

SUPPORTING PRIORITY
INVESTMENT IN SOMERSET
COUNTY THROUGH
**ACCESS AND
MOBILITY
IMPROVEMENTS**



Somerset County, New Jersey

JUNE 2013



Disclaimer Statement

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EXECUTIVE SUMMARY

Consistent with its motto, “creating quality communities together,” the Somerset County Planning Board has been at the forefront of fostering smart growth, shaping the County’s future through a comprehensive planning program as Somerset seeks to leverage its considerable assets and make strategic investments in redevelopment and targeted growth.

The overall study approach is designed to gather the necessary support to move projects forward, and serve as a template for other locations across Somerset County and New Jersey seeking to attract private investment opportunities. The study included collaboration and coordination activities, formulation of goals and objectives, market-based assessment of existing conditions and redevelopment potential, and development of land use and multimodal improvements for the pilot redevelopment sites.

I. COLLABORATION, OUTREACH AND COORDINATION

This *Access and Mobility Improvements* study follows a community-based planning process: a comprehensive program of outreach and coordination initiatives to help guide the effort and build consensus on achievable goals and recommendations. The Parsons Brinkerhoff (PB) project team met with and sought input from the County’s municipal partners, residents, business community, real estate professionals, and partner agencies. Engagement of this broad range of stakeholders guided the compilation and screening of candidate locations, vetting of redevelopment scenarios, and advancement of recommendations. This process ensures that the outcomes properly reflect the priorities, needs, and concerns of stakeholders, advocates, and decision makers.

II. STUDY GOALS AND OBJECTIVES

The overarching goal of the *Access and Mobility Improvements* study is to identify land use and transportation improvements to support redevelopment and targeted growth. The study is grounded in a methodology to identify, screen, and evaluate candidate locations, and propose a series of pilot sites to serve as templates for redevelopment of underutilized, underperforming, and vacant sites.

Study goals identified through the outreach, coordination, and collaboration activities include:

- Undertake a community-based planning process of outreach and coordination
- Understand the local and regional context for redevelopment
- Achieve consistency with the State Strategic Plan methodologies
- Prioritize local and regional value capture, return-on-investment, and job creation
- Build consensus on achievable goals
- Leverage existing and proposed infrastructure investments
- Capitalize on access to regional institutions, health care, universities, and innovation districts
- Identify marketable opportunities for redevelopment and targeted growth
- Develop suitable land use recommendations and multimodal transportation improvements

III. METHODOLOGY

The study was conducted in three phases:

Phase One: Identify initial candidate locations for redevelopment and targeted growth, giving priority to locations with existing infrastructure and supportive planning efforts and designations.

Phase Two: Conduct initial screening and existing conditions assessment of candidate locations including evaluation of transportation access and mobility conditions, environmental screening, and land use potential.

Phase Three: Select seven prototype pilot sites, evaluate direct and indirect economic impacts, and develop land use scenarios and supportive multimodal transportation improvement concepts.

PILOT STUDY SITES

Site Name	Municipality	Concept
Sanofi Aventis Site	Bridgewater Twp	Upgrade Mixed Office to Mixed Use Town Campus
Hotel Site near I-287 Off Ramp	Franklin Twp	Consolidate Isolated Parcels; Increase Value of Leasable Space
K-Mart Shopping Center	Hillsborough Twp	Redevelop Vacant Highway Commercial
Weldon Quarry	Watchung Boro	Redevelop Quarry Site as Mixed Use Center
East Central Business District	Somerville Boro	Redevelop as Transit Oriented Development (TOD) Center
Village Commercial District	Green Brook Twp	Upgrade Corridor to Village Greenway
Nora Shopping Center	Franklin Twp	Upgrade Suburban Arterial to Main Street

IV. DETAILED SITE EVALUATION AND RECOMMENDATIONS

SANOFI AVENTIS – BRIDGEWATER TOWNSHIP

Currently vacant and formerly home to a single tenant research and development office campus, the large size of the site (111 acres) and multiple building layout is appealing for mixed-use redevelopment featuring multiple office/R&D tenants, high quality residential, retail, and a hotel.

The site has direct access to U.S. Route 202/206 and is near Interstates 78 and 287, although it is several miles from the I-287 interchange and other retail and commercial centers. Redevelopment scale is limited by constrained capacity of the adjacent U.S. 202/206 corridor. A variety of multimodal improvements are recommended to support redevelopment.

HOTEL SITE NEAR I-287 OFF-RAMP – FRANKLIN TOWNSHIP

The 52 acre site is located adjacent to the I-287 interchange on Easton Avenue. Existing uses include office space, light industrial and low density warehousing. The Garden State Convention Center is

adjacent. Its size and proximity to Rutgers University and the region’s major hospitals and corporations in New Brunswick make it attractive for redevelopment as a Scientific-Research Hub focused on office space and accessory retail. Because of various environmental and traffic constraints, the goal is to decrease overall density but increase the dollar value per square to encourage redevelopment.

Although adjacent to an I-287 interchange, vehicular access is circuitous and recurring congestion is an issue on Easton Avenue. Transit, pedestrian, and bicycle access to the site are also very limited. Improvement recommendations focus on enhancing vehicle circulation and multimodal connections.

KMART SHOPPING CENTER – HILLSBOROUGH TOWNSHIP

The nearly 10 acre site contains a partially vacant shopping plaza on a section of U.S. Route 206 characterized by other strip shopping plazas, fast food, big box retail, and professional offices. The site is physically separated from existing retail and Town Center development in Hillsborough south of the site. A mixed-use redevelopment strategy centered on health, wellness, and medical uses is proposed.

The site benefits from signalized access to U.S. 206, but lacks connections to a multimodal network. Improvement recommendations include pedestrian connections to the recently approved adjacent Green Village mixed-use residential development.

WELDON QUARRY – WATCHUNG TOWNSHIP

Building upon the existing Office/Conference Center overlay district, the preferred land use scenario recommends allowing a mix of complementary uses in addition to the development already allowed by the current zoning regulations.

The 206 acre site is a single parcel that houses an active quarry operation. Surrounding uses include office buildings, the Watchung Reservation, and residences. An existing overlay zone encourages mixed-use development and the site features proximity to I-78 and U.S. Route 22. The site is appealing for a mixed-use redevelopment strategy centered on office uses, as well as assisted living; civic, cultural, and entertainment uses to fill a regional void; and retail and restaurant space.

The topographic constraints of the quarry present access and stormwater constraints; the site is largely auto-dependent. Potential transportation concepts include completing the missing moves at the I-78 at Diamond Hill Road interchange, investigating capacity improvements for New Providence Road, and developing a walkable block plan within the redevelopment site.

EAST CENTRAL BUSINESS DISTRICT – SOMERVILLE BOROUGH

The 35 acre, multi-parcel site includes a mix of residential and commercial uses at the eastern end of Somerville's business district. A redevelopment project at the western end of the business district is in progress. The site benefits from excellent transit access via rail and bus; a dense, mixed-use business district that encourages pedestrian mobility; and access to NJ Route 28. The proposed redevelopment strategy focuses on a mix of residential, office, and retail uses, and utilizes overlay zoning to foster parcel consolidation and transfer of development rights within the floodplain.

Constraints include the large number of parcels, existing occupancy, and floodplain of the Peter's Brook Greenway at the east end of the site. Proposed transportation improvements include implementing a road diet featuring Complete Streets concepts along Veterans Memorial Parkway and Park Avenue, a variety of pedestrian and bicycle safety and mobility enhancements, and several targeted intersection improvements to support and accommodate the scale of proposed redevelopment activity.

VILLAGE COMMERCIAL DISTRICT – GREEN BROOK TOWNSHIP

The 17 acre, multi-parcel site is centered at the crossroads of two county routes – North Washington Avenue and Greenbrook Road. The site comprises many small lots and lacks a cohesive center. Existing uses are largely commercial and residential, and the surrounding area includes municipal offices and services, schools, and residential neighborhoods. The site has access to U.S. Route 22. The proposed redevelopment strategy is focused on developing a mixed-use, walkable neighborhood retail district with small professional offices and upper floor residential.

Transportation recommendations include a road diet on North Washington Avenue south of Greenbrook Road and streetscape and pedestrian improvements throughout the site area to improve pedestrian safety, walkability, and connections to surrounding schools and neighborhoods. Recommendations also investigate capacity improvements for U.S. Route 22 and install pedestrian connections to existing transit stops along U.S. Route 22.

NORA SHOPPING CENTER – FRANKLIN TOWNSHIP

The 3 acre site is a single-parcel containing a small commercial plaza along Hamilton Street. It is part of a neighborhood commercial district composed of mixed commercial and residential uses, creating a small urban environment conducive to walking and biking and enhanced by recent streetscape improvements.

The proposed redevelopment strategy expands the size of the existing building with additional retail space, and enhances the frontage along Hamilton

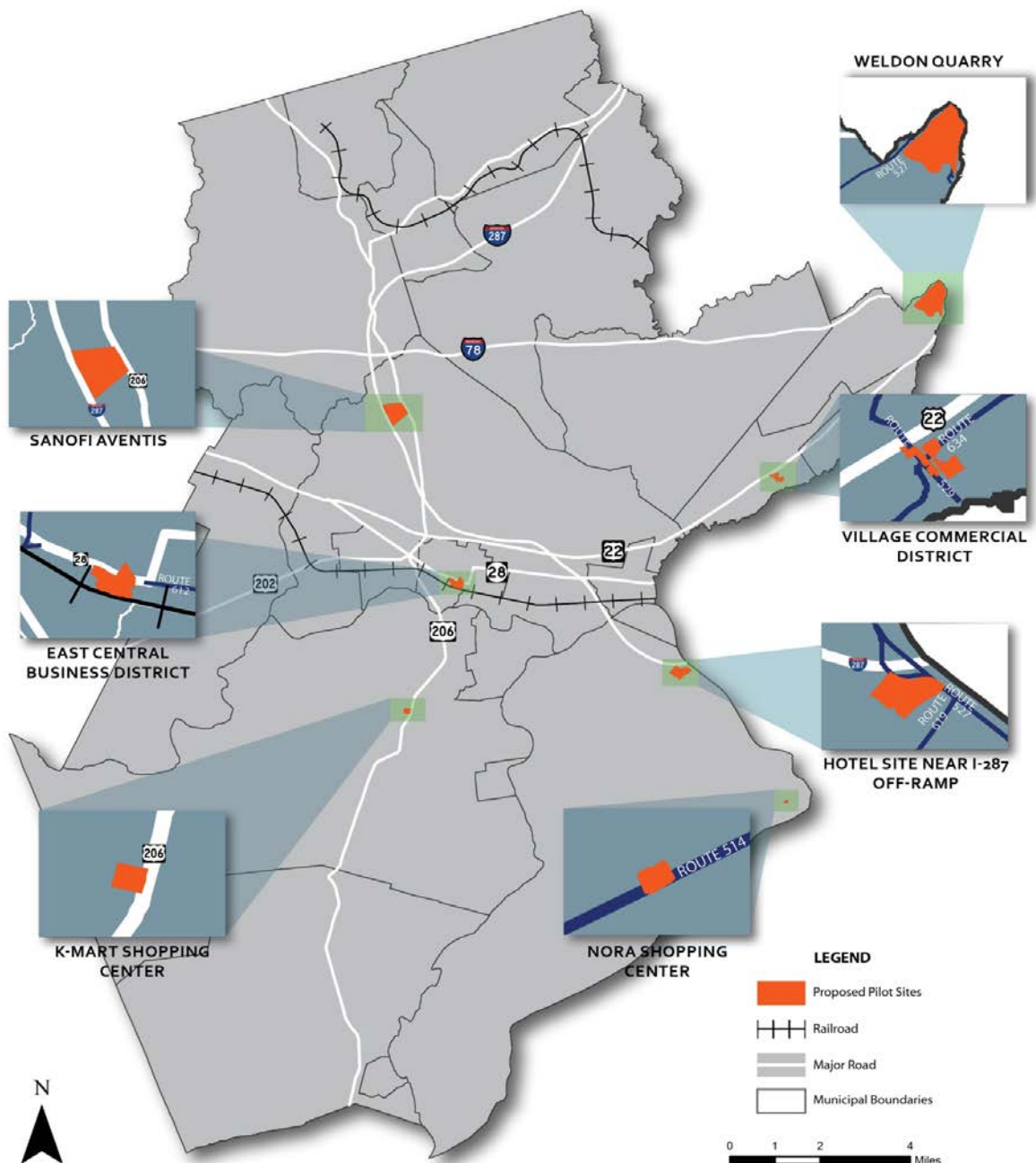
Street with a wider pedestrian realm, featuring a corner kiosk.

Proposed transportation improvements include additional bicycle, pedestrian, and streetscape improvements along Hamilton Street; access control at the site; and investigation of improved transit service along Hamilton Street and transit integration with the proposed kiosk.

V. IMPLEMENTATION PLAN MATRIX

The implementation matrix details the recommended for the seven preferred sites, including whether the improvement is recommended in the no build or build scenario, the potential time frame, and the responsible organization(s). The plan includes a variety of access and mobility concepts including traffic, transit, bicycle and pedestrian improvements.

PILOT STUDY SITES



INTRODUCTION

Consistent with its motto, “creating quality communities together,” the Somerset County Planning Board has been at the forefront of fostering smart growth opportunities, shaping the County’s future through a comprehensive planning program and conducting a series of initiatives with its local, regional, and statewide partner agencies. Through these efforts, the County seeks to leverage its considerable assets and make strategic investments in redevelopment and targeted growth.

In 2010, the County published its assessment of *Current Status and Lessons Learned on Redevelopment in Somerset County*, an assessment of regional need and support for redevelopment. The County’s efforts for fostering redevelopment were further supported by the *Making Connections Plan*, completed in 2011, which sets the stage for integrating transportation and land use initiatives in support of economic growth in ways that maintain and enhance Somerset’s high standard of living and quality of life.

New Jersey’s recent statewide plan update, the State Strategic Plan (SSP), establishes a Criteria-Based Investment Strategy and Priority Investment Framework that identifies and prioritizes locations suitable for growth, limited growth, or agricultural and open space conservation.

This *Access and Mobility Improvements* study builds upon the criteria-based framework in the statewide plan and is the next logical step as the County seeks to foster redevelopment and targeted growth as an effective tool to initiate positive change in its communities. This study also builds on the County’s recent work on the Comprehensive Economic Development Strategy and is consistent with the SSP framework and methodologies.

The *Access and Mobility Improvements* study was initiated to evaluate candidate locations and recommend supportive planning, zoning, and multimodal transportation improvements. These strategic investments are intended to unlock and leverage the potential for private investments in housing, commercial, and retail space.

The overall study approach is designed to both gather the necessary support to move projects forward, and serve as a template for other locations across Somerset County and New Jersey seeking to attract private investment opportunities.

This Final Report documents the collaboration activities, formulation of goals and objectives, market-based assessment of redevelopment potential, development of recommendations for the pilot sites, and the various technical studies that underlie this effort. Several technical memoranda are located in the appendix.





SOMERVILLE

EXIT



1 CHAPTER

Collaboration,
Outreach, and
Coordination

I. COLLABORATION, OUTREACH AND COORDINATION

The *Access and Mobility Improvements* study followed a community-based planning process: a comprehensive program of outreach and coordination initiatives to help guide the effort and build consensus on achievable goals and recommendations. The Parsons Brinkerhoff project team met with and sought input from the County's municipal partners, residents, business community, real estate professionals, and partner agencies. Engagement of this broad range of stakeholders guided the compilation and screening of candidate locations, vetting of redevelopment scenarios, and advancement of recommendations. This process ensures that the outcomes properly reflect the priorities, needs, and concerns of the County's stakeholders, advocates, and decision makers.

The outreach and coordination process included:

- The formation of a Study Advisory Committee
- Meetings with municipal staff and officials
- Open public meetings
- Engagement of real estate professionals

Study Advisory Committee (SAC)

The active participation of the SAC group is the foundation of the community-based planning process and ensures that the project team both understands and addresses local needs, goals, and objectives. The SAC provided input and guidance throughout the study. Members of the SAC include professionals and staff from various local, county, regional, and statewide agencies and stakeholder groups.

Five SAC meetings were held: kickoff and discussion of goals and objectives; identification of candidates for redevelopment and targeted growth; development and application of screening and ranking methodologies; discussion of alternative redevelopment scenarios; and review and vetting of the proposed implementation plan.

Municipal Meetings

Municipal elected officials, professionals, and planning board members were consulted at key stages of the study to ensure that each of the County's 21 municipalities was given equal voice.

Local participation, support, and buy-in are essential elements to successful implementation. Initial outreach meetings were held to introduce the study and seek input on goals, objectives, and screening criteria, and to compile a comprehensive list of initial candidate locations. The municipal partners were also consulted to screen the pilot sites and finally to achieve consensus on the preferred scenarios and implementation plan. Feedback and comments were provided in person, via e-mail and telephone conversations, and through official memoranda.

Public Meetings

Public meetings are a critical venue for engaging County residents and stakeholders to ensure that they are kept informed, engaged in each phase of the study, and afforded ample opportunity to provide feedback and input. Numerous private citizens, planning professionals, and municipal and agency representatives attended the two open public meetings held on July 19th 2012 and April 4th 2013. Comments and concerns included support for street connectivity, multimodal accommodations, and Complete Streets; consideration of impacts to local business; and the need to provide municipal partners the opportunity to review and provide comments.

Private Sector Involvement

Outreach to real estate professionals and commercial and industry stakeholders is a vital tool to shape the study and its recommendations. Real estate and business professionals can provide valuable input, particularly during the initial phase of the study to identify and screen candidate locations. To this end, the project team circulated a questionnaire on priority locations in Somerset County that would benefit most from access and mobility improvements. The questionnaire and a project fact sheet were distributed among members of the New Jersey Chapter of the National Association of Industrial and Office Properties (NAIOP), a trade association for developers, owners, and investors in industrial, office, and related commercial real estate, NAIOP New Jersey Chapter's website and its LinkedIn page. In addition, the information request was also distributed to the Somerset County Business Partnership (SCBP) through an email blast to its members. The SCBP also shared data with the project team on large commercial parcels in the County.

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CHAPTER Study Goals and Objectives



II. STUDY GOALS AND OBJECTIVES

The overarching goal of the *Access and Mobility Improvements* study is to identify land use and transportation improvements to support redevelopment and targeted growth. The study developed a methodology to identify, screen, and evaluate candidate locations, and propose a series of pilot sites to serve as templates for redevelopment of underutilized, underperforming, and vacant sites.

Study goals identified through the collaboration, outreach, and coordination activities include the following:

- Undertake a community-based planning process of outreach and coordination
- Understand local and regional context for redevelopment
- Achieve consistency with State Strategic Plan methodologies
- Prioritize value capture, return-on-investment, and job creation
- Build consensus on achievable goals
- Leverage existing and proposed infrastructure investments
- Capitalize on access to regional institutions, health care, universities, and innovation districts
- Identify marketable opportunities for redevelopment and targeted growth
- Develop suitable land use recommendations and multimodal transportation improvements



Undertaking a Community-Based Planning Process brings the diversity of Somerset County's stakeholders, professional staff, and decision makers into the study as active agents and participants.

Understanding Local and Regional Context effectively grounds the *Access and Mobility Improvements* study in local needs, concerns, and priorities.

Achieving Consistency with State Strategic Plan Methodologies helps to facilitate agency buy-in, alignment with state priorities and regulatory approvals, and working toward consensus support for the implementation plan.

Prioritizing Value Capture, Return-on-Investment, and Job Creation supports key metrics including cost-effectiveness, long term economic benefit, measurable return-on-public investment, and local and regional job creation.

Building Consensus on Achievable Goals ensures that each participant is given equal voice throughout the process to achieve consistency with local vision and strategic goals.

Leveraging Existing and Proposed Infrastructure Investments puts new development, residences, and jobs where the necessary infrastructure exists or is planned.

Capitalizing on Access to Regional Institutions, Health Care, Universities, and Innovation Districts draws on the region's strengths and differentiators to create jobs and economic opportunity for the region's residents and businesses.

Identifying Marketable Opportunities seeks development proposals that are marketable, feasible, and leasable based on the new realities of today's competitive and evolving real estate marketplace.

Developing Suitable Land Use Recommendations and Multimodal Transportation Improvements creates a toolbox of strategic planning, land use regulations, and multimodal infrastructure elements to implement plan recommendations for both the selected sites and others like them.



3 CHAPTER

Methodology

III. METHODOLOGY

The study was conducted in three phases:

Phase One: Identify initial candidate locations for redevelopment and targeted growth.

Phase Two: Conduct initial screening and existing conditions assessment of candidate locations.

Phase Three: Select prototype pilot sites and develop land use and multimodal transportation concepts.

Phase One: Initial Candidate Locations

The goal of Phase One was to prepare a comprehensive, unconstrained list of candidate redevelopment locations. Compilation of this list was based largely on three sources: (1) Somerset County's delineation of Priority Growth Investment Areas (PGIAs) and Local Priority Areas (LPAs); (2) review of previous redevelopment, Transit Oriented Development, and related studies; (3) input from the collaboration, outreach and coordination activities.

Building upon work completed for the *Sustainable Somerset Strategic Plan*, Somerset County utilized the State Strategic Plan definition of Priority Growth Investment Areas (PGIAs) to identify areas where growth and investment are preferred and encouraged. The core SSP geographic criteria include State Designated Centers, Urban Complexes, and Nodes; State-identified Regional Innovation Clusters (RICs); Transfer of development Rights (TDR) receiving areas; Designated Areas in Need of Redevelopment; Transit Villages and Urban Transit Hubs; and freight logistics areas (e.g., ports, warehouses, rail facilities).

Somerset County also identified Local Priority Areas (LPAs). The LPAs also meet the PGIA criteria but are distinguished from PGIA

in that they are less growth-focused. They are located in smaller towns and villages where job retention and community sustainability are high priorities, but where strategic and targeted investments are encouraged to balance quality of life and economic stability considerations against economic development considerations.

Somerset County compiled and utilized applicable GIS datasets including PGIA/LPA locations; existing and proposed transit and highway improvements; 69kV Electric lines and substation locations; sewer service areas, and environmentally constrained areas (based largely on New Jersey Department of Environmental Protection data).

Together these considerations help to target redevelopment to areas with existing infrastructure and supportive planning efforts and designations. An initial list was compiled and submitted to municipal officials for review and comment. Merging input from GIS-based analysis, and policy considerations with stakeholder input and data from previous studies, an unconstrained list of 50 candidate locations was compiled. A variety of locations were included, ranging from small single parcel sites to large multi-lot mixed use candidates. This list is shown in Table 1 and illustrated in Figure 1.

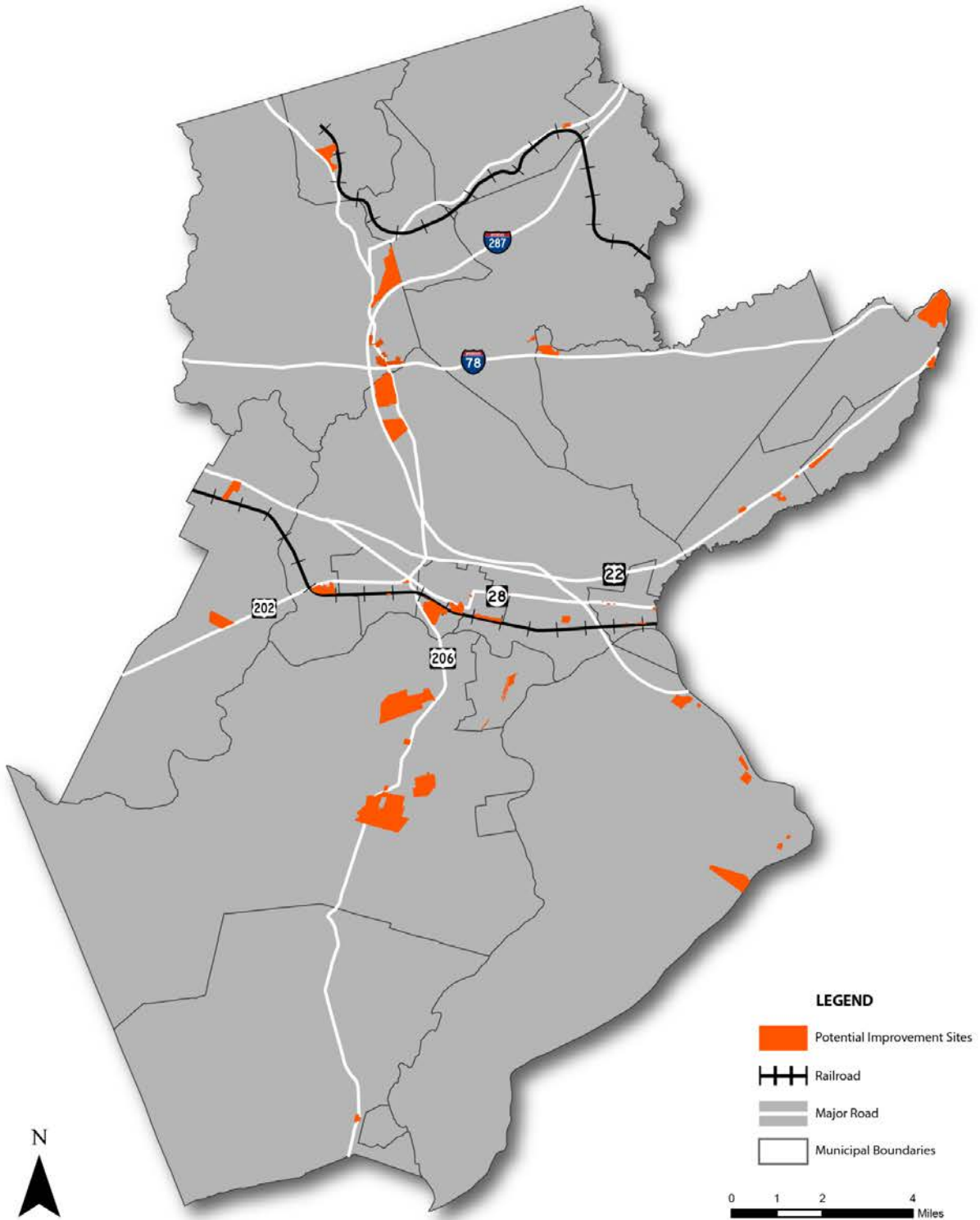


Table 1: Candidate Redevelopment Locations

AREA NAME	LOCATION	MUNICIPALITY
Pluckemin Town Center	Rt. 202/206 in Pluckemin	Bedminster Twp
AT&T Campus	Rt. 202/206 in Pluckemin	Bedminster Twp
Martinsville-Liberty Corner Shopping Ctr.	Rt. 78 Exit 33, 665 Martinsville Rd.	Bernards Twp
Kings Shopping Center Area	Rt. 202 - Morristown Road	Bernardsville Boro
Closed Thul Auto Parts	NE Corner of Rt 28 and Thompson Ave	Bound Brook Boro
Vacant Gas Station	SE Corner of Rt 28 and Vosseller Ave	Bound Brook Boro
Rt. 28 Between Highland & Vosseller	Rt 28 Between Highland and Vosseller	Bound Brook Boro
Bank of America Site	600 Union Ave (Rt 28)	Bound Brook Boro
Bound Brook Train Station	Main Street	Bound Brook Boro
Talmadge Ave Curve	Talmadge Ave and Columbus Place	Bound Brook Boro
Vollers Area	Rt. 22 East	Branchburg Twp
Fisher Scientific	755 Rt. 202	Bridgewater Twp
Sanofi Aventis Site	1041 Rt. 202/206	Bridgewater Twp
Levin Properties	718 Hamilton St	Franklin Twp
Area N. of Easton Ave	Easton Ave across from JFK Blvd	Franklin Twp
K-Mart Shopping Center	940 Easton Ave & JFK Blvd	Franklin Twp
Golf Course	955 Rt. 27 Near Veronica Ave	Franklin Twp
Hotel Site near 287 Off Ramp	1850 Easton Ave at highway off ramp	Franklin Twp
Drug Fair Shopping Center	Easton Ave & Cedar Grove Lane	Franklin Twp
Old Jukebox Eddies	29-39 Rt. 22 East	Green Brook Twp
Old Cost Cutters	Rt. 206 South & Andria Rd	Hillsborough Twp
Town Center / Transit Village	Rt. 206 and Amwell Rd (SE Corner)	Hillsborough Twp
K-Mart Shopping Center	Rt. 206 South	Hillsborough Twp
VA Depot	Area between Roycefield and Brown Rds	Hillsborough Twp

Glen Gery Brick Manufacturing	Hamilton Road	Hillsborough Twp
Grant Property	401 S. Main St.	Manville Boro
Kennedy Boulevard Industrial Zone	JFK Boulevard	Manville Boro
Rustic Mall	Main Street	Manville Boro
South Main Commercial Zone	S. Main St. Norfolk Southern Rail to Roosevelt Ave	Manville Boro
206 & CR 518 Intersection	Intersection of Rt 206 & CR 518	Montgomery Twp
Weldon Quarry	New Providence, Bonnie Burn, Valley Roads	Watchung Boro
Sears Shopping Center	Terrill Road & Rt 22 East	Watchung Boro
K-Mart / Pathmark Site	Rt. 22 East	North Plainfield Boro
Pfizer Property	Rt 206 & Brady Dr	Peapack-Gladstone Boro
Somerville Landfill	Area between Rt 206 and Train Station	Somerville Boro
Kirby Ave Redevelopment Area	Kirby Avenue	Somerville Boro
Gaston Ave Bakery Block	85-101 Gaston Ave	Somerville Boro
Chimney Rock & Main St Industrial Area	NE Corner of Main St. & Chimney Rock Rd	Bridgewater Twp
Vacant Garage	Intersection of Rt 28 & Adamsville Rd (NW Corner)	Bridgewater Twp
East Central Business District	Rt 28 and Veterans Blvd / Meadow Rd	Somerville Boro
Motel Site @ Somerville Circle	Frelinghuysen Ave & Somerville Circle	Raritan Boro
Block 81 Transit Village	1st Ave between NJT line and 3rd St	Raritan Boro
Sanofi-Aventis North Site	Corporate Drive & 202/206 North	Bridgewater Twp
Steiner Group Site	95 Corporate Drive & Route 202/206 North	Bridgewater Twp
Bridgewater Manor	1251 Route 202/206	Bridgewater Twp
Rt. 22 @ Warrentville	Rt. 22 W and Warrentville Rd NE Corner	Green Brook Twp
Village Commercial District	1013 N. Washington Ave	Green Brook Twp
Nora Shopping Center	621 Hamilton St	Franklin Twp
Center 78	184 Liberty Corner Rd	Warren Twp
Branchburg IV	4 Millennium Way/W. County Drive	Branchburg Twp

FIGURE 1 | INITIAL CANDIDATE REDEVELOPMENT LOCATIONS



Phase Two: Initial Screening and Existing Conditions Analysis

This phase was conducted in three parts: (1) initial screening and ranking of the candidate locations to create a short list of the top ranked sites, (2) an existing conditions assessment of each site, and (3) the selection of pilot study sites.

1. Initial Screening and Ranking

The goals of the study include developing a screening method that is consistent with the State Strategic Plan (SSP) methodologies in order to facilitate state buy-in and build consensus support for the implementation plan. A number of different methods currently in use or in draft stage were considered, including the draft SSP, Somerset County Criteria-Based Investment Framework, Sustainable Jersey Model Green Development Checklist, NJ Future Smart Growth Scorecard, and NJ Future Transit Database.

New Jersey State Strategic Plan

The SSP criteria include proximity to or the ability to attract priority New Jersey Industry Clusters (Bio/Pharmaceuticals and Life Sciences; Transportation, Logistics, and Distribution; Finance; Advanced Manufacturing; Technology; Healthcare; Green Economy; Tourism; Food Production and Processing); potential for job growth and value capture; preservation of critical natural, agricultural, scenic, recreational, and historic resources; and proximity to suitable densities, multimodal systems, and utilities. Redevelopment is also a priority.

A regional entity seeking to designate additional land(s) as a Priority Growth Investment Area must demonstrate:

- Municipal support
- Consistent with current local and regional master plan
- Serviced by existing utilities
- Proximate to multimodal infrastructure

Somerset County Criteria-Based Investment Framework

Locations must meet the core Geographic Criteria for Identifying PGAs and LPAs as defined by Somerset County.

Sustainable Jersey Checklist

The Sustainable Jersey Model Green Development Checklist includes various criteria to determine suitability for redevelopment sites, brownfields, and infill locations, including access to public transit, pedestrian and bicycle networks; historic, farmland, and open space preservation; and land use, density, mixed use, sustainability, and energy efficiency benefits.

NJ Future Smart Growth Scorecard

The NJ Future score method promotes suitable master planning, and zoning; applicable center-based designations; proximity to infrastructure, and utilities; mixed use; balanced multimodal transportation and walkability; preservation of open space, farmland, and critical environmental areas; and respect for community character and vernacular design.

NJ Future Transit Database

As part of their 2012 study *Targeting Transit: Assessing Development Opportunities Around New Jersey's Transit Stations*, NJ Future developed a comprehensive database of development-related metrics for all of New Jersey's transit stations and their surrounding neighborhoods. The database includes data for all commuter rail, light rail, ferry, and major bus stations in NJ. Applicable criteria include population density, vacancy percentage, ridership data, parking data, and average travel time to major destinations.

The project team worked in consultation with Somerset County to review the various methods and screening criteria. These criteria were grouped into substantive areas, features, and attributes that indicate suitability for development and redevelopment opportunities, and whether the potential for use/reuse enjoys local interest and support, including the following:

- **Access to Multimodal Transportation Facilities** – A primary objective of the study is to support growth opportunities with cost effective multimodal transportation improvements. These criteria evaluate the surrounding transportation network, allowing the study to target investment and improvements to sites where multimodal options already exist and can be built upon.

- **Master Planning, Zoning, and Redevelopment** – evaluate and understand local and regional context, undertake a community-based planning process to gauge local support and build consensus, and seek consistency with local priorities.
- **Status of Ownership, Occupancy, and Existing Land Use** – identify feasible redevelopment sites by evaluating the current site condition, availability, occupancy, and ownership status.
- **Availability of Utilities** – identify sites that already have necessary utilities and infrastructure.
- **Environmental Issues** – identify environmental or regulatory constraints and associated remediation costs that could impede the goal of targeting feasible, cost effective opportunities.

Tests of the proposed criteria indicated the following conclusions and recommendations:

- The scoring methods that combined both weighting and point systems yielded a more robust differentiation among the initial candidates, creating a clearer separation from highest to lowest.
- Access and mobility considerations were given greater weight than other factors, consistent with the overall study goal of identifying locations for which improved access and mobility features could help leverage redevelopment potential. Locations not needing access and mobility improvements are likely to be identified and developed through conventional real estate market activity, and are therefore not the prime target of this study.
- Since this is the initial screening, an additional goal was to provide for a relatively unconstrained evaluation and therefore enable sites that might have significant potential to move forward to the existing conditions analysis stage, instead of failing the

initial screening and dropping out of further consideration.

- Two additional recommendations were agreed upon:
 - Several locations have been the subject of significant local interest, study, and evaluation and therefore determined not to require the benefit of the *Access and Mobility Improvements* study. These locations (#35-Somerville Landfill and #36-Kirby Avenue Redevelopment Area, both located in Somerville) were removed from further consideration for this reason.
 - One site (#37-Gaston Avenue Bakery Block, in Somerville) was determined to have received site plan approval and was therefore removed from further consideration.
- Based on these considerations a final list of 18 criteria was presented to the Study Advisory Committee; The Committee reviewed and concurred with the recommended methodology.

Table 2 lists the consensus scoring criteria and Table 3 lists the raw scores of the Top 24 candidate sites, respectively.



Table 2: Consensus Scoring Criteria and Weighting System

Scoring System			
Weighting points are assigned based on relative importance of each criterion, 3=highest, 1=lowest			
	Criteria	Weight	Max Score
1	Is the site in a PGIA/LPA?	3	7.5
2	Is the site within ½ mile of a train station?	3	7.5
3	Is the site within ¼ mile of bus stop?	3	7.5
4	Will the site benefit from enhanced pedestrian access?	2	5.0
5	Will the site benefit from enhanced bicycle access?	2	5.0
6	Will the site benefit from enhanced vehicle access?	2	5.0
7	Does the site have access to a state highway?	3	7.5
8	Does current zoning permit flexibility in redevelopment of the site?	2	5.0
9	Is the site currently vacant (i.e. no current tenants)?	2	5.0
10	Has the site been vacant for more than 2 years?	1	2.5
11	Is the site in a sewer service area?	3	7.5
12	Is the site in a municipal redevelopment area?	2	5.0
13	Can existing structures on site be reused?	2	5.0
14	Is the site conducive to a mixed use redevelopment?	2	5.0
15	Would surrounding sites benefit from redevelopment of this site?	2	5.0
16	Are all the parcels on the site under common ownership?	2	5.0
17	Would redevelopment/reuse of the site provide/enhance access to public open space/recreational facilities?	2	5.0
18	Is the site adjacent or in close proximity to a freight rail line/spur or an existing freight facility?	2	5.0
Maximum Possible Score			100



Table 3: Top 24 Candidate Sites, Listed by Total Score

Site Name	Municipality	Score	Size (Ac.)
East Central Business District	Somerville Boro	83	35.07
Talmadge Ave Curve	Bound Brook Boro	80	0.98
Weldon Quarry	Watchung Boro	75	205.75
Closed Thul Auto parts	Bound Brook Boro	73	0.57
Drug Fair Shopping Center	Franklin Twp	73	3.45
Town Center / Transit Village	Hillsborough Twp	73	415.92
Golf Course	Franklin Twp	70	137.93
Rustic Mall	Manville Boro	70	18.22
Bound Brook Train Station	Bound Brook Boro	68	3.51
Vacant Garage	Bridgewater Twp	68	0.55
Block 81 Transit Village	Raritan Boro	68	2.05
Pluckemin Town Center	Bedminster Twp	65	73.42
Hotel Site near 287 Off Ramp	Franklin Twp	65	51.29
Bank of America Site	Bound Brook Boro	63	2.69
Old Cost Cutters	Hillsborough Twp	63	5.55
K-Mart Shopping Center	Hillsborough Twp	63	9.75
K-Mart / Pathmark Site	North Plainfield Boro	63	28.90
Vollers Area	Branchburg Twp	60	48.30
Sanofi Aventis Site	Bridgewater Twp	60	110.75
Levin Properties	Franklin Twp	60	8.14
VA Depot	Hillsborough Twp	60	313.30
Chimney Rock & Main St Industrial Area	Bridgewater Twp	60	16.43
Village Commercial District	Green Brook Twp	60	17.39
Nora Shopping Center	Franklin Twp	60	3.11

2. Existing Conditions Assessment

The project team worked in consultation with Somerset County to conduct an in depth evaluation of each of the top 24 sites based on existing transportation and access considerations, environmental constraints, and land use potential. This effort enabled the team to identify those best suited for advancement to Phase Three as prototype pilot sites.

This evaluation consisted of three components: transportation access and mobility conditions, environmental screening, and land use potential.

Transportation Assessment

A field assessment was conducted for each site to examine existing mobility and access issues, including physical conditions, needs, and deficiencies. The field teams completed a review of existing conditions for the roadway(s) providing access to and/or frontage along each site. Information collected and evaluated included: typical pavement cross-sections, traffic signals, traffic control devices, signage, sidewalk conditions, pedestrian safety issues, existing bicycle accommodations, bicycle compatibility, transit facilities, freight and goods movement issues, and any other roadway safety issues, constraints, or deficiencies. The field visits also noted the current use of the site, surrounding land use patterns, and multimodal transportation network (vehicular arterials, sidewalk network, bicycle connections, and transit stations) in order to better understand and reflect the context of each site. More than a simple physical inventory, these assessments examined whether the deficiencies impede access and mobility to the sites, with particular attention to unmet multimodal needs.

Environmental Screening

Somerset County undertook a preliminary environmental screening to identify potential environmental constraints to redevelopment. The parcels included within each site were reviewed for various environmental features utilizing the New Jersey Department of Environmental Protection's (NJDEP's) i-MAP-NJ web-based program to identify potential/ existing environmental concerns including contamination, protected land and water, etc.

The presence of any of these did not necessarily indicate that a site cannot be developed, but rather that additional permitting or cost may be required to advance redevelopment opportunities.

Land Use Potential

A market-based assessment of land use and redevelopment potential was performed based on the existing site use, surrounding land uses and context, current zoning, proximity to transportation facilities, and knowledge of current market demand. The initial recommendations describe what general use(s) are most appropriate for each site, such as mixed-use, single-use, village center, office, light industrial, etc.

Parameters for Identification of Top Sites

The project team met at the Somerset County offices to review the preliminary evaluation materials and identify candidate locations that showed the most promise for further advancement; seven locations were picked from among the 24 candidates. This effort included the following parameters:

- **Transportation Access and Mobility** – The existing conditions information provided additional information about the transportation network, constraints, and opportunities for improvement.
- **Environmental Constraints** – Potential constraints were weighed against the ability to target feasible and cost effective opportunities.
- **Site Diversity** – The project team sought to select a diversity of sites in terms of type, size, and overall land use potential. This diversity is intended to maximize the long term benefit of the study by creating prototype redevelopment scenarios to guide future assessments.
- **Geographic Distribution** – Final selection sought to balance the geographic distribution of sites, ensuring a variety of contexts are represented.
- **Maximize Direct Benefit of the Access and Mobility Study** – To best utilize the County's resources, sites that had already been evaluated in previous studies or had momentum from other efforts (e.g., #9-Bound Brook Train Station and #22-Town Center/Transit Village) were given a lower priority.

3. Selection of Pilot Study Sites

Based on these factors, the project team divided the initial 24 sites into 3 groups for presentation to the SAC: 8 sites with the highest scores as the pilot study candidates; 2 sites with moderate potential, and the remaining 14 sites with lower potential.

These recommendations were presented at the October 25, 2012 SAC meeting. Following subsequent discussions with Franklin Township representatives, the Golf Course Site at 955 NJ Route 27 near Veronica Avenue in Franklin Twp was moved

from the pilot group to the moderate potential group, leaving a total of seven pilot study sites approved for detailed transportation, land use, and economic analysis in the final phase of the study.

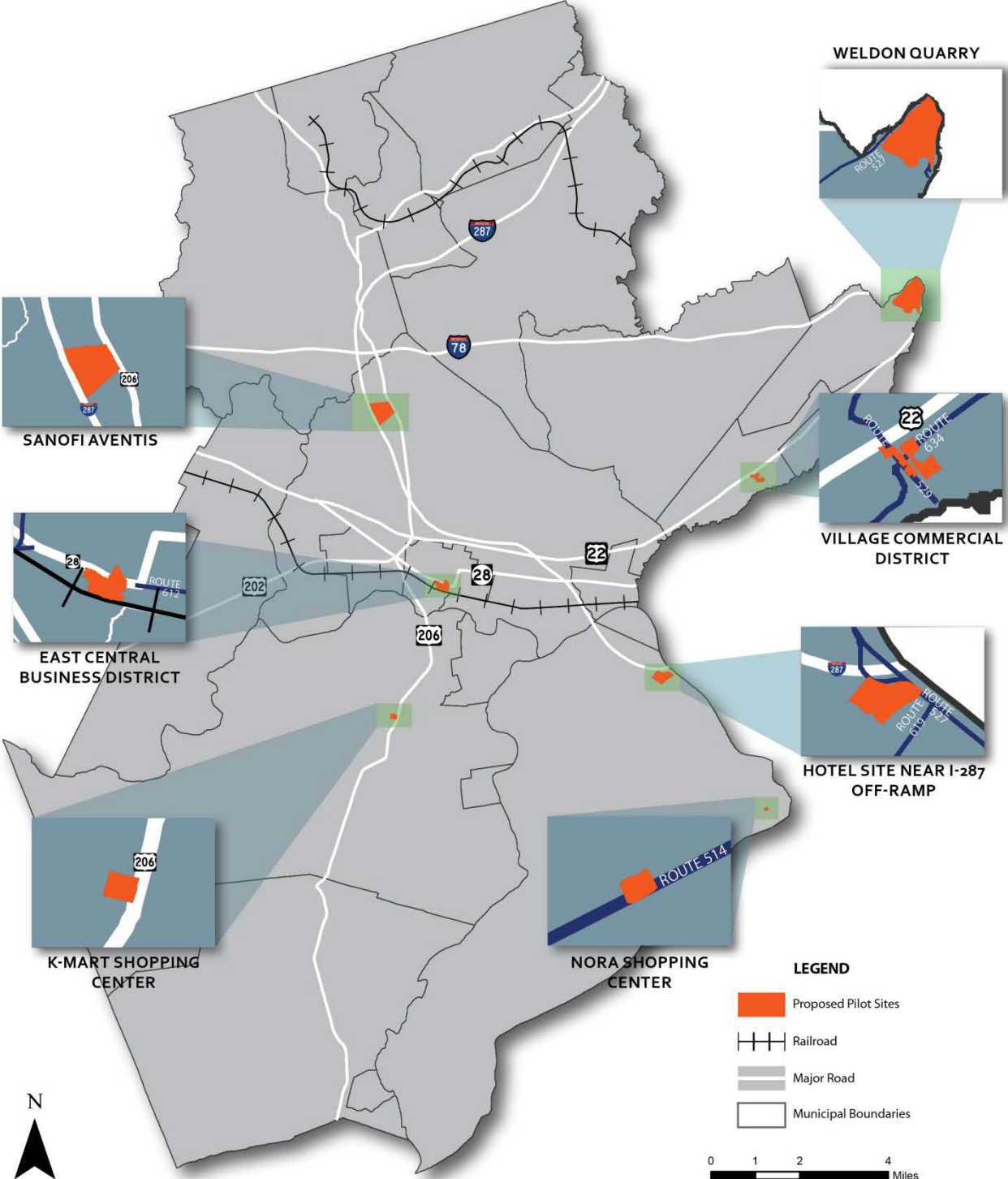
The selected pilot sites represent a range of land use concepts, site size, type, and context, and a broad geographic distribution.

Table 4 and Figure 2 identify the top seven pilot study sites.

Table 4: Pilot Study Sites

Site Name	Municipality	Concept
Sanofi Aventis Site	Bridgewater Twp	Upgrade Mixed Office to Mixed Use Campus
Hotel Site near 287 Off Ramp	Franklin Twp	Consolidate Isolated Parcels; Increase Value of Leasable Space
K-Mart Shopping Center	Hillsborough Twp	Redevelop Vacant Highway Commercial
Weldon Quarry	Watchung Boro	Redevelop Quarry Site as Mixed Use Center
East Central Business District	Somerville Boro	Redevelop as Transit Oriented Development (TOD) Center
Village Commercial District	Green Brook Twp	Upgrade Corridor to Village Greenway
Nora Shopping Center	Franklin Twp	Upgrade Suburban Arterial to Main Street

FIGURE 2 | PILOT STUDY SITES



Phase Three: Final Screening and Concepts

Phase Three included a detailed no-build transportation assessment, development of land use scenarios and zoning parameters, and economic modeling. Together these three elements present a comprehensive overview of each pilot site – existing deficiencies and constraints, potential alternative land use scenarios, and summary level assessment of economic benefits and jobs generated. These elements were reviewed by the SAC and municipal partners to build consensus for a preferred alternative for each site. Once the preferred scenarios were agreed upon, the team developed a final program of build condition multimodal transportation improvements required to accommodate the full development scenario land use build out.

Transportation Assessment

The project team evaluated the existing conditions of the multi-modal transportation network in the immediate vicinity of each of the seven pilot sites using a variety of data sources:

- Field observations: The project team visited each site to review the existing multimodal transportation infrastructure and identify deficiencies and potential constraints. Observations were made regarding bicycle and pedestrian conditions, transit, roadway geometry, traffic control devices, observations of vehicular and freight travel patterns, major activity generators, and physical barriers to infrastructure improvements. The sites were also evaluated for bicycle compatibility using the applicable New Jersey Department of Transportation (NJDOT) guidelines.
- NJDOT Management Systems (Congestion, Drainage, and Pavement)
- Historical crash data
- Traffic volumes

Land Use Scenarios

The project team developed alternative land use scenarios based on the comprehensive assessment that was conducted for each site, including context, zoning, land use, local and regional economic conditions, each municipality's vision and master plan recommendations, and the team's experience and

knowledge of the real estate market and demand for residential, commercial, and retail space.

Three detailed land use scenario alternatives were developed for each pilot study site. In general, the alternatives included:

1. Full site build out based on existing zoning and taking into account various constraints on the buildable area
2. A complete redevelopment of the site using a mixed-use, walkable, smart growth model,
3. A blend of the first two scenarios using infill development and targeted improvements to convert the existing site to a more integrated, walkable configuration

The team worked with both the SAC and the municipal partners to achieve consensus on the preferred land use scenarios.

Economic Modeling

A multi-regional input output model (MRIO) was constructed by A. Strauss-Wider, Inc. using the IMPLAN version 3.0 software platform. The IMPLAN model considers the potential economic impacts of the proposed scenarios on three assessed levels: County, NJTPA, and State. IMPLAN captures the economic impacts occurring within and between these regions, as well as trade flows (the purchase of goods and services among each of the identified regions.)

The development scenarios for each site were translated into initial impact scenarios based on a process that utilized the estimated size, units, and land use types to determine the potential impact of the development on employment.

The model estimates direct (spending on site), indirect (purchase of goods and services by the firm) and induced (purchase of goods and services that result from increased employment/personal income of employees) economic impacts of each scenario in order to determine the total economic impact. The MRIO included estimated effects on:

- Employment
- Business output/revenue
- Personal income
- State and local taxes
- Federal taxes



4 CHAPTER

Space Available Detailed Site Evaluation and Recommendations



The following section contains the analysis of the seven pilot sites and the resulting recommendations for site improvements. Based upon the analysis of existing conditions, the project team developed a series of no-build improvements for each site, to be implemented regardless of whether any proposed redevelopment takes place. These are supplemented by additional build improvements, which are recommended to accompany redevelopment of the site based on the preferred land-use concept.

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SANOFI AVENTIS

Sanofi Aventis | 1041 U.S. Route 202/206,
Bridgewater Township

Block 483, Lots 17-19

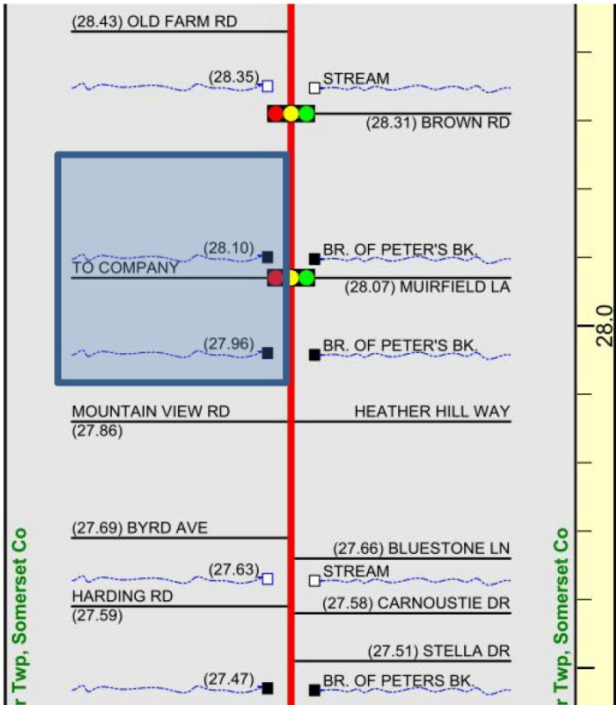
Acreage: 110.75

Existing Use: Vacated pharmaceutical/biotech
research and office facility

Current Zoning: Special Economic Development
(SED) Zone (scientific labs/R&D, corporate
campus-style office facilities, light
manufacturing)

Site and Area Summary

The existing development on the site, vacated by
Sanofi-Aventis in July 2012, includes 1.2 million
square feet of laboratory, research, and
administrative facilities in 20 buildings. The
surrounding uses are primarily other corporate
and technology office facilities and single-family
residential offset from the highways.



SANOFI AVENTIS

STRENGTHS

The Sanofi Aventis site is a large regional office center with multiple buildings, U.S. 202/206 highway access, and proximity to Interstates Highways 78 and 287. The site configuration, featuring multiple buildings rather than a single office tower, provides leasing flexibility and could be attractive to the multiple tenant office market.

WEAKNESSES

The Sanofi parcel is separate and distinct from local centers, shopping areas, and downtowns, including Bridgewater, Bridgewater Commons Mall, and Pluckemin, and therefore not feasible to connect to or supplement existing centers, or provide complementary facilities or services.

The current site lacks visibility along U.S. 206 and the frontage fencing discourages patronage outside of on-site office workers. The site is large and deep, and topography limits overall site visibility along U.S. 206.

The existing site configuration and building layout lack multimodal accommodations; transit service in the area is limited.

Although the site backs to I-287, interstate access is limited because the nearest interchanges are several miles to the north and south, and each is incomplete with missing moves at I-287 interchange 17 in Bridgewater and I-287 interchange 22 in Bedminster. Peak hour congestion also impedes access and mobility.

A detailed study of land use and transportation needs is recommended along the U.S. 202/206 corridor.

OPPORTUNITIES

The site is suitable for redevelopment as a mixed use campus site. The proposed concept would retain some large office and research structures and use complementary, small retail infill development to develop a mixed use pattern, providing uses compatible both with the site and that surrounding area.

Redevelopment should seek to present a more inviting look and street frontage to encourage activity beyond the typical 9-5 office center model and attract patrons in addition to on-site office tenants.

The proposed small, high quality residential component is also supportive of the infill concept and uses. Enhance walkability and on-site circulation with sidewalks and a perimeter walking path system would further this goal.

Roadway and intersection capacity, although constrained, are supportive of a mixed land use concept including residential, shared parking and cross access easements. The mixed use site plan also provides peak hour traffic relief.

Reuse of site can be a starting point for repositioning the Route 202/206 corridor.

THREATS

The primary intersection at U.S. has capacity issues, which limit the overall potential for greater density and peak hour trip generation and attraction beyond the currently approved trip generation levels.

The potential need for environmental cleanup or remediation would need further evaluation but could present an additional constraint.

SANOFI AVENTIS

PREFERRED LAND USE SCENARIO

MIXED-USE/ SMART GROWTH

The size of the site renders it suitable for a large, campus style mixed-use development, including modest residential, retail, office, and hotel. This type of development promotes a variety of housing typologies and diverse retail and office uses. Office uses could be biotech or general office. A large retail component is not likely given the location and separation from the surrounding area. The site would include an enhanced, connected road network with safe access for pedestrians between residential and commercial uses. Surface parking lots would be discouraged in favor of on-street and structured parking. Housing may consist of both single- and multi-family residences, including semi-detached houses and townhouses in addition to upper-level apartments over commercial uses. The residences may include high-end rentals. Office spaces are to be designed to foster collaboration and interaction and offer a variety of employee amenities consistent with the mixed use and sustainability concepts. Buildings are designed and fit out in ways that encourage collaboration and creativity.

- 250 residential units (1–3 BR)
- 300,000–400,000 sf office/ research & development
- 250,000 sf retail
- 300-room hotel & conference facility
- two-level parking structures with 1,200 spaces
- 800-1,000 surface parking spaces

Zoning | permits a mix of office, research, laboratory, hotel/conference and residential uses, as well as ancillary retail space. Recreational amenities should be required. Structured parking should be permitted.

- Maximum building height: 50 feet/4 stories
- Maximum floor area ratio: 0.30
- Maximum floor area ratio for retail space: 0.05
- Maximum residential density: 2.3 units per acre (based on entire site)
- Maximum building coverage: no requirement
- Maximum lot coverage: 30%
- Minimum front yard: 200 feet
- Minimum side yard: 50 feet (one)/150 feet (combined)
- Minimum rear yard: 100 feet

Alternate Concept A:

(Existing Zoning) Office/Lab Campus

The SED Special Economic Development zone is designed to permit large single-user office and scientific facilities, including corporate campuses, research and development activities, and light manufacturing. Maximum build-out of the site would retain the existing structures with an extensive fit-out and adaptation to encourage a variety of complementary uses, including retail and food service where appropriate. While existing parking is adequate, the scale of the site may be appropriate for additional structured parking in place of surface lots, which presents cost concerns.

Constraints to Implementation:

Driveway access and capacity constraints at U.S. 206 limit overall development potential, constrains buildout and potential for significant expansion of the existing site proposed for Alternate Concept A.

Alternate Concept B:

High-Density Office/ Conference Center

The site is located directly between Interstate 287 and US-202/206, which is desirable for commuters. However, the site is located several miles north of the Township’s existing commercial center, which may make large-scale retail use difficult. Redevelopment as a dense office and conference center with a diverse mix of complementary uses that serves on-site offices and activities could create a regional hub for business, research, and development. Modern office and laboratories in buildings up to 10 stories would be complimented by limited accessory retail uses. Certain existing buildings from the site could be retained and repurposed. No residential development is considered for the site.

Constraints to Implementation:

Driveway access and capacity constraints at U.S. 206 limit overall development potential, density increases, and significant expansion of the existing site proposed for Alternate Concept B.

SANOFI AVENTIS

NO BUILD SCENARIO

Traffic

- Conduct an integrated, multimodal corridor study of U.S. 202/206 to coordinate land use and transportation strategies

Bike/Pedestrian

- Upgrade Muirfield Lane traffic signal equipment to current standards, including pedestrian signal heads with countdown timers, pedestrian push buttons, and ADA-compliance. Consistent with current condition, do not install crosswalk on southbound approach due to heavy left-turn movement.
- Install sidewalk connection along U.S. 202/206 southbound from Brown Road to the northern edge of the site, linking the site to a school and temple
- Enhance visibility of existing pedestrian path connection between Muirfield Lane and school with way-finding signs
- Install "Share the Road" (W11-1/W16-1) signage along U.S. 202 northbound, where shoulder is dropped to provide a left-turn lane
- Investigate feasibility of extending shoulder along U.S. 202 northbound to bridge gap in bicycle compatibility

Transit

- No-build improvements not warranted

BUILD SCENARIO

Traffic

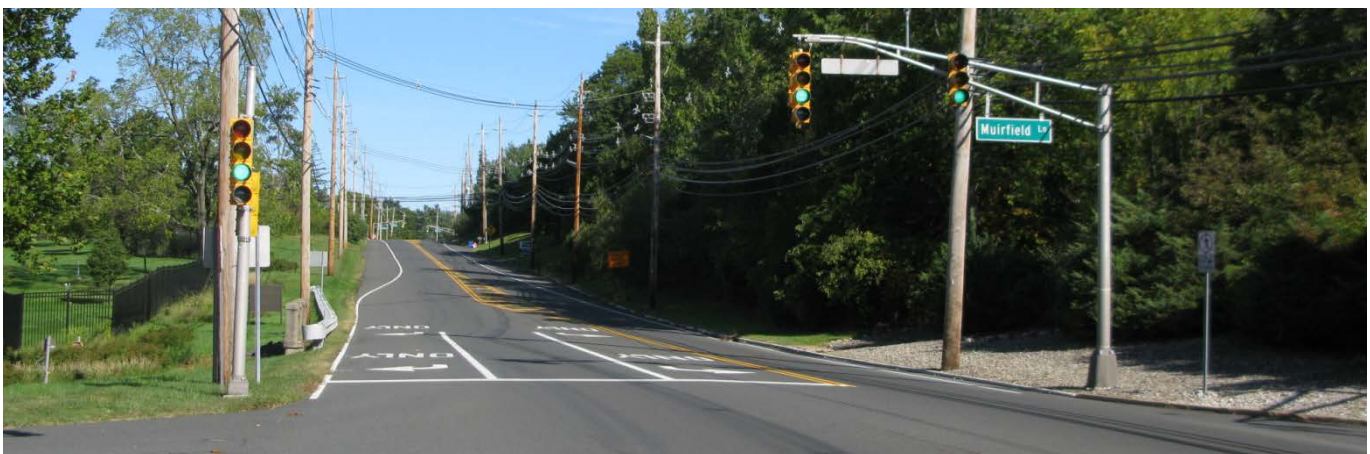
- Provide additional exiting left-turn capacity
 - Depending on lay-out of site, developer may add capacity at the signal and southern driveway, and/or add a new signal at the southern driveway
- Provide additional thru capacity for U.S. 202/206 southbound

Bike/Pedestrian

- Install sidewalk connection along U.S. 202/206 southbound adjacent to the site, connecting to new sidewalk north of the site and linking it to the school and temple at Brown Road
- Require walkability improvements as part of site development, including:
 - Internal pedestrian circulation between buildings and land uses
 - Connections to/from U.S. 202/206
 - Multi-use path around perimeter of development

Transit

- Investigate potential transit demand at the development, connecting it to Bedminster and the county center
 - Investigate whether future transit stop should be internal to the development or on U.S. 202/206



SANOFI AVENTIS | Estimated Economic Impacts

Development Type	Mixed-Use/ Smart Growth	Alternate Concept A	Alternate Concept B
	Total Square Footage	Total Square Footage	Total Square Footage
Hotel	330,000	-	550,000
Health Care Office/Lab	87,500	229,153	676,596
Apartment Housing	325,000	-	-
Prof Office	262,500	687,458	2,029,787
Retail/Store	184,529	36,182	271,365
Retail/Restaurant	61,510	12,061	90,455

Assumptions:

Retail is 75% stores and 25% restaurants

Office is 75% professional offices and 25% health care and labs

Residential is 100% apartment/condo/townhouse

Economic Impact of Preferred Land Use Scenario				
	Geographical Level of Impacts			
	Somerset County		NJTPA	New Jersey
Direct employment	1,292		1,292	1,292
Total employment	2,001		2,413	2,421
Personal income (in millions \$)	\$ 126.44	\$	150.42	\$ 150.85
Business activity (in millions \$)	\$ 288.36	\$	354.30	\$ 355.74
State and Local Taxes (in millions \$)	\$ 16.51	\$	20.70	\$ 20.78
Federal Tax Revenue (in millions \$)	\$ 28.54	\$	34.55	\$ 34.66
Total Tax Revenue (in millions \$)	\$ 45.04	\$	55.24	\$ 55.44

Economic Impact of Alternative Concept A

	Geographical Level of Impacts			
	Somerset County		NJTPA	New Jersey
Direct employment	2,114		2,114	2,114
Total employment	3,476		4,272	4,286
Personal income (in millions \$)	\$ 254.45	\$	300.75	\$ 301.50
Business activity (in millions \$)	\$ 554.12	\$	681.21	\$ 683.68
State and Local Taxes (in millions \$)	\$ 26.74	\$	34.86	\$ 35.00
Federal Tax Revenue (in millions \$)	\$ 56.41	\$	68.03	\$ 68.22
Total Tax Revenue (in millions \$)	\$ 83.16	\$	102.88	\$ 103.22

Economic Impact of Alternative Concept B

	Geographical Level of Impacts			
	Somerset County		NJTPA	New Jersey
Direct employment	6,742		6,742	6,742
Total employment	10,975		13,441	13,486
Personal income (in millions \$)	\$ 781.94	\$	925.54	\$ 927.95
Business activity (in millions \$)	\$ 1,721.88	\$	2,116.19	\$ 2,124.07
State and Local Taxes (in millions \$)	\$ 86.42	\$	111.57	\$ 112.02
Federal Tax Revenue (in millions \$)	\$ 174.16	\$	210.17	\$ 210.81
Total Tax Revenue (in millions \$)	\$ 260.58	\$	321.74	\$ 322.82

IMPORTANT NOTE: Maximized economic impacts: Impacts at full-build out/occupancy, and all workers are new to NJ (not relocated from elsewhere in the state or NJTPA region)

Model: IMPLAN multi-regional input-output model incorporating Somerset County, NJTPA region and NJ State areas.

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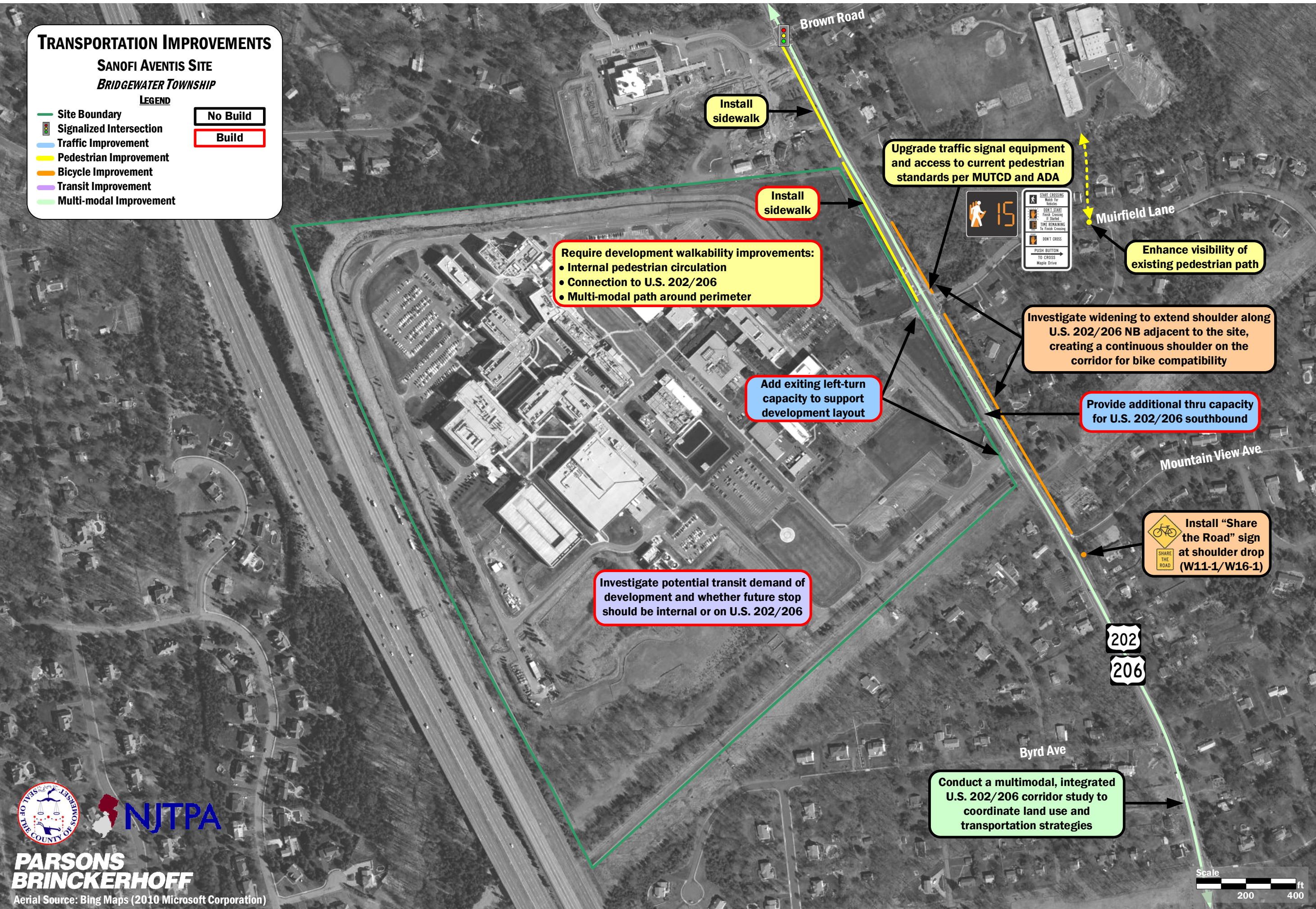
TRANSPORTATION IMPROVEMENTS

SANOFI AVENTIS SITE
BRIDGEWATER TOWNSHIP

LEGEND

- Site Boundary
 - Signalized Intersection
 - Traffic Improvement
 - Pedestrian Improvement
 - Bicycle Improvement
 - Transit Improvement
 - Multi-modal Improvement
- No Build

Build



Install sidewalk

Install sidewalk

Require development walkability improvements:

- Internal pedestrian circulation
- Connection to U.S. 202/206
- Multi-modal path around perimeter

Upgrade traffic signal equipment and access to current pedestrian standards per MUTCD and ADA



Enhance visibility of existing pedestrian path

Investigate widening to extend shoulder along U.S. 202/206 NB adjacent to the site, creating a continuous shoulder on the corridor for bike compatibility

Add exiting left-turn capacity to support development layout

Provide additional thru capacity for U.S. 202/206 southbound

Investigate potential transit demand of development and whether future stop should be internal or on U.S. 202/206

Install "Share the Road" sign at shoulder drop (W11-1/W16-1)

Conduct a multimodal, integrated U.S. 202/206 corridor study to coordinate land use and transportation strategies



HOTEL SITE NEAR I-287 OFF-RAMP

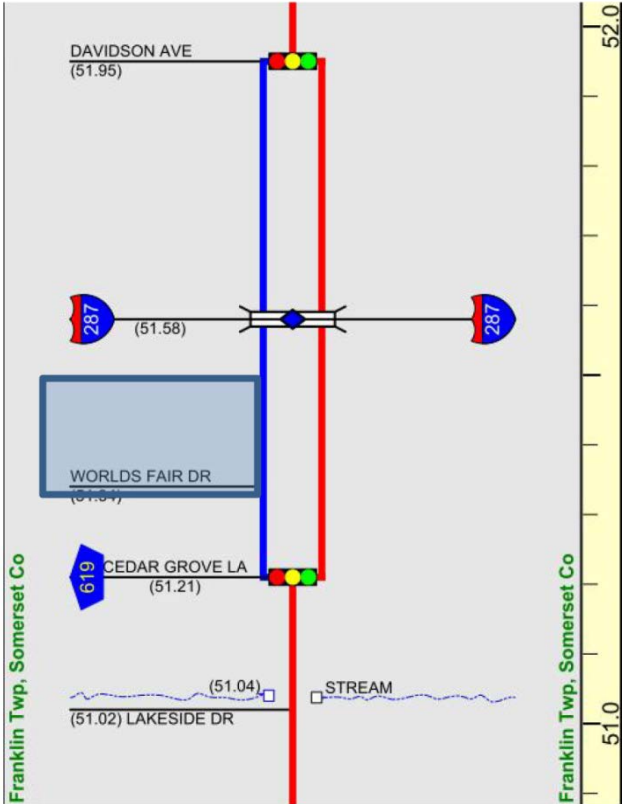
HOTEL SITE NEAR I-287 OFF-RAMP | 1850 Easton Avenue, Franklin Township Block 468.01, Lots 22.10 and 26; Block 468.10, Lots 1.01, 4.01, 6-9
Acreage: 51.29

Existing Use: Motel, medical and professional offices, one-story light industrial/warehouse uses

Current Zoning: M-2 Light Manufacturing, C-B Corporate Business (general office, laboratories, administrative services, hotels)

Site and Area Summary

The site is located directly off I-287 several miles outside of New Brunswick. Existing uses and structures on the site are characterized by low-density warehouse, office, and light industrial uses surrounded by large surface parking lots. Nearby areas include strip retail centers and motels. Wetlands are present on several parcels within the site. Parking, roadway capacity, and intersection capacity severely constrain development potential.



HOTEL SITE NEAR I-287 OFF-RAMP

STRENGTHS

The Hotel site is a large parcel in a business and industrial area of Franklin Township with adjacent access to I-287 and its highway ramps. A variety of land uses and building types are provided with direct access to the surrounding arterial and collector roadways, providing multiple access and egress opportunities.

WEAKNESSES

The site is located several miles outside of New Brunswick. Existing transit service is limited, walkability, and onsite circulation are all significant constraints.

The primary access to Easton Ave cannot be upgraded due to queue considerations at the I-287 off-ramp. On-site parking, roadway capacity, and intersection capacity are all limited, and constrain the ability to redevelop through increased density. The shape and placement of several buildings limit much needed improvements to on-site circulation and walkability.

Wetlands are present on several parcels, rendering these areas unavailable for new development or to address the existing circulation and walkability limitations.

Existing utility poles along World's Fair Drive could block the ability to provide missing sidewalks.

OPPORTUNITIES

Due to density limitations, environmentally constrained lands, and roadway and intersection capacity constraints, redevelopment of the site should focus on increasing the dollar value per square foot rather than a more conventional approach of increasing value through greater density and intensity of use.

Connecting the existing cul-de-sacs at Atrium Drive and Napoleon Court would facilitate improved on-site circulation and distribution of traffic, and create a more walkable and integrated site by linking the various buildings and land uses. Better integration of site and land uses is consistent with shared parking and cross access easement strategies.

A more diversified and complementary mix of uses including entertainment, small retail, and restaurant options would create a more balanced traffic demand, curtail some circuitous and off-site trips, and encourage minor mode shift from driving to walking.

A greater diversity of uses could also provide some benefit to the hotel site and provide some support to the entertainment, hotel, and conference concept.

THREATS

Queuing and constrained capacity at the Easton Avenue ramp are an ongoing threat to any possibility of increased density. Linking cul-de-sacs and replacing some buildings that impede on-site circulation may require considerable coordination and cooperation among various tenants and property owners and could displace some viable businesses and jobs.

HOTEL SITE NEAR I-287 OFF-RAMP

PREFERRED LAND USE SCENARIO

SCIENTIFIC-RESEARCH HUB

Redevelop site as a high-tech employment center to capitalize on proximity to Rutgers University, Robert Wood Johnson, and St. Peter's Hospital. Offices, R&D facilities, and laboratories are all permitted per the existing zoning. Reducing the density of the site to create a campus-like atmosphere will help manage the stormwater runoff challenges presented by impervious cover. The offices on-site would be complemented by accessory retail and food service uses. Improvements to roadway and pedestrian connectivity would enhance the attractiveness of the site and cater to employees and guests, including such uses as sit-down/quality restaurants. Office spaces are to be designed to foster collaboration and interaction and offer a variety of employee amenities consistent with the mixed use and sustainability concepts. Buildings are designed and fit out in ways that encourage collaboration and creativity.

- 400,000–500,000 sf office/lab in 2-4 story buildings
- 20,000–30,000 sf retail
- One 4-level parking structure with 600 spaces
- 1,100–1,300 surface parking spaces

Zoning | regulations should permit and encourage the comprehensive redevelopment of this site with a mix of uses, which may include office, hotel, retail and/or entertainment. Incentive zoning should promote lot consolidation, such as by allowing greater development yield and height on larger lots. Unified access and shared parking are recommended, as uses should have differing peak times. Structured parking should be permitted.

For existing lots:

- Maximum building height: 50 feet/4 stories
- Maximum floor area ratio: 0.40
- Maximum building coverage: 45%
- Maximum lot coverage: 60%
- Minimum front yard: 75 feet
- Minimum side yard: 50 feet /120 feet (combined)
- Minimum rear yard: 100 feet

With consolidation of lots:

- Maximum building height: 65 feet/5 stories, except 120 feet/12 stories for hotel
- Maximum floor area ratio: 0.60
- Maximum building coverage: 50%
- Maximum lot coverage: 65%

With consolidation of lots, continued:

- Minimum front yard: 50 feet
- Minimum side yard: 25 feet
- Minimum rear yard: 25 feet

Alternate Concept A:

(Existing Zoning) Retail/
Entertainment/Conference Center

Due to the site's location near employment centers and highways, several smaller hotel and conference facilities have been developed nearby. One option of a full buildout would create an entertainment, hotel and conference center. A 200-room hotel with extensive conference facilities would complement the adjacent Garden State Exhibit Center. Retail and entertainment options, such as large retail chains, movie theater, and restaurants, would tie into the proposed hotel and adjacent offices, hotel, and exhibit center. Existing parcels should be consolidated to provide unified access and shared parking.

Constraints to Implementation:

Highway capacity and impervious coverage constrain the ability to increase site density and generate significant additions to peak hour trips.

Alternate Concept B:

High-Density Business Center

Redevelopment as a dense office and conference center could create a regional hub for business, research, and development. Modern offices and laboratories in buildings up to 10 stories would be complimented by limited accessory retail uses. Certain existing buildings from the site could be retained and repurposed. The density would be supported with shared and structured parking, strong pedestrian connections between on-site uses, and enhanced connections to local buses and public transit.

Constraints to Implementation:

Highway capacity and impervious coverage constrain increases in site density and trip generation.

HOTEL SITE NEAR I-287 OFF-RAMP

NO BUILD SCENARIO

Traffic

- Improve the level of service at the intersection of Davidson Avenue and Pierce Street, currently performing at LOS E in the morning peak hour
 - Provide additional capacity at the southbound approach of Davidson Ave by reconfiguring from a left-thru/right approach to a left-thru-right approach
 - Reconfigure the Davidson northbound approach from left-thru-right to left-thru/right to support the geometric improvements to the southbound approach, which has greater capacity needs, within the existing curb width and ROW
- Conduct warrant analysis for installation of traffic signal at intersection of Davidson Ave. and Atrium Dr.; install traffic signal if warranted
- Investigate extending the existing right-turn lane along Easton Avenue eastbound for the Cedar Grove Lane intersection approximately 350 feet to the World’s Fair Drive intersection
- Connect the existing cul-de-sacs of Atrium Drive and Napoleon Court to improve cross-access between Davison Avenue and World’s Fair Drive

Bike/Pedestrian

- Upgrade traffic signal equipment to current standards, including pedestrian signal heads with countdown timers, pedestrian push buttons, and ADA-compliance at:
 - Davidson Avenue at Pierce Street
 - World’s Fair Drive at Pierce Street
- Improve pedestrian connections at intersection of World’s Fair Drive and Pierce Street between residential development and retail development by providing crosswalks and ADA compliance at all legs of Pierce/World’s Fair intersection
- Install sidewalk along Pierce Street westbound, connecting intersection to hotel site and Cedar Grove Lane
- Restripe World’s Fair Drive, Pierce Street, and Davidson Street with 12’ foot lanes and 6’ shoulder (shoulder currently un-striped) to provide traffic calming and improve bicycle accommodations

Transit

- No-build improvements not warranted

BUILD SCENARIO

Traffic

- Signalize intersection of Davidson Avenue and Atrium Drive
- Improve internal circulation with a north/south connector parallel to World’s Fair Drive, linking Napoleon Court and north end of site

Bike/Pedestrian

- Require internal pedestrian circulation by developer
- Install sidewalks on Atrium Drive to provide pedestrian circulation within office park

Transit

- Investigate routing existing area Somerset County Transit services to service the office campus development (CAT-1R, DASH 1-851, DASH 2-852, DASH853)
- Provide pedestrian accommodations to transit stops on Atrium Drive, including ADA-compliance, shelters, and benches, as required.



HOTEL SITE NEAR I-287 OFF-RAMP

Estimated Economic Impacts

Development Type	Scientific/Research Hub	Alternative Concept A	Alternative Concept B
	Total Square Footage	Total Square Footage	Total Square Footage
Hotel	-	220,000	550,000
Health Care Office/Lab	212,248	248,115	393,121
Apartment Housing	-	-	-
Prof Office	212,248	744,346	1,179,362
Retail/Store	16,756	39,176	83,782
Retail/Restaurant	5,585	13,059	27,927

Assumptions:

Retail is 75% stores and 25% restaurants

Office is 50% professional offices and 50% health care and labs for Concept B and 75/25 for A and C

Residential is 100% apartment/condo/townhouse

Economic Impact of Preferred Land Use Scenario				
	Geographical Level of Impacts			
	Somerset County	NJTPA		New Jersey
Direct employment	954	954	954	954
Total employment	1,611	1,979	1,986	1,986
Personal income (in millions \$)	\$ 117.06	\$ 138.69	\$ 139.09	\$ 139.09
Business activity (in millions \$)	\$ 253.57	\$ 313.15	\$ 314.46	\$ 314.46
State and Local Taxes (in millions \$)	\$ 11.78	\$ 15.54	\$ 15.61	\$ 15.61
Federal Tax Revenue (in millions \$)	\$ 25.39	\$ 30.81	\$ 30.91	\$ 30.91
Total Tax Revenue (in millions \$)	\$ 37.17	\$ 46.35	\$ 46.52	\$ 46.52

Economic Impact of Alternative Concept A

	Geographical Level of Impacts			
	Somerset County	NJTPA		New Jersey
Direct employment	2,395	2,395	2,395	2,395
Total employment	3,922	4,812	4,828	4,828
Personal income (in millions \$)	\$ 282.41	\$ 334.20	\$ 335.06	\$ 335.06
Business activity (in millions \$)	\$ 622.07	\$ 764.24	\$ 767.07	\$ 767.07
State and Local Taxes (in millions \$)	\$ 30.72	\$ 39.79	\$ 39.95	\$ 39.95
Federal Tax Revenue (in millions \$)	\$ 62.88	\$ 75.86	\$ 76.09	\$ 76.09
Total Tax Revenue (in millions \$)	\$ 93.60	\$ 115.65	\$ 116.04	\$ 116.04

Economic Impact of Alternative Concept B

	Geographical Level of Impacts			
	Somerset County	NJTPA		New Jersey
Direct employment	3,922	3,922	3,922	3,922
Total employment	6,402	7,843	7,869	7,869
Personal income (in millions \$)	\$ 455.54	\$ 539.48	\$ 540.90	\$ 540.90
Business activity (in millions \$)	\$ 1,009.88	\$ 1,240.34	\$ 1,244.98	\$ 1,244.98
State and Local Taxes (in millions \$)	\$ 50.69	\$ 65.38	\$ 65.64	\$ 65.64
Federal Tax Revenue (in millions \$)	\$ 101.68	\$ 122.72	\$ 123.10	\$ 123.10
Total Tax Revenue (in millions \$)	\$ 152.37	\$ 188.10	\$ 188.74	\$ 188.74

IMPORTANT NOTE: Maximized economic impacts: Impacts at full-build out/occupancy, and all workers are new to NJ (not relocated from elsewhere in the state or NJTPA region)

Model: IMPLAN multi-regional input-output model incorporating Somerset County, NJTPA region and NJ State areas.

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TRANSPORTATION IMPROVEMENTS

HOTEL SITE NEAR I-287 RAMP
FRANKLIN TOWNSHIP

LEGEND

- Site Boundary
 - Signalized Intersection
 - Traffic Improvement
 - Pedestrian Improvement
 - Bicycle Improvement
 - Transit Improvement
 - Multi-modal Improvement
- No Build

Build



Conduct traffic signal warrant analysis; signalize if warranted

Signalize intersection

Install sidewalks to improve inter-office pedestrian circulation

Improve internal north/south circulation of redevelopment site

Require redevelopment to include internal pedestrian circulation improvements

Connect Atrium Dr and Napoleon Ct cul-de-sacs to improve circulation

Investigate extending right-turn lane at Cedar Grove Lane intersections back to World's Fair Drive ~350'

Restripe with 12' lanes and 6' shoulder to reduce effective travel lane, calm traffic, and improve bike accommodations

Upgrade traffic signal equipment and access to current pedestrian standards per MUTCD and ADA



Improve intersection LOS:

- Provide additional capacity at the SB approach of Davidson by reconfiguring from a L-TR to a L-T-R approach
- Reconfigure the Davidson NB approach from L-T-R to L-TR in order to support the geometric improvements of the SB approach, which has greater capacity needs, within the existing curb width and ROW

Provide crosswalks and ADA compliant curb ramps at all legs of intersection

Install sidewalk

Transit:

- Investigate routing existing area Somerset County Transit (CAT-1R, DASH lines) to service office campus redevelopment
- Provide pedestrian accommodations to transit stops on Atrium Drive, including ADA compliance, benches, and shelters, as required



PARSONS BRINCKERHOFF

Aerial Source: Bing Maps (2010) Microsoft Corporation



K-MART SHOPPING CENTER

K-MART SHOPPING CENTER | U.S. Route 206 & Partridge Road, Hillsborough Township Block 152.06, Lots 27 and 28

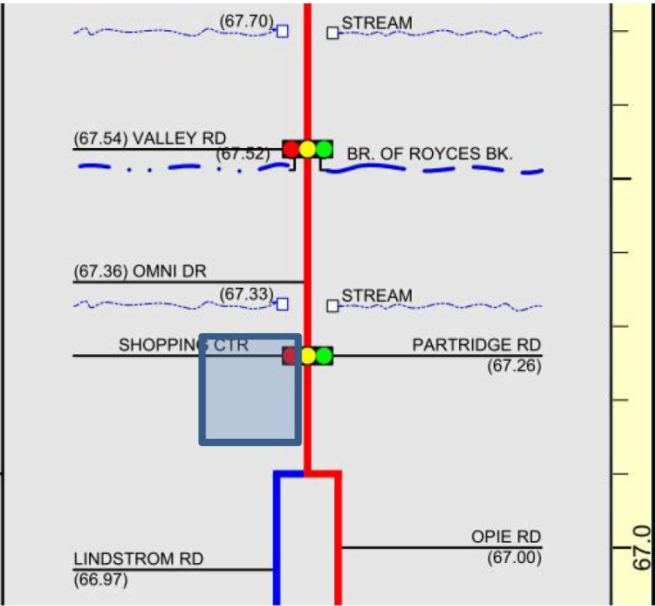
Acreage: 9.75

Existing Use: Shopping plaza (partially vacant)

Current Zoning: C-1 Neighborhood Shopping Center Commercial (retail sales, office, restaurant, entertainment uses)

Site and Area Summary

The existing shopping center site is partially vacant and located on a portion of U.S.206 characterized by other strip shopping plazas, fast food, big-box retail, and professional offices. Adjacent single-family residential uses lack connectivity to the site. Lack of transit is not conducive to regional tourism attractions. The adjacent Green Village development limits demand for residential uses.



K-MART SHOPPING CENTER

STRENGTHS

This K-mart site has direct access and an existing traffic signal at U.S. 206 to facilitate left turn access and egress. Proximity to the adjacent small retail and professional offices create a much larger and more diverse site than the two existing retail buildings.

WEAKNESSES

The site is currently underperforming and the large highway-oriented K-mart building is vacant.

This location is physically separate and distinct from the balance of the U.S. 206 retail corridor in Hillsborough and the Town Center district. It cannot be linked to the existing highway corridor retail centers and should not be zoned or developed in a way that would duplicate or directly compete with the mix of uses proposed for the Town Center. Similarly, the Green Village approval limits demand for additional residential development in this area.

The lack of regional transit, limited on-site walkability, and missing pedestrian connections - both to the adjacent parcels and along U.S. 206 - are all severe mobility constraints.

Visibility, particularly from the south, is limited and placement of the buildings constrains efficient use of site without removal of both structures.

OPPORTUNITIES

A mixed use redevelopment strategy is proposed with a potential theme of health, wellness, medical uses and connections with the region's extensive medical and health care facilities. High quality restaurants were noted as a particular need along this busy regional highway corridor.

Walkability strategies are recommended to improve connections to adjacent sites, along with enhanced pedestrian connections to the Green Village site both along and across the U.S. 206 highway corridor.

The proposed development options and mix of uses should leverage proximity to Duke Farms and seek to cater to the region's increasing tourism market.

Improved site visibility through direct building frontage along U.S. 206 is recommended.

Incentive zoning could be used to promote a desirable mix of complementary land uses and business establishments.

THREATS

Although the K-mart building is vacant, the Worden Green building is leased and competitive, which could hamper the ability to integrate and fully redevelop the site. Long term NJDOT plans for U.S. 206 could impact the direct access traffic signal at the Partridge Road, and constrain or make unavailable some street frontage or right-of-way that could otherwise be used to improve site visibility to passing travelers.

K-MART SHOPPING CENTER

PREFERRED LAND USE SCENARIO

Mixed Use Medical and Wellness Office/Retail

Office and retail uses are currently permitted in this zone, and a mixed-used concept is possible with an increase in permitted density. A two-story medical and wellness-focused development would feature a mix of professional offices and complementary ground-floor retail spaces; potentially a partnership/spin-off from the region’s medical center(s), including emergency/health club/ professional office/wellness and physical therapy uses. This mix of uses would reduce peak hour parking demand, presenting an opportunity for shared parking requirements. The site should feature enhanced pedestrian connectivity between buildings and to the adjacent parcels as well as pedestrian connections to the proposed Green Village development to the north.

- Four to six mixed-use buildings (2 and 3 stories)
- 100,000-125,000 sf office
- 75,000 sf retail
- 450 surface parking spaces

Zoning | Redevelopment with retail and office uses is proposed. A medical/wellness theme is encouraged. Incentive zoning is recommended to promote unified development of the two lots comprising the site.

For existing lots:
 Maximum building height: 35 feet/2 stories
 Maximum floor area ratio: 0.30
 Maximum building coverage: 20%
 Maximum lot coverage: 65%
 Minimum front yard: 90 feet
 Minimum side yard: 50 feet
 Minimum rear yard: 50 feet

With consolidation of lots:
 Maximum building height: 40 feet/3 stories
 Maximum floor area ratio: 0.40
 Maximum building coverage: 25%
 Maximum lot coverage: 75%
 Minimum front yard: 25 feet
 Minimum side yard: 25 feet
 Minimum rear yard: 50 feet

Alternate Concept A:

(Existing Zoning) Destination Retail Center

The current zoning permits a variety of commercial uses, including retail shopping centers. The scale of the site and Township parking requirements discourage large anchor retail tenants in favor of smaller tenant spaces. Redevelopment should involve shared parking or reduced requirements to minimize impervious coverage and discourage large, underutilized parking areas in the front setback area. The concept seeks to attract destination retail and/or restaurant tenants. The site should improve pedestrian connections to the proposed Green Village development to the north.

Constraints to Implementation:

The site cannot be linked to the existing highway corridor retail centers and should not be zoned or developed in a way that would duplicate or directly compete with the mix of uses proposed for the Town Center.

Alternate Concept B:

Townhouse Residential

Although U.S. 206 is primarily commercial, there are several adjacent residential developments with connecting access to the highway. A multi-family townhouse configuration would maximize the small size of the lot and could include approximately 80 units at a density of 8 units per acre and maintain large areas of open space.

Constraints to Implementation:

The adjacent Green Village approval limits demand for additional residential development in this area.

K-MART SHOPPING CENTER

NO BUILD SCENARIO

Traffic

- Coordinate corridor-wide improvements as part of NJDOT Route 206 sec 15N widening project
- Preserve right-of-way around Partridge Road and U.S. 206 intersection for potential future jug-handle
- Perform signal optimization at intersection of U.S. 206 and Partridge Road to accommodate for new Green Village development
- Conduct a multimodal, integrated corridor study of U.S. 206 to coordinate land use and transportation strategies

Bike/Pedestrian

- Upgrade traffic signal equipment at U.S. 206 and Partridge Road to current standards, including pedestrian signal heads with countdown timers, pedestrian push buttons, and ADA-compliance
- Install crosswalks and ADA compliant curb ramps at all legs of intersection at U.S. 206 and Partridge Road
- Install sidewalk on U.S. 206 northbound from Partridge Road to Green Village, providing a connection to the sidewalk being constructed by the developer

Transit

- No-build improvements not warranted



BUILD SCENARIO

Traffic

- Investigate consolidating access by closing right-in/right-out driveway point south of Partridge Road intersection to reduce conflict points on U.S. 206 and address high crash rate along corridor.

Bike/Pedestrian

- Needs addressed in no-build scenario

Transit

- Investigate transit options to provide access to the site. SCOOT R1/R2 and SCOOT Peak currently operate on U.S. 206.



K-MART SHOPPING CENTER

Estimated Economic Impacts

Development Type	Mixed Use Medical	Alternative Concept A	Alternative Concept B
	Total Square Footage	Total Square Footage	Total Square Footage
Hotel	-	-	-
Health Care Office/Lab	71,163	-	-
Apartment Housing	-	-	156,000
Prof Office	23,721	-	-
Retail/Store	56,250	63,707	-
Retail/Restaurant	18,750	21,236	-

Assumptions:

Retail is 75% stores and 25% restaurants

Office is 75% professional offices and 25% health care and labs

Residential is 100% apartment/condo/townhouse

Economic Impact of Preferred Land Use Scenario				
	Geographical Level of Impacts			
	Somerset County	NJTPA		New Jersey
Direct employment	283	283		283
Total employment	461	558		560
Personal income (in millions \$)	\$ 30.26	\$ 36.02	\$	\$ 36.14
Business activity (in millions \$)	\$ 65.75	\$ 81.66	\$	\$ 82.06
State and Local Taxes (in millions \$)	\$ 3.47	\$ 4.47	\$	\$ 4.49
Federal Tax Revenue (in millions \$)	\$ 6.50	\$ 7.94	\$	\$ 7.97
Total Tax Revenue (in millions \$)	\$ 9.97	\$ 12.41	\$	\$ 12.46

Economic Impact of Alternative Concept A

	Geographical Level of Impacts			
	Somerset County	NJTPA		New Jersey
Direct employment	91	91		91
Total employment	122	140		141
Personal income (in millions \$)	\$ 5.19	\$ 6.25	\$	\$ 6.28
Business activity (in millions \$)	\$ 11.83	\$ 14.79	\$	\$ 14.87
State and Local Taxes (in millions \$)	\$ 1.18	\$ 1.37	\$	\$ 1.37
Federal Tax Revenue (in millions \$)	\$ 1.20	\$ 1.47	\$	\$ 1.48
Total Tax Revenue (in millions \$)	\$ 2.38	\$ 2.84	\$	\$ 2.85

Economic Impact of Alternative Concept B

	Geographical Level of Impacts			
	Somerset County	NJTPA		New Jersey
Direct employment	39	39		39
Total employment	52	60		61
Personal income (in millions \$)	\$ 2.41	\$ 2.87	\$	\$ 2.88
Business activity (in millions \$)	\$ 5.73	\$ 6.99	\$	\$ 7.02
State and Local Taxes (in millions \$)	\$ 0.23	\$ 0.31	\$	\$ 0.32
Federal Tax Revenue (in millions \$)	\$ 0.52	\$ 0.63	\$	\$ 0.64
Total Tax Revenue (in millions \$)	\$ 0.75	\$ 0.95	\$	\$ 0.95

IMPORTANT NOTE: Maximized economic impacts: Impacts at full-build out/occupancy, and all workers are new to NJ (not relocated from elsewhere in the state or NJTPA region)








Model: IMPLAN multi-regional input-output model incorporating Somerset County, NJTPA region and NJ State areas.

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TRANSPORTATION IMPROVEMENTS

KMART SHOPPING CENTER HILLSBOROUGH TOWNSHIP

LEGEND

-  Site Boundary
 -  Signalized Intersection
 -  Traffic Improvement
 -  Pedestrian Improvement
 -  Bicycle Improvement
 -  Transit Improvement
 -  Multi-modal Improvement
- No Build

Build



Investigate transit options to provide access to the site. SCOOT R1/R2 and SCOOT Peak currently operate on U.S. 206

Install sidewalk connecting to Green Village sidewalk network

Install crosswalks and ADA compliant curb ramps at all legs of intersections

Upgrade traffic signal equipment and access to current pedestrian standards per MUTCD and ADA

Conduct signal optimization to account for Green Village development

Preserve ROW for potential future jug-handle

Investigate consolidating access by closing driveway to reduce conflict points on U.S. 206

Conduct a multimodal, integrated U.S. 206 corridor study to coordinate land use and transportation strategies

Coordinate corridor-wide improvements as part of NJDOT Route 206 Section 15N widening project



PARSONS BRINCKERHOFF

Aerial Source: Bing Maps (2010 Microsoft Corporation)



WELDON QUARRY

Weldon Quarry | New Providence, Valley, and Bonnie Burn Roads, Watchung Borough Block 7601

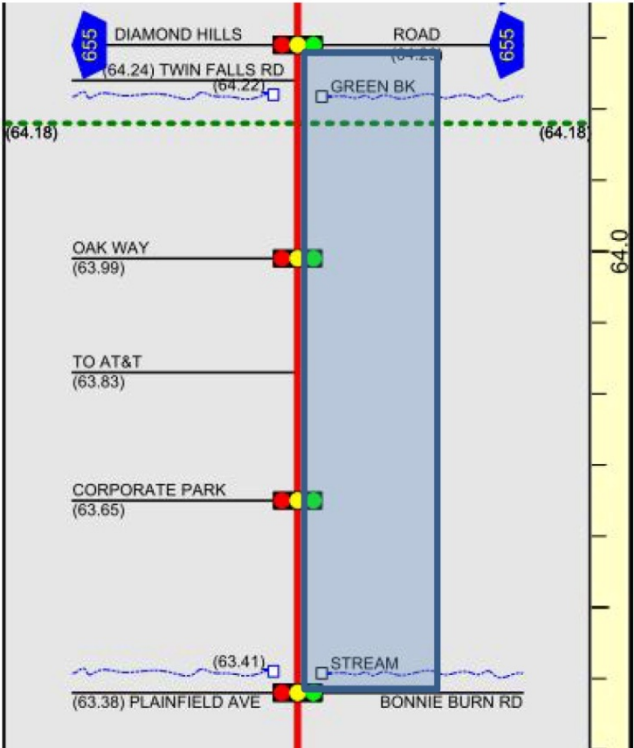
Acreage: 205.75

Existing Use: Quarry, restaurant, fire station, residences

Current Zoning: Quarry, O-C Office Conference Center Overlay (offices, hotels, conference center, affordable housing)

Site and Area Summary

The quarry is currently covered by an overlay district that encourages the planned development of office buildings, hotels, conference facilities, and affordable housing to guide the site's redevelopment following the end of the quarry's useful life. The site is adjacent to corporate and business centers along the I-78 corridor. Surrounding roads could constrain upper limit of development potential, a regional goal is to improve capacity of New Providence Road. Possible environmental constraints including detention and runoff.



WELDON QUARRY

STRENGTHS

The Weldon Quarry is a standalone single parcel site and is among the largest undeveloped locations in all of Somerset County. The quarry is owned and operated by a family with strong ties to the community.

WEAKNESSES

Although located in close proximity to I-78 and the Diamond Hill Road interchange, access and visibility are constrained. Topography limits visibility of the site from both I-78 and U.S. 22 which is located close by to the south east. The Diamond Hill Road interchange is incomplete with limited and missing connections to and from the Weldon Quarry site.

Stormwater runoff and detention will need to be addressed by any proposal; topography renders some areas undesirable for buildout and contributes to runoff and detention issues.

New Providence Road, in particular, is capacity constrained even in the no-build scenario.

The current Floor Area Ratio (FAR) of the site constrains buildable area well below the overall potential based on site acreage.

Competition with existing development retail and commercial areas along the adjacent I-78 and U.S. 22 corridors makes market absorption of new leasable space a significant concern.

OPPORTUNITIES

The current overlay district encourages planned development and is compatible with development of a mixed use site concept; no land assembly is required, and the entire site can be rezoned as a single entity for the redevelopment concept.

The region has a distinct entertainment void; a large anchor tenant could complement other mixed uses and strike a balance among peak period traffic and parking demands.

The steep cliffs are a potential visual amenity that could be leveraged to create a dramatic presence and signature element of an integrated site plan.

The potential realignment of New Providence Road could be integrated into the site plan and configured as a potential Main Street element for the site and street regulating plan.

The size of the site may accommodate potential regional storm-water storage basins for the Green Brook Flood Control Project.

THREATS

Site access, visibility, and demand are significant threats to such a large scale development proposal. A continued slow real estate market could hamper the ability to redevelop, market, and lease such a large site that is not located in an urban or regional center and that lacks rail or bus transit access.

WELDON QUARRY

PREFERRED LAND USE SCENARIO

MIXED-USE/ SMART GROWTH CENTER

Building upon the existing Office/Conference Center overlay district, the preferred land use scenario recommends allowing a mix of complementary uses in addition to the development already allowed by the current zone regulations. This scenario would allow roughly 500,000 more square feet of mixed-use development over the current overlay zoning build-out of 1.1 million square feet of office/commercial space. Weldon Quarry is a large single-owner site that can be re-zoned for redevelopment, or applicable for use of an overlay zone. The site offers numerous advantages including relatively easy access from two highways and does not require land assembly; the steep cliffs offer a potential visual amenity. The region has a distinct entertainment void creating opportunities for a mix of civic, cultural, and entertainments uses. The site would include an enhanced, connected road network with safe access for pedestrians. Housing is proposed to be limited to assisted living. The medical/office spaces are to be designed to foster collaboration and interaction and offer a variety of employee amenities consistent with the mixed-use and sustainability concepts.

- 150,000 sf assisted living
- 150,000 sf civic/cultural
- 750,000 sf office/ research & development
- 200,000 sf small retail/ restaurants
- 300-room hotel & conference facility
- two-level parking structures with 1,200 spaces
- 1,800 surface parking spaces

Zoning | permits a mix of office, hotel/conference and residential uses, as well as ancillary retail space. Recreational amenities should be required. Structured parking should be permitted.

- Maximum building height: 100 feet (50 feet for parking structures)
- Maximum floor area ratio: 0.30
- Maximum floor area ratio for retail space: 0.05
- Maximum residential density: 2.3 units per acre (based on entire site)

- Maximum building coverage: no requirement
- Maximum lot coverage: 30%
- Minimum front yard: 200 feet
- Minimum side yard: 50 feet (one)/150 feet (combined)
- Minimum rear yard: 100 feet

Alternate Concept A:

Existing Zoning-Quarry, Office/Conference Center

The existing O-C zoning designation encourages site development as an office and business center. The large size makes it ideal for co-location of a number of compatible uses, such as accessory retail. Due to access limitations, the development plan would need to be self-contained yet provide convenient highway access. A portion of the site would be retained to support ongoing Weldon business activities.

Constraints to Implementation:

Competition with existing retail and commercial properties limits the demand for large general office buildings. Significant peak hour traffic would impact the already constrained highway interchanges at I-78.

Alternate Concept B:

Main Street Destination/Entertainment Center

The site’s size and natural buffers provide an opportunity for a regional entertainment/lifestyle complex, with a variety of complementary uses that encourage patrons to visit multiple businesses and make longer duration visits. The site would be developed in a walkable downtown/main street theme. A portion of the site would be retained to support ongoing Weldon business activities.

Constraints to Implementation:

Site visibility and access limitations pose barriers to this type of development. Adjacent interchanges at I-78 are incomplete and constrained. Competition with existing retail and commercial properties limits demand for such a large scale site.

WELDON QUARRY

NO BUILD SCENARIO

Traffic

- Develop problem statement to improve interchange of Diamond Hill Road and I-78 by providing missing traffic moves
- Add capacity to New Providence Road
- Investigate the feasibility of a road diet on Valley Road as part of long-term improvements for the corridor, utilizing Complete Streets concepts to reduce the number of travel lanes and improve multi-modal access
- Discuss potential improvement options for Valley Road and New Providence Road intersection with Union County

Bike/Pedestrian

- Discuss potential multimodal improvement options for Bonnie Burn Road with Union County
- Upgrade traffic signals to current standards, including pedestrian signal heads with countdown timers, pedestrian push buttons, and ADA-compliance at:
 - Valley Road and Bonnie Burn Road
 - Valley Road and Connell Drive
 - Valley Road Oak Way

Transit

- No-build improvements not warranted

BUILD SCENARIO

Traffic

- Create network and block plan within redevelopment site
- Consider realignment of New Providence Road as a potential Main Street
- Consider new access point to the site at the Valley Road/Oak Way traffic signal, accompanied by capacity improvements at all approaches
- Reconfigure Valley Road SB approach at Bonnie Burn Road from a left/thru-thru-right approach to a left-thru-thru/right approach.
- Signalize New Providence Road/Union Ave intersection and provide additional capacity at all approaches

Bike/Pedestrian

- Require redevelopment to include internal pedestrian circulation plan facilities

Transit

- Provide pedestrian connections to existing bus stops on Connell Drive and U.S. 22:
 - Install sidewalk along Union Avenue northbound to connect to existing sidewalk on bridge and McDonald's property
 - Install sidewalk along Oak Way connecting to internal pedestrian circulation system of Connell Drive office park



WELDON QUARRY | Estimated Economic Impacts

Development Type	Mixed-Use Asst Living	Alternative Concept A	Alternative Concept B
	Total Square Footage	Total Square Footage	Total Square Footage
Hotel	330,000	352,000	330,000
Health Care Office/Lab	225,000	121,763	134,090
Apartment Housing	150,000	-	
Prof Office	525,000	365,288	402,269
Retail/Store	200,000	33,119	675,000
Retail/Restaurant	150,000	11,040	225,000

Assumptions:

Retail is retail, restaurant, movie theater/ entertainment and lifestyle enterprises

Office is 75% professional offices and 25% health care and labs

Residential is 100% apartment/condo/townhouse

Economic Impact of Preferred Land Use Scenario				
	Geographical Level of Impacts			
	Somerset County	NJTPA	New Jersey	
Direct employment	2,319	2,319	2,319	
Total employment	3,655	4,428	4,442	
Personal income (in millions \$)	\$ 40.59	\$ 285.71	\$ 286.52	
Business activity (in millions \$)	\$ 538.88	\$ 663.04	\$ 665.73	
State and Local Taxes (in millions \$)	\$ 28.83	\$ 36.72	\$ 36.87	
Federal Tax Revenue (in millions \$)	\$ 53.74	\$ 65.05	\$ 65.27	
Total Tax Revenue (in millions \$)	\$ 82.57	\$ 101.77	\$ 102.14	

Economic Impact of Alternative Concept A

	Geographical Level of Impacts			
	Somerset County	NJTPA	New Jersey	
Direct employment	1,312	1,312	1,312	
Total employment	2,128	2,599	2,608	
Personal income (in millions \$)	\$ 147.38	\$ 174.87	\$ 175.35	
Business activity (in millions \$)	\$ 332.37	\$ 407.86	\$ 409.42	
State and Local Taxes (in millions \$)	\$ 17.29	\$ 22.09	\$ 22.18	
Federal Tax Revenue (in millions \$)	\$ 33.11	\$ 40.00	\$ 40.13	
Total Tax Revenue (in millions \$)	\$ 50.40	\$ 62.09	\$ 62.31	

Economic Impact of Alternative Concept B

	Geographical Level of Impacts			
	Somerset County	NJTPA	New Jersey	
Direct employment	2,333	2,333	2,333	
Total employment	3,523	4,219	4,232	
Personal income (in millions \$)	\$ 212.48	\$ 253.01	\$ 253.76	
Business activity (in millions \$)	\$ 478.78	\$ 590.38	\$ 592.85	
State and Local Taxes (in millions \$)	\$ 30.40	\$ 37.50	\$ 37.65	
Federal Tax Revenue (in millions \$)	\$ 48.04	\$ 58.20	\$ 58.40	
Total Tax Revenue (in millions \$)	\$ 78.44	\$ 95.71	\$ 96.05	

IMPORTANT NOTE: Maximized economic impacts: Impacts at full-build out/occupancy, and all workers are new to NJ (not relocated from elsewhere in the state or NJTPA region)

Model: IMPLAN multi-regional input-output model incorporating Somerset County, NJTPA region and NJ State areas.

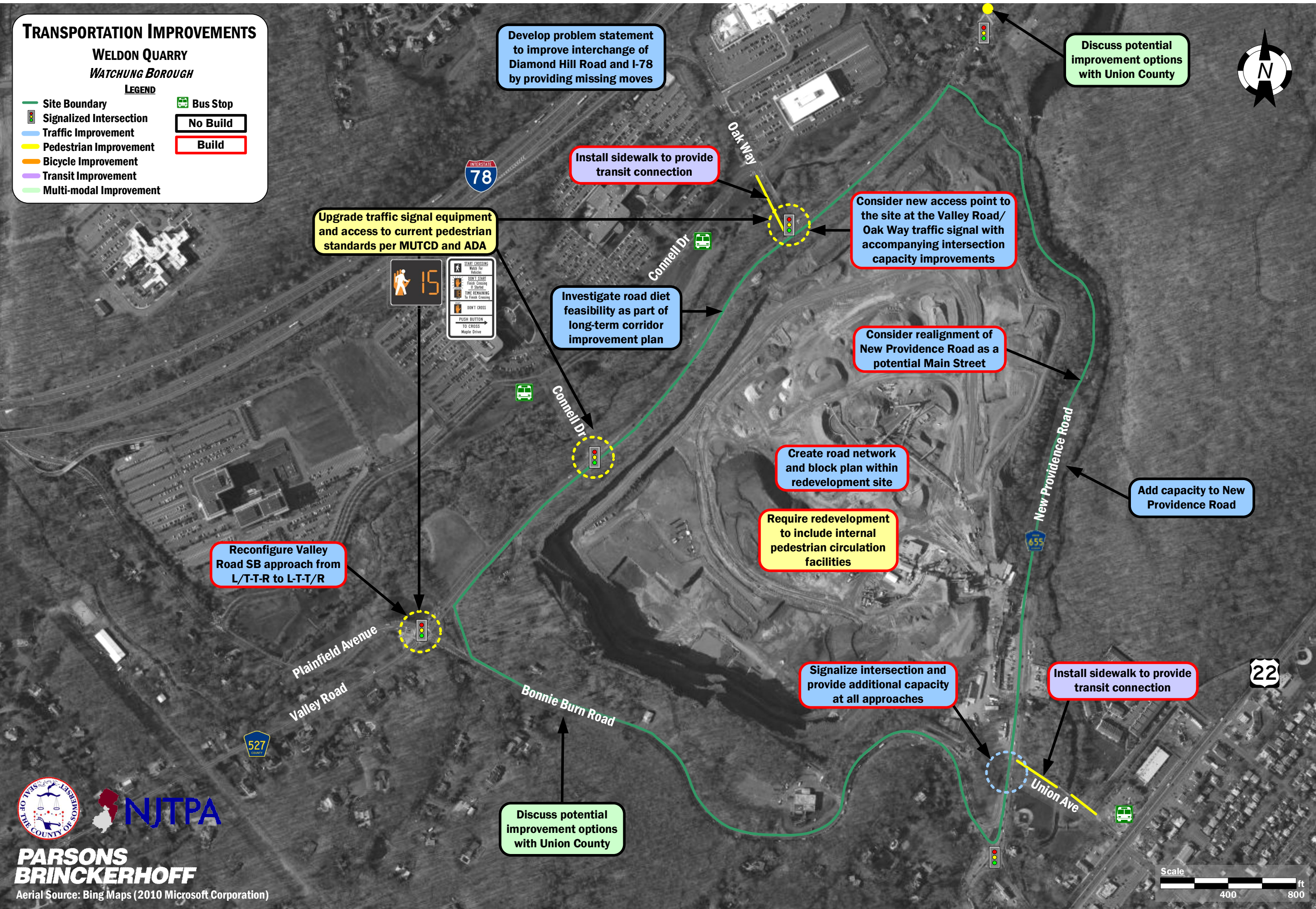
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TRANSPORTATION IMPROVEMENTS

WELDON QUARRY
WATCHUNG BOROUGH

LEGEND

- Site Boundary
- Signalized Intersection
- Traffic Improvement
- Pedestrian Improvement
- Bicycle Improvement
- Transit Improvement
- Multi-modal Improvement
- Bus Stop
- No Build
- Build



Develop problem statement to improve interchange of Diamond Hill Road and I-78 by providing missing moves

Discuss potential improvement options with Union County

Install sidewalk to provide transit connection

Upgrade traffic signal equipment and access to current pedestrian standards per MUTCD and ADA

Consider new access point to the site at the Valley Road/Oak Way traffic signal with accompanying intersection capacity improvements

Investigate road diet feasibility as part of long-term corridor improvement plan

Consider realignment of New Providence Road as a potential Main Street

Create road network and block plan within redevelopment site

Add capacity to New Providence Road

Require redevelopment to include internal pedestrian circulation facilities

Reconfigure Valley Road SB approach from L/T-T-R to L-T-T/R

Signalize intersection and provide additional capacity at all approaches

Install sidewalk to provide transit connection

Discuss potential improvement options with Union County



PARSONS BRINCKERHOFF

Aerial Source: Bing Maps (2010 Microsoft Corporation)



EAST CENTRAL BUSINESS DISTRICT

East Central Business District | NJ-28 and Veterans Memorial Drive, Somerville Borough. Various blocks and lots

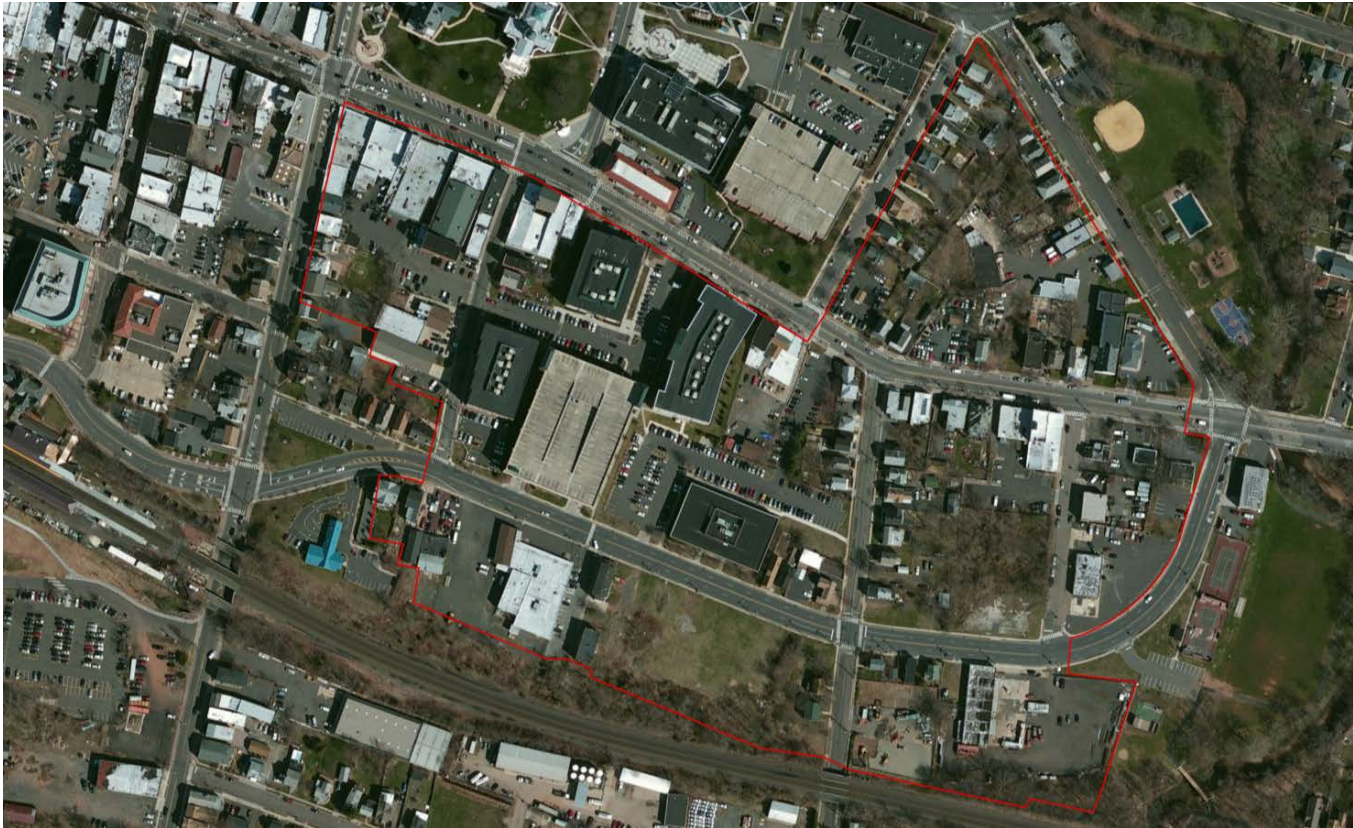
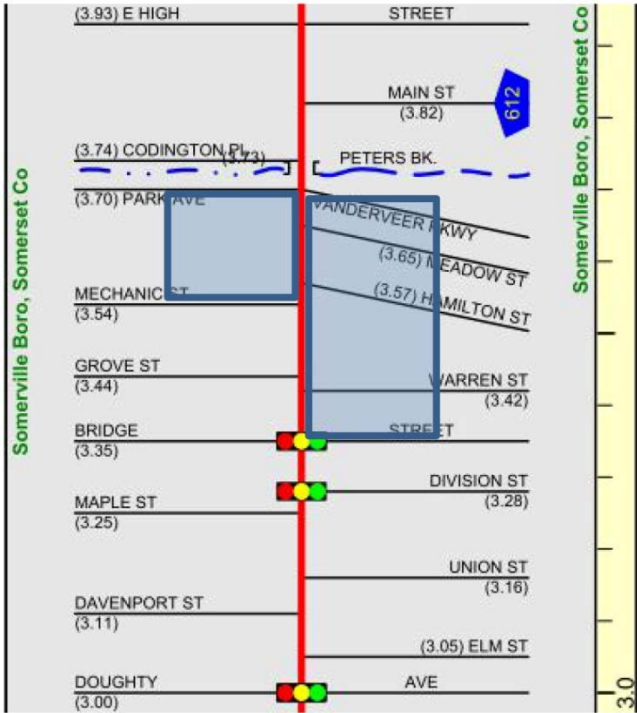
Acreage: 35.07

Existing Use: Main Street commercial, detached residential, offices, parking structures/lots

Current Zoning: East Central Business District Redevelopment Area designation & overlay

Site and Area Summary

The site is located in the eastern end of the Borough, adjacent to the NJ Transit station. Uses on and near the site are mixed residential and commercial. The current Redevelopment Plan seeks to promote transit-oriented mixed-use, neighborhood-oriented development of retail, hotel, multi-family residential, professional offices, and services within the designated area, including Transfer of Development Rights from flood-prone properties to increase density.



EAST CENTRAL BUSINESS DISTRICT

STRENGTHS

The largely untapped East Central Business District market benefits from highly desirable access to both rail and bus transit and presents the opportunity to completely remake Somerville east of Bridge Street, and create a walkable linkage between the Peters Brook Greenway, downtown, and the train station.

WEAKNESSES

Land assembly is a significant challenge, as the site is comprised of numerous small parcels and many individual owners. Most of these properties are currently occupied and productive although below the overall potential that an integrated site plan of mixed, complementary uses with sufficient parking and multimodal accommodations and direct transit access could present.

Flood-prone properties along the eastern edge of site are unavailable for redevelopment.

Adjacent and ongoing redevelopment projects limit the potential market for significant concentrations of new construction.

Somerville is already constrained by a significant base of non-taxable lands, so new institutional, educational, and government space may be discouraged.

OPPORTUNITIES

The relatively large East Central Business District can accommodate a complementary mix of uses along with on-street and structured parking, enabling the site to be developed as a cohesive TOD community of related and complementary uses rather than just one or more free standing buildings scattered across a series of parcels.

An innovative application of the Transfer of Development Rights concept for the flood prone areas could be used to transfer a density bonus to buildable parcels, and accomplish a series of goals: facilitating redevelopment, retaining owner value, and preserving sensitive and at-risk lands.

Somerville's rail and bus access is attractive to the high quality residential rental market, supporting mixed use redevelopment strategies.

Potential relocation of fire house and rescue squad properties would help facilitate land assembly to create a large redevelopment zone.

A road diet along Veterans Parkway would slow traffic and support development of a walkable, traffic calmed corridor.

THREATS

Adjacent residential redevelopment projects, both proposed and ongoing, limit the potential buildout and create a crowded and competitive residential marketplace. Land assembly will be a challenge that threatens creation of a cohesive mixed use TOD community

EAST CENTRAL BUSINESS DISTRICT

PREFERRED LAND USE SCENARIO

Overlay Zone

The current Redevelopment Plan includes overlay zoning applied to developments where parcels are to be consolidated or TDR is utilized. The districts are similar to uses permitted in the underlying zoning districts and require mixed-use buildings in most cases, with buildings of up to 5 to 6 stories permitted. A hotel is also proposed near the intersection of Bridge Street and East Main Street. Parking is shared amongst uses and proposed to be located on existing lots or within the flood plain. All uses except hotel include upper floor residential. Portions of the site could be used to develop a green seam/ribbon park/passive open space area to link the urban center and train station with the Peters Brook Greenway.

- 500–1,000 residential units
- 250,000–350,000 sf retail
- 250,000–350,000 sf office
- 200-room hotel
- parking structures with 1,600 – 1,800 spaces; additional 60 surface spaces
- Overall site FAR: 2.0-2.2

Zoning | There is an existing redevelopment plan for this area which has been updated within the past year. The redevelopment plan seeks to continue existing scale and use of area while promoting mixed-use, neighborhood-oriented development of retail, hotel, single- and multi-family residential, professional offices, and services within the designated area, including Transfer of Development Rights from flood-prone properties. Therefore no major changes are recommended to the plan's regulations. Structured parking should be permitted. Lot consolidation should continue to be promoted.

Alternate Concept A:

Underlying Zoning

Recognizing that there are many existing, active uses in the sites that comprise the redevelopment area, the current Redevelopment Plan includes several zones based on existing districts. Retail, office, hotel, apartments, and residential uses are permitted. This concept assumes that lots are not consolidated and properties are developed on an individual basis. Reduced parking standards and shared facilities would be encouraged. Two-story mixed use buildings would be common throughout the entire site with the potential for 4-story multi-family residential development along Veterans Memorial Drive.

Constraints to Implementation:

Flood plain areas along the eastern edge of the district constrain the redevelopment potential for this portion of the site, limiting the applicability of some existing zoning and pointing to the need for an alternative scenario.

Alternate Concept B:

Reduced Density Overlay

An option for reduced residential density is presented here in conjunction with the mix of uses considered in the overlay districts within the current Redevelopment Plan. The option of two- or three-story structures with ground floor commercial uses and upper floor residential also includes a 5-story hotel and multi-family residential development along Veterans Memorial Drive. Parking standards have been reduced and are shared on- and off-site.

Constraints to Implementation:

Lower overall density limits net return on investment, deters land assembly, makes the overall site less attractive to potential developers, and runs counter to the TDR proposal to address the flood plain issue.

EAST CENTRAL BUSINESS DISTRICT

NO BUILD SCENARIO

Traffic

- Convert on-street parking on NJ 28 between Bridge Street and Grove Street from front-in to back-in angled parking to improve safety
- Conduct traffic signal warrant analysis for the NJ 28 and Veterans Memorial/Park Avenue intersection, specifically the NJ 28 westbound left turn movement vs. NJ 28 eastbound through traffic; install traffic signal if warranted
- Implement a road diet consistent with the recently completed improvements to Veterans Memorial Parkway west of South Bridge Street, creating a uniform Complete Street corridor concept across the town, including:
 - Restripe Veterans Memorial Parkway to NJ 28 (currently four 11-foot lanes)
 - Restripe Park Avenue from NJ 28 to High Street (currently unstriped 44 foot width with on-street parking permitted)
 - Provide two travel lanes and striped median or turn bays, shoulder striping, and on-street parking, as appropriate, thereby improving bicycle and pedestrian accommodations and narrowing effective travel lanes
 - Install sharrow markings corridor-wide to improve bicycle accommodations and connections between the Peter's Brook Greenway, Somerville train station, and new development at the south end of town
 - Implement appropriate access control along the corridor as needed, paired with shared parking and cross access easements

Bike/Pedestrian

- Remove channelized right-turn island and reduce curb radius at Park Avenue approach to NJ 28
- Existing Park Avenue midblock crossing providing access to Peter's Brook Greenway, playground, athletic fields, and town swimming pool:
 - Upgrade striping to high-visibility, retro-reflective continental style, which is consistent with the striping elsewhere in Somerville
 - Install in-road "Stop for Pedestrian" sign (R1-6a)
 - Install pedestrian crossing warning sign and supplemental arrow plaque (W11-2 and W16-7P)
 - Install curb extensions to slow traffic and improve pedestrian visibility
- Veterans Memorial crossing at Center Street
 - Install ADA compliant curb ramp at northern end of crosswalk
 - Upgrade both curb ramps to be ADA compliant
 - Install in-road "Stop for Pedestrian" sign (R1-6a)
 - Install pedestrian crossing warning sign and supplemental arrow plaque (W11-2 and W16-7P)
 - Investigate curb extension as part of road diet

- Upgrade existing curb ramps along Veterans Memorial and South Bridge Street to be ADA compliant
- Reduce curb radii at intersection of Grove Street at NJ 28 using curb extensions/bulbouts
- Install ADA compliant curb ramps and stripe high-visibility, retro-reflective continental crosswalks across Veterans Memorial at intersections with Warren Street and driveway to Peters Brook Greenway parking, accompanied by:
 - Install in-road "Stop for Pedestrian" sign (R1-6a)
 - Install pedestrian crossing warning sign and supplemental arrow plaque (W11-2 and W16-7P) at Peters Brook Greenway crossing
 - Investigate curb extensions as part of road diet
- Install sidewalk along Veterans Memorial westbound between Warren Street and South Bridge Street
- Replace drainage grate on South Bridge Street southbound near NJ 28 with bicycle-safe design; evaluate remainder of drainage grate inventory in the study area and replace as needed
- Implement a Borough-wide way-finding system to encourage walking and the use of alternate travel modes, such as local area maps placed throughout the Borough highlighting the location and approximate walking time to major destinations including the Somerville train station, Peters Brook Greenway, County offices and courthouse, bus stops, and major destinations within the central business district
- In absence of intersection signalization, install pedestrian crossing warning sign and supplemental arrow plaque (W11-2 and W16-7P) for the crossing of NJ 28 at Park Avenue, alerting drivers of pedestrian activity as they enter Somerville
- Investigate corridor-wide bike improvements on South Bridge Street, including shared lane markings, to enhance north-south circulation and connectivity to Duke Farms

Transit

- Upgrade existing bus stops, including ADA-compliance, shelters, and benches, as required.

BUILD SCENARIO

Traffic

- Signalize intersection of NJ 28 and Veterans Memorial/Park Avenue
- Signalize intersection of NJ 28 and Hamilton Street and provide additional capacity for turning movements at all approaches

Bike/Pedestrian

- Needs addressed in no-build scenario

Transit

- Needs addressed in no-build scenario

EAST CENTRAL BUSINESS DISTRICT

Estimated Economic Impacts

Development Type	Overlay Zone	Alternate Concept A	Alternate Concept B
	Total Square Footage	Total Square Footage	Total Square Footage
Hotel	220,000	-	220,000
Health Care Office/Lab	76,426	17,223	78,280
Apartment Housing	712,500	351,500	764,750
Prof Office	229,278	51,670	234,841
Retail/Store	216,663	148,946	241,163
Retail/Restaurant	72,221	49,649	80,388

Assumptions:

Retail is 75% stores and 25% restaurants
 Office is 75% professional offices and 25% health care and labs
 Residential is 100% apartment/condo/townhouse

Economic Impact of Preferred Land Use Scenario				
	Geographical Level of Impacts			
	Somerset County	NJTPA	New Jersey	
Direct employment	1,282	1,282	1,282	
Total employment	1,949	2,337	2,345	
Personal income (in millions \$)	\$ 119.44	\$ 142.06	\$ 142.47	
Business activity (in millions \$)	\$ 271.06	\$ 333.28	\$ 334.65	
State and Local Taxes (in millions \$)	\$ 15.54	\$ 19.50	\$ 19.58	
Federal Tax Revenue (in millions \$)	\$ 26.84	\$ 32.51	\$ 32.62	
Total Tax Revenue (in millions \$)	\$ 42.38	\$ 52.01	\$ 52.20	

Economic Impact of Alternative Concept A

	Geographical Level of Impacts			
	Somerset County	NJTPA	New Jersey	
Direct employment	456	456	456	
Total employment	659	779	781	
Personal income (in millions \$)	\$ 36.47	\$ 43.42	\$ 43.56	
Business activity (in millions \$)	\$ 81.71	\$ 100.90	\$ 101.33	
State and Local Taxes (in millions \$)	\$ 5.25	\$ 6.47	\$ 6.49	
Federal Tax Revenue (in millions \$)	\$ 8.17	\$ 9.91	\$ 9.95	
Total Tax Revenue (in millions \$)	\$ 13.42	\$ 16.38	\$ 16.44	

Economic Impact of Alternative Concept B

	Geographical Level of Impacts			
	Somerset County	NJTPA	New Jersey	
Direct employment	1,347	1,347	1,347	
Total employment	2,041	2,445	2,453	
Personal income (in millions \$)	\$ 124.28	\$ 147.83	\$ 148.26	
Business activity (in millions \$)	\$ 281.95	\$ 346.75	\$ 348.18	
State and Local Taxes (in millions \$)	\$ 16.29	\$ 20.41	\$ 20.49	
Federal Tax Revenue (in millions \$)	\$ 27.93	\$ 33.83	\$ 33.95	
Total Tax Revenue (in millions \$)	\$ 44.22	\$ 54.24	\$ 54.43	

IMPORTANT NOTE: Maximized economic impacts: Impacts at full-build out/occupancy, and all workers are new to NJ (not relocated from elsewhere in the state or NJTPA region)












Model: IMPLAN multi-regional input-output model incorporating Somerset County, NJTPA region and NJ State areas.

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TRANSPORTATION IMPROVEMENTS

CENTRAL BUSINESS DISTRICT SOMERVILLE BOROUGH

LEGEND

-  Site Boundary
-  Signalized Intersection
-  Traffic Improvement
-  Pedestrian Improvement
-  Bicycle Improvement
-  Transit Improvement
-  Multi-modal Improvement
-  Bus Stop
-  Train Station
-  No Build
-  Build



Convert on-street parking from front-in to back-in

Reduce curb radii using curb extensions

Upgrade midblock crossing:

- Restripe with retro-reflective continental crosswalk
- Install in-road "Stop for Pedestrians" sign (R1-6a)
- Install pedestrian crossing warning sign with supplemental arrow plaque (W11-2 & W16-7P)
- Install curb extension



Install bike-safe drainage grate; evaluate inventory and replace others as needed

Upgrade existing curb ramps to be ADA compliant along South Bridge Street and Veterans Memorial

Upgrade existing bus stops for ADA compliance, shelters, and benches, as required

Remove channelized right-turn island; reduce curb radius

Install sidewalk

Signalize intersection and provide additional capacity for turn movements at all approaches

Conduct traffic signal warrant analysis, specifically for NJ 28 WB left-turn v. NJ 28 EB through traffic; signalize if warranted

Signalize intersection

Install pedestrian crossing warning sign with supplemental arrow plaque (W11-2 & W16-7P), assuming signal is not warranted



Install sharrow markings corridor-wide, connecting Somerville train station, Peter's Brook Greenway, and development at the west end of Somerville



Upgrade crossing at Center Street:

- Install ADA compliant curb ramps
- Install in-road "Stop for Pedestrians" sign (R1-6a)
- Install pedestrian crossing warning sign with supplemental arrow plaque (W11-2 & W16-7P)
- Investigate curb extension as part of road diet



Implement Borough-wide way-finding system to encourage walking and the use of alternative modes

Investigate corridor-wide bike improvements, including sharrow markings, to enhance north-south circulation and connectivity to Duke Farms



Implement Complete Streets Road Diet consistent with completed section west of South Bridge Street:

- Restripe with 2 travel lanes and striped median, turn-bays, shoulder, and/or parking, as appropriate
- Implement access control, as appropriate, paired with shared parking and cross access easements

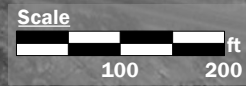
Install crossing at Peters Brook Greenway:

- Stripe with retro-reflective continental crosswalk
- Install ADA compliant curb ramps
- Install in-road "Stop for Pedestrians" sign (R1-6a)
- Install pedestrian crossing warning sign with supplemental arrow plaque (W11-2 & W16-7P)
- Investigate curb extension as part of road diet



PARSONS BRINCKERHOFF

Aerial Source: Bing Maps (2010 Microsoft Corporation)



VILLAGE COMMERCIAL DISTRICT

Village Commercial District | 1013 N. Washington Avenue, Green Brook Township. Various blocks and lots

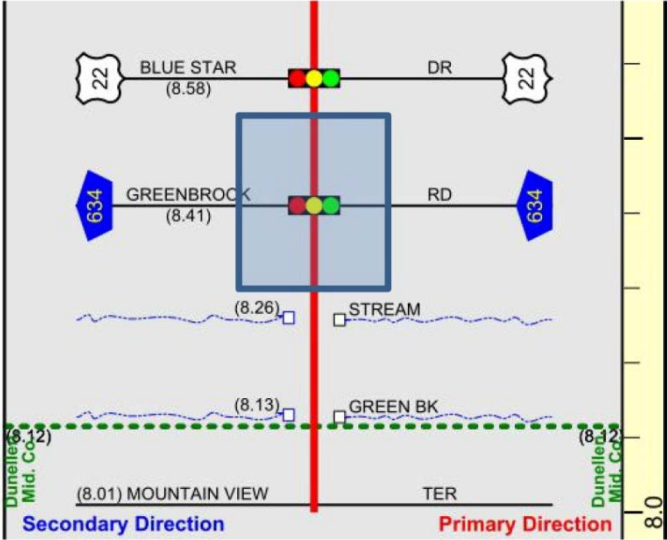
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Existing Use: Small strip commercial, auto repair, detached residential, medical & professional offices

Current Zoning: LC Local Commercial District (neighborhood-scale retail and services)

Site and Area Summary

The site is a cluster of parcels that are located along a County road adjacent to the U.S. 22 corridor. The existing structures house a variety of commercial uses and are characterized by small footprints and large off-street parking lots.



VILLAGE COMMERCIAL DISTRICT

STRENGTHS

The Village Commercial District is a crossroads corridor that affords access to a variety of community assets and amenities. Although adjacent to the busy U.S. 22 corridor it presents the opportunity to leverage local character and potential for a greenway setting.

WEAKNESSES

The district is comprised of many individual lots and owners, it has no distinct, cohesive center, and lacks the type of uses and small neighborhood establishments that attract local shoppers and foot traffic.

It is both constrained by and in competition with the U.S. 22 arterial corridor. Any large regionally-focused use or national chain business will gravitate to U.S. 22, yet spillover and cut-through traffic from 22 also negatively impact the site.

North Washington Avenue is four-lanes wide with high travel speeds, is not traffic calmed, and lacks pedestrian amenities.

The street grid system is limited with few travel route options and much of the through traffic is funneled to North Washington Avenue. Few opportunities exist to augment street connectivity.

OPPORTUNITIES

Redevelopment strategies should leverage the adjacent community assets – elementary school, parks, community buildings, and open space – to create a cohesive, walkable neighborhood retail district at the arterial crossroads of North Washington Avenue and Greenbrook Road.

A road diet could be implemented along North Washington Avenue south of the Greenbrook Road crossroads, with traffic calming improvements, shared parking arrangements, and pedestrian accommodations to create a walkable streetscape.

Small, self sustaining, neighborhood-focused uses and establishments are compatible with the road diet, and walkability concepts.

Design elements should emphasize visual continuity, creating a distinct sense of place and signifying a destination rather than a series of unrelated buildings along a busy, high speed roadway.

THREATS

Spillover and cut-through traffic from U.S. 22, combined with the limited street system and connectivity, could threaten the proposed road diet, yet the road diet and walkability concepts are essential to creating the framework to attract and encourage private investment and redevelopment. Lot consolidation, cross access agreements, and shared parking will require considerable cooperation and coordination among individual property owners.

VILLAGE COMMERCIAL DISTRICT

PREFERRED LAND USE SCENARIO

Village Greenway

While the northern edge of the site is adjacent to U.S.22, the southern portion lies next to community uses, schools and government buildings, as well as a large area of open space and the Green Brook. A mixed-use, low-density redevelopment from the area of the site southbound to the Dunellen train station should encourage visual continuity along Washington Avenue between the area to the south of the site and U.S.22 and emphasize walkability. Land uses would include professional offices (i.e. home conversions with upper floor residential) and complementary neighborhood retail, but overall limited new residential. A public gathering area, street trees, and public open space would encourage slower vehicle speeds for cars exiting the highway.

- 50–75 upper floor rental units
- 50,000 sf locally oriented/convenience retail
- 50,000 sf office (small-scale)
- 400–450 surface parking spaces
- Small public gathering spot and 10+ acres public open space

Zoning | Retail and service commercial and office are recommended permitted uses on the ground floor of buildings with residential or office uses permitted on upper floors. Open space should be provided.

- Maximum building height: 35 feet/2 ½ stories
- Maximum floor area ratio: no requirement
- Maximum residential density: no requirement
- Maximum building coverage: 40%
- Maximum lot coverage: 75%
- Minimum front yard: 10 feet
- Maximum front yard: 50 feet
- Minimum side yard: 10 feet
- Minimum rear yard: 35 feet

Alternate Concept A:

(Existing Zoning) Mixed Use
Commercial/Residential

Potential build-out per the LC district regulations would include additional retail and offices with second-floor apartments throughout the site. The mixed-use nature of the surrounding corridor encourages increased density such as a multi-story retail and residential project. Though the density and scale are limited by the compact nature of the site, neighborhood retail and office uses with upper-floor residential apartments would be cohesive with the design and zoning requirements of the district and corridor. New development should discourage large front yard setbacks and parking and follow cohesive architectural standards.

Constraints to Implementation:

Large scale redevelopment is constrained by competition with the adjacent U.S. 22 corridor to attract larger retail and commercial establishments.

Alternate Concept B:

Neighborhood Retail District

Existing commercial uses including a small strip center, auto repair, and professional offices; all are permitted under existing zoning. Single-floor retail uses could also be developed throughout the site. Shared parking would be encouraged to create a cohesive site and reduce impervious coverage. As the site is adjacent to many of Green Brook's community uses, a public open space component is included.

Constraints to Implementation:

High turnover uses generating significant traffic and parking demand are inconsistent with the concept goals of calming traffic and promoting a village-like atmosphere.

VILLAGE COMMERCIAL DISTRICT

NO BUILD SCENARIO

Traffic

- Implement road diet on North Washington Avenue south of Greenbrook Road
 - Convert 4 travel lanes to 2 travel lanes with two-way center turn lane and striped shoulder
 - Install gateway treatment, such as curb extensions and signage, to delineate change in road character
- Investigate striping improvements south of the site into Dunellen to reduce the effective lane width, support the posted speed limit and land uses, and improve bicycle and pedestrian conditions along the North Washington Avenue corridor
- In conjunction with the physical road diet improvements, support the proposed Village Greenway redevelopment concept with a reduced speed limit on North Washington Avenue of 25 mph, consistent with the existing speed limit south of the site at the Dunellen border
- Reconfigure all approaches of Greenbrook Road and North Washington Avenue intersection to left and thru/right instead of thru/left and thru/right
- Develop a problem statement based on capacity analysis at North Washington Avenue and U.S. 22 intersection, currently a LOS E with two movements at LOS F

Bike/Pedestrian

- Upgrade the traffic signal equipment at North Washington Avenue and Greenbrook Road to current standards, including pedestrian signal heads with countdown timers, pedestrian push buttons, and ADA-compliance
- Enhance the streetscape on North Washington Avenue with broader sidewalks, pedestrian level lighting, and pedestrian amenities such as street trees, benches, and bicycle parking
- Replace drainage grates on Greenbrook Road east of North Washington Avenue

with bicycle-safe design

- Improve pedestrian circulation along Greenbrook Road, including investigating sidewalk installation and potential midblock crossings, as needed

Transit

- Improve accessibility to existing NJ Transit bus stops at the intersection of U.S. 22 and North Washington Avenue
 - Install sidewalk along North Washington Avenue southbound between U.S. 22 and the jug handle from U.S. 22 eastbound
 - Install high-visibility, retro-reflective continental crosswalk and ADA compliant curb ramps across the jug handle from U.S. 22 eastbound and its intersection with North Washington
 - Install standard crosswalk across North Washington Avenue southbound approach to the U.S. 22 intersection, consistent with the existing crosswalk striping at other approaches to the intersection
 - Install sidewalk connections and ADA compliant bus stop pads at the existing bus stops, and amenities such as shelters or benches, as needed
- Investigate potential for transit service along Greenbrook Road

BUILD SCENARIO

Traffic

- North Washington Avenue and U.S. 22 intersection
 - Provide additional left-turn capacity for northbound approach
 - Provide additional right-turn capacity for southbound approach
 - Provide additional capacity for through traffic on U.S. 22
- Improve parcel interconnectivity through parcel cross-access vehicle easements

Bike/Pedestrian & Transit

- Needs addressed in no-build scenario

VILLAGE COMMERCIAL DISTRICT

Estimated Economic Impacts

Development Type	Village Greenway	Alternate Concept A	Alternate Concept B
	Total Square Footage	Total Square Footage	Total Square Footage
Hotel			
Health Care Office/Lab	12,500	22,725	-
Apartment Housing	51,502	227,253	
Prof Office	37,500	68,176	-
Retail/Store	37,500	45,451	157,500
Retail/Restaurant	12,500	15,150	52,500

Assumptions:

- Retail is 75% stores and 25% restaurants
- Office is 75% professional offices and 25% health care and labs
- Residential is 100% apartment/condo/townhouse

Economic Impact of Preferred Land Use Scenario			
	Geographical Level of Impacts		
	Somerset County	NJTPA	New Jersey
Direct employment	179	179	179
Total employment	275	331	332
Personal income (in millions \$)	\$ 17.57	\$ 20.84	\$ 20.90
Business activity (in millions \$)	\$ 38.71	\$ 47.71	\$ 47.90
State and Local Taxes (in millions \$)	\$ 2.19	\$ 2.77	\$ 2.78
Federal Tax Revenue (in millions \$)	\$ 3.92	\$ 4.74	\$ 4.75
Total Tax Revenue (in millions \$)	\$ 6.11	\$ 7.51	\$ 7.53

Economic Impact of Alternative Concept A

	Geographical Level of Impacts		
	Somerset County	NJTPA	New Jersey
Direct employment	326	326	326
Total employment	501	604	606
Personal income (in millions \$)	\$ 32.16	\$ 38.12	\$ 38.22
Business activity (in millions \$)	\$ 71.07	\$ 87.46	\$ 87.80
State and Local Taxes (in millions \$)	\$ 3.77	\$ 4.81	\$ 4.83
Federal Tax Revenue (in millions \$)	\$ 7.14	\$ 8.64	\$ 8.66
Total Tax Revenue (in millions \$)	\$ 10.91	\$ 13.45	\$ 13.49

Economic Impact of Alternative Concept B

	Geographical Level of Impacts		
	Somerset County	NJTPA	New Jersey
Direct employment	226	226	226
Total employment	301	347	348
Personal income (in millions \$)	\$ 12.82	\$ 15.46	\$ 15.52
Business activity (in millions \$)	\$ 29.24	\$ 36.56	\$ 36.75
State and Local Taxes (in millions \$)	\$ 2.92	\$ 3.38	\$ 3.39
Federal Tax Revenue (in millions \$)	\$ 2.97	\$ 3.63	\$ 3.65
Total Tax Revenue (in millions \$)	\$ 5.89	\$ 7.02	\$ 7.04

IMPORTANT NOTE: Maximized economic impacts: Impacts at full-build out/occupancy, and all workers are new to NJ (not relocated from elsewhere in the state or NJTPA region)

Model: IMPLAN multi-regional input-output model incorporating Somerset County, NJTPA region and NJ State areas.

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Develop problem statement to investigate improvements; capacity analysis shows overall LOS E with two movement LOS F

Provide additional capacity for:
• NB left-turn approach
• SB right-turn approach
• U.S. 22 thru traffic

Install standard crosswalk

Install sidewalk connection and ADA compliant bus stop pad and amenities such as benches or shelters, as needed

Replace drainage grates east of North Washington Avenue with bike-safe design

Install sidewalk

Install high visibility, retro-reflective continental crosswalk and ADA compliant curb ramps

Improve parcel interconnectivity thru cross-access vehicle easements

Investigate potential for transit service along Greenbrook Road

Reconfigure all approaches to left and thru/right lanes

Enhance streetscape with broader sidewalks, pedestrian level lighting, and pedestrian amenities such as street trees, benches, and bicycle parking

Upgrade traffic signal equipment and access to current pedestrian standards per MUTCD and ADA

Install gateway treatment to accompany road diet and delineate change in road character. Improvements may include gateway signage to enhance sense of place and curb extensions to calm traffic and improve pedestrian circulation



Implement Complete Streets Road Diet:
• Restripe with 2 travel lanes, two-way center turn lane, and striped shoulder
• Investigate striping improvements south of the study area into Dunellen to create a consistent corridor character, reduce effective lane width, support the posted speed limit and land use, and improve bicycle and pedestrian conditions

Improve pedestrian circulation along Greenbrook Road between schools, municipal services, residences, and businesses. Investigate sidewalk installation west of Park Avenue and along the EB side east of North Washington Avenue, and potential midblock crossing locations, as needed.

Improve parcel interconnectivity thru cross-access vehicle easements

In conjunction with physical road diet improvements to calm traffic, reduce speed limit to 25 mph to support Village Greenway concept, consistent with the existing speed limit south of site

TRANSPORTATION IMPROVEMENTS
VILLAGE COMMERCIAL DISTRICT
GREEN BROOK TOWNSHIP

LEGEND

- Site Boundary
- Signalized Intersection
- Traffic Improvement
- Pedestrian Improvement
- Bicycle Improvement
- Transit Improvement
- Multi-modal Improvement
- Bus Stop
- No Build
- Build



22

529



PARSONS BRINCKERHOFF

Aerial Source: Bing Maps (2010 Microsoft Corporation)



NORA SHOPPING CENTER

Nora Shopping Center | 621 Hamilton Street, Franklin Township Block 207 Lot 9.21

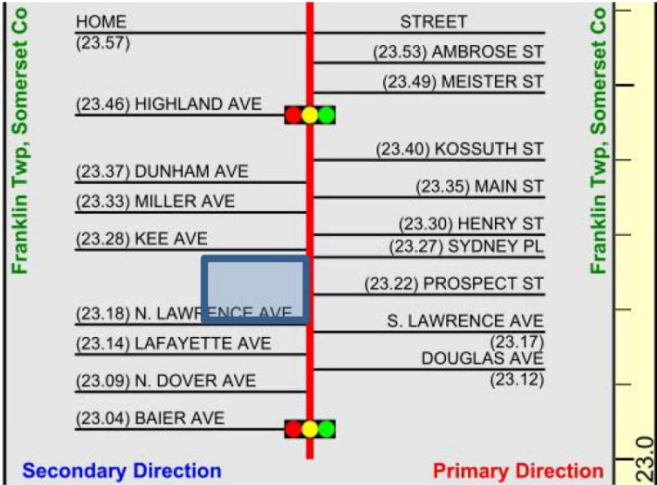
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Existing Use: Strip shopping plaza

Current Zoning: HBD Hamilton Street Business District (retail goods/services, restaurants, offices, mixed-use, single- or two-family dwellings)

Site and Area Summary

The surrounding Hamilton Street corridor is primarily commercial in nature, with neighborhood uses such as a supermarket located in this shopping center. Many buildings are located close to the street. Residential uses are contiguous to commercial uses throughout the corridor.



NORA SHOPPING CENTER

STRENGTHS

The Nora Shopping Center is situated in a neighborhood commercial corridor. The corridor is served by bus transit and presents a walkable, small urban environment conducive to locally-focused business and services, which benefit from its significant concentrations of residential development. Recent improvements along Hamilton Street present an attractive and welcoming streetscape.

WEAKNESSES

The relatively small lot and local rather than regional focus of the corridor likely preclude a major redevelopment or teardown effort or attracting a national-caliber chain restaurant or commercial establishment.

The current building has a deep setback and is surrounded by surface parking, which is out of character with the prevailing look, style, and function of the corridor which consists primarily of one- and two-story residences, and small commercial and retail businesses. Some residential properties have been converted to small business and professional offices which is a typical occurrence along this sort of corridor.

Utility and function of the site are limited by its numerous driveways which impede on-site circulation, detract from walkability, and hamper convenient and efficient parking operations.

OPPORTUNITIES

A mix of land use and transportation strategies is recommended to upgrade the property

A kiosk structure could be located at one of the Hamilton Street frontage corners to create a small retail space, break up the long open street frontage, and blend in with the prevailing setbacks and structures, and double as a transit shelter.

Access control, improved on-site circulation and parking strategies, pedestrian accommodations, and streetscape elements are all recommended to address existing deficiencies which detract from the appearance and function of the site.

The existing grocery use is a community asset and must be accommodated and retained in any reuse or redevelopment scheme.

The existing Hamilton Business District zoning is compatible with this recommended program of minor but comprehensive site upgrades and building additions.

Single ownership status is favorable to achieving buy-in and implementation.

THREATS

An integrated program of land use, incentive zoning, and multimodal improvements is needed to adequately address the existing land use and transportation deficiencies. Marketability and limited return on investment could limit the range of feasible options.

NORA SHOPPING CENTER

PREFERRED LAND USE SCENARIO

(Existing Zoning) Redevelopment Plan

The existing HBD zoning permits a variety of uses designed to encourage the growth of this portion of Hamilton Street as a commercial corridor and business district. The site is appropriate for continued commercial use. Given the limited size of the site and existing development patterns, it seems unlikely to expect a new retail building to replace the existing. However, new retail space could be added to the existing structure on one or both sides of the building. An integrated public space/pocket park/kiosk area could also be provided at one of the lot corners at Hamilton Street rather than as a pad site. The existing parking area could be reconfigured to provide adequate parking capacity for the development while adding landscaping and streetscape improvements.

- 50,000 sf single-story retail
- 160 parking spaces
- 70–80% impervious coverage

Zoning | Redevelopment of this site should create additional retail space by adding on to the existing building and/or creating new development in the form of a kiosk or larger freestanding building which brings activity closer to Hamilton Street. Due to the site's adjacency to residences, all rear and side yard parking should be appropriately buffered.

- Maximum building height: 35 feet/2 stories
- Maximum floor area ratio: no requirement
- Maximum building coverage: 60%
- Maximum lot coverage: 80%
- Minimum front yard: 0 feet
- Maximum front yard: 10 feet
- Minimum side yard: 0 or 5 feet
- Minimum rear yard: 20 feet

Alternate Concept A:

Residential/Retail

The mixed-use nature of the surrounding corridor encourages increased density such as a multi-story retail and residential project. Though the density and scale are limited by the compact nature of the site, neighborhood retail uses with upper-floor residential apartments would be in line with the design and zoning requirements of the district and corridor.

Constraints to Implementation:

The current building cannot be (easily) reconfigured to add a second floor. The net construction cost may exceed the potential return on investment pointing to a smaller scale conversion rather than full redevelopment.

Alternate Concept B:

Office/Retail

Redevelopment as a professional and/or medical office project may be feasible on the site, particularly considering its proximity to New Brunswick and difficulties in the retail market. Office uses should be well-buffered and situated adjacent to Hamilton Street to shield impacts from contiguous residences. Some retail space should be provided on the ground floor along Hamilton Street. The nature of offices may also permit the site's parking to be shared with retail uses.

Constraints to Implementation:

Potential for full site redevelopment is limited due to the size and location of both the site and the corridor which are more local and neighborhood oriented than regional. The potential return on investment may not be sufficient to justify complete redevelopment.

NORA SHOPPING CENTER

NO BUILD SCENARIO

Traffic

- No-build improvements not warranted

Bike/Pedestrian

- Build upon recent streetscape enhancements by installing high-visibility, retro-reflective continental crosswalks and ADA compliant curb ramps at existing unmarked crossings of Hamilton Street along the corridor, consistent with an active downtown environment
- Upgrade traffic signal equipment to current standards, including pedestrian signal heads with countdown timers, pedestrian push buttons, and ADA-compliance at intersections of:
 - Hamilton and Baier Avenue
 - Hamilton and Matilda Avenue
- Investigate corridor-wide bicycle shared lane markings along Hamilton Street
- Install sidewalk in residential neighborhoods surrounding the site to create a robust sidewalk network and multimodal connectivity
- Repair sidewalk adjacent to site on North Lawrence Avenue and Kee Avenue

Transit

- Install sign for Somerset County Transit DASH 853 shuttle at the existing stop at corner of North Lawrence Avenue and Hamilton Street
- Investigate potential for expanded transit service along Hamilton Street

BUILD SCENARIO

Traffic

- Access control to the Nora Shopping Center:
 - Close all access points along North Lawrence Avenue except the driveway farthest from Hamilton Street
 - Maintain the existing driveway on Kee Avenue
 - Close all access points on Hamilton Street except the driveway opposite Prospect Street and the driveway opposite Sydney Place

Bike/Pedestrian

- Enhance streetscape along Hamilton Street at the site with broader sidewalk and pedestrian amenities, including an on-site corner pad kiosk, bicycle parking, street furniture, and transit accommodations

Transit

- On-site kiosk concept can be designed to be transit-supportive



NORA SHOPPING CENTER

Estimated Economic Impacts

Development Type	Redevelopment Plan	Alternate Concept A	Alternate Concept B
	Total Square Footage	Total Square Footage	Total Square Footage
Hotel			
Health Care Office/Lab	-		15,684
Apartment Housing		27,456	
Prof Office	-		47,052
Retail/Store	38,617	20,592	3,750
Retail/Restaurant	12,875	6,864	1,250

Assumptions:

Retail is 75% stores and 25% restaurants

Office is 75% professional offices and 25% health care and labs

Residential is 100% apartment/condo/townhouse

Economic Impact of Preferred Land Use Scenario					
	Geographical Level of Impacts				
	Somerset County		NJTPA		New Jersey
Direct employment	55	55	55	55	55
Total employment	74	85	85	85	85
Personal income (in millions \$)	\$ 3.14	\$ 3.79	\$ 3.81	\$ 3.81	\$ 3.81
Business activity (in millions \$)	\$ 7.17	\$ 8.96	\$ 9.01	\$ 9.01	\$ 9.01
State and Local Taxes (in millions \$)	\$ 0.72	\$ 0.83	\$ 0.83	\$ 0.83	\$ 0.83
Federal Tax Revenue (in millions \$)	\$ 0.73	\$ 0.89	\$ 0.89	\$ 0.89	\$ 0.89
Total Tax Revenue (in millions \$)	\$ 1.44	\$ 1.72	\$ 1.73	\$ 1.73	\$ 1.73

Economic Impact of Alternative Concept A

	Geographical Level of Impacts				
	Somerset County		NJTPA		New Jersey
Direct employment	36	36	36	36	36
Total employment	49	56	56	56	56
Personal income (in millions \$)	\$ 2.10	\$ 2.53	\$ 2.54	\$ 2.54	\$ 2.54
Business activity (in millions \$)	\$ 4.83	\$ 6.01	\$ 6.04	\$ 6.04	\$ 6.04
State and Local Taxes (in millions \$)	\$ 0.42	\$ 0.50	\$ 0.50	\$ 0.50	\$ 0.50
Federal Tax Revenue (in millions \$)	\$ 0.48	\$ 0.59	\$ 0.59	\$ 0.59	\$ 0.59
Total Tax Revenue (in millions \$)	\$ 0.90	\$ 1.08	\$ 1.09	\$ 1.09	\$ 1.09

Economic Impact of Alternative Concept B

	Geographical Level of Impacts				
	Somerset County		NJTPA		New Jersey
Direct employment	147	147	147	147	147
Total employment	240	295	296	296	296
Personal income (in millions \$)	\$ 17.52	\$ 20.71	\$ 20.76	\$ 20.76	\$ 20.76
Business activity (in millions \$)	\$ 38.16	\$ 46.92	\$ 47.09	\$ 47.09	\$ 47.09
State and Local Taxes (in millions \$)	\$ 1.85	\$ 2.41	\$ 2.42	\$ 2.42	\$ 2.42
Federal Tax Revenue (in millions \$)	\$ 3.89	\$ 4.69	\$ 4.70	\$ 4.70	\$ 4.70
Total Tax Revenue (in millions \$)	\$ 5.74	\$ 7.10	\$ 7.12	\$ 7.12	\$ 7.12

IMPORTANT NOTE: Maximized economic impacts: Impacts at full-build out/occupancy, and all workers are new to NJ (not relocated from elsewhere in the state or NJTPA region)

Model: IMPLAN multi-regional input-output model incorporating Somerset County, NJTPA region and NJ State areas.

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TRANSPORTATION IMPROVEMENTS

NORA SHOPPING CENTER
FRANKLIN TOWNSHIP

LEGEND

-  Site Boundary
-  Signalized Intersection
-  Traffic Improvement
-  Pedestrian Improvement
-  Bicycle Improvement
-  Transit Improvement
-  Multi-modal Improvement

-  No Build
-  Build



Install sidewalk in surrounding residential neighborhoods to create robust network

Repair sidewalk

Implement access control, closing the cluster of driveways at the corner of Hamilton and North Lawrence, while maintaining the remaining driveways

Upgrade curb ramps for ADA compliance

Enhance streetscape with broader sidewalk and pedestrian amenities, including on-site corner pad kiosk, bicycle parking, and street furniture

Upgrade traffic signal equipment and access to current pedestrian standards per MUTCD and ADA



Install sign for existing Somerset County Transit DASH 853 shuttle stop



Install high visibility, retro-reflective continental crosswalk and ADA compliant curb ramps at unmarked crossings along corridor, consistent with a downtown environment

Investigate potential for expanded transit service along Hamilton Street

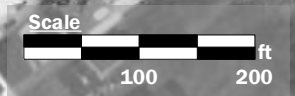


Install sidewalk in surrounding residential neighborhoods to create robust network



PARSONS BRINCKERHOFF

Aerial Source: Bing Maps (2010 Microsoft Corporation)



The background of the page is a collage of three photographs. The top-left photo shows a street scene with several cars, including a silver SUV and a white SUV, parked or moving along the road. The top-right photo shows a large, leafless tree against a clear blue sky. The bottom-right photo shows a colorful brick building with a balcony and a sign that reads "1st St. Beauty Salon".

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CHAPTER Implementation Matrix

The implementation matrix details the recommended site improvements for the seven preferred sites, including whether the improvement is recommended in the no build or build scenario, the potential time frame, and the organization(s) responsible for the proposed improvement. Also included is an estimated range for order-of-magnitude cost.

V. IMPLEMENTATION MATRIX

Time Frame:
 Short: 1 to 3 years
 Medium: 3 to 5 years
 Long: More than 5 years

Order of magnitude cost range:
 Low: up to \$500K
 Medium: \$500k-\$2M
 High: greater than \$2M

Site Upgrade	No Build/Build	Time Frame	Order-of-Magnitude (Est.)	Responsibility
SANOFI AVENTIS				
Upgrade Muirfield Road traffic signal equipment to current standards and ADA-compliance	No Build	Short	Low	NJDOT
Install sidewalk connection along 202/206 southbound to Brown Road (complete in 2 sections – one from site boundary north, one along the site)	No Build/Build	Short	Low	Bridgewater/Developer
Various bicycle and pedestrian improvements	No Build/Build	Short/Medium	Low/Medium	NJDOT/Developer
Integrated corridor study evaluating land use and transportation	No Build	Short	Low	NJTPA/NJDOT/County/Bridgewater
Investigate benefits and opportunities from designating the site as a redevelopment area	No Build	Short	Low	Bridgewater
Provide additional left-turn capacity for traffic exiting site and thru capacity for U.S. 202/206 southbound	Build	Medium	Medium	Developer
Investigate need for transit stop	Build	Long	Low	NJ Transit/County
HOTEL SITE NEAR I-287 OFF-RAMP				
Reconfigure approach lanes, intersection of Davidson Avenue and Pierce Street	No Build	Short	Low	Franklin
Conduct warrant analysis for installation of traffic signal at intersection of Davidson Avenue and Atrium Drive	No Build	Short	Low	Franklin/Developer
Investigate extending the existing right-turn capacity on Easton Avenue eastbound to Cedar Grove Lane	No Build	Short	Low	NJDOT/County
Connect the existing cul-de-sacs of Atrium Drive and Napoleon Court	No Build	Short	Low/Medium	Developer
Area-wide bicycle and pedestrian improvements	No Build	Short/Medium	Low/Medium	Franklin/Developer
Signalize intersection of Davidson Avenue at Atrium Drive	Build	Medium	Medium	Franklin/Developer
Improve on-site pedestrian circulation	Build	Medium	Low	Developer
Investigate need for transit stop	Build	Medium	Low	NJ Transit/County

Site Upgrade	No Build/ Build	Time Frame	Order-of-Magnitude (Est.)	Responsibility
K-MART SHOPPING CENTER				
Coordinate corridor-wide improvements with NJDOT Route 206 sec 15N widening	No Build	Short	Low	NJDOT
Preserve right-of-way around Partridge Rd & U.S. 206 intersection for potential jug-handle	No Build	Short	Low	Developer/NJDOT
Perform signal optimization of U.S. 206 and Partridge Rd to account for Green Village	No Build	Short	Low	NJDOT
Upgrade traffic signal equipment at U.S. 206 and Partridge Road to current standards and ADA-compliance	No Build	Short	Low	Developer/NJDOT
Install crosswalks and ADA compliant curb ramps at all legs of intersection at U.S. 206 and Partridge Road	No Build	Short	Low	Developer/NJDOT
Install sidewalk on U.S. 206 northbound from Partridge Road to Green Village	No Build	Short	Low	Hillsborough/NJDOT
Integrated corridor study evaluating land use and transportation	No Build	Short	Low	NJTPA/NJDOT/ County/Hillsborough
Investigate consolidating access at U.S. 206	Build	Med	Low	Developer/NJDOT
Investigate transit options	Build	Long	Low	NJ Transit
WELDON QUARRY				
Develop problem statement to improve Diamond Hill Rd / I-78 interchange	No Build	Short	Low	County/NJDOT
Discuss potential traffic, bicycle, and pedestrian improvements to Bonnie Burn Road and the intersection of New Providence Road at Valley Road with Union County	No Build	Short	Low	County
Initiate discussions between the property owner, Watchung and the County regarding potential realignment of New Providence Rd	No Build	Short	Low	Developer/Watchung/County
Upgrade traffic signal equipment at Valley Road intersections with Oak Way, Connell Dr, and Bonnie Burn Rd to current standards and ADA-compliance.	No Build	Medium	Low/Medium	County
Create on-site street network and block plan (Street Regulating Plan)	Build	Medium	Low	Developer/Watchung
Consider realignment of New Providence Road as a potential Main Street	Build	Medium	High	Developer/County
Provide pedestrian connections to bus stops on Connell Drive and U.S. 22	Build	Long	Low/Medium	Watchung/NJ Transit
Consider opening new site access at the Valley Road/Oak Way intersection	Build	Medium	Medium	Developer

Site Upgrade	No Build/ Build	Time Frame	Order-of-Magnitude (Est.)	Responsibility
EAST CENTRAL BUSINESS DISTRICT				
Convert on-street parking on NJ 28 between Bridge Street and Grove Street from front-in to back-in angled parking	No Build	Short	Low	Somerville/NJDOT
Conduct traffic signal warrant analysis for the NJ 28 and Veterans Memorial/Park Avenue intersection	No Build	Short	Low	Somerville/NJDOT
Implement a road diet on Veterans Memorial Parkway east of South Bridge Street	No Build	Short	Medium	Somerville
Bicycle and pedestrian improvements, various at Park Avenue, NJ 28, Veterans Memorial Dr, Center St, Grove St, Warren St, So. Bridge St,	No Build	Short	Low	Somerville/NJDOT
Upgrade existing bus stops, various	No Build	Medium	Low	Somerville/NJDOT/ NJ Transit
Signalize intersection of NJ 28 and Veterans Memorial/Park Avenue	Build	Long	Medium	Developer
Signalize intersection of NJ 28 and Hamilton Street	Build	Long	Medium	Developer
VILLAGE COMMERCIAL DISTRICT				
Implement road diet on North Washington Avenue south of Greenbrook Road including reduce speed limit, lane striping, and traffic calming	No Build	Medium	Medium	County
Reconfigure all approaches of intersection at North Washington Avenue south of Greenbrook Road	No Build	Short	Low	County
Develop a problem statement based on capacity analysis at North Washington Avenue and U.S. 22 intersection	No Build	Short	Low	County/NJDOT
Upgrade the traffic signal equipment at North Washington Avenue and Greenbrook Road to current standards and ADA-compliance	No Build	Short	Low	County
Bicycle and pedestrian improvements, various	No Build	Short	Low	Green Brook/County
Improve accessibility to existing NJ Transit bus stops at the intersection of U.S. 22 and North Washington Avenue	No Build	Short	Low	Green Brook/NJDOT
Investigate potential transit options for Greenbrook Road	No Build	Medium	Low	County
Improvements to North Washington Avenue and U.S. 22 intersection, based on problem statement	Build	Long	Medium	NJDOT

Site Upgrade	No Build/ Build	Time Frame	Order-of-Magnitude (Est.)	Responsibility
NORA SHOPPING CENTER				
Upgrade the traffic signal equipment including pedestrian and ADA-compliance at Hamilton and Baier, Hamilton and Matilda	No Build	Medium	Low	County
Area-wide bicycle and pedestrian improvements: Hamilton Street, Baier Avenue, Matilda Avenue, North Lawrence Avenue, and Kee Avenue	No Build	Short	Low/Medium	Franklin/County
Install sign for Somerset County Transit DASH 853 shuttle at the existing stop at corner of North Lawrence Avenue and Hamilton Street	No Build	Short	Low	Franklin/County/NJ Transit
Investigate potential for expanded transit service on Hamilton Street	No Build	Medium	Low	County/NJ Transit
Access control at the Nora Shopping Center, frontage and side streets	Build	Short	Low	Developer
Enhance streetscape along Hamilton Street at the site	Build	Medium	Low	Franklin/Developer
Design on-site kiosk concept to accommodate Hamilton Street transit	Build	Medium	Low	Franklin/Developer

CONCLUSION

Advancing priority investment in Somerset County requires multiple strategies and cooperation between different levels of government and the private sector. This study builds on the County Investment Framework and the recently release Somerset County Comprehensive Economic Development Strategies (CEDs) Plan, “Invest Somerset”, which brings attention to the need for re-use or repositioning of targeted properties. In a diverse County like Somerset, the study highlighted a range of land use types and scales of development which could benefit from the application of smart growth and market-driven concepts and enhanced access and mobility strategies. The steps developed for this study: identifying priority sites, analyzing existing conditions, establishing community goals, formulating development options and a preferred plan and leveraging infrastructure investments- can be replicated. As with any planning process, it is best driven at the local level with the

support of regional and state planning entities like the Somerset County Planning Board and New Jersey Office of Planning Advocacy. Moving forward, Somerset County will continue working with its municipal partners and other stakeholders to not only help advance the recommendations for the pilot sites in this study but also to indentify other priority investment opportunities.

APPENDICES

All documents listed in the Appendices are available on the CD-ROM included in the final report.

- Appendix 1:** Technical Memoranda
- Appendix 2:** Problem Statements
- Appendix 3:** Economic Modeling Results

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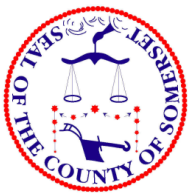
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