

Watsessing TOD

Introduction

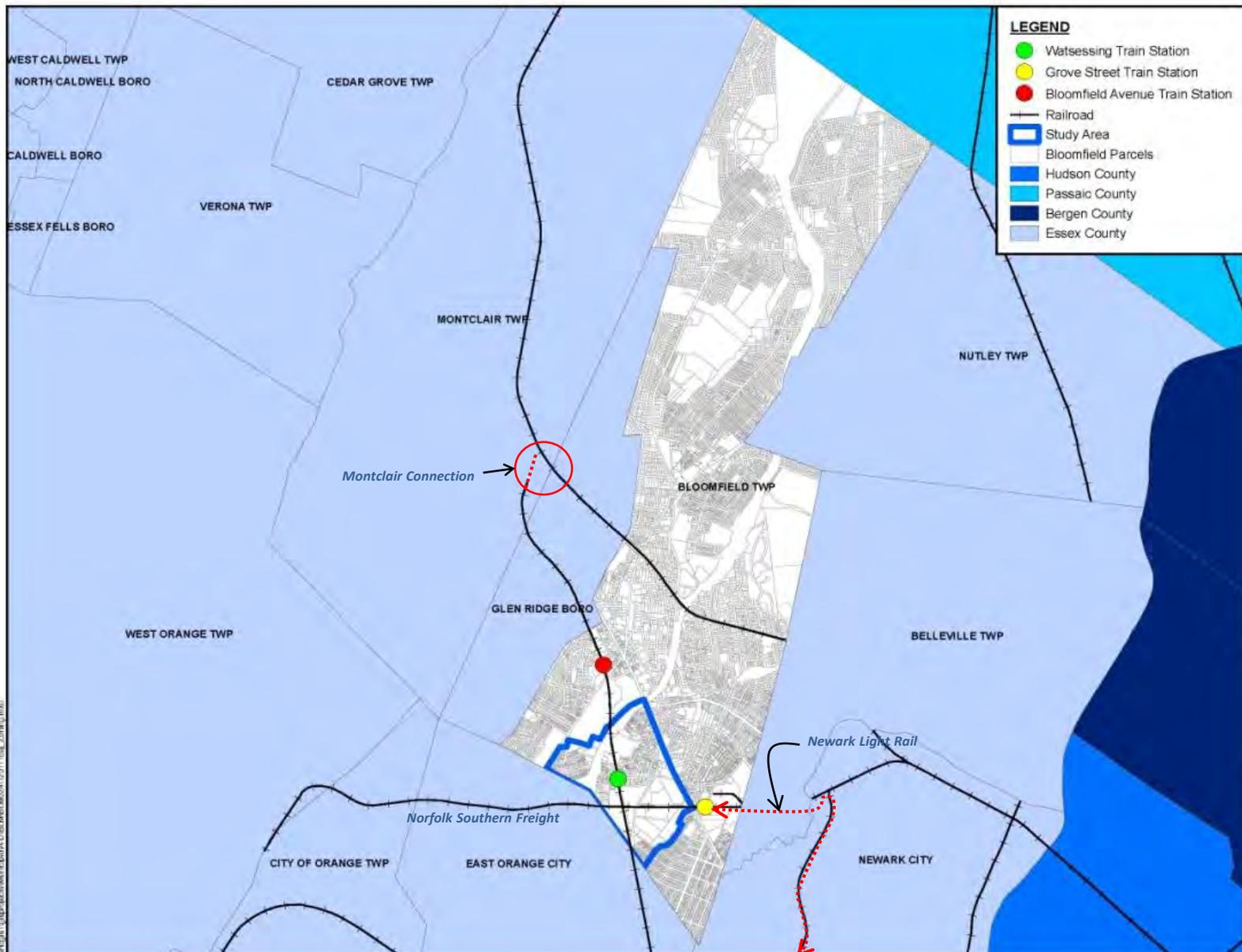


Stakeholder Workshop – September 2012

The Project

- Bloomfield has been awarded a grant from the Department of Community Affairs
- Produce a transit-oriented design (TOD) and plan
- TOD is typically defined as a mixed-use area with mass transit (Watsessing Station) at its center. High-density development surrounds the station with progressively lower-density development spreading outward. These areas are within a $\frac{1}{4}$ to $\frac{1}{2}$ mile radius around the transit stop.

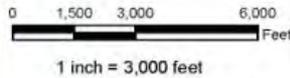
Regional Context



LEGEND

- Watsessing Train Station
- Grove Street Train Station
- Bloomfield Avenue Train Station
- Railroad
- Study Area
- Bloomfield Parcels
- Hudson County
- Passaic County
- Bergen County
- Essex County

TOWNSHIP CONTEXT



DIGITAL SPATIAL DATA SOURCES:
 - ESSEX COUNTY GEOGRAPHIC INFORMATION SYSTEM
 - NEW JERSEY DEPARTMENT OF COMMUNITY AFFAIRS, OFFICE OF SMART GROWTH
 - NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION, BUREAU OF GEOGRAPHIC INFORMATION
 - UNITED STATES DEPARTMENT OF AGRICULTURE, NATURAL RESOURCES CONSERVATION SERVICE
 - NEW JERSEY OFFICE OF INFORMATION TECHNOLOGY, OFFICE OF GIS



January 2012

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The Requirements

- The grant requires 2 stakeholder meetings & 1 community workshop
- The information obtained during these meetings will assist in crafting the final product

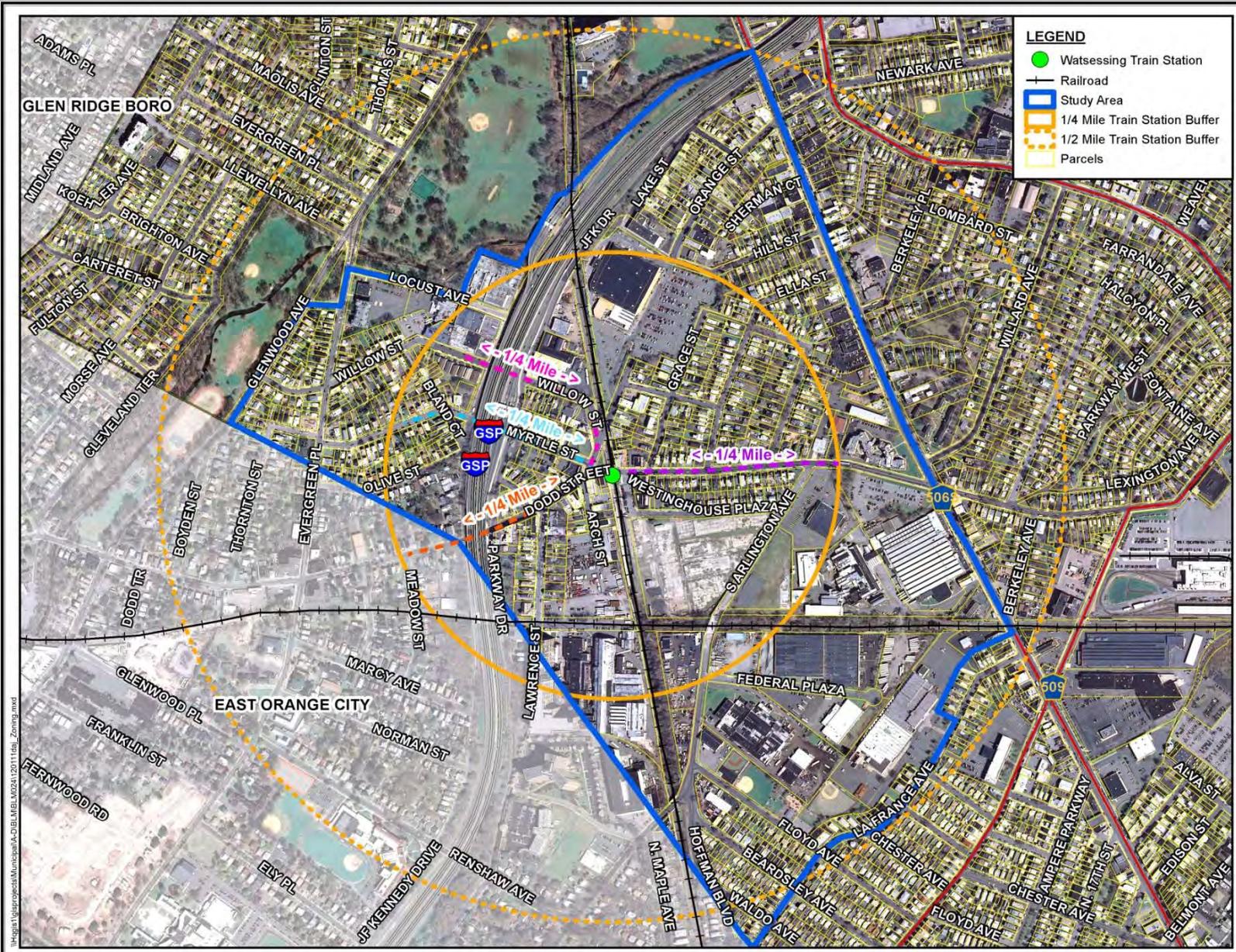
The Product

- TOD Plan will contain:
 - Baseline information (population, traffic counts, ridership, etc.)
 - Vision
 - Goals
 - Land use regulations/redevelopment plan
 - Circulation recommendations
 - Parking strategies

The Study Area

- Determined a preliminary Study Area
 - Based on the $\frac{1}{4}$ to $\frac{1}{2}$ mile radius around Watsessing Station and $\frac{1}{4}$ mile walking distances along streets leading to Watsessing Station.
 - Seeking stakeholder verification
 - The study area encompasses approximately 256 acres

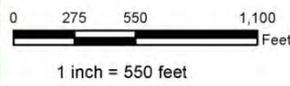
TOD District Boundaries



LEGEND

- Watsessing Train Station
- Railroad
- Study Area
- 1/4 Mile Train Station Buffer
- 1/2 Mile Train Station Buffer
- Parcels

WALKING DISTANCES



DIGITAL SPATIAL DATA SOURCES:
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December 2011

Images: 1. gisproject/Municipal/A-C/BL/ML/02/41/2011/1561_Zoning.mxd

Watsessing TOD

Community Visioning Survey



Stakeholder Workshop – September 2012

WHAT IS A COMMUNITY VISION SURVEY?

Presentation that uses **pictures** from within the Township and from places outside to gain a sense of what **you** feel is appropriate for the **future** of the study areas.

Divided into 4 categories, which are the various components that make up the built environment:

1. Streets
2. Pedestrian Realm
3. Building Typologies
4. Parking

How appropriate is the image I am seeing for Watsessing?



#25

7.	5	4	3	2	1	0	-1	-2	-3	-4	-5
8.	5	4	3	2	1	0	-1	-2	-3	-4	-5
9.	5	4	3	2	1	0	-1	-2	-3	-4	-5
10.	5	4	3	2	1	0	-1	-2	-3	-4	-5

Which of the two images I am seeing is more appropriate for Watsessing?

A



B



1. A B
2. A B
3. A B
4. A B
5. A B
6. A B
7. A B



Few things to keep in mind during the process:

1. Rating an existing building negatively does not mean that it will be **required** to be **modified** or **demolished**.
2. **Disregard cost** – this is a long-term plan.
3. Go with your gut feeling!

CV Results

The responses of the survey are tabulated to determine the **average** and the **standard deviation**, which is the range of participants' scores.

The **highest rated** images **represent** the visual and spatial characteristics that **participants desire** for the municipality and begin to guide the consultants, who can then **translate** the photos into a vision statement.

Streets

Arterial Roadways

A



B



Intersection

A



B



Connector Street

A



B



#3

Connector Street

A



B



Residential Street

A



B



#5



#6



RESTROOM
NEAR
WATER TOWER



#7





B

#9



#10



LEFT LANE
MUST
TURN LEFT

#11

Pedestrian Realm

Sidewalks

A



B



#12

Sidewalks

A



B



#13



#14

Crosswalks

A



B



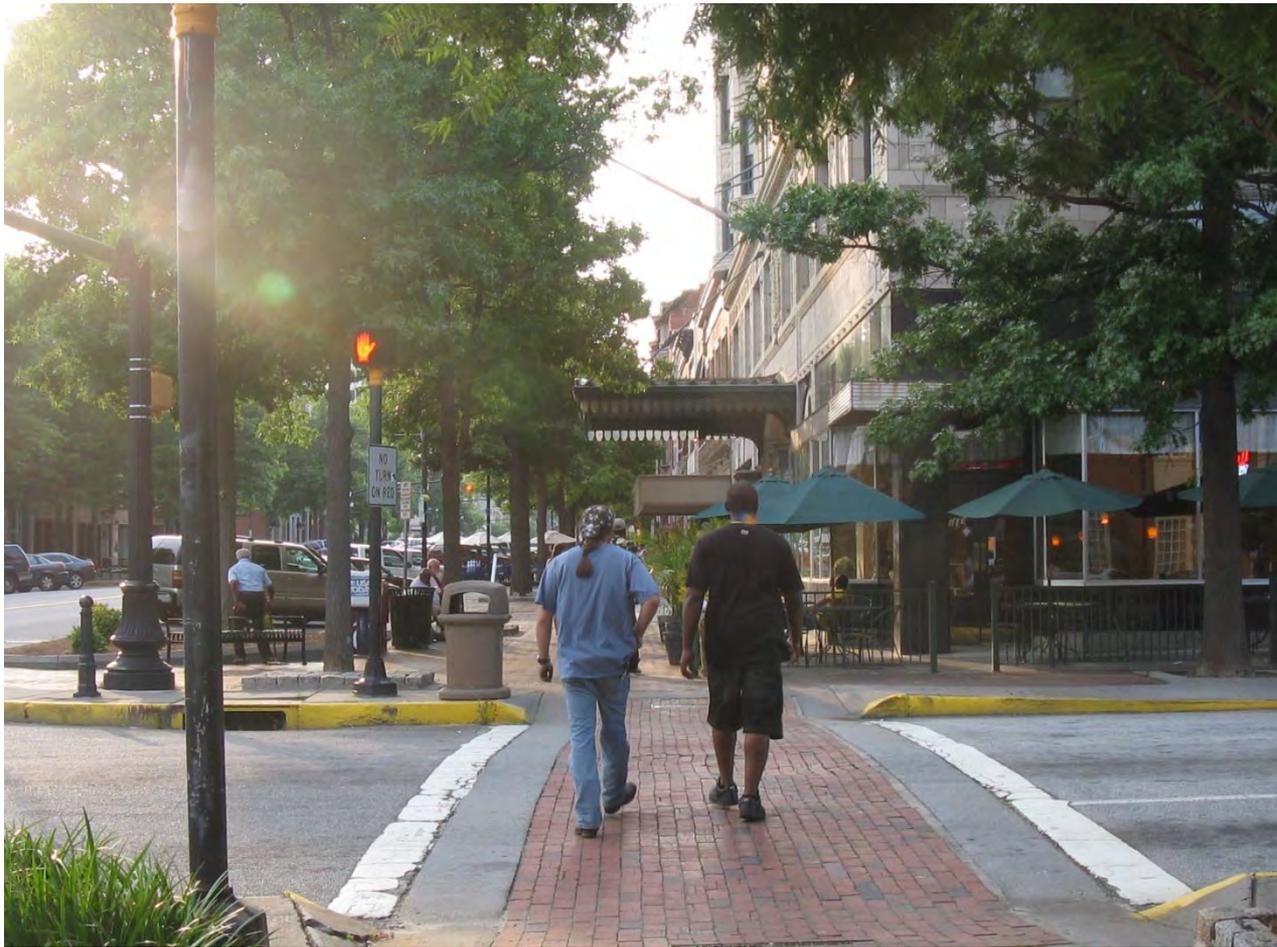
#15

THE
PEOPLES
STORE
ANTIQUE CENTER

OPEN DAILY
10 TO 6

#16





#17



#18



#19



#20



CRATE & BARREL

Crate & Barrel

WHITE | BLACK
HOUSE | MARKET

STOP

#21

Building Typologies

Office Buildings

A



B



#22

Office Buildings

A



B



#23

Commercial Development

A



B



#24

Commercial Development

A



B



#25

Commercial Development

A



B



#26

Commercial Development

A



B



#27

Commercial Development

A



B



#28

Commercial Development

A



B



#29

Mixed-Use Development

A



B



#30

Mixed-Use Development

A



B



#31

Mixed-Use Development

A



B



#32

Multi-family

A



B



#33

Multi-family

A



B



#34

Parking

Parking Lots

A



B



#35

Parking Lots

A



B



#36

Parking Lots

A



B



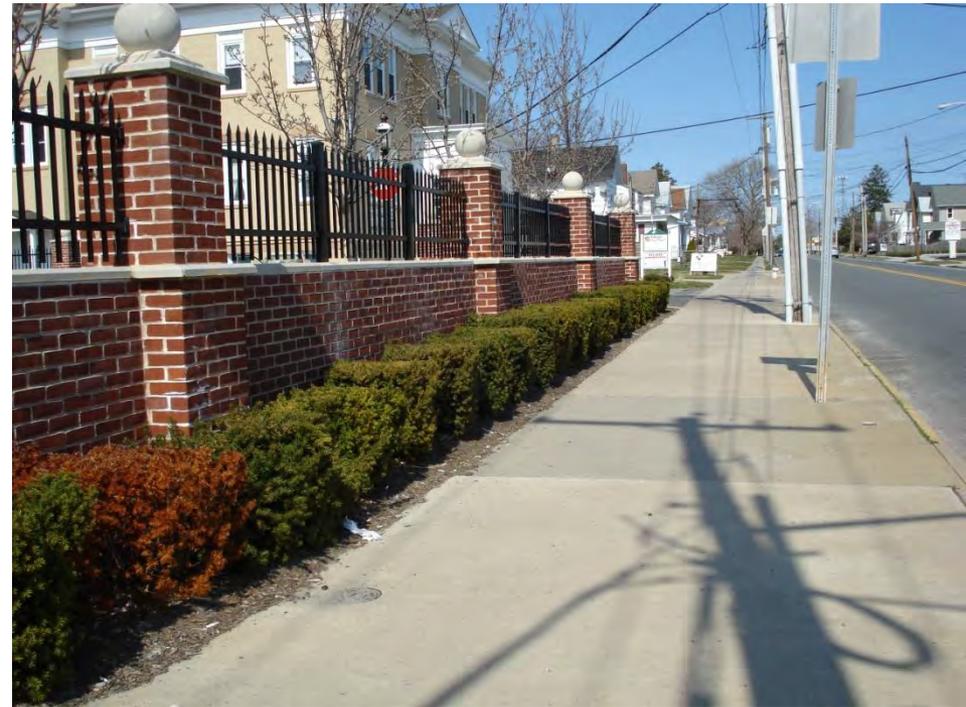
#37

Parking Lots

A



B



#38

Parking Lots

A



B



Parking Garage

A



B



#40

Comparisons

#41 Street Improvements

A



B



#42 Street Improvements



Public street improvements, wider sidewalks, lane pavers, street lamps, landscaping

#42 Street Improvements

A



UrbanA

B



new commercial mixed-use development

UrbanA

#43 Pedestrian Realm



#43 Pedestrian Realm

A



UrbanAdv

B



ements: wider sidewalks, crosswalks, medians, new signals, street trees, street lamps

UrbanAdv

#44 Strip Mall Makeover



#44 Strip Mall Makeover



A



B

#45 Transformation



#45 Transformation



A



B