls, horizontal controls, and vertical controls. These controls represent an array of congestion taming methods grouped into three spectrums in the physical realm of automobiles and their corresponding pathways. Volume controls can be road blocks or limited access, horizontal controls include stricter signage and roundabouts, while vertical controls comprise speed bumps/humps, elevated intersections, varied road textures, bikeways, and crosswalks.

Overall, giving the pedestrian the highest priority will lead to traffic calming. Roadways must be oriented so that cars have less dominance, where people, bikers, and shops are easily visible and closely knit. Parking must also be restricted to on-street and behind commercial establishments, further discouraging travel by car.

Transforming Places: The Role of Landscape Architecture in Design

Based on the principles of “who we are,” “what we do,” and “how we create places,” **Donald Richardson of Zion Breen Richardson Associates, Inc.**, described how landscape architecture is integrated into our lives where we work, live, and play. The purpose of the modern landscape may be to please the eye, but there are clearly more prominent roles that landscape architecture plays in conjunction with design in the physical environment. In designing streetscapes, parks, neighborhoods, and walkways, it is ideal that vegetation, decoration, and textures fit into the architecture, scale, and use of adjacent and surrounding structures. It is also important that these outdoor amenities be attractive and useful, encouraging pedestrian activity.

Since the bulk of pedestrian movement is along streets and shops, the physical composition of the street and corresponding walkways will determine the ambience, accessibility, and ultimately popularity of a particular place. If people feel comfortable in an environment, they will revisit that location, and possibly tell others of its appeal. Streetscapes that are in decline, are unattractive, or have fallen victim to neglect and suburban sprawl can be improved and will regain pedestrian popularity if simple steps are taken to establish pleasing aesthetics, recreational opportunities, cleverly designed walkways, and sufficient lighting, parking, and means of access. Perhaps the most critical step in reviving a lifeless streetscape is planting vegetation and creating areas for pedestrians to not only shop, but relax and enjoy their environment.

Livingston Town Center: A Study in Economic Development

One such environment could be found in the 13-acre Livingston Town Center in Livingston, NJ. **Steven Santola of Woodmont Properties** attributed the success of this dense mixed-use center to the collaborative process between the developers, town officials and the local community. True to its goal of creating “a festive, pedestrian friendly, lifestyle shopping environment,” the Livingston Town Center offers upscale retail and office space, as well as a mix of 115 residential housing types connecting it to the existing neighborhoods and serving over 200,000 residents of this largely affluent bedroom community. “In true New Urbanist form, the design emphasizes public spaces; a pedestrian friendly environment; ample, yet shielded, parking amenities; and an authentic neighborhood feel.” (Keith Campbell, Vice President in Charge, RTKL Associates, Inc.)

Describing the challenges of community design from the developers’ perspective, Santola emphasized the importance of local support from officials and the community in the process. Developers increasingly find themselves engaging in public education campaigns to inform local stakeholders of the market realities of what it costs to develop such community and town centers while dispelling misconceptions about what impacts these developments truly have on the municipalities. To develop the center, of vital importance is the inclusion of residential, which not only helps support the commercial and retail components of the

Center but whose buyers and tenants also help to fund the construction costs. However, New Jersey’s regressive property tax system often brings strong opposition to projects with a high residential component. Yet the demographics of new residents attracted to the Livingston Town Center and other such developments typically do not bring the large increase in families with school-aged children that add to the property tax burden of a community. Other considerations, such as traffic circulation, parking, and environmental impacts, are addressed through collaborative communication with the local, county and state officials.

Designing Our Future: The Mayor’s Institute Keynote Address

The keynote address at the Mayors’ Institute was delivered by a distinguished figure in the field of planning and design, Stefanos Polyzoides, principal of Moule and Polyzoides Architects and Urbanists, and co-founder and chairman of the Board of Directors for the Congress for the New Urbanism. Open to the public, the keynote address draws a wide audience of elected officials, business leaders, civic activists, experts and the media, in addition to the Institute’s participants and resource team. In his keynote address, Mr. Polyzoides discussed how mayors and public officials can lead community-planning efforts and help transform the state of urban development in New Jersey.

Mr. Polyzoides began with a discussion of the role of infrastructure in city building. While the art of making a city begins with infrastructure, the United States spends 20 to 30 billion dollars every four to six years building roads, making it the fastest growing nation building roads from nowhere to nowhere. The U.S. is increasingly oil dependent because many people think the essential ingredient of city making is separating, dividing and reconnecting separate areas with roads – like Newport Beach, California where houses, office towers, and retail are physically divorced from each other -- and is evident in the pattern of suburban sprawl, in subdivision after subdivision after subdivision.

When Mr. Polyzoides arrived from Greece in New York, he was puzzled by the demolition of New Brunswick’s center city – one among 120 center cities destroyed in the United States in the 1960s and 70s. Many thought the answer to the country’s urban woes required solutions to crime, school performance and so on without reference

to urban design or development controls. Those notions came and went but a remarkably painful precipitant was left behind: the zoning codes segregating uses and development types. Sprawl is not produced by accident.

John Norquist led the city of Milwaukee through a remarkable renaissance as its mayor from 1988 through 2004, addressing social reform, education, and inspiring a boom in new downtown housing. About five years ago, Mr. Polyzoides probed Mr. Norquist about how he as an elected official was capable of directing this kind of change. Mr. Norquist attributed his success to having focused on the powers of municipal officials to help transform the physical environment through incremental decisions that aim to enhance the public realm by encouraging development based on a public vision. Mr. Polyzoides reiterated the importance of involving the public in the development process.

Moule and Polyzoides Architects and Urbanists approach development within a multi-phased community-based process. This approach includes outreach, in which the firm communicates with local officials who may have already solved problems they think intractable and unique to the community in which they are working. It includes a discovery workshop, in which they communicate with elected officials, commissions, and the public about how they see the world through them and through their own eyes by way of a series of diagnostic “x-ray” drawings that highlight potential planning advancements. It also includes design charrettes.

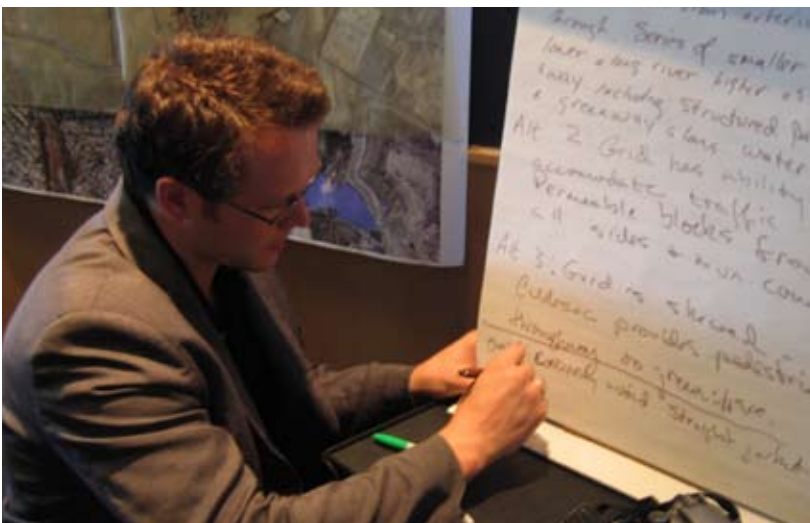
Design decisions have multiple implications and the design charrette is a framework for making the right design decisions. Mr. Polyzoides understands the charrette as a continuum that is compressed into three or four months. And although incapable of solving every problem, by bringing together people from the technical side, the political side and the community side, planning and design charrettes offer an extraordinary social setting to collaboratively handle physical design strategies and resolutions. The most profound aspect of the charrette is not the final result but that which is hidden as a catalyst within an educated community. In most cases, the resultant ideas will change

over time and they will be transformed by the local community. Charrettes educate communities on issues of transportation, form-based codes, landscapes, and of the importance of all the disciplines that have come to bear on particular projects.

The wisdom gained in the experience of the changing built landscape over the last thirty years informed the Charter of the New Urbanism. The Charter offers a shift in psyche from understanding the world we live in as imaginable and with limits to understanding it as a structure of neighborhoods, districts and corridors, a quilt that can extend over the entire built world from communities and municipalities to groups of interest.

Understanding the world’s areas as cells - each one of which can be thought of interdependently, describes a world that can generate as a fragment or as a compound, as a single neighborhood or town, or as a series of neighborhoods, districts and corridors - and can be aggressively propagated to build up an urban fabric of importance. This world’s basis is that of interconnected neighborhood streets which allow people in various modes of transportation (particularly in cars), to negotiate a network of circulation in multiple dimensions. Perhaps the most radical view of how cities should be made in the future is that buildings should be built to make space, not to flood space. Buildings are not boats, buildings are objects that anchor locations in space and instruct the medium of public space with a design quality. All new buildings big and small, buildings for various uses, particularly for mixed-uses, need to coexist in the making of a city. Similarly, open space can exist typologically as a continuum from big to small, for greenway and park, park and square, and actively contribute to making a plan, to generate an experience of void, that is as powerful as the experience of solid. It is critical to transform the mode of housing creation from the last fifty years to enable a spectrum of alternatives that allow seven or eight ways of building in different levels of intensity. Density per se is not the problem of our communities; it is how density occurs that is the problem. It will be important to think about concentrating intensities towards making whole places - places that incorporate open space landscape and building infrastructure into equally beautiful settings.

Similar words and similar concepts can be reused for the subject of district making. Districts



are neighborhoods dedicated to a predominant non-residential use. These design principles inform the idea of making public space a central feature -- space for gathering, space in common, theoretically the idea of the void to be a spatial catalyst and a spatial generator. But it also has to do with understanding that streets, which are plentiful and important, can be designed in a manner that address and articulate the question of being public, of being common. It is important to create housing options for people, it is important to understand true typology, that people don't only live in Dutch houses, but live in duplexes and triplexes, quadruplexes, courtyard housing, lofts above retail, and a variety of other typologies and all are legitimate ways of living and legitimate building forms and in turn can generate significant city quality.

The question of living above stores is relevant to the discussion of districts. This generates population that becomes an interest group in political terms for managing and directing growth and development in a downtown over time. Similarly, parking is also a critical question to be tackled. Polyzoides discovered that the more pedestrian a town becomes the more possible it becomes to have less and less parking, as well as fewer and fewer car lanes. If every little property within a downtown district is allowed to be disconnected from the responsibility of building parking then the creation of parking spaces can be reduced by almost a half to two-thirds. The reconstruction of Pasadena began with one common-use garage and when the city failed to build the second one, the public realized it did not need as much as parking as it thought. The result was extraordinary as people began to use the streets for parking, and at the cost of twenty-five to thirty-thousand dollars per stall for structured parking, one saves untold millions of dollars in making a downtown. Design ideas, economic ideas and implementation ideas are aligned. The economic cannot be generic: it has to be vision based, it has to be like a design's projection, it has to be locally calibrated and it has to be absolutely functional.

Regulations also need to be vision based. It is easy to think the physical environment as built to be used in one way: permanent lanes, permanent buildings,

permanent open space etc. It is far more efficient and charming to understand every ingredient of the physical world as being able to be used in multiple ways. Cities change their uses very quickly while the buildings are permanent frameworks: office buildings that are now hotels, houses that are now university offices and so on. If one forms a use independent of each other, then what is being regulated is the nature of the buildings and to a much lesser extent how these buildings are used. It is important to understand that within these principles, every place and every project is special. And every project and



every place has its own definition of problems and opportunities. Understanding a community and understanding the project definition is very important.

The above design-based principles highlight the significant role that form-based codes play in city-and-town making. One can hand a form-based codebook to an architect, a developer and a public official and it clearly

indicates the optimal performance for the urban behavior of buildings. The concept of housing typology as the core of regulation in our cities is quite important. America and South America have some of the greatest cities in the world because they divided the territory into blocks and streets and within those blocks they made lots for a particular property and within each lot they designed buildings of certain types and they repeated those buildings.

With form-based code one can build denser buildings in more intense zones and the converse in less intense zones. But there are requirements for building sizes and types. In form-based coding there is a language that designers, public officials and developers can agree upon.

Also important is how to go from sprawl to town making. The way one gets from sprawl to town making is by making a very profound decision about how one separates developable land from undevelopable land. The two most important ingredients in town making on greenfields is to distinguish what's to be built and what's not to be built, by conserving land that has natural character and that has archaeological as well as ecological importance, and then transferring the rest of that density onto the preferred fabric. Then one delineates the difference between neighborhood and district. These are some ways of thinking about the relationship with, and the nature of fabric.

Finally, Mr. Polyzoides encouraged mayors to continue to work towards understanding how to bring public and private initiatives together in the community making process. He said that there are two extremely important forces on the public side. One is to encourage public participation; the other is in private planning. There needs to be a way to activate both of those departments with each other, as one force does not impose planning on communities but rather assists with all planning needs. He recommended a process of mediation to bring into play the public sector, the community (the main stakeholders), and the private sector which often brings enormous energy and great insight in trying to deliver actual products. Mr. Polyzoides assured that these kinds of collaborations have not only happened in the last ten to fifteen years, but that this approach has spread widely. He concluded that mayors must recognize that they can get the authority to be part of the theoretical framework, and that with their passions and knowledge they can affect profound change for the communities and neighborhoods of New Jersey.

The six case studies can be organized into the following categories: making connections, creating mixed-use centers and linking community design and redevelopment or infill opportunities. While many of the case studies involved more than one category,

CASE STUDIES:

SUMMARY OF FINDINGS

all shared the possibility of improving the quality of life of residents, businesses and visitors through strategic land use and infrastructure decisions.

The most basic lesson for each mayor was to think beyond the confines of his or her challenge – beyond the boundaries of the individual development sites or case study areas to the larger neighborhood or community planning framework. These recommendations seek to implement the vision of a comprehensive approach to creating healthier communities and a higher quality of life.

Making Connections

In the broadest sense, the healthy communities agenda is represented in the most fundamental of urban design principles – the need to establish a relationship to context. This emphasis on making connections – physical and programmatic – to a larger context is also a fundamental precept of healthy communities design. The physical connections – new sidewalks, connecting streets, greenways, etc. – are not just physical relationships but ways of promoting alternative forms of mobility, including biking and walking, that are fundamental to active community design.

The pragmatic connections are equally important, demonstrating the ways in which single-purpose facilities can be used by different constituencies at different times of the day, enabling these facilities to be mixed-use in time as well as space. It is clear that the larger urban design and healthy community agendas share a reliance on new and unorthodox partnerships which are the key to the complex implementation strategies needed to bring them about. In a number of the case studies below, making connections in successful, well-established communities requires shared goals, an open and comprehensive planning process and design codes that replicate the best of these towns while requiring a higher standard for new investments.

While each of the case studies engaged mayors to think about how to create healthy communities, two in particular focused on how physical connections between and among buildings, parks and other natural resources, and transportation systems could be designed to improve public health.

In **Irvington**, the challenge was to successfully enhance the overall functionality of Irvington's town center by addressing parking issues, improving pedestrian access, redesigning the areas around the bus station, promoting mixed-use redevelopment and infill, and slowing and mitigating car traffic. Altering land use configurations can encourage both economic development and population growth, create a healthier equilibrium of densities and prevent infringement of neighboring densities through new zoning assignments. Building employment opportunities and promoting home ownership and sufficient affordable housing options are also key goals. This area of Irvington can become a center for business, entertainment, social activity and commerce.

For **West Cape May**, the objective was to



improve pedestrian and bicycle access and to encourage infill and mixed use commercial establishments along the Broadway and Sunset Boulevard area, while maintaining the historic and rural pedestrian-oriented atmosphere. Traffic calming and other pedestrian access enhancements are key to linking the commercial corridors. Evaluating land uses and considering new incentives can maximize the consumer base and attract more tourism. Landscaping and street improvements around Wilbraham Park, and preserving surrounding land uses to maintain the borough's rural character, along with a redesign of the key corner of Broadway and Sunset and strong incentives for private property owners to participate could make a fundamental improvement in the Borough.

Creating Mixed-Use Centers

A related design theme that is also a principal precept of a healthy community design is the creation of mixed-use centers. Broadly conceived in time and space, as well as the connections from these centers to the surrounding districts, these new centers can become the focal point for communities as well as encourage beneficial economic growth and sustainable development.

The Township of **Edison**, the fifth most populated municipality in the State, lacks a downtown. With significant population and employment growth over the decades came sprawling development fueled by transportation investments that discouraged compact development. A former manufacturing site adjacent to an active passenger rail line provides the opportunity to consider a new design for growth in the 21st Century, demonstrating a clear practice of new urbanism, transit-

friendly design, and pedestrian-tailored walkways. Improved design can translate into concentrating new development, connecting it to the rail line, reengineering traffic patterns along Route 27 and Talmadge Road to reduce vehicular speeds and encourage pedestrian safety, and encouraging dense mixed-use development with accessible shops and housing of varying affordability.

East Brunswick, a municipality with similar challenges and opportunities, also lacks a defined central place. Post World War II housing and a commercial strip that extends along State Highway 18 for miles define the public's impression of East Brunswick as a township seeking a community of place. Originally conceived as a transit hub and shopping center, a site along Route 18 currently has big box retail, other strip commercial and a commuter parking lot that lacks an economical and a pedestrian-friendly design. The challenge is to reconfigure the Golden Triangle into a more desirable, mixed-use, transit-oriented development that adequately meets the needs of both the surrounding community and daily commuters.

Linking Community Design and Redevelopment/Infill

Several of the case studies at this Mayors' Institute are located in communities with redevelopment or infill potential. These projects often are proposed for areas with former uses that bring special challenges. At other times, they evolve from market forces or a reuse of property. Sometimes, these projects occur in the least likely of places. However, in just about every case, the healthy communities agenda is appropriate in meeting the challenges of automobile dependency and neighborhood design.

The Town of **Dover** is a small, bustling city with an active downtown district that provides diverse shopping and dining experiences. Despite a noticeable decline over the last few decades, Dover is currently experiencing a rebirth attributed to a rail stop and a growing Latino population. The opportunity presented is to conceptualize a model that strengthens pedestrian circulation from the train station into the downtown and an improved Basset Highway corridor. The goal is to continue and enhance policies that support transit-oriented development and strategically incorporate the downtown and Basset Highway areas into this model. And, recognizing Dover's rich history, create new design standards and investment opportunities that respect that history while enhancing the quality of life for all who visit, work or live in Dover.

The Town of **Clinton**, a small traditional community is a model of compact development, with historic buildings, a water mill and historic development that defines the essence of community. Surrounded by major highways and impacted by ill-designed development that did not respect the existing character of the community, Clinton faces the challenges of accommodating growth and preserving a quality of life all hold dear. Enhancing Main Street and the Route 173 commercial corridors by providing safe pedestrian crossings, continuous and uninterrupted sidewalks, designated bikeways and a method for attracting more retail consumers is key to Clinton's future. Encouraging pedestrian-oriented commercial activity along Route 173, limiting automobile access and promoting mixed-use can help Clinton enhance its quality of life. And, reconfiguring parking lots and taking other actions to improve parking opportunities in a pedestrian-sensitive manner can enable Clinton businesses to survive economic competition from strip malls while making the shopping experience more pleasant for all.

CASE STUDIES

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS





TOWN OF CLINTON

Mayor Christine Schaumburg

Hunterdon County

1

Square Miles 1.2
Population 2,632

KEY ISSUES

- Address pedestrian safety issues at the following intersections: Route 173 & Leigh Street, Main Street & Leigh Street, Lower Center Street & Leigh Street, and Main Street and Lower Center Street.
- Encourage pedestrian-oriented commercial activity along Route 173 and reduce the number of curb cuts.
- Establish uninterrupted, strongly articulated crosswalks and sidewalks along Route 173 and other streets throughout the downtown
- Attract more clientele to Main Street by slowing down and narrowing Route 173, and/or re-routing it to Main Street.
- Add more parking to Main Street, and re-configure the current parking pattern.

PROBLEM STATEMENT To enhance the Main Street and Route 173 commercial corridors by providing safe pedestrian crossing, continuous and uninterrupted sidewalks, designated bikeways, and a method of attracting more consumers.

BACKGROUND Nestled into the hills of north-central Hunterdon County, the Town of Clinton is a small traditional community. Major commuter roadways traverse the town, including Interstate 78 and State Route 173 to the south, and State Route 31 to the north and east, while the South Branch Raritan River runs through the center of the municipality. Clinton is bordered by Clinton Township to the east and north, Union Township to the west, and Franklin Township to the south. At just 1.2 square miles, the town has a population of 2,632. Its quaint shops and restaurants along Main Street make up the commercial core, while historic Victorian style homes occupy nearby tree-lined streets.

Hunterdon County was named after Governor Robert Hunter, and was officially established on March 11, 1713, covering the present-day region of Sussex, Warren, Morris, Hunterdon, and Mercer Counties. Vast townships were integrated into this county, including Lebanon Township, where Clinton exists today. Ultimately, the West Jersey Society of London sold large tracts of land in Hunterdon County to eager buyers, and in 1751, Mahlon Kirkbride purchased the land on which Clinton currently resides. More land was purchased on the west side of the South Branch. Grist mills and a dam, forming the Spruce Run Reservoir, were also established on the river.

In the early 1800's, a man by the name of Bray formed a partnership with the original mill owners, and eventually renamed "Hunts Mill" to "Clinton," after Governor Dewitt Clinton of New York State. In the partnership, he also started a new tavern and hotel, named the Clinton House. After the mills were abandoned, a planned town center was formulated, with drawn-out building lots made for sale. In combination with the nearby Turnpike (Route 173) and industrious Germans in the region, Clinton grew dramatically during the period from 1820-1840.

On April 5th, 1865, the Town of Clinton separated from Clinton Township, forming its own independent government. Four churches and a fine public school atop a nearby hill signified Clinton's continued progress. However, this progress was threatened

in the Great Fire of 1891, when 23 buildings were destroyed along Main Street. Town inhabitants immediately rebuilt Main Street, constructing sturdier and larger buildings, which still exist to this day, and are a tourist attraction due to their unique end-of-century architecture. Today, Clinton is a scenic and bustling town, located among the crossroads of several major roadways in northern Hunterdon County.

DESCRIPTION AND PROBLEM AREAS

Although a fairly active town center, the Town of Clinton has not taken full advantage of transit and pedestrian options to maximize its customer base. Route 173 is the closest major roadway to downtown, paralleling Main Street to the south. The result is a classic pedestrian-oriented downtown atmosphere on Main Street, with adjacent car-oriented establishments to the south along Route 173. The bulk of car traffic, aside from high speed travel passing through town at on Interstate 78, flows along Route 173, nearly missing Main Street by one block. As a result, drivers take advantage of the convenience stores and strip malls while completely passing, perhaps purposely, the Main Street commercial corridor. Clinton is opposed to suburban sprawl and would like to maintain its traditional small town heritage, while both increasing its consumer base and providing a safe environment for pedestrians.

Some intersections in Clinton are perilous for pedestrians. The intersections of Main and Leigh Streets, Route 173 and Leigh Street, and Lower Center and Leigh Streets are particularly dangerous and challenging to cross as traffic congestion builds during peak rush hours. Making these intersections even more dangerous are near-blind curves and drivers attempting to cross intersections before the traffic light changes. Due to the intermittent nature of sidewalks along Route 173, walking becomes risky along this well-traveled, relatively high-speed corridor

Another issue at hand is parking. Currently, metered parking is available on Main Street. Several public municipal parking lots also exist, but they are removed from the downtown and lack adequate signage directing visitors to their location.

STUDY AREA

The study area comprises the Main Street commercial corridor as well as surrounding streets including Lower Center and Center Streets to the north, Route 173 to



SPECIFIC RECOMMENDATIONS - CLINTON

Preserve the Mobis Tract and concentrate development elsewhere, presumably through TDRs.

Create a bikeway along the river, connecting it to existing paths; a riverwalk should be built on Lower Center Street, with residences alongside.

Create a roundabout at Lee and Lower Center Streets.

Create a Main Street capstone on the firehouse site as an official encouragement for mixed use.

Make Rt. 173 walkable, transforming it into a boulevard with a landscaped median.



the south, and Leigh Street, which vertically splits Main Street down the center and connects with Route 173 to the south. Also included are three bridges which cross the South Branch on Leigh Street to the north, and Main Street and Route 173 to the west.

RESOURCE TEAM RECOMMENDATIONS

Clinton's Main Street has great character. The historic downtown, albeit small, is worthy of worldwide recognition. Indeed, it is a place which might one day be recognized by UNESCO. However, practical considerations require that in the short term, and in order to sustain downtown businesses, Clinton would benefit from more residents and more consumers, which in turn require more parking, greater ease of access, more diverse commercial uses and more attention to pedestrian safety.

To achieve these goals, changes must occur. Route 173 must become a walkable corridor, with continuous sidewalks on both sides. Vehicular traffic must be forced to slow down, to ensure the safety of pedestrians, and to encourage cars to easily stop in front of shops. This can be achieved by implementing a boulevard design on Route 173, with a tree-lined center median and on-street parking. Current sprawling and auto-oriented commercial establishments along this road do not contribute to a pedestrian atmosphere, so commercial redevelopment must be denser and closer to the street. This will both boost ratables and encourage walking and biking.

Better street and bike/pedestrian networks are needed for walking and biking into Clinton's town center, and should incorporate greenery wherever possible. A pedestrian bridge



is strongly recommended from the garden apartments near the Clinton Public School across Route 173, so that shoppers, walkers, and children do not have to cross the Route 173 and Leigh Street intersection. New senior housing developments across the stream and near the apartments would maximize the bridge's use and bring more people safely onto Main Street.

To attract people from Route 173 to Main Street, a gateway to downtown is suggested. This can be very valuable to Clinton's town center, and must occur near the East Main – New Street – Route 173 area (currently the most underutilized portion of the town center), where drivers on Route 173 would be attracted and guided onto Main Street. Aside from being an eye-catching entryway, the gateway should also incorporate new mixed-use development on nearby sites. Although perhaps a “politically sensitive” undertaking, the idea of relocating the firehouse from its current location at the end of East Main Street was suggested to create more functional access from Route 173 into the downtown, as well as allow for residential and mixed-used development. Relocating the firehouse to a new site would also allow for further expansion of the fire company's facilities to accommodate new emergency vehicles and equipment. The Post Office could also easily relocate to this gateway project in a more active and convenient environment.

Downtown activity can be further encouraged by way of pedestrian safety improvements on Leigh Street at the intersections of Route 173, Main Street, and Lower Center Street. A variety of traffic calming options should be explored for these locations, including a roundabout, elevated intersections, textured crosswalks, speed bumps/ humps, etc., to effectively slow traffic. A roundabout would be ideal for the Leigh-Lower Center Street intersection, while elevated and perhaps textured intersections would fit into the Main and Route 173 intersections. Additionally, provided there are two vehicular and one pedestrian bridge traversing the South Branch of the Raritan River near Main Street, a river walkway along Lower Center Street from Leigh Street southward under Route 173 would attract and enhance the overall walking experience. This walkway would also connect the retail and historic attractions on the west end of Main Street to the vacant Wargo Tract and adjacent commercial activity on the southern edge of Route 173, while encouraging new development along this connector. While the Wargo Tract and neighboring Krauser's store currently do little to attract pedestrian activity, this tract yields future opportunities for redevelopment that could compliment and extends the downtown.

Alternative commercial and recreational uses along the river walkway are also encouraged. Anchored by the Red Mill Museum Village and the Hunterdon Museum of Art at the end of Main Street, activities such as boating, biking, and more festivals and

public events can be staged along the river. These recreational activities could be used to create a green network of bike and pedestrian paths, which could eventually connect to regional bikeways and greenways. Such improvements would also encourage scenic housing opportunities along the river's edge similar to those already found along Main Street: retail on the ground level with residential on the upper floors. However, being in a floodplain, parking is recommended on the lower level instead of retail or residential uses to avoid potential flood damage.

Such pedestrian improvements will immediately benefit Clinton residents, but further parking and circulation changes are necessary to enhance and attract visitors to the town center. The lot behind the municipal building is large enough to accommodate public needs, yet additional parking is recommended at Route 173 where it crosses the South Branch Raritan River. Presently, Main Street access from Route 173 is only accessible as a one-way street coming from the west, although the street is wide enough for two lanes. Changing Main Street from a single lane to a two-way street can provide access from Route 173 to the east necessary to support the gateway project.

For future planning purposes, the eastern section of Route 173 (east of New Street and the firehouse, just beyond the downtown) should be planned as a mixed-use district with higher densities and mixed income housing. Connections to Main Street via sidewalks or a new street will be essential to this new district, and will further boost its the customer base. For this new neighborhood, a street along the base of the steep hillside could provide for mixed-use building arrangements at both top and bottom. Defining a new street grid over the existing landscape could help shape the future redevelopment of this area over time. Using Transfer of Development Rights (TDR), development which would otherwise occur on Clinton's limited farmland, such as the Mobis Tract to the north, might instead be transferred to this area, preserving critical natural resources.



TOWN OF DOVER

Mayor James P. Dodd

Morris County

1

Square Miles

2.7

Population

18,188

KEY ISSUES

- Promote pedestrian safety and ease of accessibility, by slowing car traffic and establishing stop lights/ stop signs along Orchard and Dickerson Streets, which serve as automobile access to the train station.
- Implement pedestrian circulation patterns that fit into Dover's existing infrastructure as well as its new plans.
- Provide plans to successfully connect the Bassett Highway area to the new transit village.
- Devise a method to further attract customers and tourists into the shopping districts.
- Take advantage of NJ Transit's Morristown Passenger Rail Line, which exists one block south of Blackwell Street and is easily walkable from the entire town center, including Bassett Highway. One hour train service to Newark and New York City is the benefit of this station.
- Provide convenient public access to the Rockaway river.

PROBLEM STATEMENT To conceptualize and propose a model that maximizes and strengthens pedestrian circulation from the train station through the transit village, into downtown, and to the improved Bassett Highway corridor. The goal is to continue on a trend toward transit village living, and to strategically incorporate the downtown and Bassett Highway areas into this way of life.

BACKGROUND The Town of Dover is situated in north-central Morris County in the Rockaway River valley, with a densely packed population of 18,188 thriving in this 2.7 square mile town. Blackwell Street is the center of commercial activity, with tightly packed residential neighborhoods stemming outward from there. Dover is bordered by Mine Hill Borough and Wharton Borough to the west, Randolph Township to the south, Victory Gardens Borough and Rockaway Borough to the east, and Rockaway Township to the north. The town is known for its cultural diversity, where 57.9% of the population are of Hispanic and Latino descent and 6.8% are Black or African American.

Established as a village in 1826 and incorporated as a town in 1869, Dover's past comprises regional prominence in the industrial revolution. Dover's primary industries included silk mills, machine outlets, ironworks, bridge works, a hosiery factory, and stove/ furnace works. Dover's industrial boom continued into the first half of the 20th century, still functioning as a regional center for both industry and business. But the post-industrial market of the latter 20th century, like for many frost belt cities, took its toll on Dover.

The majority of industries closed, and the town center greatly declined. Suburban living and big box retail were established in the municipalities surrounding Dover, contributing to rampant home abandonment in town and pursuit of the American Dream elsewhere. Since this initial decline, the population has grown and stabilized to nearly zero growth in the early 21st century. Nevertheless, Dover has rebounded in recent years, and has become a regional attraction due to its rich history, unique shopping, and commuter train station.

DESCRIPTION Today Dover is a small bustling city with a vibrant downtown district that provides diverse shopping and dining experiences in a Latino

atmosphere. The entire town center is located along Blackwell Street, and has been designated a Historic District under the National Register of Historic Places since 1980. This district includes 80 buildings, the majority of which front Blackwell Street. This corridor symbolizes Morris County's most valuable 19th century industrial town, and has supported the lifestyle of a working class community since 1827. Dover is also a Designated Regional Center under the NJ State Plan, and is one of two such centers in Morris County, Dover being designated in 1994 and Morristown in 1995.

Even though Dover has seen a gradual rebound since its decline, there are still large areas in need of renewal and revitalization.

EXISTING PLANS

Dover has recognized its opportunities for redevelopment, and is about to adopt a Transportation Oriented Development Plan for the area surrounding the train station, most of the downtown, and the Bassett Highway corridor. "The Bassett Highway Redevelopment Plan" -- has been proposed and accepted as a Final Draft on May 8, 2006 -- which calls for redeveloping and rehabilitating property on both sides of Bassett Highway. Included in both of these plans is a vision of a transit village around and near the existing train station, which would encompass areas along Dickerson Street and south across the railroad tracks. The idea is to draw in pedestrians, add adequate parking, provide improved traffic circulation, and to maintain Dover's historic character. All the proposed plans will respect and take advantage of the Blackwell Street Historic District, a State and Nationally designated historic district, which was recently designated in the Town of Dover's Historic Preservation Element for local preservation and control.

STUDY AREAS

The Bassett Highway corridor, a street paralleling Blackwell just to the north in the western part of downtown, is an existing area planned for redevelopment and rehabilitation. Bassett Highway consists of old industry, a large furniture business, a bowling alley, mid-rise senior housing, and small retail/ commercial establishments. Pedestrian activity is very limited due to these land uses, and the unwelcoming appearance of the buildings themselves. The street becomes more active near its end at North



Warren and Sussex Streets, where the municipal building, police headquarters, and fire department are located. Near this area are bustling retail stores and eateries. The focus here, however, is the north side of Bassett Highway, investigating optimal development patterns, traffic flow, and pedestrian access.

The next area around the train station is slated to be a transit village, with mid-rise structures of mixed use, parking, and recreational fields/ facilities.

In between these two study areas is Blackwell Street, Dover's central shopping and business district, which is also a Historic District.

RESOURCE TEAM RECOMMENDATIONS

With existing redevelopment proposals for the Dover train station and Bassett Highway, Dover's transit-oriented way of life must be maintained and expanded. Bringing more people to Blackwell Street and the municipal complex area will boost business along the main shopping corridor. Yet doing so invariably raises other issues, including traffic circulation, pedestrian access, and parking.

Already having significant foot traffic, Blackwell Street should encourage greater points of access, particularly those which link the Bassett Highway residential development to existing civic uses, greenways, and nearby retail. These links would encourage use of the train station and shops as residents and commuters pass by the commercial establishments along Blackwell. Additional downtown parking should be considered along metered streets and small lots, so as not to disrupt the pedestrian environment with large swaths of parking lots and curb cuts. The planned parking facility at the Salvation Army site addresses the need for downtown parking, but requires further examination. One suggestion is to wrap the proposed parking structure with mixed-use development, thus providing the additional capacity for visitors, while cloaking it architecturally within a functional facility housing commercial and/or residential uses. Creating secure parking opportunities like this one would make it a real retail destination.

Redeveloping the Bassett Highway area as a dense residential neighborhood would bring a stable population to support downtown commercial activity. The Bassett Highway plan should include large blocks that are then broken down into a smaller grid of streets and buildings, creating a changeable and unique urban form scaled appropriately to compliment Dover's existing building infrastructure. Block forms should be varied instead of uniform, making use of alleyways for greater vehicular access. The grid would better fit into the community fabric if it were adjusted to property lines. Rather than re-adjusting the roadway infrastructure, streets must be pedestrian-oriented with traffic calming measures in place. A new street north of Bassett Highway would provide better access for the rest of town,

and would make people feel welcome in the neighborhood.

Recommendations to the Bassett Highway project include alternatives that incorporate housing of various densities, and a large cap for maximum block sizes. Alternative 1 for this plan calls for "step" development comprised of smaller buildings along the river, and building heights increasing, or "stepping up," as you move away from the river. While this development brings increased density to the Bassett Highway area, that density should be limited in keeping with the scale of the tallest structure in the downtown area -- the 10-story senior housing complex adjacent to the site. This scenario also includes structured parking and a public greenway along the water. The second alternative includes a municipal complex and suggests a street grid that can accommodate traffic with blocks permeable from all sides. Alternative 3 recommends a grid that is a skewed cul-de-sac for automobile traffic, but provides pedestrian throughways to green spaces, particularly along the river. While each of these alternatives allows for traffic flow through the complex, it is important that this road network not be used as an arterial route to access nearby commuter highways such as Route 15, Route 46, and I-80. Instead, this street network should retain slower traffic speeds and include traffic calming measures to prevent speeding through.

In addition to new housing, more civic uses need to be created and spread out around the densely developed areas. Re-locating the municipal annex would be ideal for creating a new park across from the municipal buildings, continuing on a trend toward connected greenways. The Rockaway River must be the most important design element due to its potential for organized activities along its banks. This element should incorporate a rails to trails initiative; transforming the defunct rail line along the Rockaway River into a contiguous trail/greenway. A pedestrian bridge is recommended to connect the new trail with the municipal building. A portion of the concrete wall encasing the river should be demolished and replaced with steps leading down to the water.

The Bassett Highway plan should include large blocks, that are then broken down into smaller lots, creating a changeable and unique urban form. In addition, block forms need to be varied instead of uniform, making use of alleyways for greater access. The grid would better fit into the urban fabric if it were skewed and adjusted to property lines. Rather than re-adjusting the roadway infrastructure, streets must be pedestrian-oriented and traffic calming must take place. A new road north of Bassett Highway would provide better access for the rest of town, and would make people feel welcome. The Bassett Highway project needs to incorporate housing of various densities, and a large cap for maximum block sizes.



SPECIFIC RECOMMENDATIONS - DOVER

Leave opposite side of river green.

Relocate arterial road, giving the rest of the town access.

Create a public space at the existing municipal site.

Create larger blocks, breaking them down into more lots, while varying lot forms.

Consider enhancing proposed Salvation Army parking by wrapping it with mixed-use development.



Alternate Plan 1
Include municipal complex on site; no need for more roads.



Alternate Plan 2
Pedestrian throughway to greenspace.



EAST BRUNSWICK TOWNSHIP

Mayor William P. Neary
Middlesex County

2

Square Miles 22.4
Population 46,756

KEY ISSUES

- Determine a redevelopment plan that is nearly the opposite of current conditions.
- Enhance and redesign access to the tract via Route 18 and Old Bridge Turnpike
- Take advantage of the MXD land use plan, to push mixed use and pedestrian/ transit-oriented redevelopment.

PROBLEM STATEMENT To redevelop and reconfigure the Golden Triangle tract into a more desirable, mixed use, transit-oriented development that adequately meets the needs of both the surrounding community and daily commuters.

BACKGROUND East Brunswick is a large municipality, covering 22.4 square miles with 46,756 people, 16,372 households, and 13,081 families as of the 2000 census. It is centrally located in Middlesex County, and boasts an above average Asian population of 16.3%. Major roadways, such as the New Jersey Turnpike, Route 18, Old Bridge Turnpike, Route 1, Milltown Road, and Ryders Lane traverse the township, making for an automobile-dominated, convenient lifestyle. The major land uses occupying the township are single-family residential of the baby-boom suburban configuration, several commercial corridors, and high-tech industrial and manufacturing parks. East Brunswick borders South River and Sayreville to the east, Old Bridge Township to the southeast, Spotswood and Helmetta to the south, South Brunswick and Monroe to the southeast, North Brunswick and Milltown to the northwest, and New Brunswick and Edison to the north.

The area known as East Brunswick today began to be settled as early as 1685. The first settlement was in the northern part of the township where Thomas Lawrence owned a vast plantation along the Lawrence Brook, named after him. Another hot spot was along the South River, where convenience and navigability were the main attractions. In the south east portion exists the Old Bridge district, named after the first bridge built across the South River. This settlement grew with industry, culture, and commerce. The border of East Brunswick today is defined by a few small town centers, such as Helmetta, Spotswood, and Milltown. During the time between 1870-1908, these villages seceded from the township and formed separate governments. The only village to remain part of East Brunswick was Old Bridge.

Economic growth was sparked during the industrial revolution with the abundance of raw materials, proximity to large markets, and cheap transportation. Industries that flourished included agriculture, pottery, manufacture of bricks, and lumber. Today the area promotes more post-industrial activities such as commercial services, and computer, electronics, and publishing firms. The construction

of highways through the township holds responsibility for explosive suburban growth. In 1935, Route 18 was constructed, which diverted the majority of traffic from Old Bridge Turnpike. But in 1952, with the completion of the New Jersey Turnpike, growth skyrocketed to rates far above that of Middlesex County. The population grew fivefold during the early 1950's.

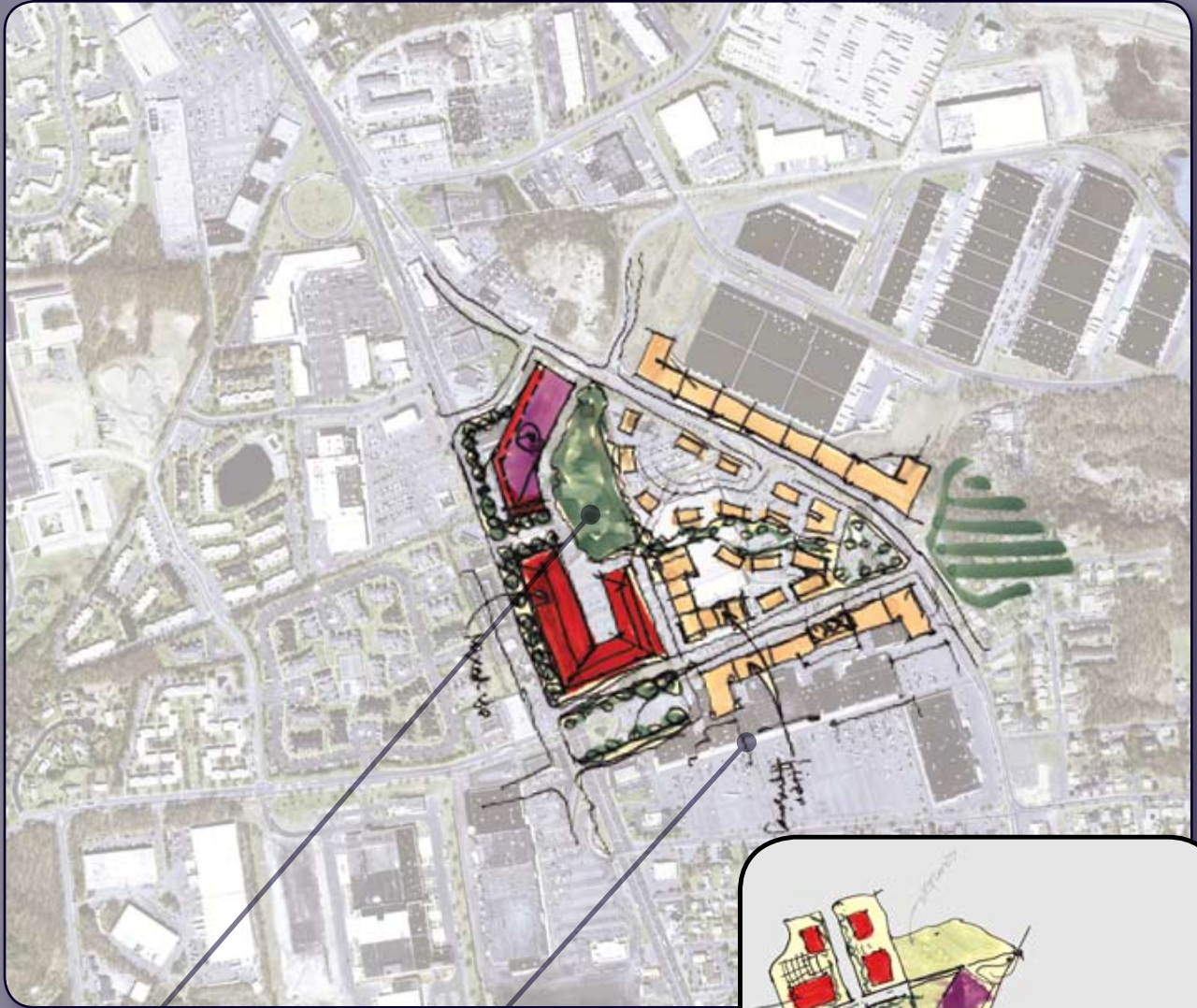
STUDY AREA The study area is bounded by Route 18 to the west, Tices Lane to the south, and Old Bridge Turnpike to the east and north. These three roads form the so-called "Golden Triangle Study Area," in which the entire case study is located. The East Brunswick Township Council established this designated vicinity as an "area in need of redevelopment," in line with the Local Redevelopment and Housing Law. The study area comprises three neighboring parcels, which have been under East Brunswick's possession since 1978, and total 30.58 acres. On these parcels exists retail strip mall oriented development consisting of Sam's Club, Jason's Furniture, a weekend flea market, and a bus ticket office. A large 1,164 space commuter parking lot covers much of the site. The Triangle is surrounded by more commercial strip development, the Middlesex County Sanitary Landfill to the northeast and residential neighborhoods directly east. The landfill is a "Class I Sanitary Landfill," meaning it may accept all types of nonhazardous solid wastes.

Before 1970, the existing site was a clay mining pit, which was then backfilled and developed for retail use in the early 1970's, adding the commuter parking lot in 1979. The entire retail establishment was built atop pile foundations for adequate support. Current retail square footage tops out at 231,632 square feet, and the commuter lot is full during weekday commuting periods, but empty on weekends.

The study area slopes gently towards the south, southwest, and northwest, covering a difference of 36 feet. Water drains to the northwest corner of the site, encompassing wetlands, wetland buffers, and steeper slopes. Although there is no history of site contamination, the neighboring property at the northeast corner of Route 18 and Tices Lane was previously a gas station. This site suffered from underground storage tank failure, and groundwater remediation and soil removal has been ongoing since 1992. However, July 2003 tests reveal migration of contaminated groundwater from the site has been contained.

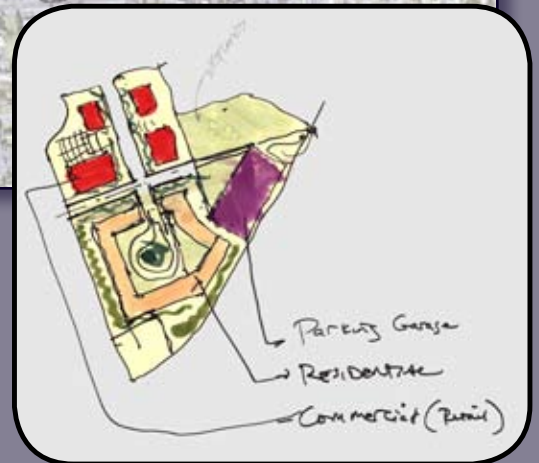


SPECIFIC RECOMMENDATIONS - EAST BRUNSWICK



Create an open space within the new mixed-use development.

The considered golden triangle is not large enough for achieving the desired "urban lifestyle".



Alternate Plan
Inward facing buildings wall off the outside environment.



Access to the site is provided in a limited manner from Route 18, Old Bridge Turnpike, and Tices Lane. Coming from Route 18 southbound is the most indirect, where one would have to enter the site via a jughandle onto Old Bridge Turnpike, or to follow through the Edgeboro Road intersection and onto the West Prospect Street jughandle. Construction of intersection improvements at Route 18 and Tices Lane is still progressing. The 1990 Comprehensive Master Plan specifically recognizes Route 18 as the primary regional commercial retail corridor in the area, but suggests limiting the extent of commercial zoning to reduce impact on neighboring residential communities.

PROBLEM AREAS

Originally conceived as a transit hub and shopping center, the site's current use as strip commercial is outdated, undesirable, and not economically productive. It is also not pedestrian-friendly, having large expanses of parking lots surrounding large and outdated big-box retail. During the weekdays, retail customers often park far from the stores due to the vast commuter parking filled to capacity. During the weekends and at night, the parking lot is empty and often unsafe to the passerby.

Traffic patterns are inadequate to the site's full functionality and accessibility. Route 18, which is separated into northbound and southbound lanes by a barrier, is not conducive for turning into and out of the area.

Aesthetically, the site is undesirable. The commercial establishments are hidden by trees on one corner, with drab architecture surrounded by a sea of parking on poorly maintained lots.

THE MXD DESIGNATION

The Township Council of East Brunswick put forth a new Mixed Use District (MXD) land use plan for the site, which encourages high density, mixed use, transit-oriented development. The original MXD went into effect in 1978, and only applies to sites with 20 acres or less. The purposes of the new MXD are to encourage design innovation, promote commuter parking, enhance land value, prevent strip commercial development, ensure land use compatibility, and provide for commercial establishments and services in a pedestrian-oriented setting.

Permitted uses under this designation include retail stores, food services, professional offices, personal services, multi-family residential, government services, hotels, commuter parking, exercise/ health clubs, public facilities, movie theater, service agencies, instructional studios, and financial institutions. A few largely prohibited uses consist of supermarkets, storage, trailers, warehousing, trucking, and car dealerships. Additionally, maximum building coverage cannot exceed 40%, and maximum building height cannot exceed 60 feet.

RESOURCE TEAM RECOMMENDATIONS

Appropriate redevelopment of the Golden Triangle offers an important opportunity to set a new tone for the Route 18 corridor and begin to address its transportation needs in a more sustainable way. Instead of more strip commercial development, the new Golden Triangle should contain a mix of uses and a parking garage. The structures should adhere to the general principals of the new urbanism. However, even with a radically different design, it will not be able to offer the "urban lifestyle" which some developers have touted as a marketing slogan for the area.

The larger functional buildings which are part of the site's redevelopment program should be masked to the extent possible. The bus station should remain on-site, but it should not be its most prominent visual feature. A strategically planted allee of trees can soften its view, and the lower elevations in the northwest corner will further help conceal it from the public view. The parking garage should be disguised as well, behind retail liner stores. Promoting walk ability should be a primary focus of redevelopment, with a dense mix of residential and retail uses arranged in a clustered form. Redevelopment can be incremental, and additional development can take place at a later date on reserved land. Mixed-use development should be concentrated at the corner of Tices Lane and Route 18, with the rest of the parcels remaining vacant, land banked for future planning.

The immediate market pressures to redevelop the site should be resisted. The type of big box development of today's market is not desirable and will raise opposition. The long term vision for the site should be very different from what is currently there. The site should become a center oriented to serving the existing residential stock. The site should be sold to the highest bidder, but subject to both a regulating plan and a set of carefully crafted restrictions on the types of uses permitted. Site remediation will enhance the property's value.

Several design alternatives were explored by the Institute. Alternative One would consist of inward facing buildings -- not unlike the Toll Brothers plan "E" -- but with connections to the wetlands buffering development. Alternative Two offers a model that could propagate "smarter" growth along the corridor (Rt. 18), with new building frontages and residential developments on two sides of the site. New development directly along Route 18 is tightly restricted.

Alternative Three is the "larger scale" plan. It concentrates new development on the portions of the site that are most appropriate, and includes green corridors and green rooftops as part of the long-term vision. It proposes redevelopment of the community center with retail and offices around the existing library, and investigates opportunities for linkages -- for pedestrians and bicycles, not cars -- to the surrounding cul-de-sac residential subdivisions.



EDISON TOWNSHIP

Mayor Jun H. Choi

Middlesex County

3

Square Miles	30.17
Population	97,687

KEY ISSUES

- Conceptualize and concentrate new development so it becomes a designated downtown for Edison, and fits within the township's context.
- Explore passenger rail station options along the NJ Transit Line, and investigate the possibility of a light rail connector.
- Engineer traffic patterns along Route 27 and Talmadge Road so that higher speeds are discouraged and pedestrian yielding is obvious.
- Encourage dense mixed use development with accessible shops and housing with various affordability.

PROBLEM STATEMENT To redevelop the defunct Revlon Site into a new town center that demonstrates a clear practice of new urbanism, transit-friendly design, and pedestrian-tailored walkways.

BACKGROUND Edison Township is a large municipality located in northern Middlesex County, New Jersey. It is the 5th most populated municipality in the state, after Newark, Jersey City, Paterson, and Elizabeth. The township comprises 30.17 square miles, and population estimates for 2004 place it at just over 100,000 people. Population changed the most from 1980-1990, when figures grew from 70,193 to 88,680, indicating a 26.3% change. And during 2000, Edison's 97,687 people comprised roughly 13% of Middlesex County's total population. Also noteworthy, major highways such as the NJ Turnpike, US Routes 1 and 27, and Interstate 287 travel through the municipality, as well as a two station stops along NJ Transit's Northeast Corridor Line, providing superb regional access to the New York metro area.

Edison, originally part of Woodbridge and Piscataway Townships, was incorporated in 1870 as Raritan Township, and later renamed after Thomas Alva Edison, inventor of the light bulb, in 1954. Edison's diverse industrial base contains light trucks, chemicals, metal products, electrical and electronic equipment, machinery, and instruments. Located in Edison was the Ford Motor Company and Ford Assembly Plant on U.S. Route 1, assembling various truck models. The plant closed in 2003, leaving 1,420 employees out of work. Other popular companies in town include Frigidaire, General Motors, Fuji, Nestle, Hess, Johnson & Johnson, Prudential, Siemens and the New York Times.

Raritan Center is the largest industrial park east of the Mississippi, and Menlo Park, the former site of Thomas Edison's laboratories is now entirely residential development.

DESCRIPTION AND PROBLEM AREAS

Edison is designated as a Metropolitan Planning Area (MPA) under the New Jersey State Development and Redevelopment Plan (SDRP). Since little land is available for new development (Edison is 97% built out), most future progress under the MPA will occur through infill and redevelopment. The latest township master plan's Future Land Use Plan indicates that redevelopment

under the state plan will follow the principles and guidelines of mixed use and New Urbanism.

The township has two New Jersey Transit train stations – Edison Station and Metropark – with service to New York City and Trenton via the Northeast Corridor line. Condominium and apartment complexes are close by the Edison Station, attracting many newcomers from the New York metro area, while Metropark serves as a park-n-ride for commuters working in the nearby corporate parks, as well as those commuting into New York City.

Keeping this in mind, there are several redevelopment opportunities in Edison. The township is split into 5 planning districts. District 4, bounded by Highland Park, the Northeast Corridor rail line, Route 1, and Metuchen, is in most need of redevelopment. The site of interest is the Revlon Property, located at 55 Talmadge Road, and the Exxon Chemical Refinery along Route 27. Both sites are between State Route 27 and the Northeast Corridor rail line, with Route 287 just to the north, however, the Revlon Site is of primary focus.

THE REVLON SITE

The Revlon Incorporated Main Production Facility operated from 1956 until 1999. Previously owned by Johnson & Johnson, the Revlon Property encompasses 63.2 acres of land. When Revlon entered a merger agreement with Nichole Acquisition Company in 1985, an environmental assessment was required and completed under the NJDEP. This investigation revealed underground and above ground tanks that had been leaking their contents into soils and local groundwater. The groundwater was found to be contaminated with trichloroethylene, trichloroethane, acetone and 1,2-dichloroethene.

The facility is being remediated under the NJDEP State Property Transfer Program, while Revlon removed contaminated soils and constructed groundwater wells to eradicate contamination. On-site groundwater monitoring and treatment is planned to continue for years to come. And although not a Superfund Site, the Revlon Property constitutes ongoing remediation as part of the Resource Conservation and Recovery Act (RCRA) under the EPA. Ultimately, the property was sold to Starwood Hellar, L.L.C. in 1999 and the company was renamed Revlon Consumer Products



Corporation, and a few years later, it was abandoned.

The Revlon Property has been vacant for the past several years, and is zoned Light Industrial, comprising warehouses and trucking uses, which are not consistent with the Future Land Use Plan. The township is promoting a New Urbanist town center for the site, since Edison possesses no recognizable downtown district. The vision comprises a friendly pedestrian-oriented downtown along Route 27 between Talmadge and Vineyard Roads. Such redevelopment will call for small shops, residential living on upper floors, senior housing, age-restricted housing, and community facilities such as a library and performing arts center. This redevelopment plan entails maximum pedestrian access and friendliness, and endorses multi-model transportation as the foundation for Edison's new town center initiative.

NOTEWORTHY POINTS

Another convenience to redevelopment is the Northeast Corridor Rail Line, which runs along the northwestern border of the Revlon site. The line provides service for NJ Transit and Amtrak Trains, with a NJ Transit station located approximately 1/2 mile southwest of the redevelopment area. Redevelopment of the Revlon Site, might suggest a shuttle service to and from the new downtown to the existing station. This would allow easy commutes to and from the station during both rush hour periods and would reduce vehicles on the roads and in parking lots. Shuttle service could also exist on weekends, to transport shoppers from the station to downtown. Also, infrastructure for light rail exists near the site, and can be explored as an alternative to shuttle busing.

A problem facing Edison today is traffic safety and circulation. The township is known as the "Crossroads of New Jersey" due to the many highways and arterial roads that run through and crisscross the area. Traffic volumes, congestion, frequent collisions, and pedestrian safety are the main concerns. Enhancing traffic safety and slowing speeds near the new town center along Route 27 between Vineyard and Talmadge Roads, with easily identifiable crosswalks at the intersections, is essential for a pedestrian-oriented atmosphere.

STUDY AREA

The study area is bounded by Route 27 to the southeast, Route 287 to the northeast, the Northeast Corridor Rail Line to the northwest, and Talmadge Road to the southwest. Included are the Revlon Site along Talmadge Road and the Exxon Site to the north along Route 27. In between these sites exists open land with scattered trees.

RESOURCE TEAM RECOMMENDATIONS

Lacking a downtown of its own, Edison needs a designated and visible Town Center with commercial, retail, mass transit and other mixed-used activities. Such uses can be located at the former Revlon property and on parcels immediately surrounding this site, with a focus on redevelopment that balances multiple interests but works, in the longer term, toward the creation of a vibrant Town Center. Redevelopment should occur in a radial manner from Route 27 between Vineyard and Talmadge Roads, and outward to NJ Transit's Northeast Corridor rail line (north) and the nearby residential communities (southeast). These features define a large rectangular redevelopment area spanning both sides of Route 27.

The new Town Center should capitalize on the existing mass transit infrastructure nearby. While building a new train station or relocating the existing Edison station to this site are not considered viable options in the foreseeable future, there are a number of alternative transit modes that can link the Town Center to the station. Because the Edison train station is located beyond the ideal ¼ mile walking distance from this new center, a either a shuttle service, conventional bus or Bus Rapid Transit (BRT) system can supply transportation options between the two sites, with two suggested BRT stops along Route 27 to provide adequate service. Engaging the N.J. Department of Transportation (NJDOT) early in the planning process is critical to developing the transit infrastructure necessary to serve the needs of the town center while improving circulation on Route 27.

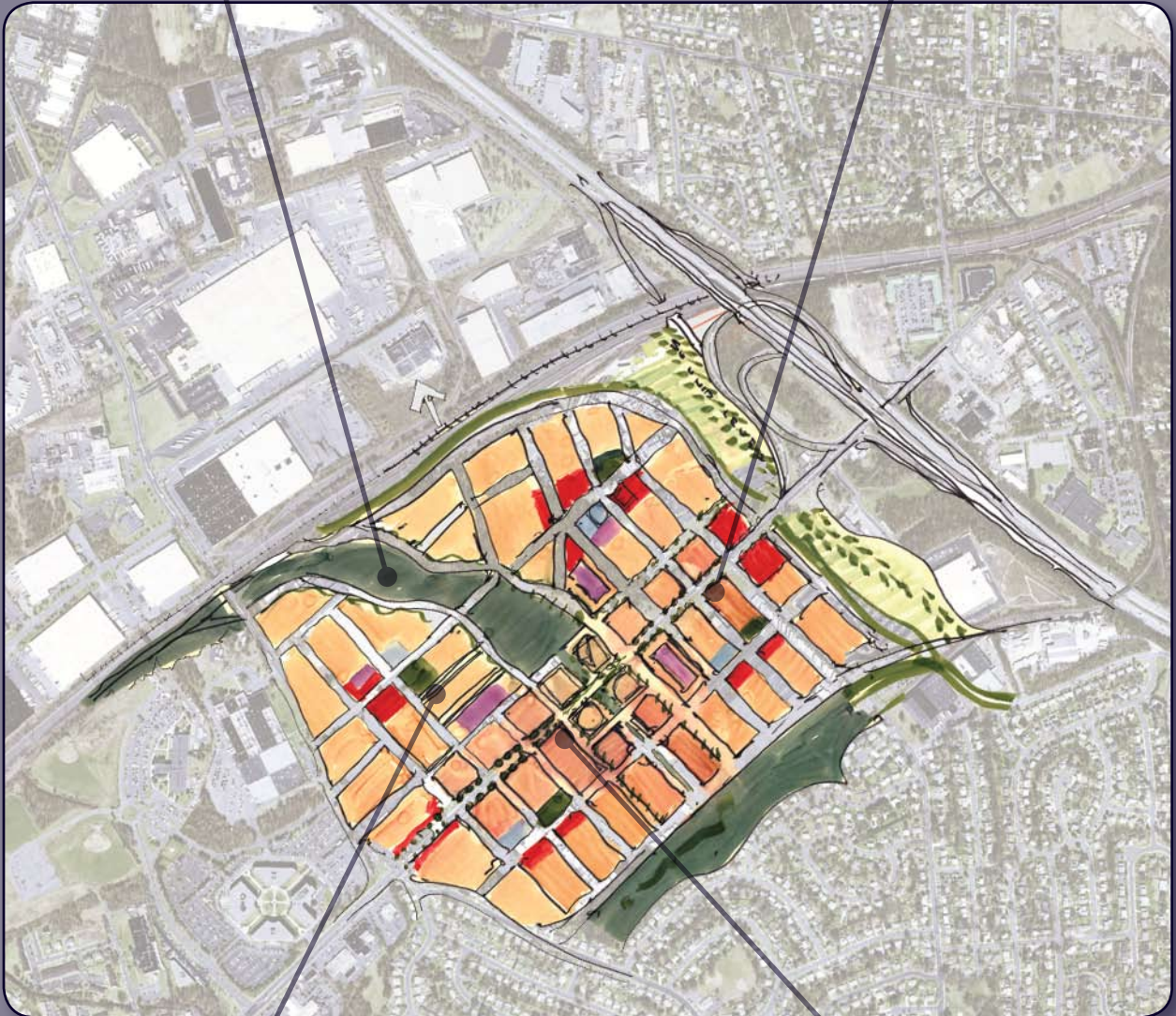
Through NJDOT's Context Sensitive Design process, further improvements can be made along Route 27 to encourage greater pedestrian activity and create safer, more frequent links from the neighborhoods to this corridor. As a main commuter thoroughfare, Route 27 should be redesigned into a boulevard with a planted and treed median. Strategic parking along this road would be preferred for better access and as an added traffic calming measure. Public green spaces instead of retail is preferred along Route 27 in the Town Center and should be linked to a wide greenway connecting the Town Center to the train station, providing a pleasant natural atmosphere and access to transit.



SPECIFIC RECOMMENDATIONS - EDISON

Implement a greenway that connects the town center to the train station.

Design blocks long enough for flexible design alternatives.



Move Town Hall to the Revlon site, and disperse other civic buildings through the town center.

Create a planted median along Rt. 27 and limit additional retail in the corridor.



IRVINGTON TOWNSHIP

Mayor Wayne Smith

Essex County

4

Square Miles 3.0
Population 60,695

KEY ISSUES

- Alter land use configurations to encourage both economic and population growth and enhance quality of life
- Create a healthier equilibrium of land use densities and prevent infringement of neighboring densities through new zoning assignments
- Build employment opportunity by reinforcing and expanding business and industrial districts and redeveloping abandoned, empty, and blighted sites.
- Promote homeownership and sufficient affordable housing options to ensure population growth and satisfaction
- Meet and exceed fundamental needs of residents in the areas of transportation access, community services, arts and culture, open space, and aesthetics.

PROBLEM STATEMENT To successfully enhance the overall functionality of Irvington’s town center, by addressing parking issues, improving pedestrian access, redesigning the bus station and bus routes, promoting mixed use redevelopment and infill, and slowing and mitigating car traffic.

BACKGROUND Irvington Township is a city suburb adjacent to and west of Newark, New Jersey in Essex County. A noteworthy characteristic of the township is its African American heritage and dominance, comprising 81.7% of its 60,695 people. The Elizabeth River is the primary geographic element in Irvington, bisecting the town from north to south.

The township was designated in 1692 as Camptown and later renamed Irvington in 1852 after Washington Irving. What is now Irvington had been investigated soon after Newark was settled, and the Indian trail that later became Clinton Avenue led straight to the Elizabeth River. A stagecoach line connecting Jersey City to Morristown began operating in 1798 with a stop in Camptown. In 1800 a new mail route between Philadelphia and New York City included the village as a relay station.

In 1874, Irvington became an independent municipality with its own mayor, village trustees, and later police and fire departments. State laws in the early 20th century that would have joined Irvington to Newark were rejected when voters renounced the thought of annexation. By 1930, Irvington boasted a population of 56,733 people, a 233% increase from just ten years earlier. Since that time, the municipality has remained almost completely built-out, and has retained its population.

Irvington has experienced decline since 1960’s, mostly due to and in conjunction with neighboring Newark’s economic losses during that time. During the time period from 1965-1990, Irvington lost its predominantly white population, and became nearly 70% black by 1990. Since the economic upswing of the later 1990’s, Newark has attracted many valuable and desirable developments, such as the NJ Performing Arts Center, minor league ballpark, and diverse businesses and firms. But while Newark has benefited greatly from this boom, adjacent communities, such as Irvington, are left struggling to catch up. It is Irvington’s time for economic turnaround and improvement.

IMPROVEMENTS Since the economic boom, the township has been striving to make improvements in many areas such as business, real estate, safety, transportation, and quality of life. The Urban Enterprise Zone (UEZ) has greatly enhanced these areas of concern, and has established renewed speculation in existing commercial corridors. Therefore, the latest Master Plan of Spring 2002 has incorporated and closely followed the guidelines of the UEZ economic improvement endeavor.

DESCRIPTION AND PROBLEM AREAS

The Future Land Use Plan for Irvington Township indicates a contiguous Downtown Mixed Use (CBD) zone to cover much of the existing downtown district along Springfield Avenue as well as neighboring Clinton, Nye, and Union Avenues. The CBD zone is a mixed land use designation that permits diverse, yet compatible uses, such as retail shops, offices, services, townhouses, apartments, and community amenities. This designation calls for a tightly-knit arrangement of mixed uses, encouraging a pedestrian-oriented atmosphere. New development in the town center would retain the historic building pattern, only allowing for 2-3 story construction, while fitting into pedestrian-friendly codes and restrictions.

Not to be confused with the CBD land use, the Neighborhood Business (B-1) designation specifies smaller-scale development, with corner stores, small retail, and professional offices being permitted. The emphasis here is convenience and pedestrian access, limiting and discouraging automobile entree. The Future Land Use Plan includes pockets of these uses along Walker, Chancellor, and Lyons Avenues, as well as Grove Street.

The State Development and Redevelopment Plan (SDRP) of New Jersey includes Irvington Township in the Metropolitan Planning Area (PA-1) category. Under this designation, the SDRP mandates urban revitalization, maintaining historic suburbs, anti-sprawl development, and stable community preservation. Furthermore, there are 11 core policy objectives authorized by this plan ranging from housing to agriculture practices.

Convenient traffic circulation and patterns are an existing advantage that keeps Irvington on the fast track. The Garden State Parkway runs directly through the middle of town, while I-78 passes through the southeastern corner. And even though automobile



access is sufficient, the NJ Transit bus terminals throughout the township provide a convenient mass transit option of travel across town, to neighboring Newark, and even New York City. The expressways also offer quick and easy access to New York City, Newark Airport, and the surrounding metropolitan region.

Traffic congestion has significantly decreased since the 1970's, according to a limited study of downtown traffic in 1998. A mixing of several dynamics is most likely responsible for this reaction, including the construction of I-78, shrinking of industrial jobs in the region, and demolition of housing projects on the Newark side of Springfield Avenue. However, downtown traffic congestion still exists, and can be attributed to on-street parking, driveway access, truck and bus traffic, pedestrian and bicycle movement, and left turns.

Automobile traffic remains a major issue, contributing to a handful of pedestrian impacts and about 150 car collisions per month. Irvington is active in solving this problem, regularly applying for funding from New Jersey's Transportation Trust Fund to improve and restructure major thoroughfares. Also, development in downtown was not originally built for high volume automobile access, therefore often lacking on-site parking. Re-installation of parking meters along Springfield Avenue in 2000 has greatly helped this situation and provides for a fresh turnover in parked cars.

Parking Establishments are fairly successful in the downtown area, which comprise surface lots. However, the only parking garage, located along Nye Avenue, is quite underutilized, in part due to its poor design, access, location, and safety. There are a total of 743 parking spaces in the town center, 424 of which are in this parking garage, which is a 10 minute walk to downtown, and an inconvenience and perceived as unsafe for most commuters. The result is full and congested surface lots downtown and underutilized ample parking a short distance away.

Bus services are the main mode of transport for the township, with about 13,500 passengers per weekday, a large ridership value compared to the 60,000 residents in the area. The downtown Bus Terminal provides transport to major destinations in the metro region and is a transfer station for riders from both Newark and Elizabeth. As a result, Irvington has one of the highest volumes of bus passenger service in NJ and is perhaps the best served municipality for bus transit in northern New Jersey.

Downtown is the most active pedestrian section of the township, with dense development, mixed uses, sidewalks, and transit availability being the major contributors. In order to remain lively, the town center must retain a safe and comfortable aura, which can be further accomplished by infill development and preservation of building character. Additionally, the Springfield-Clinton intersection is the most dangerous environment for pedestrians, having one of the most pedestrian-related

accidents in New Jersey. Crosswalk and walkway enhancements should be connected to the Transit Gateway project near the bus terminal. Also, bicycle access is nonexistent in downtown.

STUDY AREA

Downtown Irvington is the area of focus, located on Springfield and Clinton Avenues in the center of the township, just west of the Garden State Parkway. And although the township is mostly residential, the Spring Street commercial corridor boasts a diverse collection of retail stores and shops, which are vital in providing essential needs and employment for residents and lessening the tax burden. Through revitalization and support, this area of Irvington will become a center for business, entertainment, social activity, commerce, and will stabilize and increase the surrounding population.

RESOURCE TEAM RECOMMENDATIONS

- Action plan is needed to deal with flood management issues.
- The internal plaza with increased access points to the garage.
- Take advantage of the surface lot and adjacent traffic activity with redevelopment plans. Make the parkway access one-way and tame traffic.
- Limit mixed-use tower footprint and require at-grade public space. Consider height limits (e.i. two 10 story towers instead of one 20 story tower)
- Connect the east side of town with the river side. The office building may provide shared parking opportunity for nearby residential uses.
- Relocate tower to enhance gateway into town center.
- Create more green infrastructure – widen waterway and allow it to be more natural.
- Turn existing surface lots into pedestrian space.
- Locate parking just over a block's distance from the bus terminal to ensure consumer activity in mixed-use buildings along the way.
- Investigate opportunities for bus-rapid-transit or light rail along Springfield Avenue.
- Consider making policy commitments to ensure a vision consistent with plans for the waterway area.
- Align new tower along Washington Street, with continuous retail on one side and possible residential on the other.
- Generate realistic drawings along Springfield and Clinton Avenues, and allow these plans to define the shape of future development (like the tower).
- Develop intuitive traffic patterns that encircle the center.
- Turn channelized waterway into a real public and community amenity.
- Evaluate demands for parking, then guide visions sessions and



SPECIFIC RECOMMENDATIONS - IRVINGTON

Create more green infrastructure, turning waterway into a real public and community amenity.

Turn surface lots into pedestrian space, limiting the footprint of the tower.

Locate parking just over a block's distance from the bus terminal to ensure consumer activity in mixed-use buildings.

Investigate opportunities for bus rapid transit or light rail along Springfield Avenue.

Make the Nye Avenue parking facility an internal plaza with increased access points to the garage.





BOROUGH OF WEST CAPE MAY

Deputy Mayor Richard Rigby

Cape May County

5

Square Miles	1.2
Population	1,095

KEY ISSUES

- Identify methods to calm traffic and enhance pedestrian access to and from the commercial corridor on Broadway and Sunset Boulevard.
- Evaluate current land uses along Broadway to maximize the consumer base and attract more tourism.
- Suggest incentives to attract new commercial development.
- Promote landscaping and streetscape improvements around Wilbraham Park to better showcase it as the town's center for social activity and events.
- Preserve surrounding land uses to maintain the borough's rural character.
- Redesign the 100% corner of Broadway and Sunset, providing incentives for private property owners to participate in sensitive redevelopment.

PROBLEM STATEMENT To improve pedestrian and bicycle access and encourage infill/mixed-use commercial establishments along the Broadway and Sunset Boulevard area, while maintaining the historic and rural pedestrian-oriented atmosphere.

BACKGROUND West Cape May is a semi-rural borough located in extreme southern Cape May County on Cape May Island. The southeastern section of the borough is significantly more built up than the rest, being adjacent to Cape May City. The northwestern portion is predominantly rural and maintains vast agricultural expanses of land. The borough's "Main Street" is located on Broadway, with a mix of historic single family Colonial and Victorian homes, eateries, and small shops. Also on the south end of Broadway, bound by Myrtle Avenue and Sunset Boulevard, is Wilbraham Park, a small triangular community park with lush landscaping and walking paths. While Cape May City attracts the bulk of tourism on Cape May Island, tourists often migrate north and west to capture the historic and rural small town atmosphere of West Cape May's Broadway and Sunset Boulevard.

Formerly known as the Eldridge section of Lower Township, West Cape May was incorporated as an independent borough in 1884, and renamed West Cape May in 1908. It is one of four municipalities encompassing Cape May Island in Cape May County, and is bordered by Lower Township to the north, west, and south, and by Cape May City to the east and south. Cape May Point lies just to the southwest, but does not border West Cape May. The borough covers 1.2 square miles, and as of 2000, the population was 1,095, with nearly zero growth. During the summer, and when seasonal retail is active, the population can balloon up to 6,700. However, since the Census was conducted, municipal officials have seen a decline in population with dramatically rising home prices. Higher property taxes are forcing more residents to look elsewhere for housing. There are fewer year round families and more second home purchases.

The first occupants of the land now known as West Cape May were the Lenape Indians, followed by early colonists. A few colonial buildings still stand today, and the borough boasts 3 of the 25 oldest historic residences in the state. West Cape May's prominent agricultural heritage lives on with an annual summer farmer's market, and strawberry, tomato, and lima bean festivals. The borough's famous agricul-

tural marvel was lima beans, designating it the "Lima Bean Capital East of the Rockies." Connections to the Underground Railroad are evident in the community, where African Americans make up a recognizable percentage of the population. However, recent data shows a demographic transition, in which the town is losing its black population. Maritime commerce was also a part of the economy, with such settlers as Mayflower Pilgrims, former slaves, riverboat pilots, and whalers.

From 1881 to 1931, the Hastings Goldbeating Company was an important industry, employing women to pound gold slabs into thin sheets. This industry, coupled with speculation and land subdivision, triggered the incorporation of the borough in 1884. The historic center of the borough, mostly along Broadway, was included in the Cape May Historic District in 1970. Many of these beautiful Colonial and Victorian structures have been either remodeled or converted into bed and breakfast establishments. The Cape May Historic District extends from West Cape May's eastern border with Cape May City and westward through Park Boulevard, Broadway, and Pacific Avenue.

PHYSICAL DESCRIPTION

Continuing west from Broadway, the borough's commercial corridor, one experiences a decrease in the density of homes, with an increasing number of vacant lots and borough owned land. Between Morrison Avenue and South Bayshore Road, and west of Bayshore Road and north of Stevens Street is preserved farmland, with non-preserved farmland in the extreme northwest portion. Standing at the intersection of Bayshore Road, Stevens Street, and Fourth Avenue, one can experience a landscape characteristic of the rural Midwestern United States. The borough contains a total of 100 acres in preserved farmland.

EXISTING PROPOSALS

Noteworthy are the proposals for an eco-park over a former-municipal landfill, and a new greenway. The eco-park proposal site encompasses 46 parcels in the northeast corner of the borough, east of Park Boulevard. Thirty of these parcels are privately owned, four are owned by the borough, two by NJDOT, two by NJ Transit, and eight have unknown ownership. This park is proposed to contain both active and passive recreational facilities and eco-tourism attractions. Funding is to be obtained under the state's policy for landfill and Brownfield remediation.



The greenway proposal is recognized as the “Ocean-to-Bay Greenway,” to connect the Delaware Bay to the Atlantic Ocean via the Central Wetlands Corridor. This vast land area comprises the northwestern portion of the borough, extending downward to Sunset Boulevard via the farmland preservation areas. Borough policymakers and planners have kick-started the planning process, and are responsible for the site’s design and concept. This greenway would unite all unique environmental amenities in the borough, making them traversable via bikeways, walkways, and hiking trails. This proposal requires attainment of privately owned and undeveloped lands, and is sought to be financed under Farmland Preservation funding, Green Acres funding, and private grants. Acquisition of wetland property adjacent to borough-owned wetlands would be the beginning of this initiative.

PROBLEM AREAS

Pedestrian and bicycle safety is perhaps the number one concern, with some accidents and near-misses involving pedestrians reported at the Broadway – Sunset Boulevard intersection. In order to be pedestrian and bicycle friendly, this intersection, along with the Perry Street – Myrtle Avenue – Park Boulevard intersection to the east, need to have clear, bold crosswalks and reduced speed. It has also been suggested that Sunset Boulevard, being wider than needed, should be narrowed to slow traffic and bring about pedestrian yielding. Walking from Cape May’s attractions to West Cape May’s Broadway can be quite a trek, and without safe connections, can be a strenuous one. Designated pathways for bicycling need to be created along Sunset Boulevard, Broadway, and Perry Streets, so that bikers need not interfere with automobile traffic.

Broadway’s businesses are mostly seasonal and often struggle to maintain themselves. Businesses tend to come and go along this strip, mainly due to inadequate pedestrian flow. Lack of parking, currently consisting of on-street and provided off-street on some commercial properties, and interjected stretches of houses among similar looking commercial properties, makes it difficult for visitors to distinguish the commercial from residences.

The borough’s ultimate vision is to preserve existing borough owned land, wetlands, and farmland, while increasing activity and commercial development around the Broadway corridor. It has also been suggested that commercial development be restricted to the segment of Broadway between 6th Avenue and Sunset Boulevard, so that a dense and walkable strip of commercial and/or mixed uses can be easily accessed.

Since 2000, the borough has been experiencing increased development pressure. One factor curbing this pressure is lack of sewer service in many parts of the borough, as a public policy choice.

STUDY AREA

The study area is located between Park Boulevard to the east and Pacific Avenue to the west, and 6th Avenue to the north and Sunset Boulevard to the south. Broadway runs vertically through the center of the study area, where the bulk of commercial and pedestrian activity takes place. This corridor presents a mix of residential and commercial development, mostly with small-scale retail, restaurants, and bed and breakfast establishments. Walking on South Broadway is safe and pleasant until the intersection of Sunset Boulevard and Perry Street, where crossing the road is difficult and perilous.

RESOURCE TEAM RECOMMENDATIONS

- Wilbraham Park has 3 maintenance employees and holds 8 flea markets per year
- The intersection of Somerset Street and Broadway is dangerous.
- Parking is key – take advantage of on-street and side street parking.
- Increase and enhance commercial base
- Take advantage of the township’s farming heritage
- County Road improvements are in order.
- Create a center for local businesses and outlets with a mixing of types.
- Collaborative business partnerships can be valuable.
- Move annual festivals from behind municipal building to town center streets (Closing down Myrtle Street would be conducive to this activity).
- More street trees are needed, along with moving utilities underground or in alleyways.
- Public parking needs to be available behind buildings.
- Increase the shared parking ratio, and have zero parking requirements for key commercial areas.
- Crank up the number of uses in the town center, and provide outdoor seating to generate a more lively streetscape.
- Prohibit all “7-11” type development
- On-street parking along Sunset Boulevard will automatically calm traffic.
- Maintain and expand tourist and seasonal populations, which increase pedestrian activities.
- Control residential development pressures and regulate design standards – put houses near the street and eliminate curb cuts.
- Constrict commercial zoning to encourage future dense development.
- Bike path stripping is needed on streets where necessary. The DOT offered bike planning and there are existing bike rental facilities in town. Bicycle parking should be provided at the

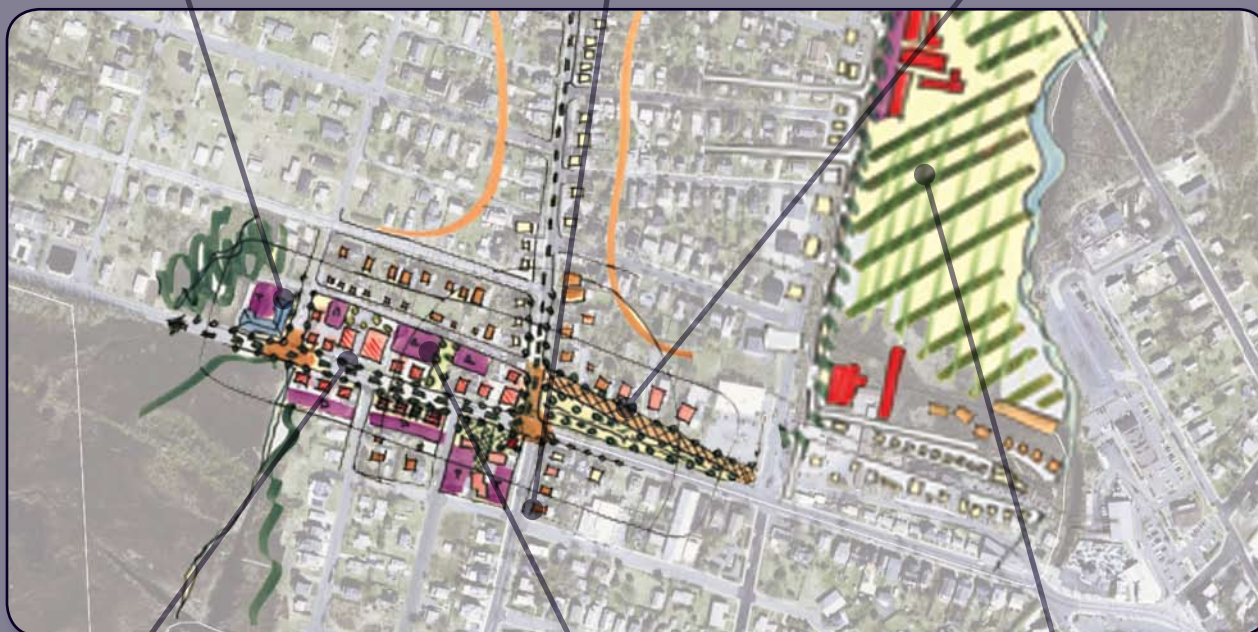


SPECIFIC RECOMMENDATIONS - WEST CAPE MAY

Move municipal building to 100% corner, including within it meeting rooms and space for community services.

Limit area with commercial zoning to encourage future denser development.

Relocate annual festivals from behind municipal building



More street trees are needed; utilities should be underground or relocated in alleys. On-street parking will also calm traffic.

Public parking needs to be available behind buildings, and possibly on borough-owned land on Sunset.

Use TDRs from farmland beside municipal building, and create development near Broadway.

- 100% corner.
- Consider moving municipal building to 100% corner, and fund it by selling the gas station and replacing it.
- New municipal building should comprise multi-purposes uses, having part-time meeting rooms, part-time community services, and facilities for festivals, along with additional open space.
- Redevelop existing municipal building to fund construction, use existing structures to house fire and police departments.
- Use TDR from farmland to lot beside municipal building, and create development near Broadway rather than sprawl on outlying farmland.

- Revisit ordinances and the State Plan process.
- Think of biking and transport in a broad sense, establishing greenways along new paths.
- Use Rutgers and OSG to work out and maintain ordinances.

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Regional Plan Association (RPA) is an independent regional planning organization that improves the quality of life and the economic competitiveness of the 31-county, New York-New Jersey-Connecticut region through research, planning, and advocacy. Since 1922, RPA has been shaping transportation systems, protecting open spaces, and promoting better community design for the region's continued growth. We anticipate the challenges the region will face in the years to come, and we mobilize the region's civic, business, and government sectors to take action.

RPA's current work is aimed largely at implementing the ideas put forth in the Third Regional Plan, with efforts focused in five project areas: community design, open space, transportation, workforce and the economy, and housing. For more information about Regional Plan Association, please visit our website, www.rpa.org.

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