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MEMORANDUM

To: West Windsor Mayor Shing-Fu Hsueh and Township Council

From: John Madden, AICP, P.P.

Date: March 28, 2008

Re: Hillier Redevelopment Concept Plan Review
MC Project No. WWP-093

Introduction

The purpose of this memo is to provide a review and critique of the Hillier Concept Plan, to assess how it implements Township goals, identify any additional information needed and to propose the next steps in the redevelopment plan review and preparation process.

My review of the Hillier concept plan focuses mainly on land use and design concerns. While it does touch on circulation and parking matters as it affects land use and development design, a full review of circulation, parking and traffic engineering will be addressed by Gary Davies.

Design Concept

At this stage of the plan-making process, the concept plan provides a design framework for future redevelopment. The plan shows proposed road alignments, transit facilities, pedestrian and bike paths, open space, landscaped civic areas, the location of land uses and surface and structured parking areas.

The concept plan presents a range of potential development intensities in the form of varying building height options. The concept plan also does not specify the number of travel lanes proposed for the key roadways for the redevelopment area. The final circulation and parking plan will be part of the decision on the scale of development sought for the redevelopment area.

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From a broad perspective, the concept plan prepared by Hillier is both logical and efficient.

- On the west side, the area beginning at the Alexander Road intersection to the currently finished stretch of Vaughn Drive logically retains the Class A office buildings.

- The proposed use of the Township's brownfield site for a parking garage is logical as it allows for a less complicated level of cleanup.

- Construction of a parking garage on the brownfield property would be a logical first step in implementing the redevelopment plan on the west side. The Township owns the property and developing a sufficient amount of structured parking here would facilitate the phased conversion of other currently used surface parking areas and negotiation with New Jersey Transit to exchange properties.

- The location of both surface and structured parking along the railroad and the Dinky Line is logical and allows multi-storied parking garages to block railroad noise.

- Station Drive provides a much needed second major through road to better distribute traffic along with Vaughn Drive.

- The concentration of offices ranging up to seven stories* around the Dinky Line (or future BRT) offers such convenient regional access to this new employment center that it might result in reducing the level of peak vehicular traffic which is the unwanted side effect of suburban office uses.

- The West Windsor Walk will create a "Main Street" environment for the west side. The grid pattern of streets and blocks lend themselves to flexibility in accommodating whatever scale of development is chosen.

* I understand that Hillier proposed a limit of six stories in discussions with township officials but the April 19 plan I reviewed indicated one 7-story office building.

- On the east side, the shallow depth of lots and the environmental constraints posed by the Acme Woods wetlands limit available development options. The scale of development is also restricted by the reliance on off-street surface parking and the lack of on-street surface parking. A building pattern of future one and two story retail and office uses brought closer to Route 571 is the logical way to create a more pedestrian-friendly "Main Street" streetscape. This development pattern has already started to emerge with the CDNJ and PNC buildings and the approved plan for the Rite Aid buildings.

- The Plan accurately depicts the environmental constraints posed by wetlands, flood plains and contaminated sites. As a result the plan indicates approximately 50 percent of the redevelopment area will be left in open space. This open space is located so that it would serve as a buffer to adjoining neighborhoods and a naturalistic backdrop to development.

- The ambitious redevelopment proposals for the area along Wallace Road – The Town Green, framed by mixed use buildings, the relocation of the Schlumberger office building and the "Bowl" – may have to be redesigned depending upon an assessment of financial and legal feasibility.

The concept plan allows for the implementation of any of the proposed development options. The ultimate decision about the mix and scale of development will likely balance the amount of traffic that can be tolerated against the amount of funding the redevelopment project needs to generate in order to implement infrastructure and amenities priorities and still be tax positive or tax neutral.

Another factor that would effect project funding decisions, which I do not see explicitly considered in the Hillier Plan, is the amount and cost of parking to support proposed land uses, particularly on the west side. To be clear, this would be parking separate from commuter parking or the 1000 extra commuter parking spaces for West Windsor residents. If surface parking is used, it will result in a reduced scale of development. If structured parking is chosen,

then its costs could further drain away the financial resources available to fund project infrastructure and amenities.

Market Analysis and the Plan

The Economic Research Associates (ERA) market analysis projects for the redevelopment area a strong market for retail and residential uses. ERA's office market forecast indicates potentially weak absorption looking at past absorption rates and vacancies, anemic job growth and the competition posed by millions of approved suburban office floor area in West Windsor, let alone what could happen in the rest of the Route 1 corridor.

Despite ERA's gloomy office outlook, the concept plan proposes office uses as a substantial part of all program options. I strongly recommend that the redevelopment area be viewed as a mixed use center with retail, residential, civic uses and offices to be developed over several decades if need be. Decades during which the office market could shift radically. (Remember in 1975 pundits said New York City was dead) When oil approaches $200 a barrel, this mass transit-rich location will be viewed very differently by many corporate tenants and their supporting businesses. They will pay more per square foot to be here but only if offices are set in a lively downtown neighborhood. Otherwise, it would be just another office park near a train station. The real proof of this assertion will be borne out by the future redeveloper who will risk his capital on his assumptions about market potential and the timing of each development product.

West Windsor Walk

The West Windsor Walk will provide a pleasant "Main Street" environment on the west side of the railroad tracks. It is the most important public space on the west side; it creates a strong sense of place. It offers the opportunity along its 1000 foot length for numerous stores and prestigious offices. Presumably, customers would park on the street (on both sides? or one side of the landscaped median?) or in the parking garage (41)*. The plan should explain how much

off-street parking will be needed for uses along West Windsor Walk. The landscaped area in the middle of the street appears to be around 60 to 70 feet wide. The final plan must provide for a

sufficient width so this important civic space does not end up becoming a landscaped traffic median and not a useable park-like greenway suitable for activities like a Saturday Farmer's Market. Like all great streets, West Windsor Walk has a beginning – the Train Station – and an end – the Athenaeum or some other suitable focal point such as a pavilion or major sculpture should funding preclude the Athenaeum because of its projected $14 million cost.

Design concept: Streetscape and Blocks

People will experience the future redevelopment area at the street level. The Plan should focus on making the main streets pleasant to walk along. West Windsor Walk could be a great street if it includes: a sidewalk wide enough to leisurely walk along safely, where on-street parking separate pedestrians from vehicles, sheltered from winter winds and sunny during the winter and shady in summer with street trees planted every 25 feet, a continuous complex building wall defining the edges of the streetscape with active uses and no dead spaces featuring transparency and closely spaced entryways, and finally, quality streetlights and other street details.

Blocks (West Side)

Between the Dinky Line and Route 571, there are eight residential blocks, four with mixed use ends and four all residential. All of the blocks are 200 feet in width which is a comfortable walkable street size. Four of the blocks are 500 feet in length while the four smaller all-residential blocks range between 250 to 300 feet in length. These are manageable distances for a pleasant walkable environment. The block shapes may have to change depending on how off-street parking that support the proposed retail and residential uses is handled.

* Numbers in parenthesis used in this memo refer to the particular use indicated on the map titled The Plan, dated April 19, 2007 and in that map's legend.

Vaughn Drive Design and Land Uses

Vaughn Drive is the most important circulation feature of the plan. It is intended to carry regional and local traffic and relieve congestion on Washington Road. To fulfill these circulation objectives it will have to be a multi-lane roadway. There is concern that Vaughn

Drive as a multi-lane road would inhibit pedestrian crossings. While its alignment runs along the northern edge of all the west side development uses, nonetheless it could be a barrier to use of the potential parkland along Bear Brook. One way to tame a multi-lane roadway is to make it a boulevard with a landscaped median. The plan does show a landscaped median of indeterminate width and there is no indication of the number of travel lanes proposed for Vaughn Drive.

Vaughn Drive will be the most heavily trafficked road on the west side. Traffic is the lifeblood of retailers. Retail uses should be considered along the stretch of Vaughn Drive between the Dinky Line and Washington Road to take advantage of this regional exposure.

Housing Density

A sufficient amount of housing is essential if the redevelopment area is to be populated with people all day and evening. Without the presence of people, a center here would be lifeless. Forrestal Village is a cautionary example of how good design cannot make a public space appealing without people.

It has been observed that a minimum net residential density of 15 dwelling units per acre can achieve active communities, and that 50 dwelling units per net acre are possible without going above four stories or requiring overly wide streets. If the net acreage devoted in the Plan to residential use on the west side amounts to approximately 30 acres, this formula would call for 450 to 1500 dwelling units.

The amount of housing will be driven by the Third Round COAH rules due to be adopted in June. State regulation will require the redevelopment project to include 80 percent market-priced housing to match the required 20 percent affordable housing setaside. This mix also makes sound marketing sense.

The Plan does not identify the number of apartments that could be built above retail or offices on the east side. Except for the Acme site, I think the number of potential units that could be created on the east site is limited by site size and parking sufficiency.

I am certain the type of housing appropriate for this transit location – apartments, condominium flats, housing above retail and age-restricted housing, would generate a minimal number of school age children. Why? Intuitively, one would expect a family household with children to choose a residential environment more conducive to child rearing than a mixed use center near a railroad lacking playground facilities or a backyard. Princeton Junction housing will likely be around 1000 square foot. Small residential units do not attract family households. The public school ratio of .08 and .24 school children per unit at the Colonnade and Canal Point, examples of West Windsor's smaller – sized dwelling units, fall well below the .35 school age child ratio used in the Hillier Plan projections. The (2006) Rutgers study of NJ demographics indicates that transit oriented developments generate about one-sixth the number of public school children as do homes of similar type size and value that are not located near transit. This study found in New Jersey 100 housing units in a transit oriented development contain on average only two public school children. That is, a public school age child multiplier of .02 per unit. In a recent study conducted for the proposed North Brunswick Transit Village, Rutgers professor David Listokin projects public school children demographic multipliers of .07 for 1 bedroom units and .11 for 2 bedroom units.

For those who believe West Windsor is the exception to the rule and that housing around the train station will generate school children, the Plan could offer a number of corrective options to avoid overcrowding of West Windsor schools. Monitor the school age population generated by

housing in an early redevelopment phase. Coordination with the school board should be part of the decision-making process. If the amount of public school age population exceeds an acceptable multiplier, housing should be delayed until sufficient school capacity opens up. Or allow a redeveloper to produce more age-restricted housing. Or allow a redeveloper to purchase transfer of development credits which the Township could use to extinguish development rights on vacant land zoned for single family homes which do generate a school age population. A reasonable formula would have to be prepared which set forth the number of apartments to be credited for each single family development right purchased based on each housing types different school age multipliers.

Housing Design

The Plan does not identify if a diversity of housing products are envisioned. Except for townhomes proposed on the Acme Market property, it appears all dwelling units are flats lending themselves to for sale condominiums or rental apartments. The Plan is not clear as to the type of housing envisioned for structures (19 thru 27) other than they are proposed for four stories. The zigzag design looks like a suburban style garden apartment courtyard arrangement which does not fit the streetscape I thought the Redevelopment Plan was trying to achieve.

Parking for Proposed Land Uses

The Plan is not clear as to how much non-commuter parking is allocated to each land use and where it is to be located. What off-street parking ratios are assumed? What percentage of the parking demand should be accommodated by shared parking? How does the presence of commuter parking space figure in meeting evening and weekend parking demand for retail or residential uses? How does parking physically relate to the proposed uses? It does not appear that any off-street parking is proposed adjoining the proposed residential uses on the west side. While vehicle ownership is probably lower in transit locations, nonetheless for marketing purposes a parking ratio of 1.5 spaces per unit should be provided. The issue of where this residential parking is located will affect project design; assuming it is accommodated within a

courtyard, as either surface or structured parking it will have an effect on block size and shape and development costs.

Sarnoff Tract

The Sarnoff-owned portion of the redevelopment area does not seem to be given much design attention. (a concept plan dated April 19, 2007 shows no development on the Sarnoff property other than circulation proposals). The ultimate use of the Sarnoff property may be better left to a much later planning phase after the impacts of the rest of the redevelopment area are absorbed. Sarnoff owns all its land so no land assemblage is needed to implement whatever future development plan is decided on. In the meantime, Sarnoff has an approved general development plan (GDP) allowing for office and hotel uses, both logical and compatible uses in the redevelopment area. The Sarnoff tract as one of the few remaining sparsely developed large tracts of land on Route 1, the so-called "Einstein Alley", ultimately could host the campus of a future technology-oriented company or cluster of companies where "Creative Class" employees could live, work and play in one planned environment. The street and block framework of the Sarnoff GDP and the proposed routing of the BRT lends this property to the possible creation of an innovative technology village of the future.

Commuter parking north of the Train Station (West Side)

Commuter parking is proposed on privately-owned land adjacent to the railroad line adjacent to the station. Since the township has declared an intention to condemn private property for redevelopment purposes only as a last resort, it may be more realistic to assume land owners here may wish to develop retail or office uses close to the station. One of the benefits of planning for separate buildings rather than a solid parking structure, it would offer train riders a window into development on the west side rather have views blocked by a three or four story parking garage.

East Side Plan Overview

The Concept Plan proposes that all future development occur as mixed use along a build-to-line close to the street with parking in the rear. This is the design direction both the Planning Board and the Board of Adjustment have encouraged redevelopment to plan for in recent years.

More attention needs to be paid to the east side in the final plan since "Main Street 571" will likely be implemented at least partially, well before the west side. The final redevelopment plan needs to provide for a second story apartment use, greater floor area ratio and coverage percentages if the east side is going to be more animated with Main Street residents. The plan also needs to provide architectural design guidelines to create interesting and complementary building facades.

East Side Plan Concerns

1. The acquisition and relocation of Schlumberger ($7,248,800) and a portion of the PNC Bank parcel ($2,095,760) and the creation of the Town Green ($1,000,000) seem to me to be the lowest priority activities in the plan. Schlumberger is a substantial office presence on the east side providing a much needed daytime customer base for retail uses. It might be more appropriate for the Redevelopment Plan to propose an alternative scaled-down plan for uses on Wallace Road. Parking structures lined with ground floor retail probably should go forward as an initial phase with the more ambitious proposals reserved for a later phase.

   Instead of creating a new Town Green on the east side, the Plan should look to making better use of the developable areas of the Acme Woods as a civic space or town green. Rather than bury the Acme Woods behind buildings, the plan should open up views to the Acme Woods from Route 571 and orient redeveloped buildings around open space that extends into Acme Woods. Use of Acme Woods for a Town Green would still involve maintaining a substantial buffer between the redevelopment area and the adjacent residential neighborhood.

2. It is not clear how much off-street parking would be available to serve proposed uses on the east side. If it is primarily surface parking, the amount of development will be limited to one story as retailers will push for a parking ratio close to one space per 200 square feet. Perhaps allowing an coverage of 80 percent, there might be sufficient parking, assuming some shared parking, to encourage second story small apartment use.

The lots on the south side of Route 571 are not deep enough to create a sufficient amount of off-street parking to accommodate many two story buildings which would better frame the street. To provide the incentive to create second floor one and two bedroom apartments a floor area ratio of .5 and an improvement coverage of 80% should be allowed. In addition, the Township should subsidize second floor affordable housing with development fee monies.

3. It is unclear to me about the proposed use of the Ellsworth properties. The Plan shows an extension of the retail stores along the Cranbury Road frontage but the proposed use of the rear properties are apparently to be mixed use professional office, residential and retail.

4. The area taken up by two to three story residential buildings (29 & 30) along Alexander Road might be better employed in the overall plan if they were replaced by narrow retail liner buildings. The area that is conserved could be used to accommodate parking and buildings fronting on an extension of the Acme Woods.

Circulation-All Modes

The plan needs to demonstrate how the various modes of circulation fit together, particularly around the train station. A blowup of the train station area should show how accommodations for kiss n ride, taxis, buses, Dinky/BRT, automobiles, bikes and pedestrian systems would be designed.

Circulation-east-west access

The most challenging objective of the plan is providing improved east – west access under or over the railroad tracks. The proposed "Bowl" is an attractive access alternative to the existing narrow pedestrian tunnels. Its $10 million dollar price tag is inhibiting. Whether or not Amtrak or aederal Authorities in this day and age of terrorist concerns would permit tunneling under the vital Northeast Corridor rail line is not answered in work done so far by Hillier. Perhaps, more feasible and somewhat less costly access alternatives such as a modest enlargement of the existing pedestrian tunnels to make them more inviting and adding a pedestrian/bike way to the Route 571 bridge should be presented in the plan as interim solutions until the day when the "Bowl" can be implemented.

West Side Stormwater Management

The plan does not set aside any developable open area for stormwater control and water quality treatment. It is suggested that open space between north side of Vaughn Drive and Bear Brook be acquired for stormwater management purposes. The existing pond could be widened for use as a retention basin and a public park feature.

Brownfield Remediation

The remediation of brownfields consisting of the municipal compost center, the Polychrome site and other adjacent affected properties should be an early project priority in the Redevelopment Plan. The State will pay 100 percent of the cost to investigate the kind of cleanup needed and 25 percent of the remediation costs if it is part of an adopted redevelopment plan.

By Right Development

To me, the as-of-right scenario, of 1,770,519* square feet of non-residential floor area which depends on optimum land assemblage without eminent domain, is not a realistic development outcome for the redevelopment area. Zoning allowing predominately for office use has been in place for decades and yet the only new development that has occurred is near the Vaughn Drive/Alexander Road intersection along the finished section of Vaughn Drive. The rest of the Redevelopment Area south of the Route 571 overpass is cut up by haphazardly arranged parking areas and has not seen new office development in decades. If this area is to attract new office redevelopment it will have to offer a distinctive "downtown" environment different than the suburban-style office parks available elsewhere in West Windsor. The kind of office users who would be attracted to the redevelopment area would be high-end specialty office tenants who value a transit convenience location in a mixed use setting. Since those qualities are not currently available here or achievable by current zoning requirements, redevelopment at the scale projected by the as-of-right option does not seem attainable.**

Implementation Costs

To decide on infrastructure and amenity priorities, we need to have a clear estimate of funding sources other than a revenue allocation bond or tax increment financing.

- How much funds will the State commit to the design and construction of Vaughn Drive? (I understand the State Department of Transportation will commit 50 percent of the cost of constructing Vaughn Drive once a redevelopment plan is adopted.)

- What parking rate fees can be anticipated from users of the structured commuter parking?

* I estimated in the redevelopment area designation study that the surface parking areas alone could yield 815,000 square feet of non-residential floor area.

** The large affordable housing obligation generated by the by-right scenario is another disincentive to development based on the current zoning.

- The cost to build Station Drive, one of the key road connections under the Route 571 overpass, as well as the extension of the future BRT needs to be part of the infrastructure costs.

- The cost of placing utilities underground along Route 571 or planning them along the rear property line would help create a pleasant tree-lined streetscape on the east side. Perhaps, Township officials could convince State or Federal officials to add this to the Route 571 improvement program.

- The cost of acquiring land between Vaughn Drive and Bear Brook for stormwater management and a public park should be added to the Plan.

The plan should identify what are developer project costs and what are public costs to be paid for by a revenue allocation bond. For example, developer(s) should expect to pay for all frontage streets, off-street parking for their land uses, their share of stormwater management and utility costs, and affordable housing costs. Public costs to be repaid by a revenue bond would include the Township share of Vaughn Drive, a portion of resident commuter parking structures and varied other infrastructure and amenity costs. I am not sure after reviewing the Hillier-ERA documents that all development costs that would be the sole responsibility of the developer(s) were considered in the cost estimates.

Costs – Affordable Housing

The affordable housing costs to a developer in a mixed use development could be extraordinary with a growth share obligation imposed for each use category under the proposed Third Round rules. West Windsor has specifically requested COAH delete the growth share obligation for all uses in a mixed use redevelopment project and apply it to only one land use category.

Whatever the outcome of COAH's rules, the redevelopment plan needs to consider how the affordable housing costs affect the ability of the project to also fund necessary infrastructure and amenities and still remain financially attractive to a developer. If I read the ERA report correctly, it appears it only factored in moderate cost affordable housing and not the low income cost units (rental/sales price).

Implementation – Phasing

The plan should be based on a realistic phasing of development. Since the Township officials have agreed on using eminent domain as a last resort, the plan should be designed as closely as possible so that each property owner can financially develop its parcels independent of each other. Where this is not possible, i.e. the critical area around the train station leading into the West Windsor Walk, the Plan should outline what the legal and financial arrangements are involved in acquiring key State or Amtrak /NJ Transit properties.

It appears that this phasing approach has been considered in formulating the concept plan. The Plan permits Amtrak/NJ Transit on the north side of the Dinky Line to develop a 6 or 7 story office building (#16) to subsidize a parking garage (40 & 41) (no details as to the number of spaces or stories involved in these parking garages are given in the Plan).

On the south side of the Dinky Line, the Plan proposes two 3-story offices (11&12) and a 4-story residential use (17) on Amtrak/NJ Transit land. The adjacent parking garage (39) appears to be on lands owned by the State of New Jersey. On the east side, the plan proposes on Amtrak/NJ Transit land a 3-story mixed use and retail uses (7, 32, 33) to subsidize a parking garage. On State of New Jersey parcels, the plan provides the potential of developing 4-story residential uses (17, 18) and a 3-story office building (14).

Implementation-Phasing of Housing

The housing proposed on the north side of the Dinky Line (17 and 18) is isolated from the more appealing mixed use environment on the south side of the Dinky Line. Since this is a less desirable setting for residential use, it could be dropped from the Plan and used for structured parking or phased for a later development stage that is dependent on school enrollment capacity to accommodate public school children generated by the redevelopment project.

TOWNSHIP COUNCIL GUIDING PRINCIPLES	CONCEPT PLAN COMPLIANCE
1. Tax positive	Concept Plan forecasts sufficient tax revenue to fund a revenue allocation bond and also pay all municipal service costs. There are still questions whether the financial analysis considers total costs (land acquisition, permitting, soft and hard costs) for infrastructure/amenity as well as low income housing costs.
2. Number and diversity of housing	Scale A, B, C, D Plan's proposes balanced housing programs. Housing types appear limited to 2 to 4 story condominium / apartments and apartments over retail.
3. Affordable housing visually geographically integrated with All market rate housing	Opportunities exist with all concept plans A - D to integrate affordable housing with market rate housing.
4.1 Remediate traffic congestion Within, around and through the redevelopment area.	Defer to Gary Davies
4.2 Use traffic calming	On the west side, grid street pattern and on-street parking offer traffic calming opportunities. On the east side, a pedestrian-only signalized crosswalk is needed at Sherbrook to accommodate safe crossing of Rt. 571.
4.3 Sidewalks and bicycle lanes	Plan indicates sidewalks, bicycle lanes and trails. The "Bowl", a major east – west pedestrian connection may be cost prohibitive and difficult to get permission to construct.
4.4 Encourage public transit	Plan can facilitate redevelopment area as a Central Jersey transportation hub. Detail needed in plan on how all modes of circulation fit together.

5. Preserve or possibly strengthen Neighborhoods in and around the Redevelopment area	The scale of development one to two stories and three story on Acme property on the east side is compatible with the surrounding residential neighborhoods. There is uncertainty whether mixed use and residential development on the Schlumberger site is feasible. This development, if it did occur as planned, would however be separated and buffered by existing Berrien City neighborhood by the Acme Woods. On the west side, development activity is separated from the Penns Neck neighborhood by the width of the Bear Brook preserved greenbelt corridor.
6. More parking for West Windsor residents	Potential to increase commuter parking for West Windsor residents is part of the plan.
7.1 Maximize the preservation of open space and protect all environmentally sensitive land	All environmentally sensitive lands are mapped and are proposed to be preserved in the Plan. The Plan proposes 50% of redevelopment area in open space.
7.2 Minimize impervious cover	Greater impervious cover to accommodate more town center-like development is balanced by overall undeveloped open space.
8. Remediate contaminated sites through the use of private capital, State or federal funds.	Brownfield site proposed for parking garage, requiring an easier level of cleanup to be attained. Plan does not break down remediation cleanup funding sources.
9. Size, scale and aesthetic design of the redevelopment area will be consonant with the nature of West Windsor Township	The 2 to 4 story building heights on the west side provide for a comfortable human scale. The seven story office building proposed next to the Dinky Line is the exception but it can be designed to serve as a landmark building. Set in the middle of the west side, its scale would be balanced by adjacent 4 story buildings. West Windsor already hosts eight story office buildings in Carnegie Center. See comment 5 for size and scale analysis for east side. Aesthetic design would be determined by how the details are put together. I would expect aesthetic

	design to be addressed in the implementation phase of the redevelopment plan where requirements like form base code and site and architectural design guidelines would be presented.
10. Creates iconic and active public spaces	West Windsor Walk has the potential to be developed as an iconic and active public space. The Town Green – Bowl area on Wallace Road could also be an iconic and active public space although there are doubts about its financial feasibility.
11. Input from all key stakeholders	Hundreds of residents contributed ideas, project goals and questions during three intensive public workshops and at numerous Township Council meetings. I understand that InterCap, a major property holder on the west side, intends to offer additional redevelopment plan proposals in a series of upcoming public sessions.
12. Mitigate the Redevelopment Effects on the West Windsor-Plainsboro Regional School	I believe the number of public school age children projected for the Redevelopment Plan's varied housing proposals exceed the number of school age children that will actually be generated. The Plan's housing program could be phased or altered to mitigate any adverse impact on the local school district.
13. LEEDS	The concept plan documents include the LEEDS neighborhood and building criteria. The varied concept plans could qualify for some level of LEEDS neighborhood certification.
14. Open and Transparent Process	Opportunities for public participation at workshops, Town Council and Planning Board meetings plus municipal website posting of redevelopment plan documents are evidence of an open and transparent process.

Summary of questions to be answered by Hillier and suggested Concept Plan revisions

Questions for Hillier

1. Width of landscaped boulevard median on West Windsor Walk.
2. Amount and location of on-street parking on West Windsor Walk.
3. Amount and location of off-street parking for West Windsor Walk uses.
4. Amount, type (surface or structured) and location of off-street parking serving office, retail and residential uses.
5. Shared parking formula assumed.
6. Project costs which are the sole responsibility of a future redeveloper.
7. Public costs to be paid for by a revenue allocation bond or tax increment financing.
8. Total cost to extend Station Drive / future BRT under the Route 571 overpass?
9. Cost to bury utilities along Route 571 on the east side?
10. Cost to acquire the stormwater pond / Bear Brook park property?
11. Cost of a modest widening of pedestrian tunnels under the station and attaching a sidewalk and bikeway to the Rt. 571 bridge.

Potential Concept Plan Revisions to consider

1. Reshape residential blocks depending on off-street parking design.
2. Widen Vaughn Drive boulevard depending on number of travel lanes.
3. Add retail along the new section of Vaughn Drive.
4. Design west side residential (19-26) to frame streets.
5. Replace commuter parking between train station and Route 571 overpass with mixed use. Consider substituting residential buildings (17 & 18) with this structured parking.
6. Provide an alternative scaled-down plan for uses on Wallace Road.
7. Redesign Acme Market site allowing an extension of the Acme Woods to serve as the town green on the east side.

8. Provide a detail of how all modes of circulation fit together around the train station.

9. Provide modest widening of the pedestrian tunnels at the station and a sidewalk/bikeway attached to the Route 571 bridge as a more feasible alternative to the "Bowl".

10. Set aside a developable open area for stormwater management.

The next steps in completing the Redevelopment Plan

1. Rank infrastructure and priorities

   My list would include:

   1. Vaughn Drive and Route 571 interchange
   2. Parking garages
   3. Station Drive and BRT extension to Sarnoff tract
   4. Land acquisition of Bear Brook stormwater park and area around the station in the vicinity of West Windsor Walk.
   5. Brownfields remediation
   6. East – West pedestrian access
   7. Public service emergency station

2. Establish realistic total costs (acquisition, permitting, soft and hard costs) for key infrastructure projects.

3. Decide on an acceptable volume of peak hour and non-peak hour workday and weekend traffic.

4. Relate the acceptable volume of traffic to the intensity of a mixed use development program the plan should be based on.

5. Determine the potential amount of revenue allocation bond funds available to fund project infrastructure/amenities priorities.

6. Establish a logical program for phasing in housing.

7. After the intensity and mix of uses and the location of land uses, circulation, parking and block sizes is established, the final plan can be prepared with implementation directives such as a form based code and architectural and site design guidelines.

DOCUMENTS REVIEWED

1. WEST WINDSOR TRANSIT VILLAGE – A TREATISE

Describes land use vs. Site Design, Green Space, Why Density? What is Affordable Housing?

Affordable Market Housing, Why 1000 units of Housing?

2. TOWNSHIP OF WEST WINDSOR REDEVELOPMENT PLAN PHASE 1 REPORT, DATED MARCH 12, 2007.

Provides four phase project schedule, Hillier's previous studies and plans for study area, Environmental Constraints Map, Developable Lands Map, Existing Land Use Map, Public Entity Ownership Map, Parking Map, **Orth-Rodgers** Traffic Inventory, Parking and Analysis of Existing Circulation Conditions (LOS), Transit Pedestrian and Bicycle Facilities, Planned Projects (Penns Neck Bypass), Vaughn Drive, Alexander Road bridge, Rt. 571, BRT; **Economic Research Associates** Market Assessment of demand for residential, office and retail uses; school district, historic enrollment and projections, LEED-ND Rating System.

3. PRESENTATION TO JOINT MEETING OF WEST WINDSOR TOWNSHIP COUNCIL AND PLANNING BOARD, DATED JUNE 4, 2007.

Project work program, summary of **Public Workshop 1: "ideas",** Base maps, public priorities (traffic / circulation, economic, cultural, parking, environmental, memorable places. **Public Workshop 2: Four Plan Concepts:** Piazza, Squares, Town Green, The Big Move; **Public Workshop 3: The Plan:** Diagram 571-Phase C, 5 minute walk, The Bowl, West Windsor Walk, West Windsor Green, Athenaeum.

Where we are tonight goals and current status of the proposed plan in meeting the ten citizen inputs and concerns. Redevelopment Area Present and Future: Existing zoning, building, parking, as of right build-out, current assessed and market value.

WW Redevelopment the Framework: Major connections, road, pedestrian, trails, bike path. Land Use: Open Green Space, Landscaped Space, Commuter Surface (existing West Windsor) and Structured Parking, Civic uses, Mixed Use (Rt. 571, West Windsor Walk), Housing, Office, Schlumberger relocation, Sarnoff, Plan, 5 minute radius.

Orth-Rodgers Traffic Analysis: Existing conditions (opportunities and constraints), needs assessment, critical transportation element of the plan, finalizing transportation analysis.

West Windsor Redevelopment: New Zones

Program Density Options

Zero housing (use TDR) as of right

Scale A (250 dus)

Scale B (500 dus)

Scale C (750 dus)

Scale D (1000 dus)

Economic Research Associates - Economic Analysis of Redevelopment Scenarios

.35 child/unit office (limited demand), retail (85,000 – 169,000 sf to 285,000 – 570,000 sf (2011) Residential (strong), tax revenue, school and municipal costs, fiscal surplus by scenario, amenities and infrastructure costs, renderings.

4. **FISCAL AND FINANCIAL ANALYSIS OF PRINCETON JUNCTION REDEVELOPMENT SCENARIOS, ECONOMIC RESEARCH ASSOCIATES, DATED JUNE 4, 2007, 32 PAGES.**

5. **WEST WINDSOR REDEVELOPMENT PLAN QUESTIONS AND ANSWERS, DATE.**

6. **WEST WINDSOR REDEVELOPMENT PLAN – PROCESS RECOMMENDATIONS, DATED AUGUST 20, 2007.**

7. **MAPS: THE PLAN, LAND-USE PLAN, LAND-USE PLAN: ZONES, BOTH DATED APRIL 19, 2007.**

8. **RIDERSHIP PROJECTIONS, SURVEY DATA AND PARKING INFORMATION, DATED AUGUST 28, 2007.**

9. REDEVELOPMENT PLAN – OUTLINE FOR PUBLICATION

10. TOWNSHIP COUNCIL RESOLUTION 2007 – 4 116 RE: REDEVELOPMENT PLAN GOALS, DATED AUGUST 6, 2007.