

WEST WINDSOR REDEVELOPMENT PLAN

Planning Board Meeting #1

Urbitran Associates
Maser Consulting

October 24, 2007



MEETING #1 OBJECTIVES

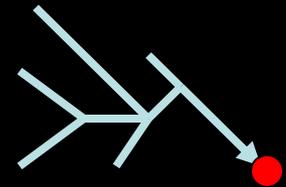
- Consultant Overview: Land Use and Transportation Interrelationships
- Policy and Other Issues
 - Off-site traffic and development
 - Relevant policy assumptions
 - Technical Issues
- Proposed approach to the study
- Define conditions for analysis

LAND USE AND TRANSPORTATION INTERRELATIONSHIPS

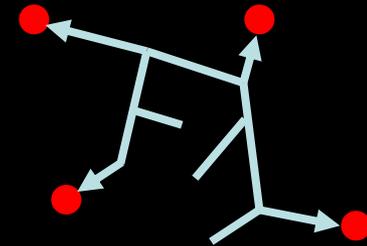
GENERAL APPROACH

- Couldn't we simply COMPUTE the acceptable development level ?
 - Too many potential land use combinations
 - Too many potential spatial combinations
 - Too many dimensions to converge without severe simplifying assumptions
- Instead: Propose or postulate alternative scenarios
- Do SKETCH ANALYSIS to screen viable candidates
- Develop refined scenarios in response to findings

Simple:



Complex:



GENERAL APPROACH

- Generalize and Select Development Alternatives for Analysis
 - Pivot from prior proposals
 - Suggest new approaches
 - Conceptual trip generation

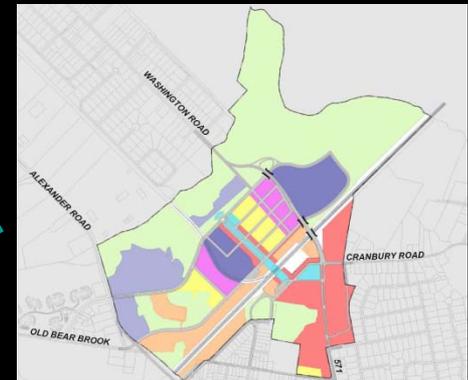
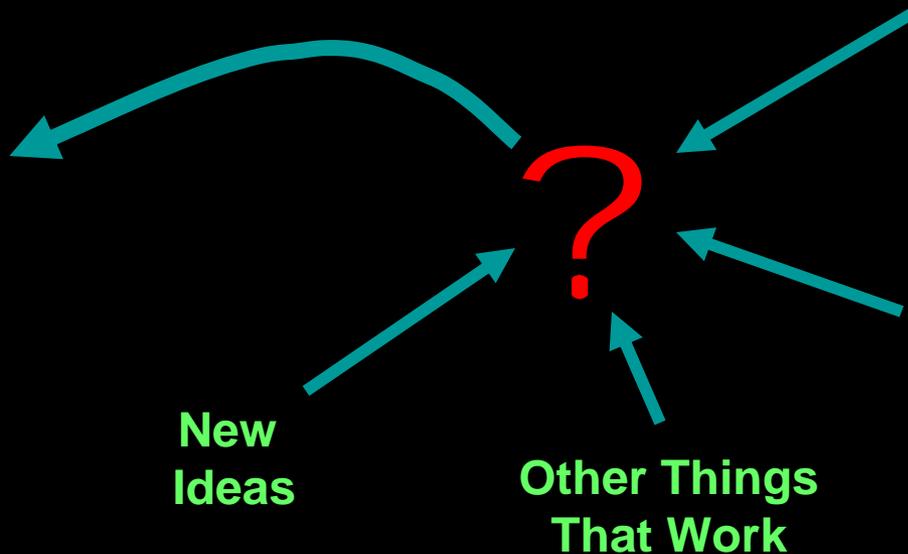
New Ideas

Other Things That Work



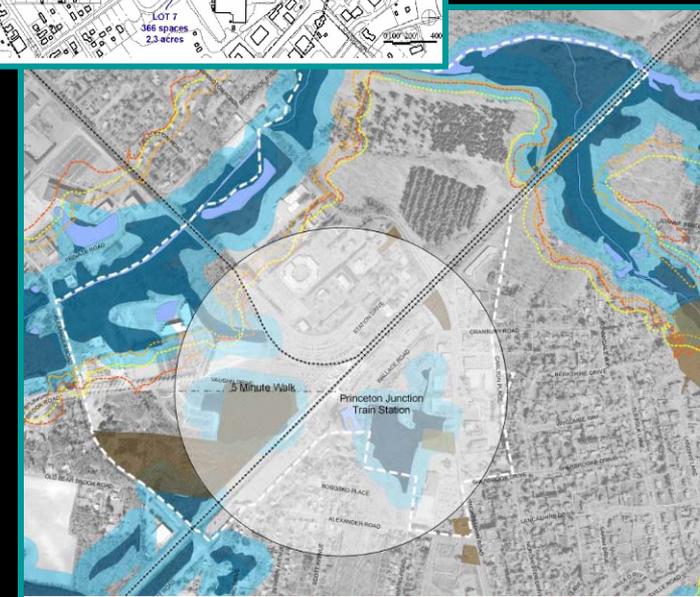
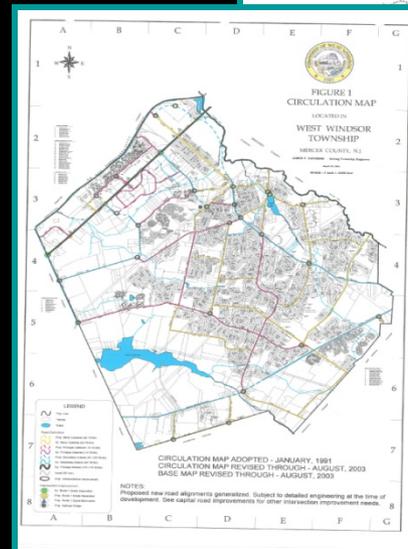
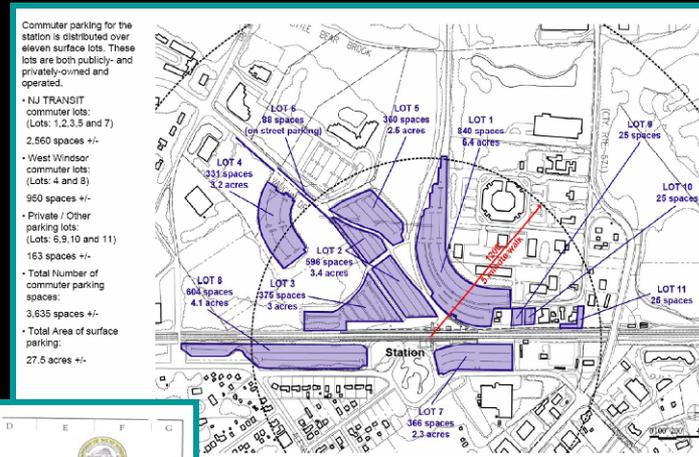
GENERAL APPROACH

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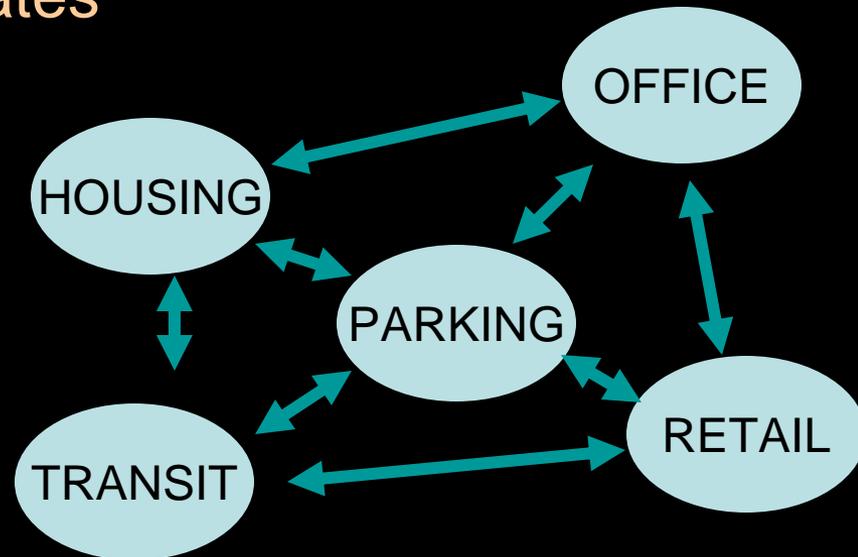
GENERAL APPROACH

- Assemble Available Data (Existing Conditions)
 - Traffic and parking
 - Site environmental
 - Policies & ordinances
 - Travel forecast models
 - No-Build analysis



GENERAL APPROACH

- Conduct SKETCH Analysis of Alternatives
 - General component positioning
 - Traffic estimates
 - Trip generation: How many?
 - Trip distribution: Where to?
 - Mode choice: Walk, train, BRT, auto?
 - Trip assignment: Which street?
 - Parking demand estimates



GENERAL APPROACH

- Refine and detail the evolving preferred alternative
 - Land Use / Development Concepts
 - Traffic Impacts
 - Traffic Improvements
 - Pedestrians and Transit
 - Parking



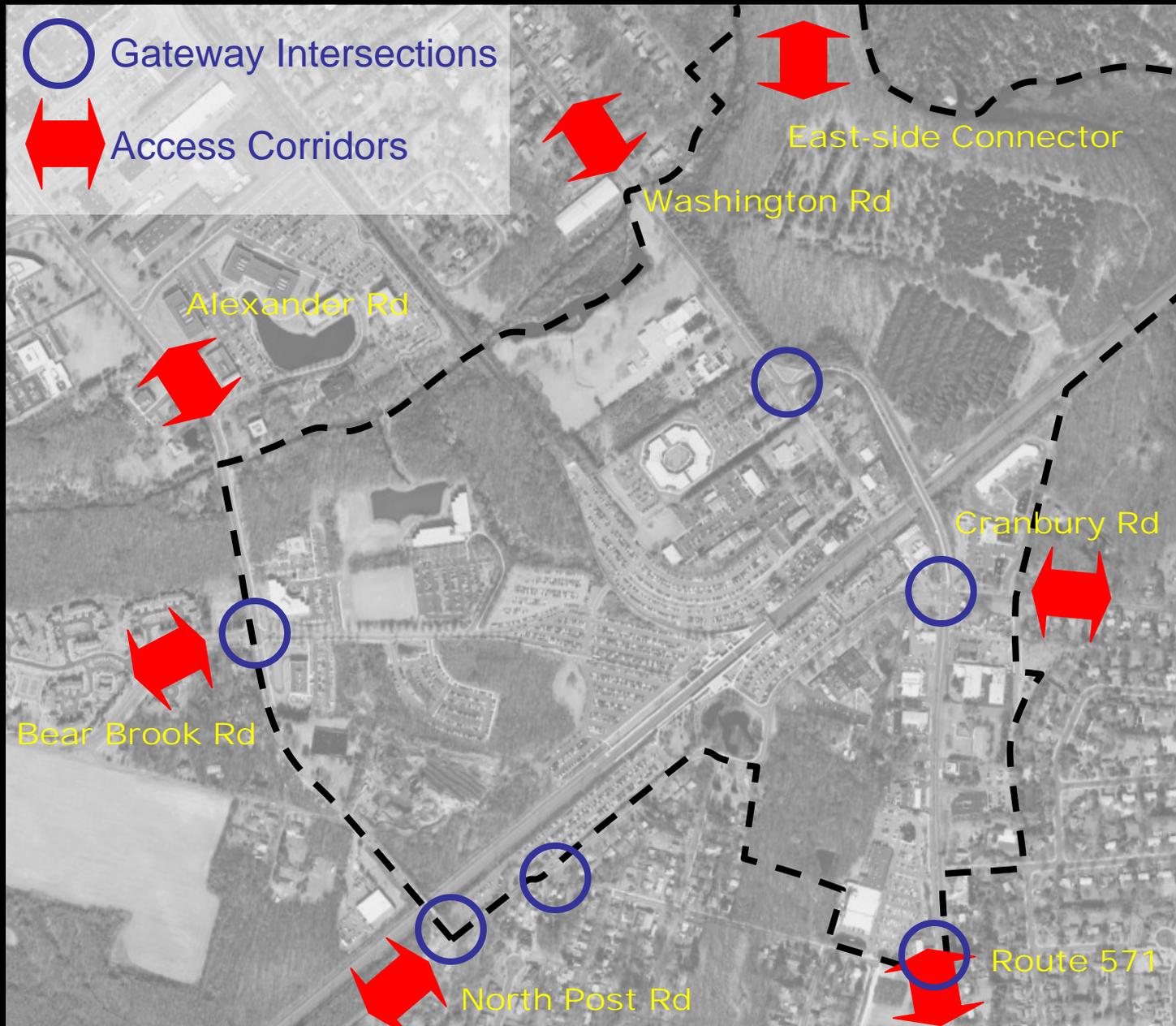
GENERAL APPROACH

- **Begin to Suggest Street Layout**
 - Access points will control
 - Separation of high traffic volumes from pedestrians, housing, other sensitive activities
 - Methods to mitigate
- **Identify Transportation Infrastructure Improvements**
 - On-site and Off-site
 - Intersection improvements
 - Roadway improvements
 - Parking facilities
- **Develop Costs and Funding Sources**

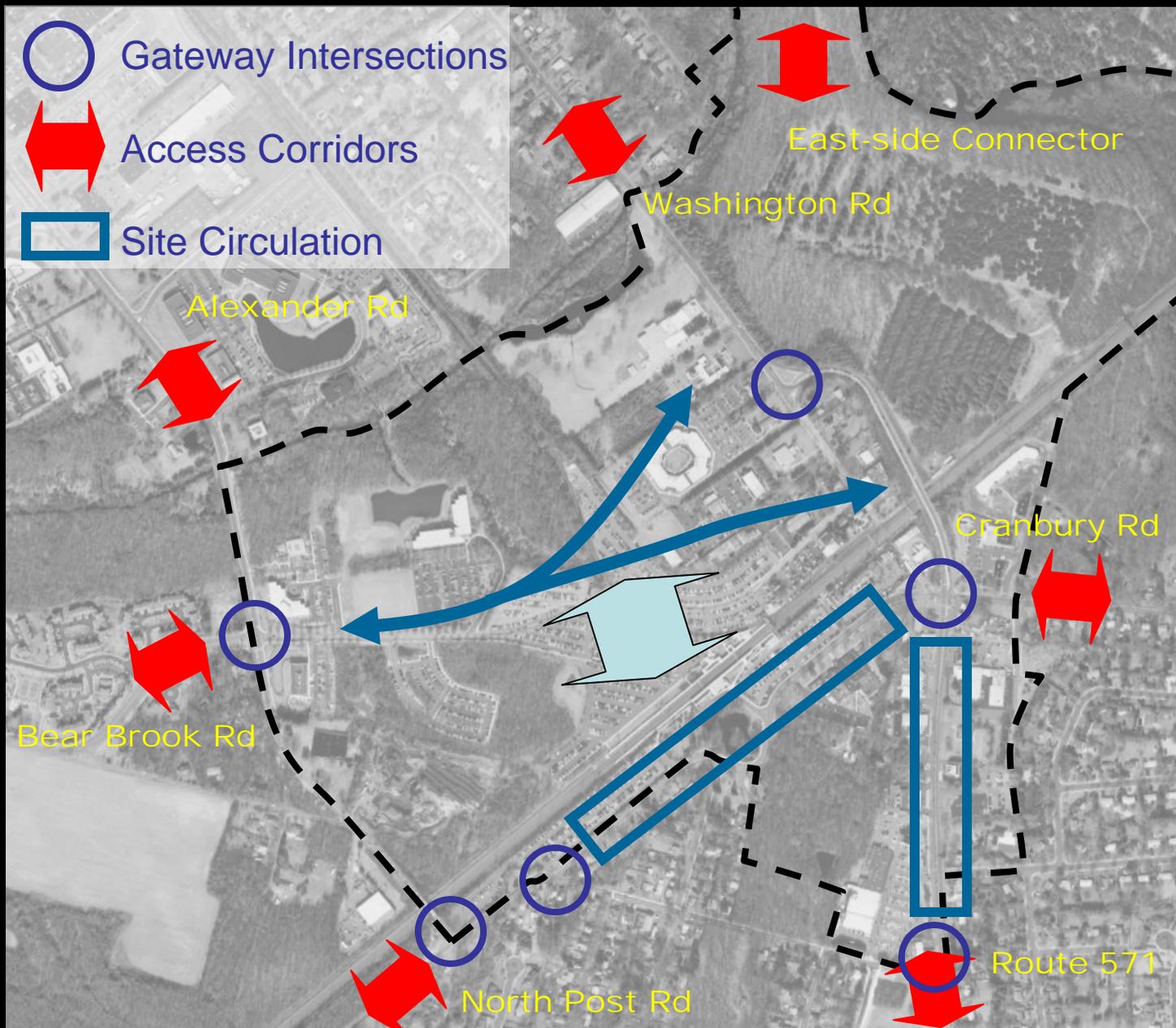


Step 1: Identify Scenarios for Analysis

THE TRAFFIC STUDY AREA



THE TRAFFIC STUDY AREA



ASSUMED PLANNING AREAS



Sarnoff

Station West

Station East

571

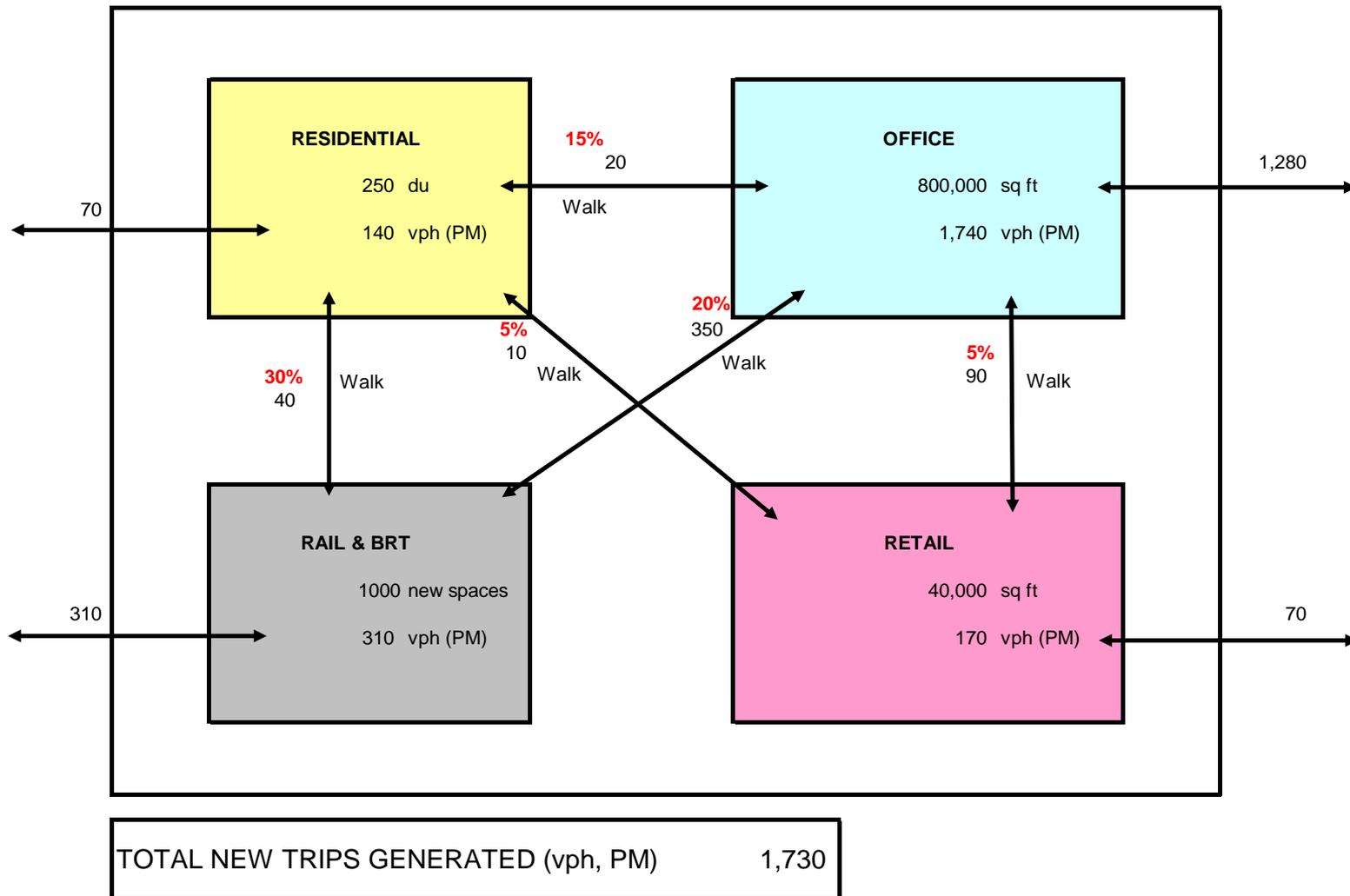
POTENTIAL DEVELOPMENT ALTERNATIVES

- **Source 1: The Hillier Plan**
 - 4 concepts
- **Source 2: As of Right**
 - 1 concept
- **Source 3: New Ideas**
 - 2 concepts
- **Source 4: Planning Board Suggestions**
 - 1 or more concepts
- **OBJECTIVE: Winnow to 2 or 3 for analysis**

LAND USE SCENARIOS - HILLIER

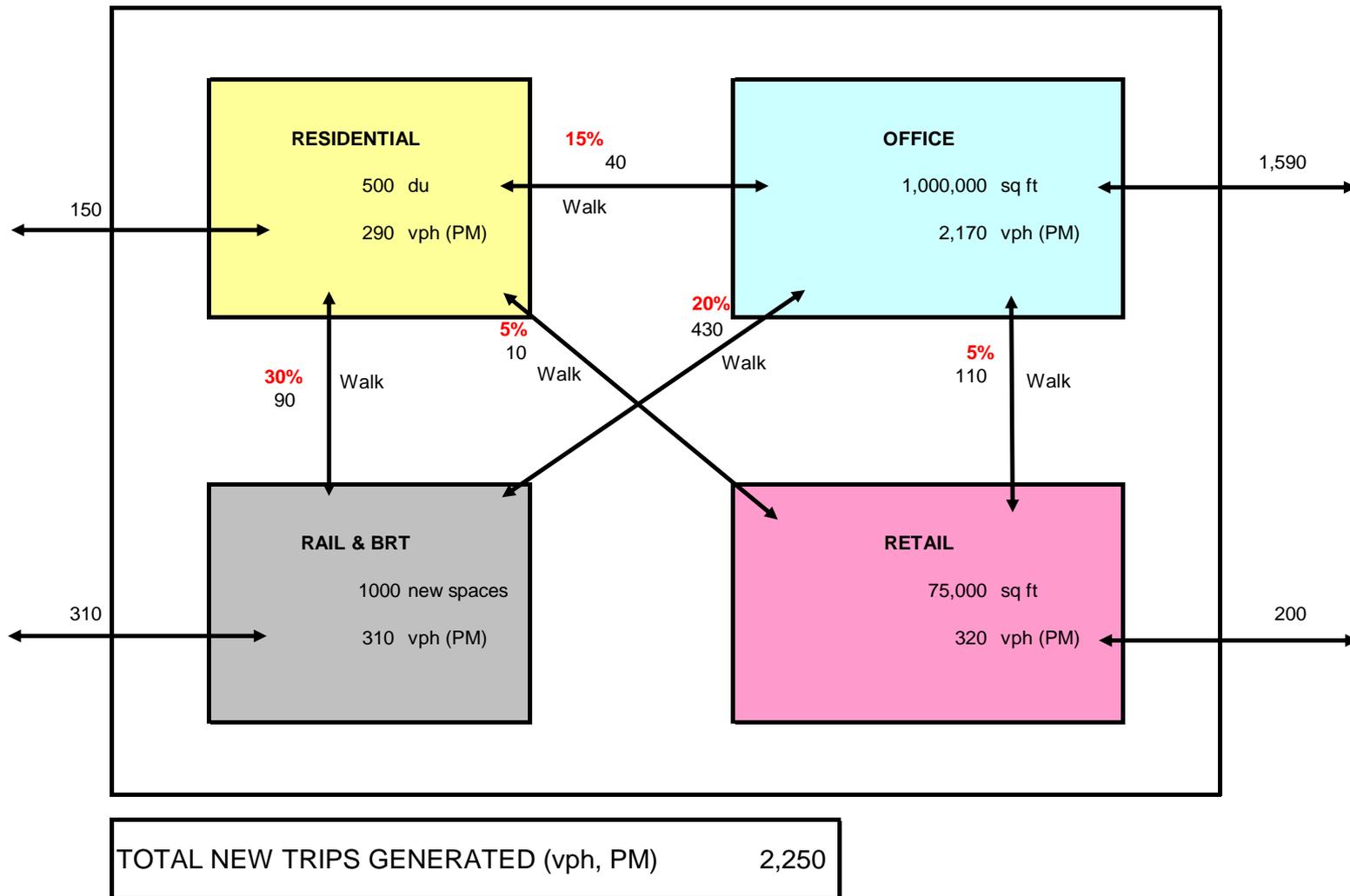
	Station West	Station East	571	Sarnoff	Total
Scheme A					
Residential	250	-	-	-	250
Retail	-	-	40,000	-	40,000
Office	130,000	20,000	50,000	-	200,000
Sarnoff	-	-	-	600,000	600,000
Commuter Parking	800	200	-	-	1,000
Scheme B					
Residential	500	-	-	-	500
Retail	15,000	-	60,000	-	75,000
Office	320,000	30,000	50,000	-	400,000
Sarnoff	-	-	-	600,000	600,000
Parking	800	200	-	-	1,000
Scheme C					
Residential	750	-	-	-	750
Retail	45,000	-	75,000	-	120,000
Office	520,000	30,000	50,000	-	600,000
Sarnoff	-	-	-	600,000	600,000
Parking	800	200	-	-	1,000
Scheme D					
Residential	1,000	-	-	-	1,000
Retail	60,000	15,000	75,000	-	150,000
Office	700,000	50,000	50,000	-	800,000
Sarnoff	-	-	-	600,000	600,000
Parking	800	200	-	-	1,000

ILLUSTRATIVE TRIP GENERATION: SCHEME A



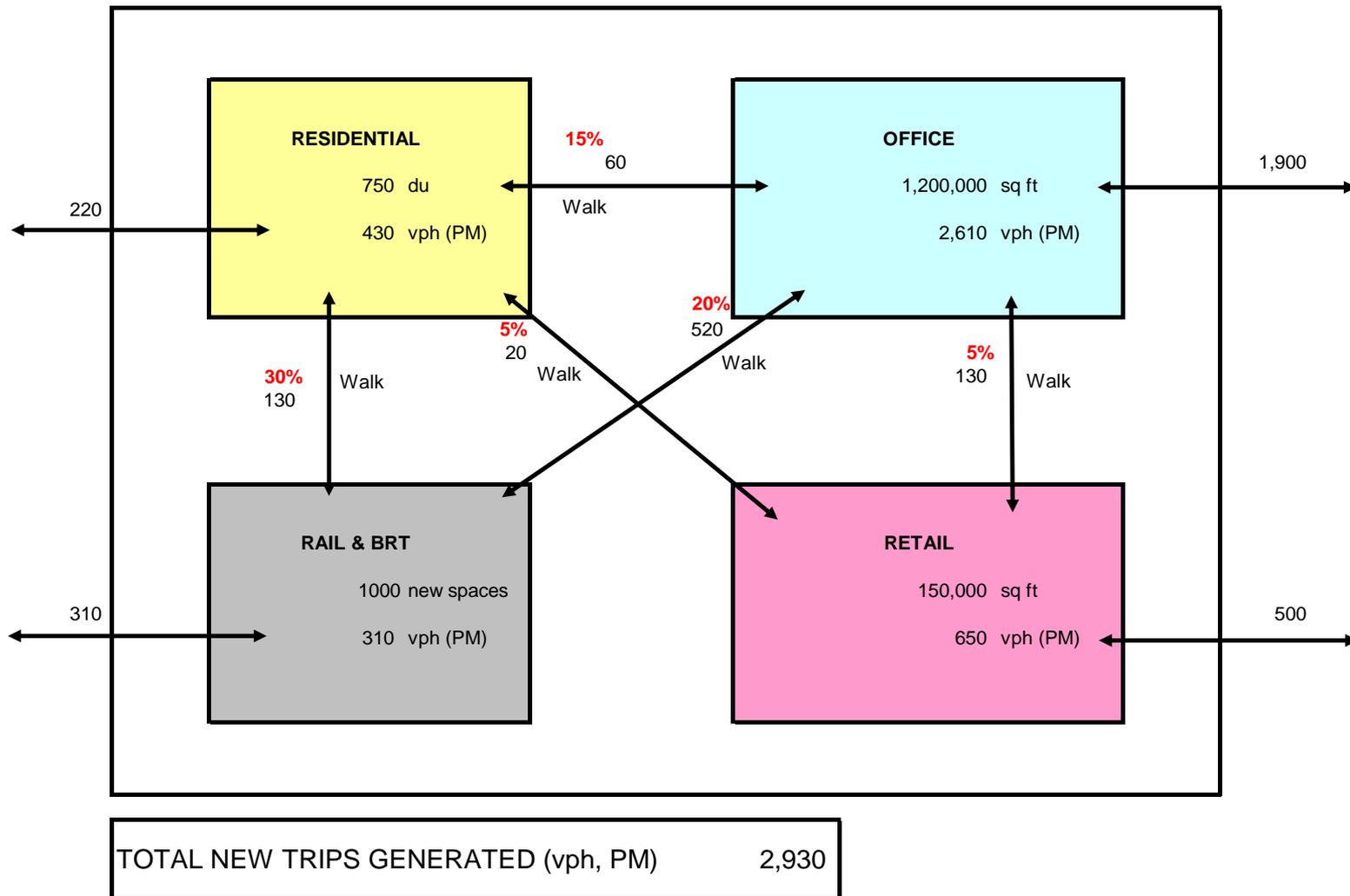
All indicated trips are new vehicles per PM peak hour, resulting from new development

ILLUSTRATIVE TRIP GENERATION: SCHEME B



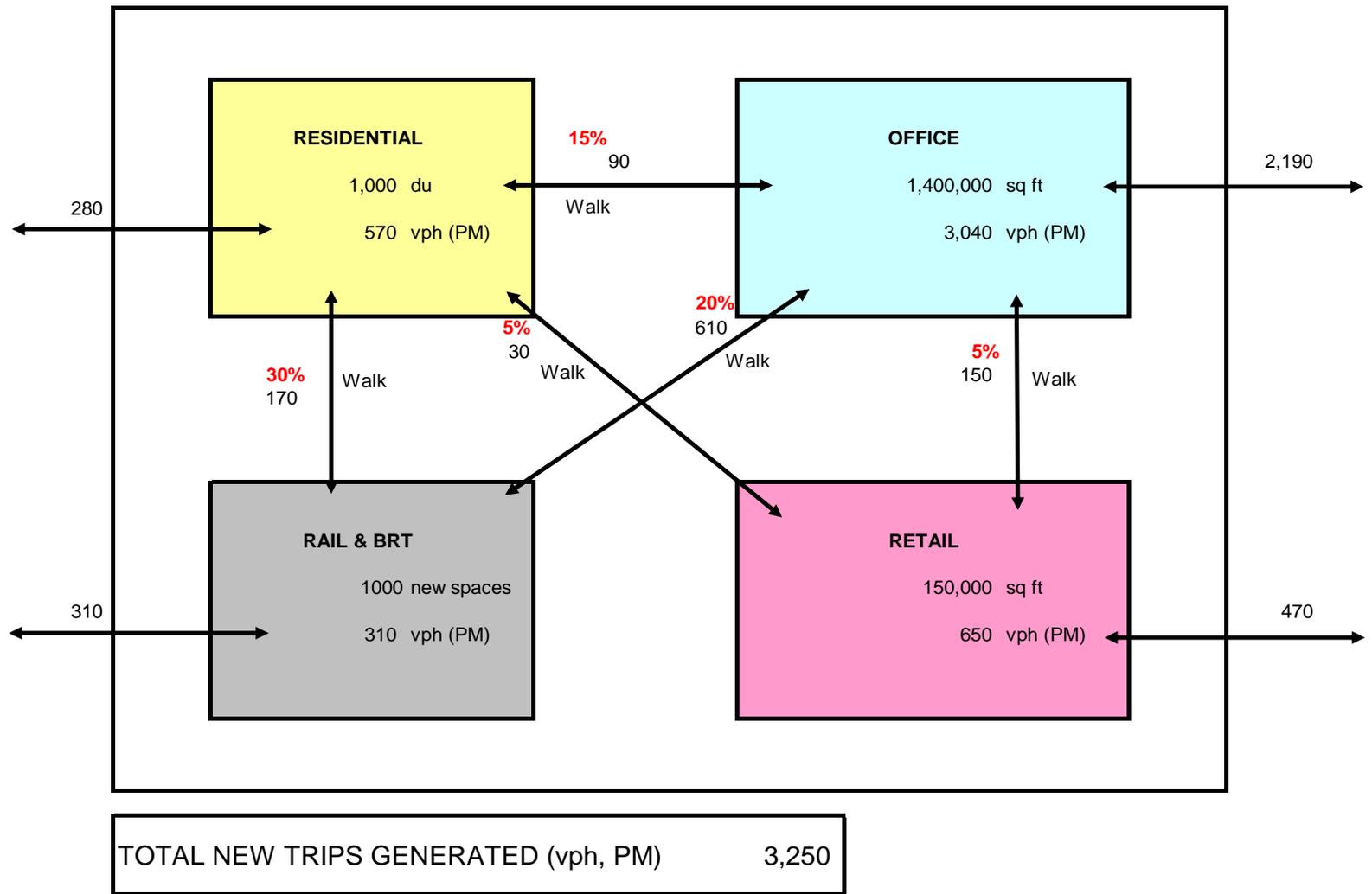
All indicated trips are new vehicles per PM peak hour, resulting from new development

ILLUSTRATIVE TRIP GENERATION: SCHEME C



All indicated trips are new vehicles per PM peak hour, resulting from new development

ILLUSTRATIVE TRIP GENERATION: SCHEME D



All indicated trips are new vehicles per PM peak hour, resulting from new development

LAND USE SCENARIOS - TOWNSHIP

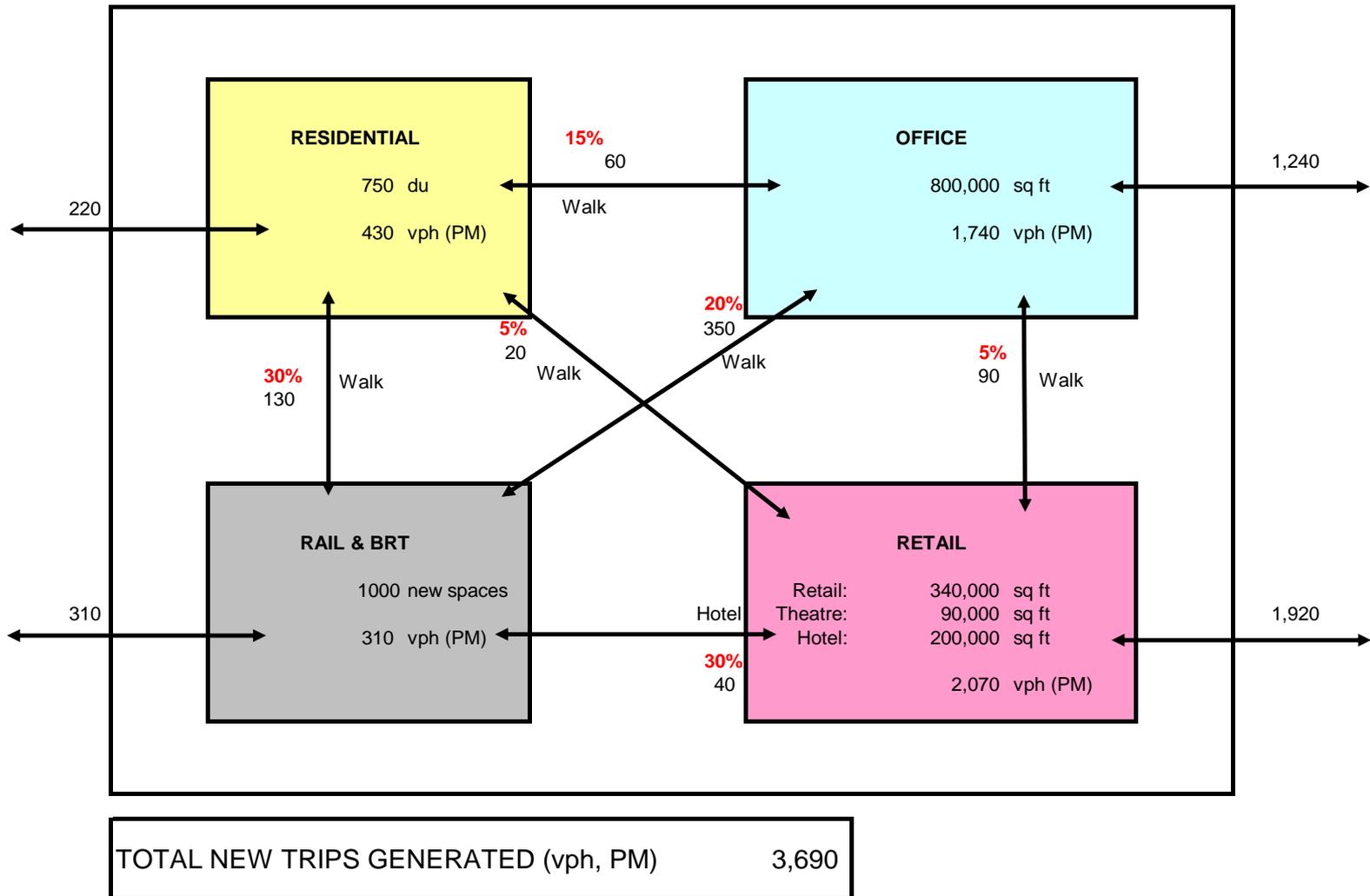
	Station West	Station East	571	Sarnoff	Total
Scheme E: Parking and Activity Management					
Residential	750	-	-	-	750
Retail	280,000	20,000	40,000	-	340,000
Theatre	90,000	-	-	-	90,000
Hotel/Conf Ctr	200,000	-	-	-	200,000
Office	150,000	-	50,000	-	200,000
Sarnoff	-	-	-	600,000	600,000
Parking	800	200	-	-	1,000
Scheme F: Reduced Footprint					
Residential	750	-	-	-	750
Retail	140,000	10,000	40,000	-	190,000
Theatre	90,000	-	-	-	90,000
Hotel/Conf Ctr	200,000	-	-	-	200,000
Office	100,000	-	50,000	-	150,000
Sarnoff	-	-	-	600,000	600,000
Parking	800	200	-	-	1,000
Scheme G:					
Residential	-	-	-	-	-
Retail	-	-	-	-	-
Theatre	-	-	-	-	-
Hotel/Conf Ctr	-	-	-	-	-
Office	-	-	-	-	-
Sarnoff	-	-	-	-	-
Parking	-	-	-	-	-
As-of-Right					
Residential	200	-	-	-	200
Retail	150,000	25,000	50,000	-	225,000
Office	1,400,000	50,000	50,000	-	1,500,000
Sarnoff	-	-	-	600,000	600,000
Parking	800	200	-	-	1,000



THEATRE-CENTERED MIXED USE DEVELOPMENT

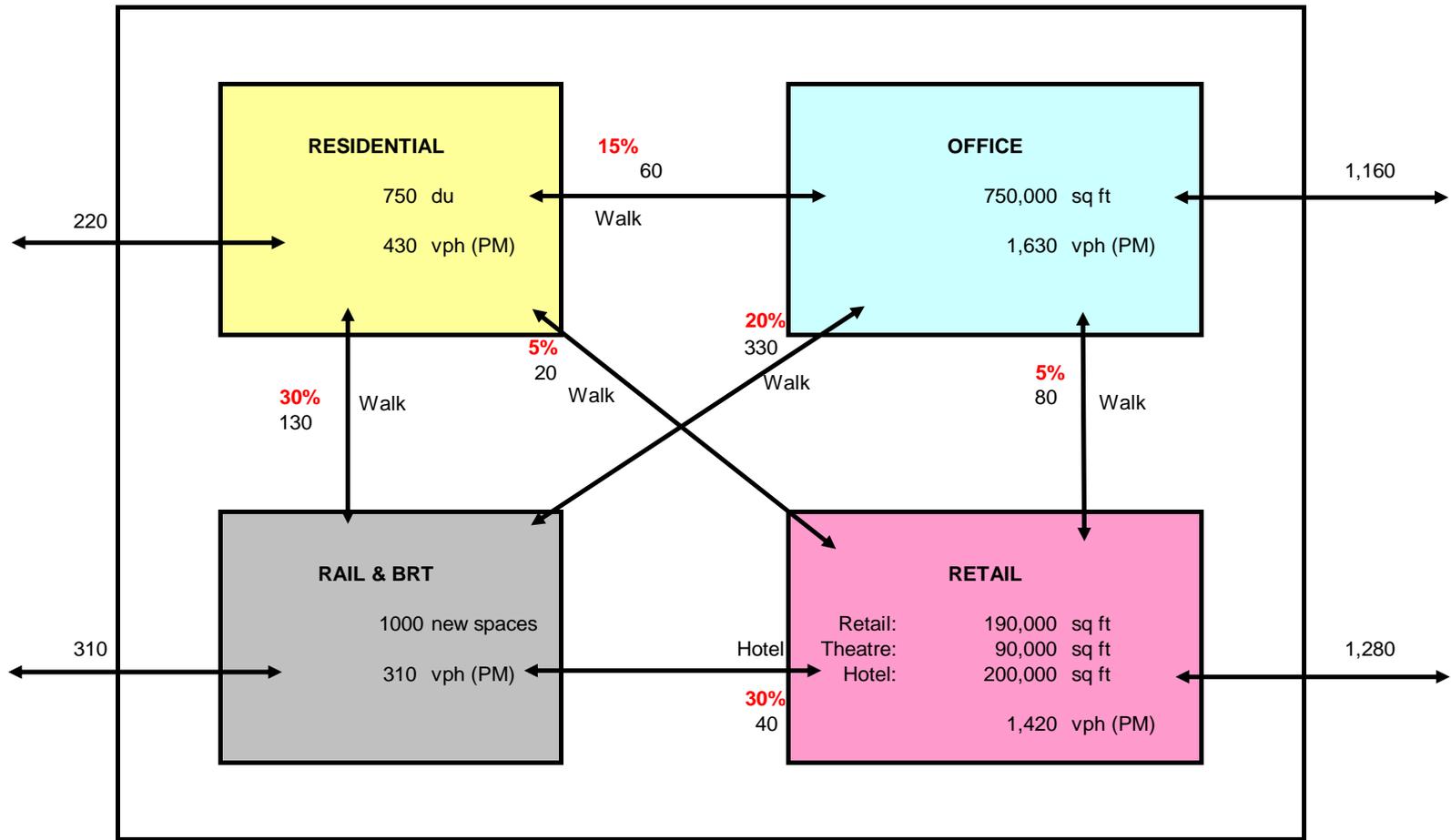


ILLUSTRATIVE TRIP GENERATION: SCHEME E



All indicated trips are new vehicles per PM peak hour, resulting from new development

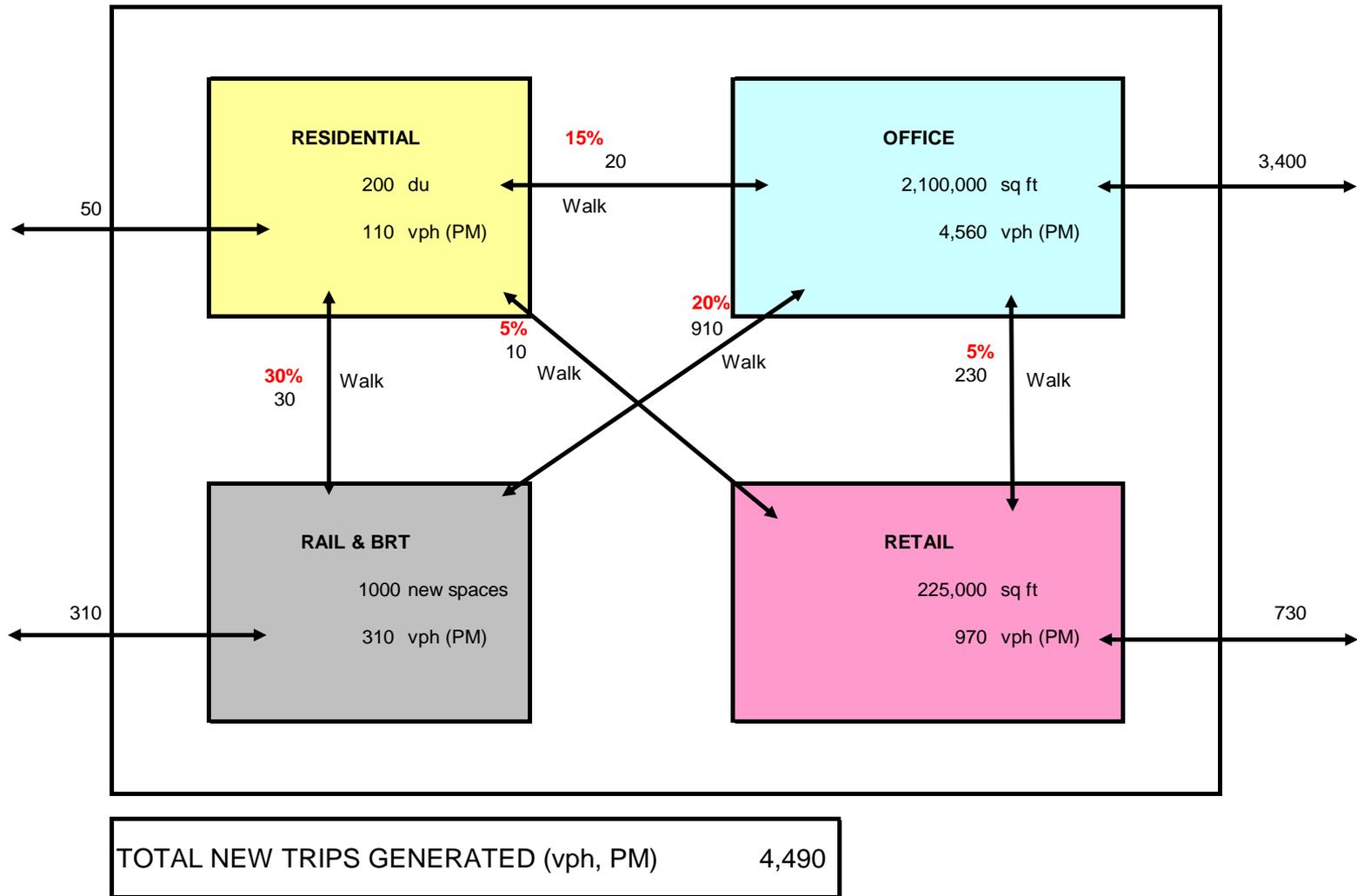
ILLUSTRATIVE TRIP GENERATION: SCHEME F



TOTAL NEW TRIPS GENERATED (vph, PM) 2,970

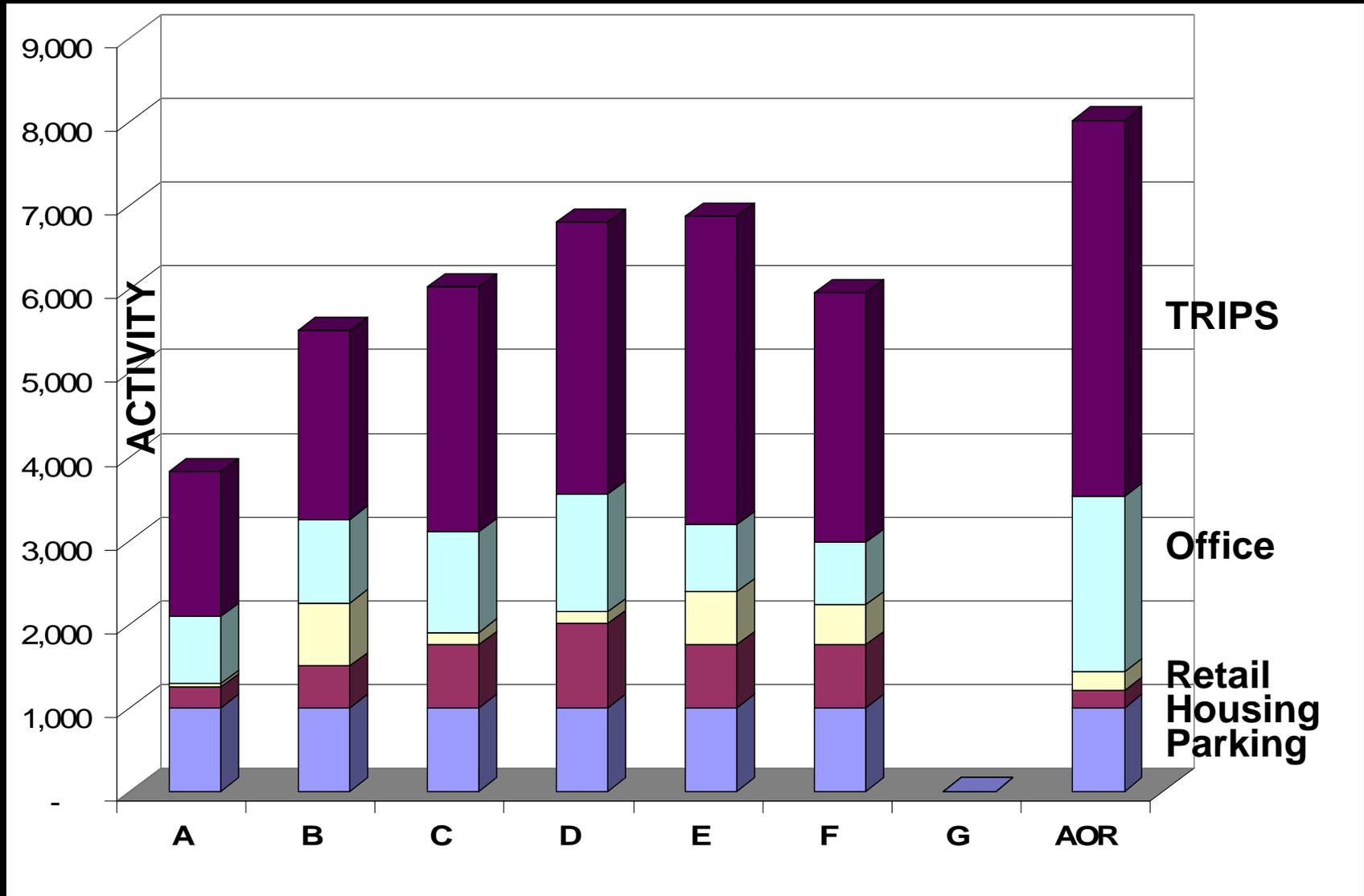
All indicated trips are new vehicles per PM peak hour, resulting from new development

ILLUSTRATIVE TRIP GENERATION: AS-OF-RIGHT

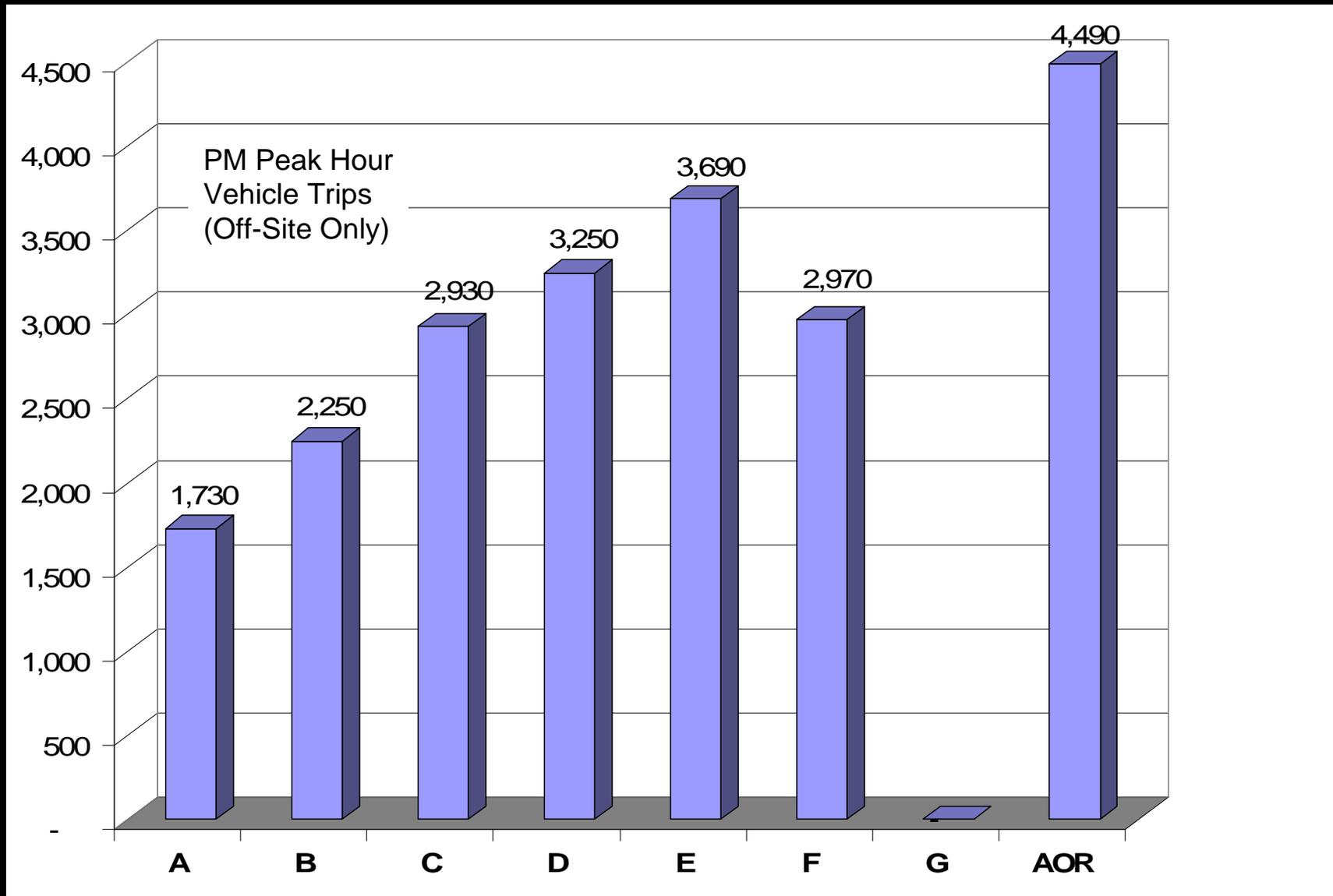


All indicated trips are new vehicles per PM peak hour, resulting from new development

ACTIVITY COMPARISON



TRIP GENERATION COMPARISON



PLANNING AND POLICY ISSUES

PLANNING AND DEVELOPMENT ISSUES

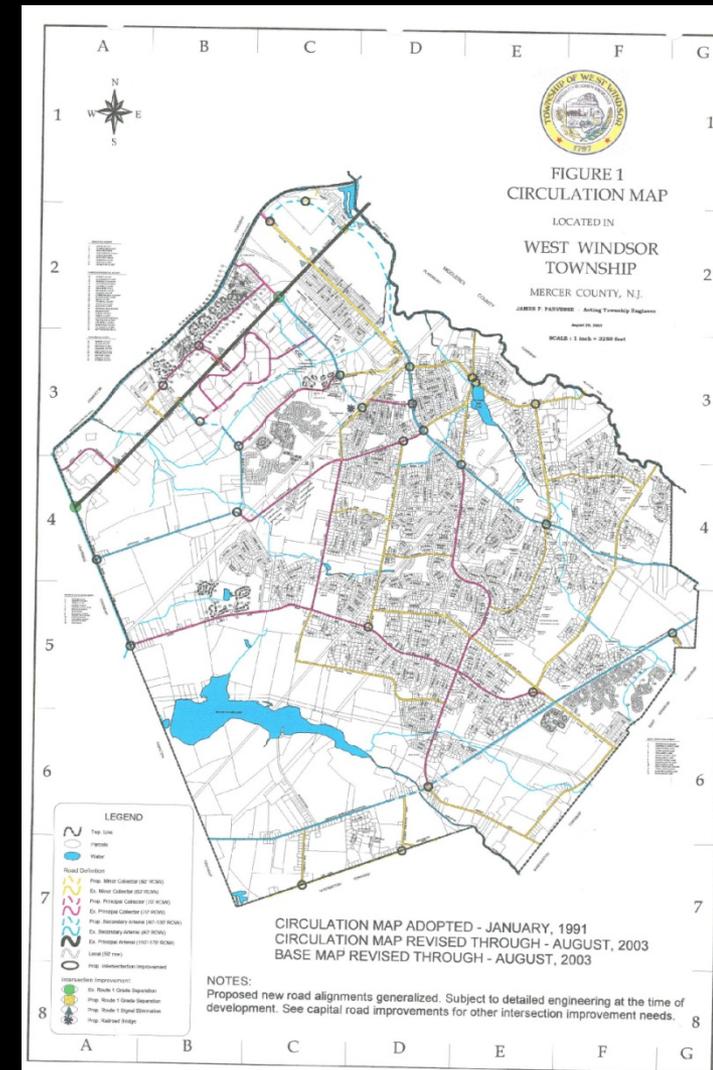
- Master Plan goals for Princeton Junction
- Princeton Junction private redevelopment: CDNJ, PNC, Rite Aid, Crawford?, Acme?
- Sustainable West Windsor proposals
- Affordable housing assumptions
- Brownfield remediation options
- Existing property owners' market perspectives

OTHER DEVELOPMENTS TO BE CONSIDERED IN THE NO-BUILD ANALYSIS

- Properties with GDP approvals in place
 - Carnegie Center I & II (East of Route 1)
 - Carnegie Center III (West of Route 1)
 - Sarnoff
 - Others???
- Other properties with site plan approvals and/or other vested rights
- Other known or planned developments

TRANSPORTATION PROJECTS TO BE CONSIDERED IN THE NO-BUILD ANALYSIS

- Route 571, Clarksville to Wallace
- Alexander / North Post and Amtrack bridge
- Vaughn Drive
- Penns Neck Improvements
- East-side Connector
- Route 1 Bus Rapid Transit
- Township Circulation Element



RELEVANT POLICY ASSUMPTIONS

- Township Circulation Plan
- Township and County Roadway Assessment Program
- Township Pedestrian and Bicycle Plan
- Status of new / current development along Route 571
- NJ Transit
- WW Parking Authority
- Number of additional parking spaces desired?
- DVRPC plans
- Dinky & Railroad crossing limitations
- Rail Station capacities

OTHER TECHNICAL ISSUES

- Assume environmental and physical site constraints as identified by Hillier team
- Assume Vaughn Drive between Alexander and Washington
- Analyze NO-BUILD to account for:
 - Effects of growth and development
 - Benefits of Circulation Plan, Capital Program, and other transportation initiatives
- Consider additional hours (beyond AM and PM peak hours) to account for time-of-day factors

PROPOSED APPROACH

PLANNING BOARD MEETINGS

- **Meeting #1 (October)**
 - Planned approach
 - Off-site development and transportation projects
 - Relevant ordinances and policies
 - Alternative scenarios to be analyzed
- **Meeting #2 (December)**
 - Traffic generation, mode choice, street volumes
 - Level of service and street needs
 - Parking demands
 - Parking fee structures
 - Garage layouts and access issues
 - Pedestrian issues

PLANNING BOARD MEETINGS (cont'd)

- **Meeting #3 (January)**
 - Revised / refined development proposal(s)
 - Revised / refined traffic data
 - Project scales, costs, revenues, impacts
 - Street infrastructure and garage costs
 - Revenue sources, development level necessary to finance infrastructure and garages
- **Meeting #4 (February)**
 - Conclusions of Board professionals and Planning Board
 - Recommendations to Council

DELIVERABLES

- PowerPoint presentations for each meeting
- Meeting summary memos
- Summary technical memo

SELECT SCENARIOS FOR ANALYSIS