

Morris Avenue Vision and Mobility Plan

Township of Springfield • Springfield Business Improvement District • Union County

A LOCAL DEMONSTRATION PROJECT

DECEMBER 2014



- Creating a walkable and bike friendly downtown
- Providing safe and convenient pedestrian, bicycle and transit facilities
- Optimizing the locations of bus routes and stops
- Ensuring an adequate supply of efficient and convenient parking
- Mitigating future flooding



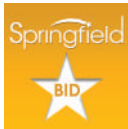
PROJECT PARTNERS



Township of Springfield



Union County



Springfield Business Improvement District

PROJECT TEAM

NJ TRANSIT

Looney Ricks Kiss

Vanasse Hangen Brustlin

Timothy Haahs and Associates

Equity Environmental Engineering

PROJECT CONTRIBUTORS

Springfield Township Committee

Union County Board of Chosen Freeholders

Union County Division of Planning and Community Development

Union County Division of Strategic Planning & Intergovernmental Relations

Springfield Business Improvement District

Springfield Patriot Chamber of Commerce

Springfield Free Public Library

Springfield Township Environmental Commission

New Jersey Department of Transportation

North Jersey Transportation Planning Authority

McManimon, Scotland and Baumann

Phillips Preiss and Grygiel

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
PHASE 1: WHERE ARE WE NOW? WHERE ARE WE HEADED?	7
Opportunities and Challenges in the Study Area	14
Traffic and Mobility Analysis	18
Parking Analysis	22
Environmental Analysis	24
Demographics and Market Analysis	26
PHASE 2: WHERE DO WE WANT TO GO?	29
Community Outreach and Events	30
Informal Field Interviews	32
Open House Community Mobility Workshop	34
Community Vision Survey Approach and Method	39
PHASE 3: HOW DO WE GET THERE?	43
Recommendations - Overview	46
Morris Avenue: A Vision Plan and Mobility Study	47
Traffic Calming and Traffic Flow Recommendations	50
Pedestrian/Bicycle Recommendations	52
Transit Recommendations	54
Parking Strategies	58
Environmental Recommendations	60
Design and Redevelopment Recommendations	64
Planning Implementation Agenda	Attached
APPENDICES	

EXECUTIVE SUMMARY

Springfield's Downtown has the essential components to shape a unique place: mixed uses, community facilities, interconnected street and sidewalk network, and access to transportation. Complimentary uses that have different peak times will allow the downtown to take advantage of activity throughout the day and sharing of parking and other community facilities. Cafes and outdoor seating can activate streets. Residential uses designed appropriately for a downtown setting can promote the "eyes on the street" concept and a "24/7" presence for security.

The Morris Avenue Vision Plan promotes a "walkable downtown" for Springfield Township, which generally includes the redevelopment area as well as existing commercially used or zoned lands along Morris Avenue near the Mountain Avenue intersection. The Vision Plan has been conducted in conjunction with the Township's ongoing redevelopment planning process and includes recommendations to create a pleasant and viable downtown that is attractive to residents, visitors and businesses alike.



Vision Plan for Morris Avenue in Downtown Springfield

PROJECT THEMES

The planning process engaged stakeholders in establishing key priorities and goals. Out of the goals and feedback, the plan was organized around several Vision Themes:

- Traffic Calming and Traffic Flow
- Pedestrian and Bicycle Improvements
- Relocations and Improvements for Transit Stops
- Parking Management and Operations
- Stormwater Management and Sustainable Infrastructure
- Downtown Design and Redevelopment Standards

TRAFFIC CALMING AND TRAFFIC FLOW

Vehicles tend to travel through the Study Area at speeds in excess of the speed limit which is not conducive to creating an active and safe downtown. The combination of paired travel lanes and the transition into Downtown Springfield should cue drivers to slow down, however, cars continue to speed down Morris Avenue. Further, current lane configuration is confusing for drivers and needs to be remedied to reinforce pedestrian and car safety. Some of the key recommendations include: curb extensions and lane guides to clearly direct traffic, dedicated left turn lane and right turn lane markings, and improved signage.

PEDESTRIAN AND BIKE IMPROVEMENTS

Through planned downtown improvements and redevelopment, there is a desire to encourage more pedestrian and bicycle activity and make it safer, particularly along Morris Avenue to help encourage the patronage of local businesses. Traffic calming improvements to Morris and Mountain Avenues can provide better and safer pedestrian and transit connections throughout the Study Area. Some of the key recommendations include: basic sidewalk maintenance, upgraded (and in some cases relocated) crosswalks, improved streetscape treatments, additional lighting and traffic calming interventions, such as curb bumpouts.



Photo Montage of Proposed Streetscape

RELOCATIONS AND IMPROVEMENTS FOR TRANSIT STOPS

A few strategic bus stop relocations will improve safety at the Morris and Mountain Avenues intersection by consolidating some stop locations and reducing the overall number of crossings required for transfers. The stop relocations will create a bus hub that could be enhanced with additional amenities, such as bicycle racks, bus schedule information and upgraded shelters.

PARKING MANAGEMENT AND OPERATIONS

It is important for the Township to effectively manage and operate its parking resources to support economic development in the downtown district. Some of the key recommendations include: improved and more regular enforcement, better wayfinding and parking signage, parking lot consolidations, additional park-n-ride options and opportunities for increased shared parking.

STORMWATER MANAGEMENT AND SUSTAINABLE INFRASTRUCTURE

Storm water management should focus on elimination of choke points, reduction of the potential for property damage and creation of storm water capacity. Public enjoyment of the brook can be enhanced by increasing physical and visual access to Van Winkle Brook, and

improved landscaping measures to create an attractive open space amenity.

DOWNTOWN DESIGN AND REDEVELOPMENT STANDARDS

Some improvements to the public realm and the adjacent buildings and properties will contribute to a more attractive and safer walking, biking and transit experience. Design Guidelines should be created to provide guidance in establishing a Downtown character for existing and redeveloped properties and public spaces.

These standards can be embedded in the Township's Master Plan, Zoning Ordinance and any specific redevelopment plans. The Design Guidelines should illustrate and regulate massing, proportion and details (such as material, signage, storefronts and lighting) necessary to achieve a mixed use district of quality streetscapes, buildings, community amenities and landscape features.

IMPLEMENTATION

In order to make the improvements in the Morris Avenue Vision Plan, the Township and the Springfield BID will need to take a series of short and long-term actions. A Planning and Implementation Agenda is included to indicate these recommended actions that were developed over the evolution of this planning initiative. The

agenda recognizes that successful implementation of plans requires strong local support and action in conjunction with assistance from Union County and the State of New Jersey. Support from county and state agencies is especially critical as Morris Avenue is a county road and state route (Rt. 124 and 82) that runs through the community within the study area.



The plan includes guidelines to provide guidance in establishing a Downtown character for existing and redeveloped properties and public spaces.

	Short Term 3-6 Months	Medium Term 6-18 Months	Long Term 18-36 Months
Traffic Calming and Pedestrian/Bicycle Improvements			
Sidewalk and Crosswalk Maintenance	●		
25 Miles per Hour Speed Limit on Morris Avenue	●		
Complete Streets	●		
Lighting and design upgrades for I-78 underpass		●	
Pedestrian walkway connection (Walnut Court) from north parking lots to Morris Ave.		●	
Bike planning and amenities		●	
Morris/Mountain/Church Mall Intersection	●		
Morris & Mountain Intersection - physical design changes			●
Midblock Pedestrian Crossing on Morris Ave.		●	
Road Diet/Traffic Calming on Morris Ave.			●
Transit Amenities			
Moving Bus Stops to east on Morris Avenue	●		
Upgraded/ new bus shelters		●	
Changes to commuter shuttle to Short Hills Train Station			●
Parking			
Parking information	●		
Shifting permit and daily parkers around from lot 1 to Lot 2	●		
Add on-street parking	●		
Develop/enhance shared parking		●	
Parking administration and management		●	
Payment in Lieu of Parking program		●	
Urban Design and Redevelopment Planning			
Downtown streetscape improvements	●		
Master plan circulation element update (Port Authority grant)	●		
Storefront façade program	●		
Design standards/form-based code	●		
Long-term plan for municipally-owned properties		●	
Environmental and Infrastructure			
Cleanup Van Winkle Brook	●		
Add stormwater capacity/flood mitigation controls			●
Incorporate pocket parks			●
Study "daylighting" brook and greenway connections			●

The full Planning Implementation Agenda with detailed steps, potential funding and partners is attached at the end of this report and can be found in Appendix A

TOGETHER NORTH JERSEY

TOGETHER NORTH JERSEY is an unprecedented planning initiative for the 13-county North Jersey Transportation Planning Authority region of New Jersey.

In November 2011, the U.S. Department of Housing and Urban Development (HUD) awarded TOGETHER NORTH JERSEY (aka North Jersey Sustainable Communities Consortium) a \$5 million Sustainable Communities Regional Planning Grant. The grant is matched with an additional \$5 million in leveraged funds from project partners. Grant funds have been used to implement the Local Demonstration Project (LDP) Program, develop a Regional Plan for Sustainable Development (RPSD) for the 13-county planning region, and provide technical assistance and offer education opportunities that build the capacity of jurisdictions, organizations and the public to advance sustainability projects and initiatives.

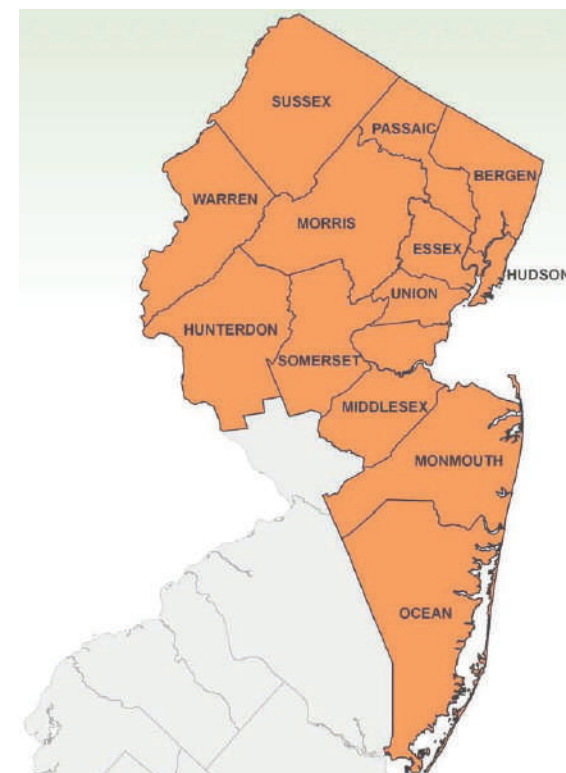
The plan is both “place-based” and “issue-based” and uses sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating plans, regulations, investments and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency. The outcome of plan implementation will be a more sustainable future for the region that invests in existing communities where housing, jobs, educational, cultural and recreational opportunities are made more easily accessible. Through open forums TOGETHER NORTH JERSEY and its members have created a comprehensive and balanced plan that invests in the region’s existing

communities where housing, jobs, educational, cultural and recreational opportunities are made more easily accessible to most residents without having to drive to them.

12 KEY ISSUES

The range of issues faced by the communities within the Region in positioning themselves for a more sustainable future is broad. The Local Demonstration Project program as a whole will attempt to engage all of the major policy issues that have been identified in recent years, as seen in the adjacent diagram.

Each project of the LDP program will address Land Use and Transportation at its core and will identify several primary issues as the project’s focus.



The work that provided the basis for this publication was supported by funding under an award with the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. The author and publisher are solely responsible for the accuracy of the statements and interpretations contained in this publication. Such interpretations do not necessarily reflect the views of the Government.

PHASE 1:

WHERE ARE WE NOW?
WHERE ARE WE HEADED?



INTRODUCTION

This project is a Local Demonstration Project (LDP), part of a larger regional planning initiative, crafting the Regional Plan for Sustainable Development, which Together North Jersey has launched pursuant to HUD's Sustainable Communities program. The project is being sponsored by Springfield Township and the Springfield Township Business Improvement District (BID). NJ TRANSIT, a member of Together North Jersey, is providing one of its teams of on-call "Transit Friendly Planning" consultants for technical assistance for this project.

The LDP program is designed to create "on-the-ground" success stories and will be an important component of creating a supportive implementation framework and informing the public of the development of the Regional Plan for Sustainable Development.



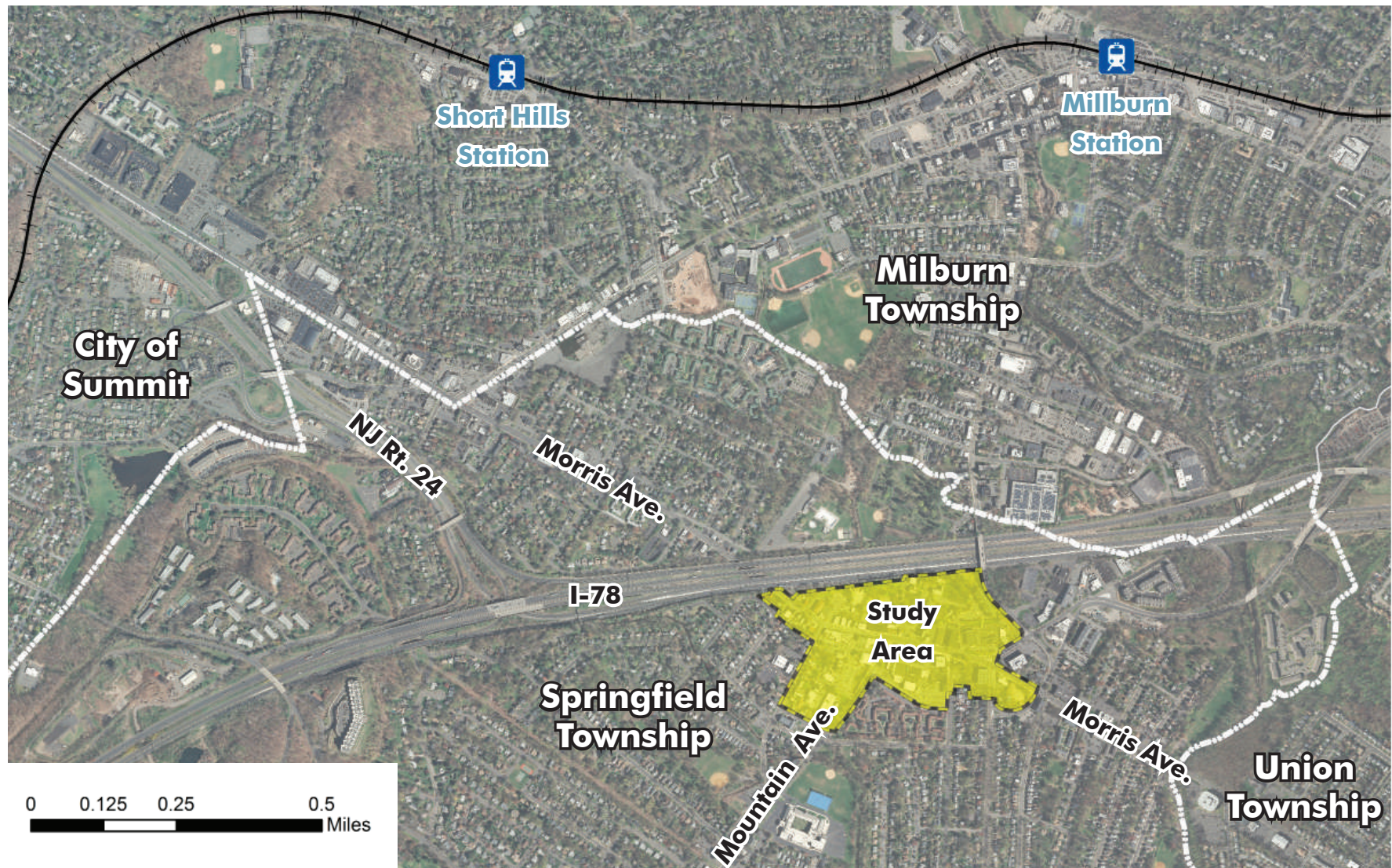
Existing storefronts on Morris Avenue



Poorly maintained awnings and sidewalks

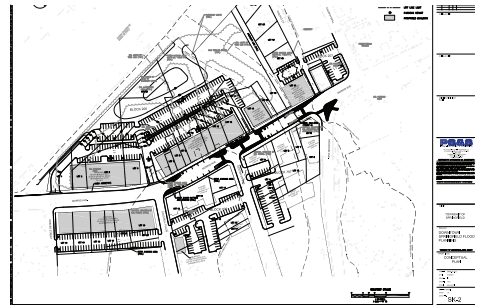


Temporary traffic signals on Morris and Mountain Avenues



BUILDING ON EXISTING PLANS AND STUDIES

This strategic plan is meant to build upon past planning efforts, focusing on key priorities established by stakeholders and to generate significant outcomes that can be implemented. The plan will engage a broad spectrum of the community to improve community design, transportation connections and choices, parking, and mitigate environmental impacts. The effort will help to get transit and new development to work better together and increase access to opportunities.



Downtown Plan – Existing Conditions and Conceptual Plan (2011)

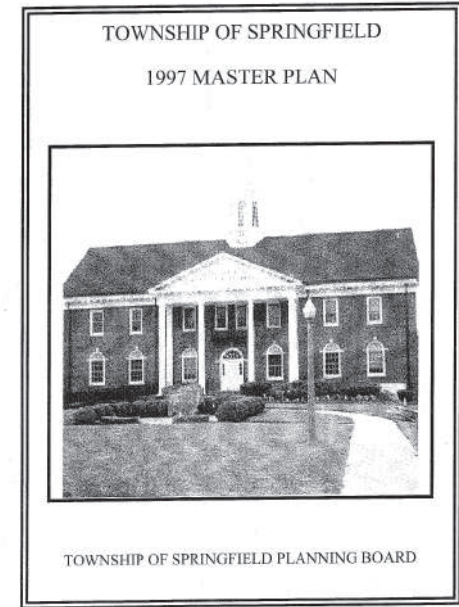
Bringing business back to Springfield.



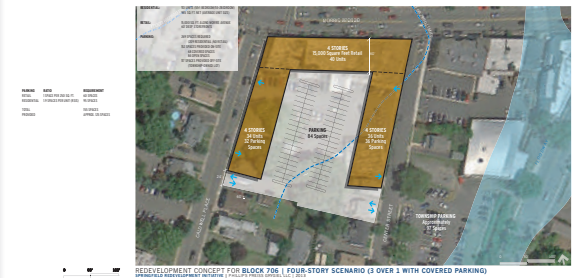
Community Insights

JGSCGroup
MARKET ANALYSIS AND
STRATEGIC RECOMMENDATIONS

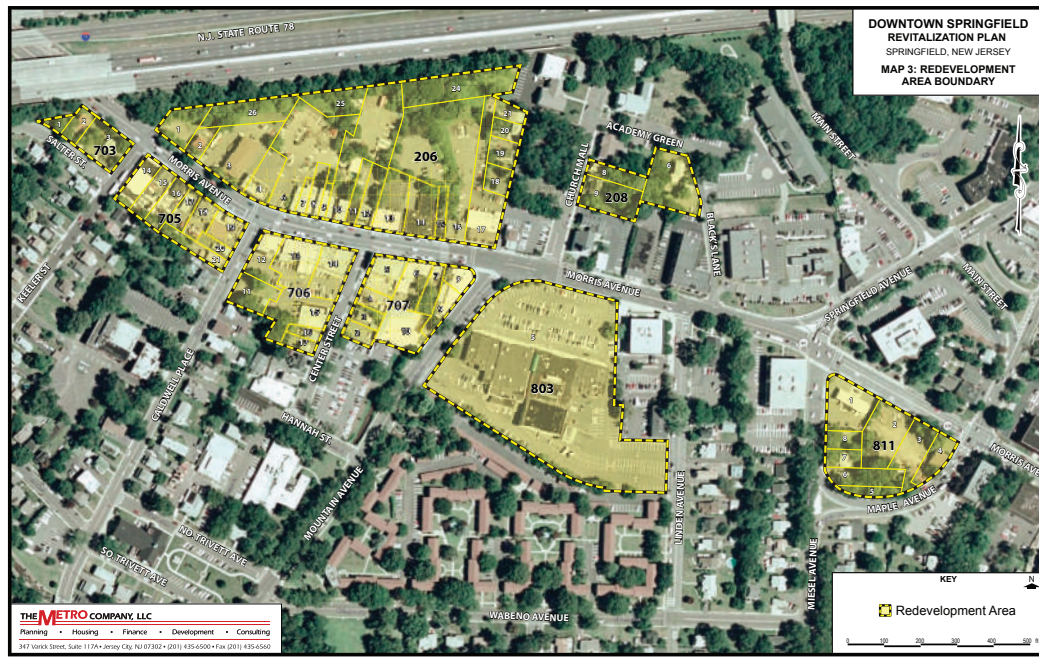
Community Insights™ Market Analysis and Retail Assessment of Springfield Township (2013)



Master Plan and Re-examination Report (2005)



Block 706 Redevelopment Concept Plan (2013)

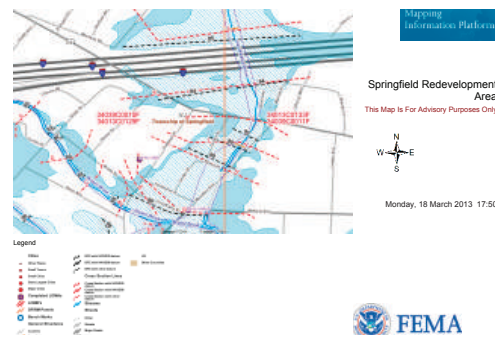


The following list of documents was reviewed as part of the background baseline for the Morris Avenue Vision and Mobility Plan:

- Redevelopment Area Blocks and Lots Map (2013)
- Community Insights™ Market Analysis and Retail Assessment of Springfield Township (2013)
- Block 706 Redevelopment Concept Plan (2013)
- FEMA Flood Map of Redevelopment Area (2013)
- NJDEP 's "Guidance for Springfield Downtown Redevelopment Project" Letter to Township (2012)
- Downtown Plan – Existing Conditions and Conceptual Plan(2011)
- Master Plan and Re-examination Report (2005)
- Land Use Ordinance of the Township of Springfield (2003)
- NJ Transit bus route schedule and stops in the Study Area
- Existing commuter shuttles from the Township to NJT's Short Hills Station
- Traffic volumes and LOS data on study area roadways
- Downtown Beautification Study (2000)

Redevelopment Area Blocks and Lots Map (2013)

NJ Transit bus route schedule



FEMA Flood Map of Redevelopment Area (2013)

PROPOSED STUDY AREA

The Study Area includes properties on the north and south sides of Morris Avenue from the I-78 overpass to the west to the intersection with Springfield Avenue/Meisel Avenue/Main Street to the east. The Study Area encompasses the 64-lot designated Redevelopment Area, as well as some additional publically-oriented parcels along Caldwell Place, Center Street, Mountain Avenue and Church Mall.

PROJECT GOALS

The project goals are as follows:

- *Creating a walkable and bike friendly downtown that is attractive to residents, visitors and businesses*
- *Providing safe and convenient pedestrian, bicycle and transit facilities*
- *Optimizing the locations of NJ TRANSIT bus routes and stops*
- *Ensuring an adequate supply of efficient and convenient parking locations*
- *Mitigating future flooding*

ACTIVE REDEVELOPMENT PROJECTS



Walk and Talk Tour participants observe Morris Avenue streetscape environment



Advisory committee members wait for the bus



Advisory committee members document sidewalk conditions on Morris Avenue in Downtown Springfield

WALK AND TALK TOURS

Advisory committee members from the community led the Project Team on a “Walk and Talk” tour for their portions of the Study Area. This allowed the Project Team to walk, observe and photograph the Study Area and gain insights to opportunities and constraints through the eyes and experiences of locals.

OPPORTUNITIES AND CHALLENGES IN THE STUDY

Public spaces and amenities are disconnected from downtown

Parking is often hidden from the street and not clear what is public and private

The existing Van Winkle Brook open culvert is prone to flooding and separates portions of the Study Area

There are opportunities to connect to Springfield history and historic sites

Pedestrians often jay walk across Morris and Mountain Avenues to make bus transfers and get to businesses

Bus stops without shelters and amenities make for an unpleasant transit experience

Sidewalks are often overcrowded and too small for pedestrians, with little to no buffer from traffic

Many crosswalks and traffic stripes are in need of repainting and lack adequate signage

Bus shelter on Mountain Avenue collects litter and is dirty and not well-maintained



Van Winkle Brook traveling under downtown Building



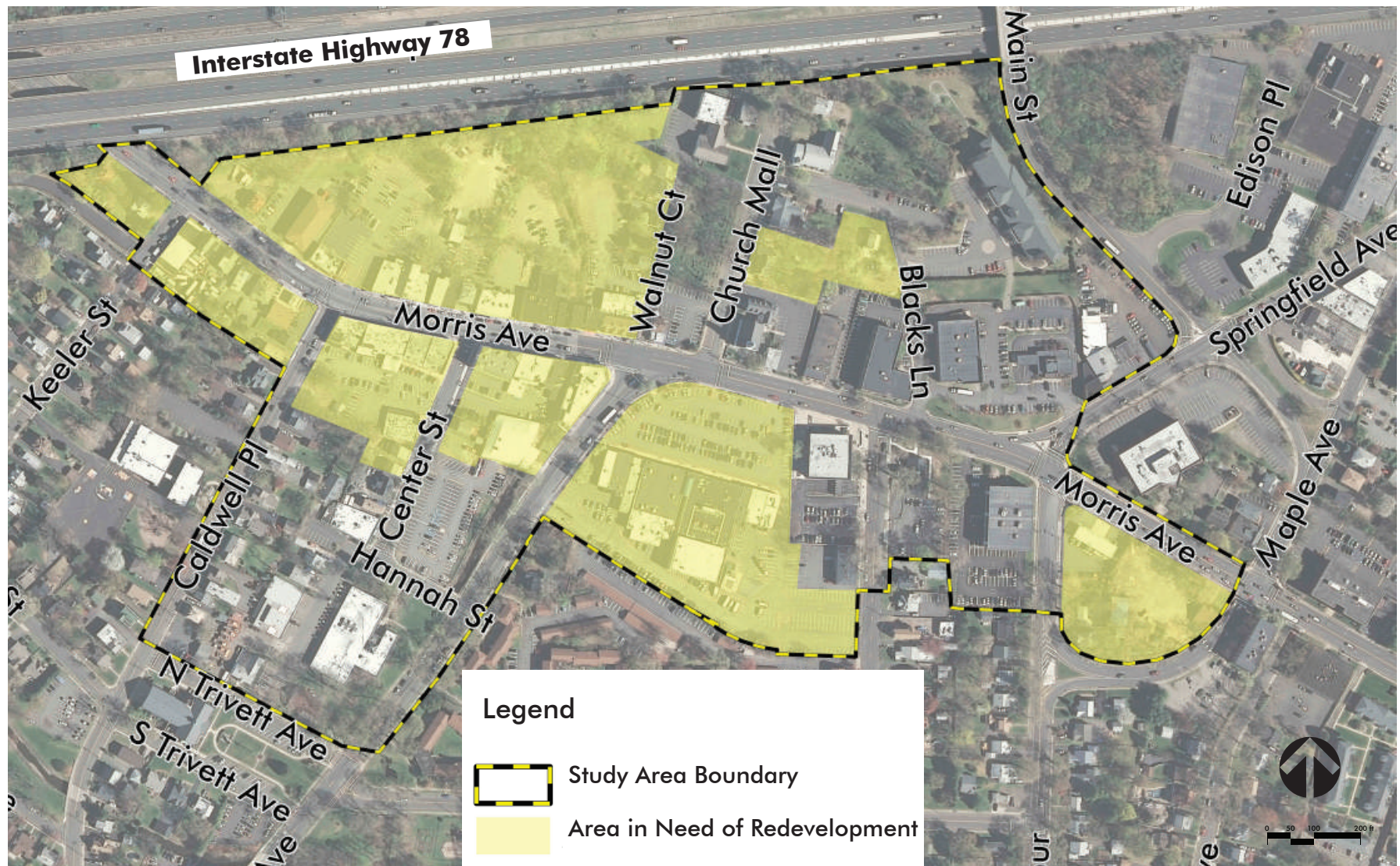
Van Winkle Brook is channelized through much of the Study Area and is prone to flooding



Parking is generally located behind buildings with many curb cuts along Morris Avenue

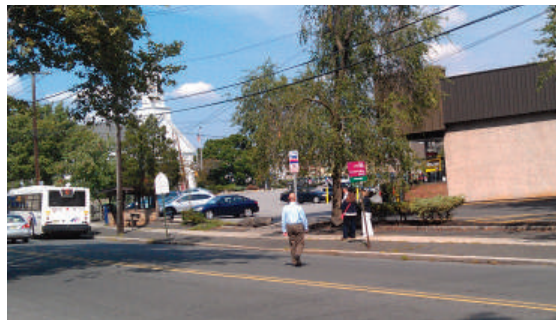


Nearby public uses including the Library are disconnected from downtown

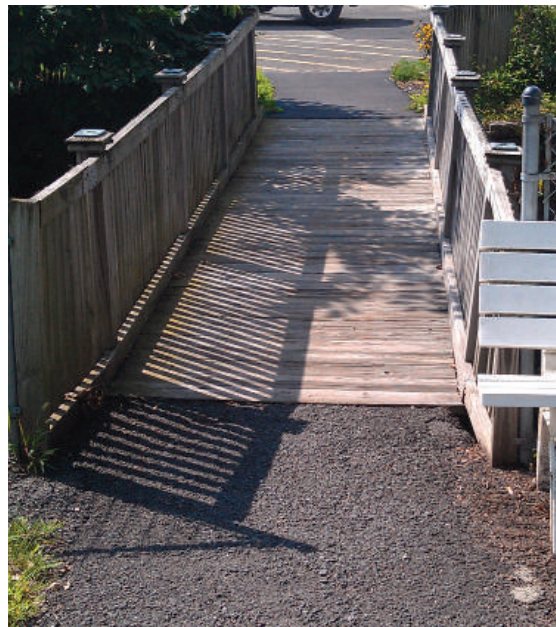
TOWNSHIP REDEVELOPMENT AREAS AND PROJECT STUDY AREA



The Study Area includes a number of historic sites including the smallest NJ State Park in front of the historic Presbyterian Church



Pedestrians often jaywalk to reach public transportation stops



Development and crossing of Van Winkle Brook are limited



Bus stops on narrow sidewalks without shelters and amenities make for a challenge to comfortably wait for the bus



Morris Avenue lacks a set of design standards to regulate storefronts



Parking is often hidden behind shops with poor access from main streets



Many crosswalks and traffic stripes are in need of repainting and lack adequate signage



Sidewalks are often overcrowded and too small for pedestrian, with little to no buffer from traffic



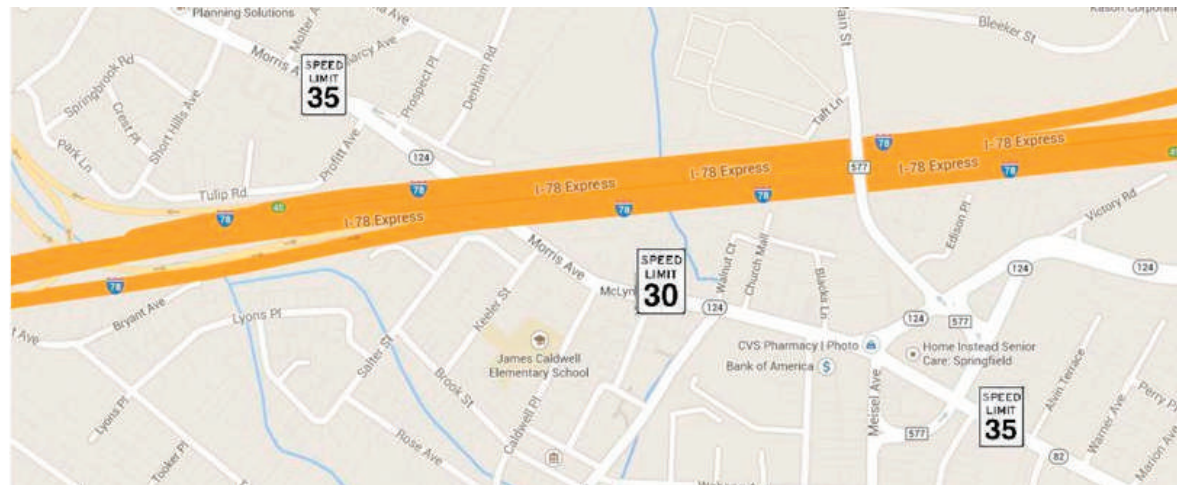
The Township owned and operated bus shelter bus shelter on Mountain Avenue collects litter and is dirty and not well maintained

TRAFFIC AND MOBILITY ANALYSIS

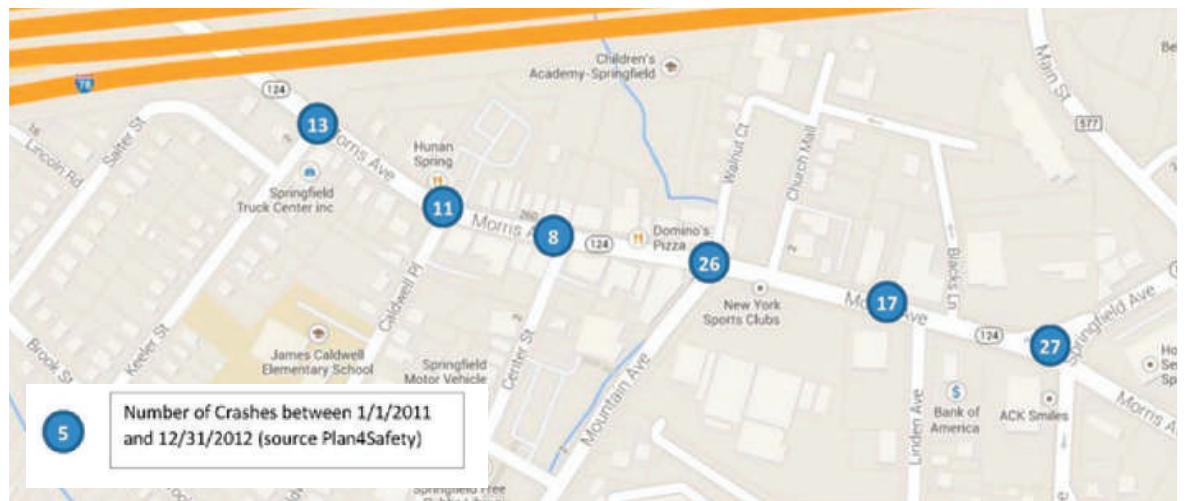
In the study area, Morris Avenue is designated as NJ 124 from the western edge of the study area near the Interstate 78 overpass and then transitions to NJ 82 as it continues past the intersection of Springfield and Meisel Avenues heading toward Union. Morris Avenue has two lanes with parking from the intersection with Caldwell Place to Mountain Avenue while the other sections of Morris Avenue have four travel lanes.

The speed limit on Morris Avenue is 30 miles per hour (mph) from the intersection at Keeler Street through the downtown area to the intersection of Springfield Avenue and Meisel Avenue. Approaching the study area from the west the speed limit on Morris Avenue in Springfield transitions from 40 mph west of Milburn Avenue to 35 mph between Milburn Avenue and Keeler Street. Approaching the study area from the east, the speed limit is also 35 mph from Liberty Street in Union to the intersection with Springfield and Meisel Avenues.

Based on field observations and comments received during the public outreach activities, vehicles tend to travel through the study area at speeds in excess of the speed limit. A 30 mph speed limit sign is posted in the downtown right at the Morris and Mountain Avenue intersection for vehicles traveling westbound on Morris Avenue but none were observed for vehicles traveling



Speed limits along Morris Avenue



Morris Avenue crash data from January 1, 2011 through December 31, 2012

NJ TRANSIT BUS ROUTES AND STOPS



eastbound on Morris Avenue. While the reduction in travel lanes from 4 to two lanes and the presence of the downtown shopping district should signal to drivers to slow down, it appears that may not be enough.

A review of Plan4Safety crash data along Morris Avenue from January 1, 2011 through December 31, 2012 showed 102 crashes occurred in the Morris Avenue study area during that two-year period. As shown in the figure below, 27 crashes occurred at or near the intersection with Springfield and Meisel Avenues, 26 crashes occurred at or near the intersection with Mountain Avenue, 17 crashes occurred between the intersections with Mountain and Springfield/Meisel Avenues, 13 crashes occurred near Keebler Street, 11 near Caldwell Place and 8 near Center Street. Fortunately, none of the crashes had fatalities or involved pedestrians or bicyclists.

According to the American Community Survey 5-year estimates (2007-2011), about 7 percent of Springfield residents use public transportation to commute to work. Some residents travel to nearby train stations in other communities like Summit, Milburn and Union while others utilize the bus routes that serve Springfield and stop in the downtown area. According to NJ Transit Rail Survey data of customers that indicated that Springfield was their origin or destination, 48 percent used the Short Hills train station, 17

percent used the Summit station, 10 percent used the Milburn station, 8 percent Union, 6 percent Maplewood, 5 percent Westfield and 7 percent used other stations.

The study area is served by several intrastate bus routes (52, 65/66, 70) that begin and end in New Jersey and one interstate bus route (114) travels to New York City. Bus Route 52 travels along Morris Avenue from the Elizabeth Rail Station and Courthouse in downtown Elizabeth to Center Street in Springfield. Route 65/66 travels from the Bridgewater Commons Mall to Washington Park in Newark with a stop in the study area. Route 70 travels from the Livingston Mall to Newark Penn Station and Route 114 travels from the Bridgewater Commons Mall to the Port Authority Bus Terminal in New York City.

According to data provided by NJ Transit, the top access modes of local bus passengers (Routes 52, 65/66, or 70) that had a Springfield origin or destination was 46 percent walked to the bus stop and 21 percent transferred from another bus. The top egress mode of local bus passengers with a Springfield origin or destination included 34 percent of passengers walked while 32 percent indicated they transferred from another bus as their egress mode. Surveys were conducted in both the inbound and outbound directions so access and egress modes are relevant.



Bus 52 layover on Center Street



NJ Transit #70 Bus, East Bound



Passengers waiting to board Bus 52

Commuting bus passengers (Route 114) were surveyed in the outbound direction (traveling from the Port Authority bus terminal to New Jersey). About 70 percent of passengers with a Springfield destination indicated they walked to their final destination and 17 percent drove their car.

Field observations and interviews were conducted with passengers waiting for buses in the study area. There are bus stops in each direction on Morris Avenue and on both sides of Mountain Avenue. Bus passengers were asked about what improvements or amenities they would like to see at Springfield bus stops, whether they visit any of the nearby businesses, what types of businesses or amenities they would like that are not here and for any other comments they would like to add. About 110 passengers were interviewed.

During the field survey, many passengers were observed transferring from one bus to another. Bus passengers were observed crossing (occasionally running) diagonally across the street outside of the designated crosswalks. Passengers complained about the conditions of the bus shelter on Mountain Avenue. At some stops, they said that they felt unwelcome standing or sitting in front of local businesses. Passengers indicated that they would like to see more defined bus stops (as two of the stops have no shelter) that are better maintained, with better lighting for a safer feel and more seating.

Public comments were gathered through both in-person meetings and an Open House session and a virtual online survey. Public comments

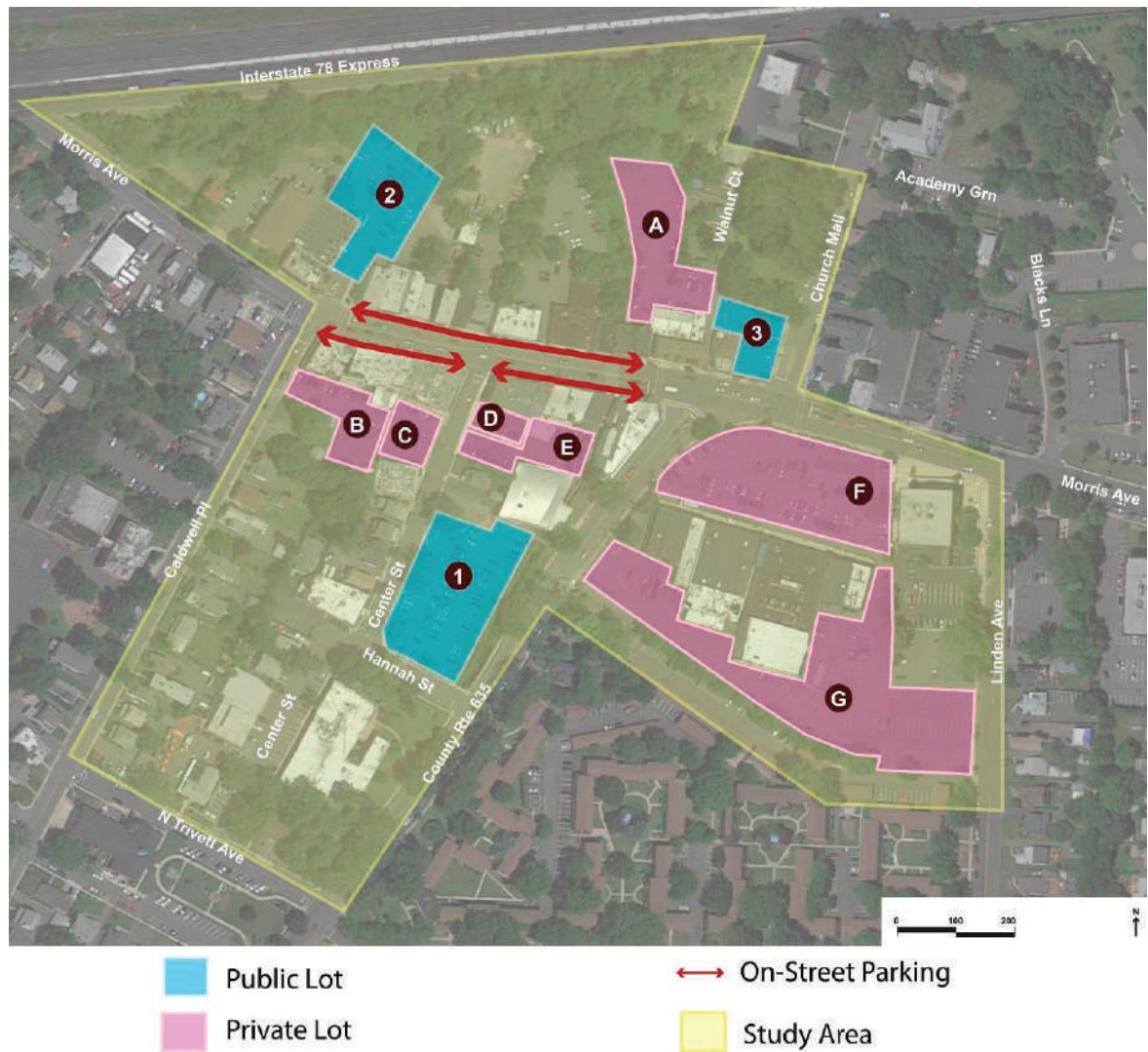
supported earlier findings and observations about vehicles speeding and the need for more enforcement. Residents also commented on pedestrians crossing outside the crosswalks and the need for more visible crosswalks and wider sidewalks to make walking downtown a more pleasant experience. The underpass by Route 78 was also cited as not having proper pedestrian lighting and for having litter accumulation and narrow sidewalks making it feel unsafe for children and adults to traverse.

Outreach participants said they observed eastbound vehicles near Caldwell Place going through red lights and at the same intersection problems with through vehicles in the right turn only lane. There were also numerous complaints about vehicles traveling eastbound on Morris Avenue near Church Mall having no signal head once they pass Church Mall. It appears the far side signal at the Morris Avenue/Mountain Avenue/Church Mall intersection is missing. This is particularly confusing for drivers of vehicles turning right from Church Mall to Morris Avenue Eastbound because they don't know if the signal is red or green. The New Jersey Department of Transportation (NJDOT) is in the process of upgrading the signals at this intersection so this situation should be remedied soon.

PARKING ANALYSIS

The parking assessment analyzes existing parking conditions and provides recommendations to enhance the utilization of the district's parking assets to support local businesses and future economic development. A well-managed and operated municipal parking system promotes the free flow of traffic and pedestrian safety, enhances residential quality of life, provides convenient parking to support local businesses and generates adequate revenue to cover operating costs, facility

No.	Name	Inventory	Category
1	Municipal Lot 1	99	Public
2	Municipal Lot 2	65	
3	Municipal Lot 3	30	
A	Walnut Ct. Lot	52	Private
B	Caldwell Pl. Lot	24	
C	Center St. Lot – West	30	
D	Center St. Lot – East	11	
E	Lot for 243 and 247	22	
F	Seabra Lot – North	140	
G	Seabra Lot – South	189	
	On-Street	30	Public





Municipal Lot 1



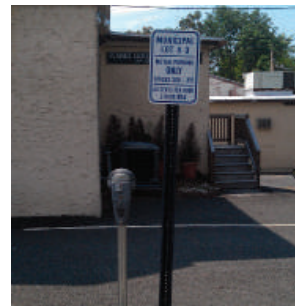
Parallel parking on Morris Avenue



Parking behind building on Morris Avenue



Municipal Lot 3



Municipal Lot 3 meter

improvements and future parking and economic development.

In order to undertake this study, the TimHaahs' team conducted meetings with Township representatives, reviewed parking related data, performed field observations and parking counts, and obtained feedback and input from residents, business owners and stakeholders at the Morris Avenue Vision Plan Open House held on November 12, 2013. Based on this information TimHaahs prepared the assessment of the current parking inventory, how it is managed and operated, and provided recommendations to improve downtown parking policies, strategies, and operations with the intent of accomplishing the following:

- Maximizing the utilization of the parking assets for various user groups
- Modifying parking regulations to better accommodate residents, downtown merchants and downtown patrons
- Centralizing parking operations to improve responsiveness and management
- Providing increased convenience and a higher level of parking patron comfort with upgraded parking equipment and parking facility improvements
- Generating adequate revenue to support the parking system

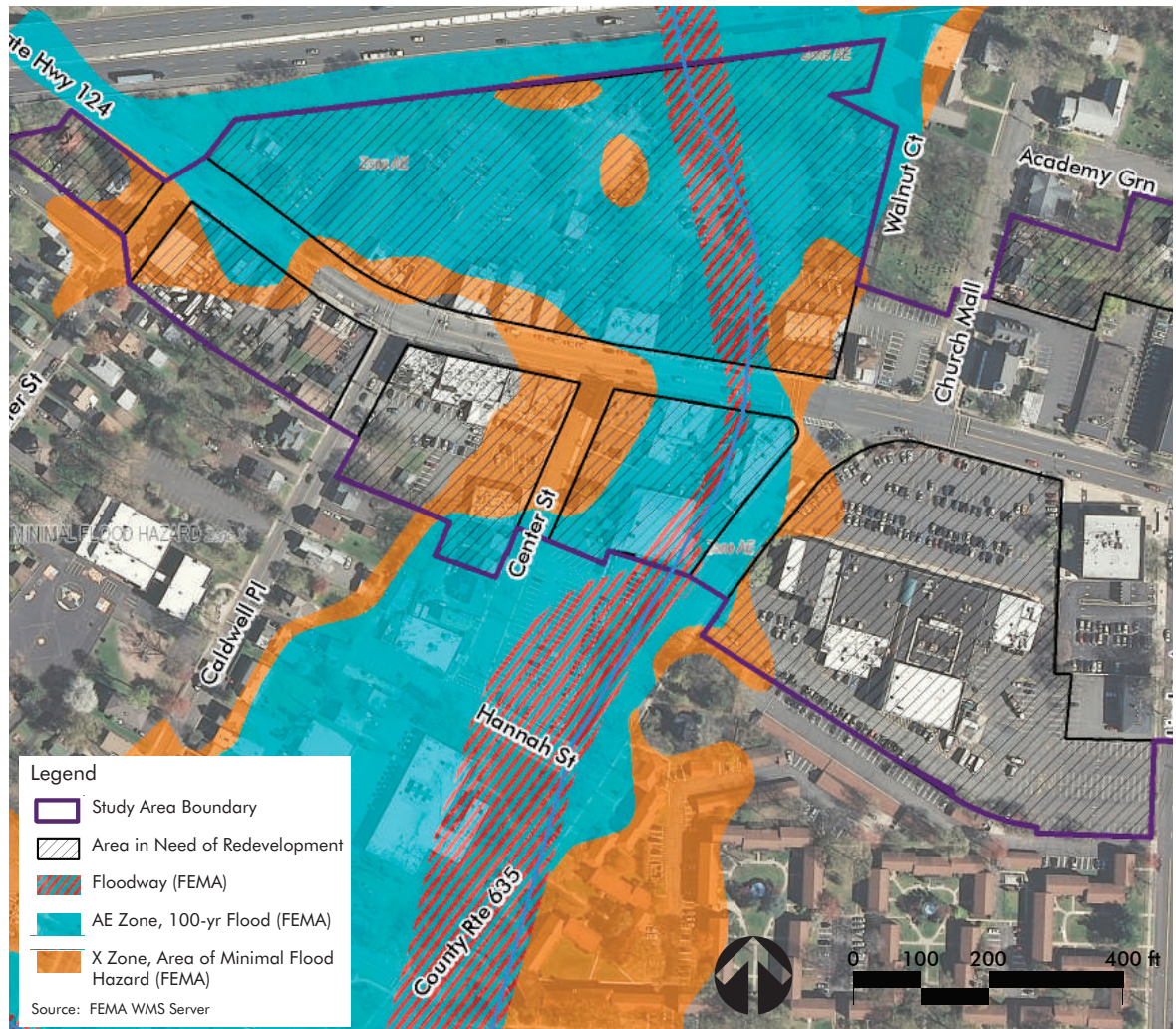
ENVIRONMENTAL ANALYSIS

Van Winkle Brook that runs through the Redevelopment Area includes natural open channels, box culverts, flood control structures and culverts. It is part of a larger watershed that feeds into the Rahway River. The adjacent land uses to the stream in the area include: commercial, residential, open parking lots and parks. Redevelopment activities in the area of the stream will require permitting by the NJDEP. The permitting process involves a number of studies, engineering calculations, and preparation of a permit application with submittal of a fee. Some of the development implications of the stream include:

- Within the floodway, no new development is allowed. Existing buildings are grandfathered in.
- Within the 100-year flood plain, new development would be allowed but would require flood insurance and would require permission from NJDEP.
- Natural stormwater management features can be designed for parking on pervious pavers and is an alternative where no permanent structures are permitted.

The portion of Van Winkle Brook in a box culvert is particularly problematic in big storms, since

ENVIRONMENTAL CONSTRAINTS





Public space in front of the library



Van Winkle traveling under building

there is nowhere for the water to go. As a result, and given the potential for more frequent severe weather, the plan should consider incorporating stormwater management into new development upstream and downstream. Redesigning sections of the underground and/or box culvert portions of the brook could have both stormwater management and aesthetic/open space benefits. Healthy vegetation adjacent to surface waters is essential for maintaining bank stability and water quality. Natural stormwater management features can be designed to also serve as passive or active open space.

Hazardous Wastes/Known Contaminated Sites

The potential exists for there to be hazardous wastes and known contaminated sites in the redevelopment area. A database search could determine the presence of these concerns. Any redevelopment of these areas should take into consideration the potential for additional work on these sites to be able to redevelop the area. Old land use maps and DEP's data miner do not show any major red flags, but underground fuel tanks could be associated with almost any development and further investigation may be warranted for individual development sites.



Open portion of Van Winkle Brook along Mountain Avenue

DEMOGRAPHICS AND MARKET

Springfield is a residential community located in Union County and has a population of approximately 15,800. Springfield residents have an annual median household income of \$89,109. The population of the Township is primarily white, married and middle aged, with a high education attainment. Over half of the entire population possesses either a bachelor's degree or advanced degree.

The Study Area is a much smaller section of the Township and has much higher diversity of population, land uses and housing types. While the Township's overall minority population is 8.4%, the Study Area is substantially higher at 29.1%.

In addition, the center of the Study Area is located at the convergence of four NJ TRANSIT bus routes (52, 66, 70 and 114). With the exception of the 114 route, these buses serve major commercial, educational and employment areas locally, including several downtowns and shopping malls. As a major bus transfer, the Study Area is a key connector to jobs, goods and services used by many, especially Traditionally Disadvantaged Populations, in large sections of Essex and Union Counties who are completely transit-dependent.

For further information, please refer to the Traditionally Disadvantaged Populations Report and the Springfield Corridor Survey Data provided by NJ TRANSIT in the appendices.

**Springfield Township Morris Avenue Corridor Vision and Mobility Plan:
Comparative Profile of Race Distribution**

Variable	Redevelopment Area	Springfield Township	Together North Jersey Region
Total Population	5,462	15,817	6,579,907
Minority	1,589	1,336	2,800,362
Percent Minority	29.1%	8.4%	42.6%
Total Population	100.0%	100.0%	100.0%
White	80.7%	82.5%	68.1%
<i>Non-Hispanic</i>	70.9%	75.4%	57.4%
<i>Hispanic</i>	9.8%	7.1%	10.6%
Black	5.0%	6.3%	12.7%
<i>Non-Hispanic</i>	4.8%	6.1%	11.8%
<i>Hispanic</i>	0.2%	0.1%	0.9%
American Indian and Alaska Native	0.1%	0.1%	0.3%
<i>Non-Hispanic</i>	0.0%	0.1%	0.1%
<i>Hispanic</i>	0.0%	0.0%	0.2%
Asian	9.5%	7.7%	9.4%
<i>Non-Hispanic</i>	9.2%	7.6%	9.3%
<i>Hispanic</i>	0.3%	0.1%	0.1%
Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.0%
<i>Non-Hispanic</i>	0.0%	0.0%	0.0%
<i>Hispanic</i>	0.0%	0.0%	0.0%
Some other race	3.1%	1.8%	6.8%
<i>Non-Hispanic</i>	0.3%	0.2%	0.4%
<i>Hispanic</i>	2.9%	1.6%	6.4%
Two or more races	1.6%	1.8%	2.7%
<i>Non-Hispanic</i>	1.2%	1.2%	1.4%
<i>Hispanic</i>	0.4%	0.5%	1.3%
Hispanic (any race)	13.5%	9.5%	19.5%

Source: U.S. Census Bureau, 2010 Census

Springfield Township Morris Avenue Corridor Vision and Mobility Plan:
Comparative Profile of Traditionally Disadvantaged Populations

Variable	Redevelopment Area	Springfield Township	Together North Jersey Region
Population¹	5,462	15,817	6,579,907
Households²	2,278	6,520	2,365,263
Households in Poverty²	38	285	209,488
Percent Households in Poverty	1.7%	4.4%	8.9%
Racially Concentrated Areas in Poverty (RCAPs)^{1,2}	0	0	155
Persons Living in RCAPs	0	0	564,916
Percent Living in RCAPs	0.0%	0.0%	8.6%
Minority Population¹	1,589	1,336	2,800,362
Percent Minority	29.1%	8.4%	42.6%
Non-Hispanic Minority Population	849	2,393	1,515,462
Percent Non-Hispanic Minority	15.5%	15.1%	23.0%
Hispanic Population	740	1,502	1,284,900
Percent Hispanic	13.5%	9.5%	19.5%
Families in Poverty with Children²	0	33	82,452
Percent Families in Poverty with Children	0.0%	0.8%	5.0%
Female Head of Household with Children²	90	230	153,224
Percent Female Head of Household with Children	4.0%	3.5%	6.4%
Persons with Limited English Proficiency (5 Years+)²	369	1,312	837,019
Percent Persons with Limited English Proficiency	8.1%	9.1%	13.7%

Sources:

¹ U.S. Census Bureau, 2010 Census; ² U.S. Census Bureau, 2006-2010 American Community Survey; ³ U.S. Census Bureau 2008-2012 American Community Survey; ⁴ U.S. Department of Housing and Urban Development, A Picture of Subsidized Households, 2012, Using 2010 Census Geography

The JGSC Group Market Analysis and Retail Assessment Report

The Township has formed a strategic partnership with the Springfield Business Improvement District (the “BID”) to facilitate the redevelopment of the Township’s downtown area and other commercial areas. As part of improving the business climate, the BID commissioned JGSC Group to conduct a Market Analysis and Retail Assessment Report.

The report aligns itself with the goals set out by the Springfield Business Improvement District (BID) such as shifting consumer spending to Morris and Mountain Avenue. The study recommended that by creating more accessible parking and traffic calming features to Morris Ave, pedestrians would feel safer on the sidewalks. An issue that was raised in this survey was that many of the existing sidewalks in the downtown area are less than ten feet wide. It was observed that the majority of pedestrians on the street are not shopping, but rather waiting for public transportation. Wayfinding was another issue with parking is hard to find or is ‘for customers only.’ Being able to find your desired destination and parking is crucial to creating a walkable downtown.

TOGETHER
**NORTH
JERSEY.**

CONNECTING
PEOPLE, PLACES,
AND POTENTIAL.

PHASE 2: WHERE DO WE WANT TO GO?



COMMUNITY OUTREACH AND EVENTS

The Project Team conducted several input sessions with stakeholder group representatives and individuals who live, work and traverse the Study Area. These sessions were coordinated with established local organizations to broaden community participation and stakeholder input.

ADVISORY COMMITTEE

The Project Team relied on the expertise of the local partners and members of the project's Advisory Committee. The Advisory Committee consists of active members of Springfield Township government and agencies, Union County, the Springfield Business Improvement District, NJ TRANSIT and key community-oriented non-profit groups. In addition to giving the Project Team direct feedback, they were charged with coordinating a grass-root community outreach and involvement process. The group met at each phase of the project to discuss ideas and make recommendations.

SPRINGFIELD BUSINESS IMPROVEMENT DISTRICT (BID)

The Springfield Business Improvement District was created in 2012 to improve the quality of doing business in Springfield for property owners, businesses and residents. The BID has been proactively reaching out to business and



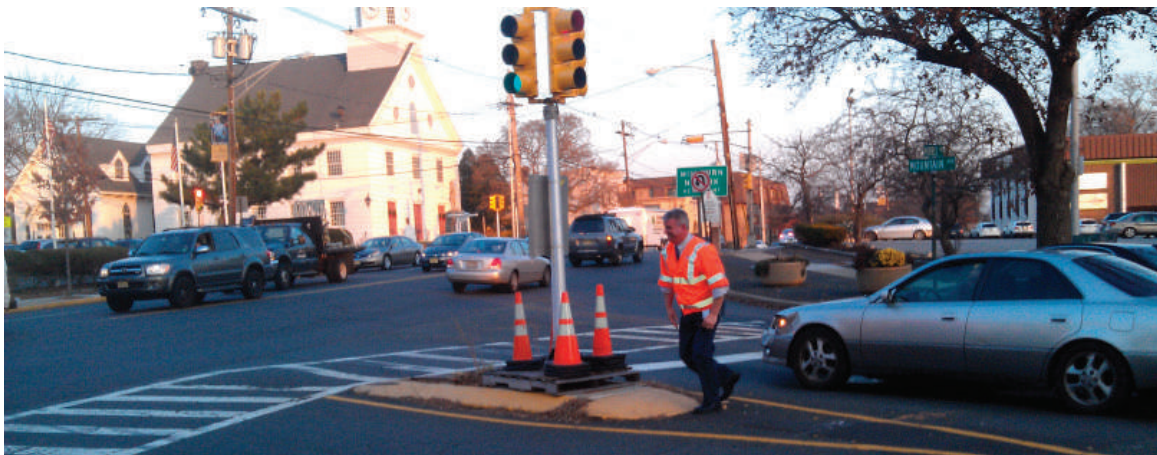
Mid-day traffic on Morris Avenue



Transit riders waiting for #66 Bus on Morris Avenue



Passengers boarding #114 Bus on Mountain Avenue



Temporary traffic signals at intersection of Morris and Mountain Avenues

property owners in the Redevelopment Area to formulate redevelopment ideas and to forge public-private partnerships.

The Project Team met with the BID at one of its regular meeting and at a few sessions with the Township's redevelopment team, including discussions with a prospective redeveloper. At the meetings, the Project Team gave updates on the project and discussed some of the streetscape and building design recommendations.

NEW JERSEY DEPARTMENT OF TRANSPORTATION (NJDOT)

The project team and local partners also hosted a special meeting with representatives from the New Jersey Department of Transportation (NJDOT), which has jurisdiction over the section of Morris Avenue in the Study Area. The group discussed improved communications in requesting assistance and how to shape plans and proposed improvements in the problem statement format that NJDOT organizes their project implementation funding and scheduling. The group also walked the area and discussed some of the opportunities and challenges. A detailed summary of this meeting can be found in the appendices.

INFORMAL FIELD INTERVIEWS

An informal survey of transit riders and pedestrians in the Study Area was conducted throughout the day on October 2, 2013. Members of the Project Team and NJ TRANSIT interns engaged people on the street to discuss concerns, challenges and mobility priorities for the Study Area and their general impressions and experience getting around.

A short series of survey questions were used to frame the conversation and input. The team also used the opportunity to make field observations of the roads, sidewalks and transit usage.

Some of the general feedback and observations included:

- Need for traffic calming and reduction in car speed on Morris Ave
- #66 bus not frequent enough
- Buses seem inconsistent – can wait on one side and see 2 or 3 buses going opposite way before one comes
- Morris Ave is not inviting and many transit users are not locals and are unfamiliar with area amenities
- New buildings stand out in town because all others are rundown
- Jaywalking is prevalent around Morris Ave and Mountain because of bus transfers



Talking with transit riders



Common and dangerous dash for bus transfer



Passengers crowded on narrow sidewalk waiting for bus

OPEN HOUSE COMMUNITY MOBILITY WORKSHOP

An evening Open House Community Mobility Workshop was held at the Sarah Bailey Civic Center right off of Morris Avenue located in the center of the Study Area on November 12, 2013. The event was advertised with flyers, e-mail distribution lists, postings on local websites and with a formal Together North Jersey media release through Rutgers University. The meeting was well-attended, with a wide variety of stakeholders from the Study Area and surrounding neighborhoods.

At this meeting, the Project Partners and Project Team provided a general project overview including the project goals, schedule and process to be implemented. Participants were then asked to move around to various stations structured by topic. The Project Team was available at each station to discuss concerns, challenges and mobility priorities for the Study Area.

All the meeting materials, outreach activities and Community Vision Survey were made available in a Virtual Meeting format on-line as well. The on-line session ran for over 3 weeks in January and February 2014.

Workshop attendees were encouraged to provide input on transportation issues and priorities in the form of submitted forms as well as input at the stations which included:

STATION 1: MEET AND GREET

Participants were signed-in and picked up an index card with a series of colored dots. They were then asked to review some boards to familiarize themselves with the Morris Avenue Vision and Mobility Project Goals, Process and Study Area map.



MORRIS AVENUE VISION AND
MOBILITY PLAN
Springfield Township

GIVE US YOUR IDEAS.
WE NEED YOUR INPUT!

OPEN HOUSE WORKSHOP
5:00 PM - 8:00 PM
TUESDAY, NOVEMBER 12, 2013

SARAH BAILEY CIVIC CENTER
30 Church Mall
Springfield, NJ 07081

Transit: NJT #52 Bus Line #66 Bus Line
#70 Bus Line #114 Bus Line



THE MORRIS AVENUE VISION AND MOBILITY PLAN is meant to build upon past planning efforts, focusing on key priorities established by stakeholders and to generate strategic outcomes that can be implemented. The plan will engage a broad spectrum of the community to improve community design, transportation connections and choices, parking, and mitigate environmental impacts.



How do we create a
safer and more walkable
downtown?



What should mixed use infill
and redevelopment look like
in the Study Area?



How do we improve transit
access and amenities?



How can we better mitigate
future flooding and create
quality open space?

www.togethernorthjersey.com

SPRINGFIELD TOWNSHIP – MORRIS AVENUE VISION PLAN

Springfield Twp, Morris Avenue Vision Plan - Virtual Meeting

Community Vision Survey - Morris Avenue Streetscape

The Morris Avenue is the main spine of the Downtown Study Area. Portions of the several blocks in the downtown area have the potential to redevelop while others are constrained due to environmental factors. The next series of slides will help us determine the community's preference for new buildings, improvements and the renovation and rehab of parts of Morris Ave. We are seeking feedback specifically on sidewalk and streetscape conditions, building type and scale, and architectural character and style.

Please review the following set of images and select the image (A-D or E for none) that you feel is most appropriate for improved sidewalks and streetscapes located along Morris Avenue in the Downtown Springfield area.



Larger Image: <https://drive.google.com/file/d/0B55IDF0dvc6fYNTbJFsNS1RN2s/edit?usp=sharing>

Which image is MOST APPROPRIATE for the Morris Avenue Corridor?

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ E



Likes and Dislikes Station



Environmental Station

STATION 2: DOT-MOCRACY: ORIGINS AND DESTINATIONS

Project Team members discussed with workshop attendees some of the places where they traveled within the Study Area and the larger region.

Participants were asked to place a light blue dot to identify where they lived, a dark blue dot to identify where they worked, green dots to identify places they like most (shopping, entertainment, dining, schools, worship, etc.) and red dots to identify places they like least on the aerial photos.

STATION 3: DOT-MOCRACY: TRAFFIC AND SAFETY

Project Team members discussed with workshop attendees some of challenges they had getting around the Study Area by car, on bike and on foot. Participants were asked to place yellow dots to identify traffic "hot spots" and safety concerns for pedestrians and cyclists on the aerial photo.

STATION 4: PARKING

Project Team members discussed with workshop attendees some of challenges they had getting around the Study Area by car and how and where they parked within the study area. Participants were asked to place green or red dots to identify talking points that they liked or disliked such as adding more metered parking on Morris Avenue.

Study Area Feedback

● Most Liked Places

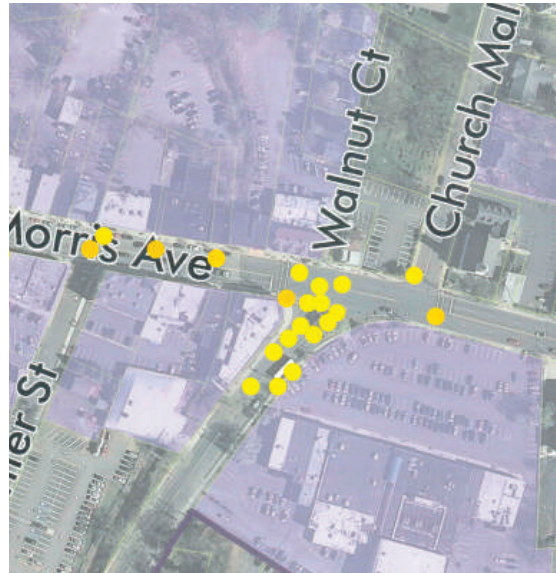
Springfield Public Library
Town Hall Green
Park space on Wabeno Ave
Jonathan Dayton High School
Seabra's Foodstore
Community Pool
CVS

● Least Liked Places

Buildings in Poor Condition along Morris
Vacant house on Morris Ave near 78
The sidewalks underneath the 78 overpass
Truck Center on Morris Ave
The parking lot at Seabra's
Channelized Brook
Parking Lots in rear of buildings on Morris

● Traffic and Pedestrian Hotspots

Morris Ave and Mountain Ave
Morris Ave and Center Street
Morris Ave and Caldwell Place
Morris Ave and Church Mall
Morris Ave and Springfield Ave
Mountain Ave near library



Dot-Mocracy Station 3: Traffic "hot spots" and safety concerns in Study Area



Dot-Mocracy Station 3: Likes and dislikes in Study Area



Parking Station



Best Ideas Station



MORRIS AVENUE VISION & MOBILITY PLAN - Springfield Township, Union County

Place you like **Most** in the study area?

Place you like **Least** in the study area?



MORRIS AVENUE VISION & MOBILITY PLAN - Springfield Township, Union County

Where are the Pedestrian & Traffic **Hot Spots** in the study area?



STATION 5: OPEN SPACE/ ENVIRONMENTAL

Project Team members discussed with workshop attendees some of challenges related to redeveloping within and adjacent to a flood zone. Participants were asked to place Post-it notes to identify areas of concern and opportunity in regard to environmental issues on the aerial photo.

STATION 6: COMMUNITY VISION SURVEY

Project Team members facilitated an interactive presentation asking participants to select images to help shape the vision for the redevelopment of the study area.

STATION 7: GIVE US YOUR BEST IDEAS AND FEEDBACK

Participants at the final station were encouraged to place Post-it notes on the large aerial photo with their best ideas and feedback for mobility improvements in the at specific locations on a large aerial photo of the Study Area.

The full results of the workshop and virtual meeting are included in Appendix F.



Community Vision Survey



Parking Likes and Dislikes



Give Us Your Best Ideas and Feedback

COMMUNITY VISION SURVEY APPROACH AND METHOD



A visually-based Community Vision Survey was prepared to identify community preferences for streetscape character, infill and redevelopment, and facilities appropriate for Downtown Springfield. This image-based effort supplemented the public input gathered through more public feedback, Post-It and index card comments, and the “Dot-mocracy” exercises.

The Community Vision Survey was conducted during the Vision Workshop session held at the Sarah Bailey Civic Center and through the on-line Virtual Meeting. Using a series of four images at a time on a large projection screen, survey

participants rated and gave feedback on images and questions. Seven questions and fifty-two images in sets of four were arranged covering several topics including Morris Ave. streetscapes and buildings, downtown residential, parking, transit facilities and open space.

Each set of four images was carefully selected to present a full spectrum of choices including images in the study area, in the region and precedents from communities in other parts of New Jersey and the around the country. Respondents were then asked to choose the most appropriate image or “none” for what they feel is most appropriate for Downtown Springfield.



The images were presented on a large screen without discussion during the first round; then the same sets of images along with the results were presented for discussion. The facilitator sought comments from respondents while these comments were recorded. A summary of these findings follows on the next series of pages.

Workshop participants taking the Community Vision Survey

MORRIS AVENUE STREETSCAPES

The first series of images in the Community Vision Survey examined the desired streetscape character for Downtown Springfield. Participants were asked to choose from a range of images of places in and out of the region. The top results are illustrated on this page. Discussions included topics such as sidewalk width, building setbacks, street trees, landscaping and greenery, and ground floor uses.

The sidewalk scene in Metuchen (top left large image), was the most popular choice of all the streetscape images. Local examples from Millburn and Cranford also scored well. Participants indicated that they want safe sidewalks and streetscape detailing that makes for an interesting and inviting pedestrian atmosphere.

**“THE POSSIBILITY OF THE AREA
IS GREAT AND EXCITING TO
ENVISION. THE RESTAURANTS
ARE ALL GOOD AND IT’S A
GREAT MIX. ”**





MORRIS AVENUE BUILDINGS

A series of image sets were used to examine preferences for redevelopment and architectural character. In general, participants favored mixed use redevelopment with a variety of architectural styles and elements. There were varying opinions on appropriate heights, setbacks and densities, but general consensus that infill development should be mixed use and in the two to four story range.

Mixed use projects outside Atlanta (top right large image) and in Orlando (lower right) were the most highly-rated in all the image sets. Participants who selected the images cited their change in massing and materials and traditional building style as reasons they liked it. A recent mixed use infill project in Garwood (lower left) also scored well for similar reasons.

**“THERE SHOULD BE THE
SAME STYLE THROUGHOUT
DOWNTOWN, COLONIAL”**

NOVEMBER 12TH WORKSHOP ATTENDEE

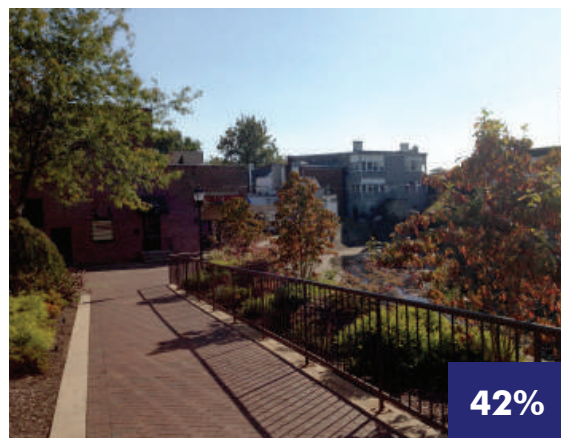
DOWNTOWN RESIDENTIAL

Participants chose residential housing types that would serve as good scale transitions from mixed used corridors to nearby residential neighborhoods. The townhomes in examples from (Left) Kentlands in Gaithersburg, MD and (Bottom Right) Princeton, NJ both show Colonial character. Survey comments included a preference for varied building types and roof lines, but staying within the Colonial style. Brick as a primary material with greater color and variety with bay windows and balconies was noted as an attractive design solution. Larger uniform facades were not preferred. Other images were favored because of the integration of greenery into the streetscape.

**“I LIKE THAT EVERYTHING IS
RELATIVELY CONCENTRATED TO
ONE MAIN AREA. ”**

COMMENTS FROM A VIRTUAL MEETING PARTICIPANT





OPEN SPACE / ENVIRONMENTAL

There was a consensus among the Vision Survey participants that they would like to see more public space in Downtown Springfield. Several people commented that there are not really places in the downtown area to hold community events. Also, there was great concern for risk of flooding in and around downtown. The most-preferred image displays an opportunity to come closer to the water while also creating usable public spaces. There were mixed opinions for creating an area that is hardscaped vs. more natural open space.

“IT’S VERY IMPORTANT TO PROVIDE LOTS OF GREEN SPACE IN THE MORRIS AVE AREA. THIS WILL ATTRACT SHOPPERS TO THE AREA.”

COMMENTS FROM A VIRTUAL MEETING PARTICIPANT

TOGETHER
**NORTH
JERSEY.**

CONNECTING
PEOPLE, PLACES,
AND POTENTIAL.

PHASE 3: HOW DO WE GET THERE?



RECOMMENDATIONS - OVERVIEW

The Vision Plan, through traffic calming and pedestrian enhancements, promotes a healthy, safe and walkable downtown district. Increased density and better access will increase the use by residents and transit users. The Vision Plan includes recommendations for:

- Traffic Calming and Traffic Flow
- Pedestrian and Bicycle Improvements
- Relocations and improvements for Transit Stops
- Parking Management, Maintenance and Enforcement
- Stormwater Management
- Design and Redevelopment Standards

In order to improve mobility and to encourage a safe and active downtown, the Township and the BID need to take a series of short and long-term actions. The following section outlines the planning and implementation recommendations developed during the evolution of the Vision Plan. The Plan recognizes that successful implementation requires strong local support and action, as well as assistance from Union County and the State of New Jersey. These actions are outlined on the following pages and in greater detail in the Planning and Implementation Agenda in the Appendix.



Vision Plan for Morris Avenue

“Walk, Talk and Act”

On April 4, 2014, the New Jersey Office for Planning Advocacy, New Jersey TRANSIT and the Project Team facilitated a “Walk, Talk and Act” event in the Study Area. The presentation and roundtable discussion was held at the Springfield Township Municipal Building and was followed by a walking tour of the Study Area. Attendees included the project partners, Steering Committee and representatives of various state agencies, Union County, North Jersey Transportation Planning and HUD. The “Walk, Talk and Act” tour presented an opportunity to share key challenges and recommendations with the group and seek input on potential partnering and funding opportunities.



Mayor David Barnett points out some of the opportunities and challenges in the Study Area to representatives of various State agencies during the Walk-Talk-Act Tour

Ongoing Implementation

The Vision Plan recommendations dovetail with ongoing efforts in the Township and are moving forward. Some of the efforts underway include:

- The Township has been awarded a grant from the Port Authority to update the Master Plan consistent with the Vision Plan.
- The Springfield BID is finalizing a wayfinding and branding program for the Morris Avenue area including parking signage.
- The Township has entered into redeveloper agreements on two sites in the Study Area and are layering in design recommendations into those plans.
- The Springfield BID is issuing an RFP

for streetscape design services for the Mountain Avenue business district and will include design standardizations for future improvements for the Morris Avenue area.

- The Recreation and Senior Center has been relocated to the Chisholm Community Center from the Sarah Bailey property in the Study Area.

Additionally, the Vision Plan compliments NJ DOT’s plans to upgrade the traffic signals at Morris Avenue at Mountain Avenue.

Benefits to Traditionally Disadvantaged Populations

The recommendations in this study will have benefit to the Traditionally Disadvantaged Populations. Creating a safer and more pedestrian-friendly Downtown will help to improve access to community facilities and businesses, particularly for youth and seniors.

The relocations and improvements to bus stops will help to give more efficient and safer access to regional transportation. As a major bus transfer location, this corridor is a key connector to jobs, goods and services used by many including Traditionally Disadvantaged Populations in large sections of Essex and Union Counties.

MORRIS AVENUE: A VISION PLAN AND MOBILITY STUDY

- | | | |
|--|---|---|
| ① New buildings with traditional “Colonial” style | ⑥ Pedestrian-scale lighting and street furniture | ⑪ Balconies, window boxes and awnings to create projecting elements |
| ② Individual “facades” to break long buildings | ⑦ Parking and community wayfinding signage | ⑫ Bus hub with improved shelters |
| ③ Active storefronts and street frontage | ⑧ Cafes and projecting awnings to activate the sidewalk | ⑬ Higher quality exterior materials |
| ④ Standards for quality signage and materials | ⑨ Facade Improvement Program | ⑭ Appropriate street trees for mixed use streetscape |
| ⑤ Curb bumpouts, upgraded crosswalks and signalization | ⑩ 3-story “expression line” - deep cornice or setback upper floor | ⑮ Widening of sidewalk for more space and traffic calming |
| | | ⑯ Permanent radar/“Your Speed Is” signs at entrances to Study Area |





Morris Avenue looking west



Photo-montage of proposed concept for Morris Avenue looking west

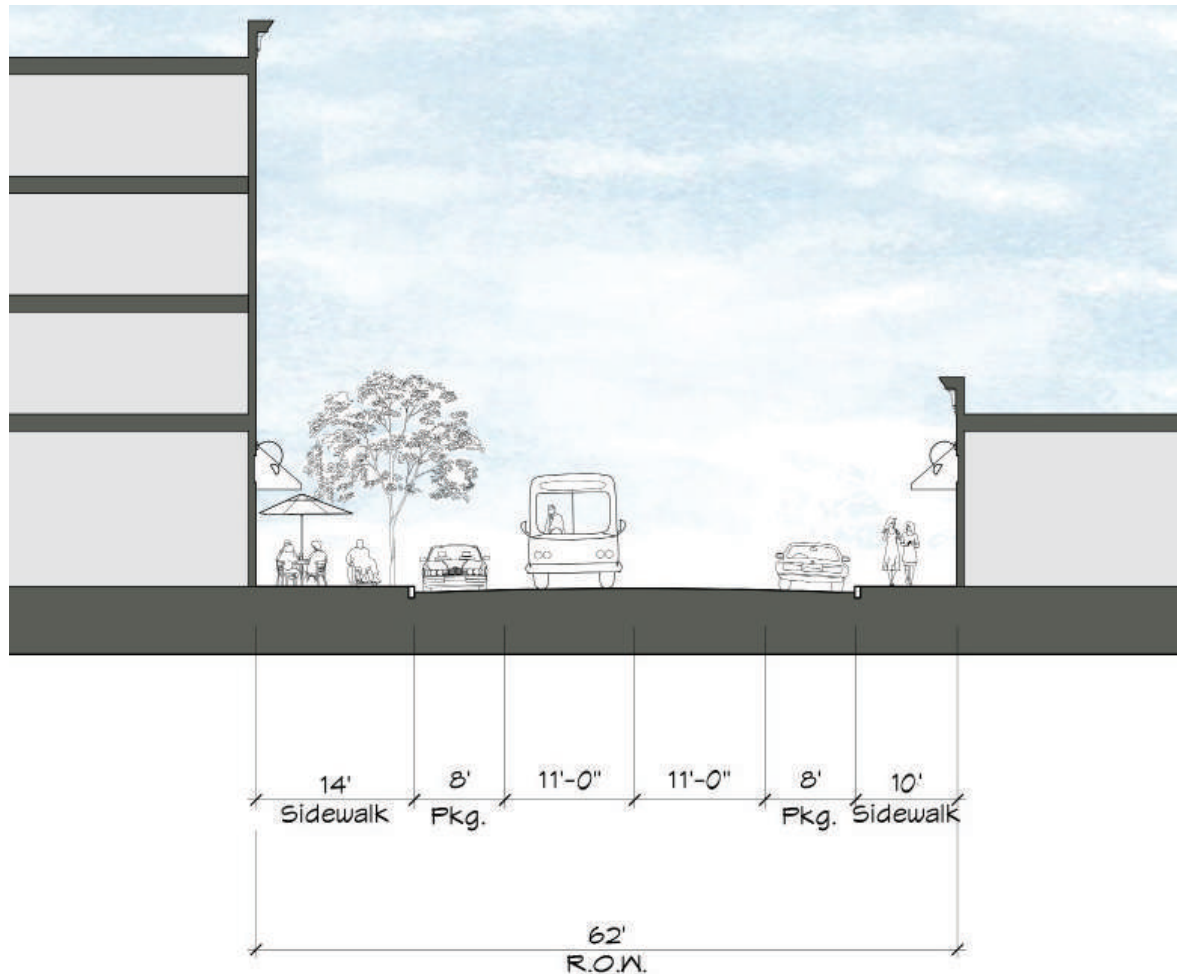
TRAFFIC CALMING AND TRAFFIC FLOW RECOMMENDATIONS

To reduce speeding in the downtown, additional signage should be considered including additional enforcement, "Reduced Speed Ahead" and "Your speed is" radar signage should be considered.

Once the signage is installed, there should be additional enforcement to encourage motorists to travel at the speed limit. Springfield should continue to pursue funding from NJDOT's Safe Corridors program. When pursuing funds it is important to pursue funding for both NJ 124 and NJ 82 and clearly demonstrate that while NJDOT considers Morris Avenue two separate state highways, it really operates as one continuous corridor and should be evaluated for funding as one corridor.

Springfield should also launch an education campaign to alert motorists of the downtown speed limit and encourage them to travel at safe speeds. The National Highway Traffic Safety Administration (NHTSA) has marketing materials available at their website (<http://www.trafficsafetymarketing.gov/>) for the Townships and there are education materials available through NJTPA's Pedestrian Safety Campaign website (<http://beststreetsmartnj.org/>)

Sidewalks can be widened at intersections through curb extensions. The curb extensions will also shorten the pedestrian crossing distances and will help encourage traffic to travel at the 30 mph speed limit through downtown Springfield.



Proposed Street Section: In the downtown area the sidewalks are as little as 8 feet in many places and the roadway is oversized for 2 travel lanes and parking. The proposed section would regularize the widths in the downtown area making the travel lanes 11 feet each, standardize parking and giving additional width to the sidewalk - 14 feet on the south side adjacent to redevelopment and 10 feet on the northside.



Extending the curb on the southeast side of Mountain and Morris Avenues will also slow down right turning vehicles.

Lane Striping

Pavement markings should be added to the westbound Morris Avenue approach at Church Mall to create dedicated left and through/right turning lanes. Signage should be placed in advance of the intersection to advise motorists of the lane designations. Dashed lane markings should be extended from the Church Mall intersection through the Mountain Avenue intersection to guide motorists. Dedicated left turn lane and right turn lane markings should be added to the Mountain Avenue approach.



Examples of traffic calming signage

Proposed Traffic Calming Modifications

PEDESTRIAN AND BICYCLE RECOMMENDATIONS

The pedestrian realm has to be the focus of mixed use places. Sidewalks should be comfortable and safe places to walk. Traffic calming devices should be used to slow down traffic and give visual cues that vehicles are entering a people-oriented environment. Sidewalks should have appropriate street furniture to make spaces comfortable for users. Creating areas for outdoor dining and displays is vital to the success of a walkable, mixed use district. Buildings and storefronts should present a proper face to the street including inviting display windows, attractive signage and comfortable lighting.

Sidewalks and Crosswalks

Pedestrians are currently discouraged from utilizing Downtown sidewalks because many sidewalks are less than 10 feet wide, are often overcrowded at bus stop locations and have little-to-no buffer from traffic. More consistent on-street parking and better streetscaping can help to activate sidewalks of this width.

However to further increase pedestrian flow, safety and Downtown activity, sidewalks should be widened, where practical. This can be accomplished through a combination of requiring a slight setback to new development (+/- 2'), using curb bumpouts at intersections and mid-block crossing locations and where possible

slimming the overall road width in the Downtown area. These interventions can increase the space available for street furniture, plantings, lighting and café space and have an overall traffic calming benefit to the area.

Additionally, crosswalks and traffic stripes are in need of repainting and there is a lack of adequate signage. Therefore, standards for sidewalks and crosswalks should be adopted, and they should be restored with higher quality materials. Highly

visible “Stop for Pedestrian” signs should be considered for all crosswalks.

Site lighting is a key part of the articulation of the public realm. Lighting fixtures not only provide for the safety and accessibility of the outdoor spaces at night but are a key aspect of the street furnishings that give scale and dimension to the streetscape. Fixtures should be selected for lighting capacity as well as for architectural detailing that will lend a sense of quality and articulation to the public realm.



Active, well-maintained sidewalk





The Route 78 underpass should have improved pedestrian lighting and could become a place for public art. This image is an example in Philadelphia where the Race Street underpass was improved to connect the Delaware River to Center City.



Curb bumpouts for traffic calming

Underpass Improvements

Currently, the I-78 underpass acts as barrier to Downtown Springfield because there a perception it is unsafe for pedestrians due to fencing, inadequate lighting and poor maintenance. Alternatives to the chain-link fencing should be explored to create a less hostile sidewalk environment. Pedestrian-scaled lighting along the sidewalks will help to make the pedestrian access to the other side more comfortable. The underpass could also become a location for murals, by working with local artists to illustrate Springfield's history and act as a gateway to the Downtown area.



Locations for bike racks and storage should be located along Morris Avenue and near the bus stops

Complete Streets and Bicycle Access

Complete Streets policies that make walking, bicycling and taking public transportation safe, convenient and attractive for people of all ages and abilities should be adopted in Downtown Springfield. For example, bicycling is a good alternative to driving and/or walking for local trips and can be encouraged with bike planning and amenities. Further study of bicycle routes should be explored as part of on-going implementation efforts.

Safe and secure bicycle parking can lead more travelers to bike to their destinations instead of driving. Up to 10 bicycles can fill the space of one motor vehicle, which can be extremely attractive to businesses. Therefore, bike racks should be installed in key locations near Downtown businesses and bus stops.

Traffic Calming and Pedestrian/Bicycle Recommendations

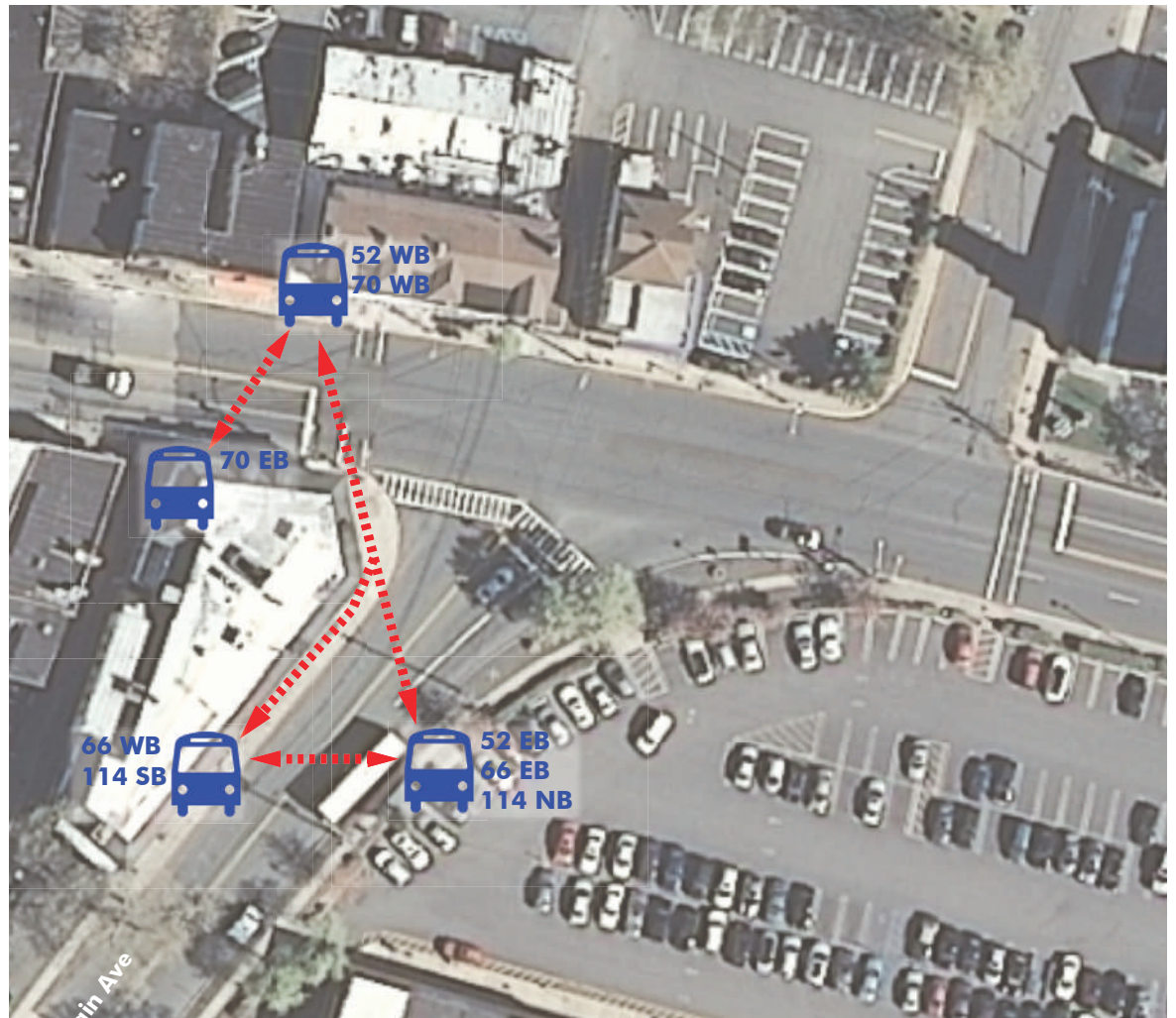
- Sidewalk and crosswalk maintenance
- Complete Streets policy
- Lighting and design upgrades for I-78 underpass
- Bike planning and amenities
- Road diet/traffic calming on Morris Ave.
- Morris and Mountain signalization and lane delineations
- Permanent radar/"Your Speed Is" signs at entrances to Study Area

TRANSIT RECOMMENDATIONS

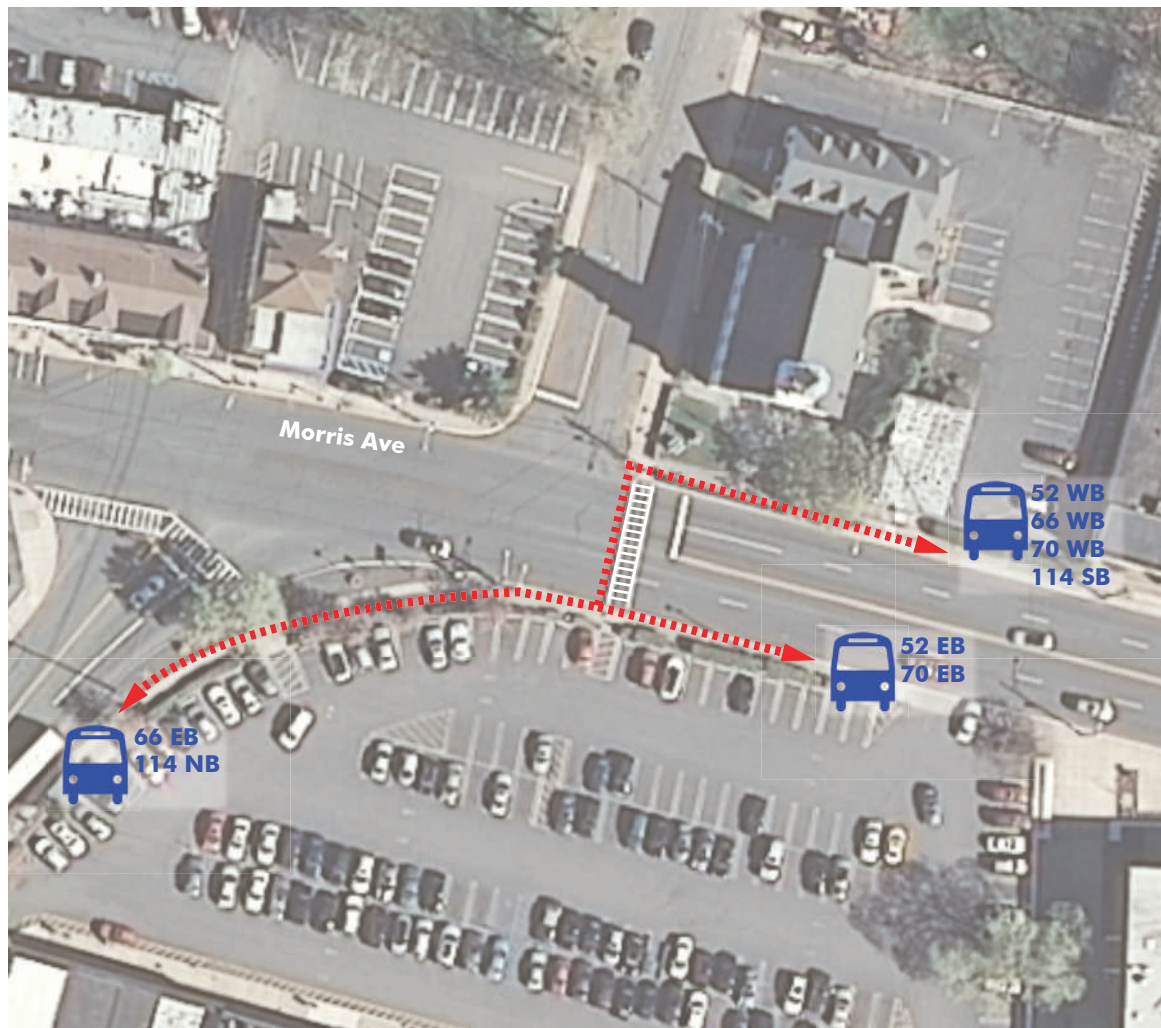
Currently there are four bus stops in the study area. Two are along Morris Avenue just west of Mountain Avenue. The Route 70 bus stops on both the west and eastbound side of Morris Avenue and the Route 52 bus stops only on the westbound side of Morris Avenue. Two bus stops are along Mountain Avenue on the south side of the intersection. The 66 and 114 buses stop on both sides of the street and the Route 52 bus stops at the northbound approach only.

After discussions with NJ Transit, we recommend eliminating one relocating two of the bus stops and creating more of a bus hub. The changes will not affect the bus stop routing just the locations where the buses stop.

The Route 66 and 114 buses currently stopping at the southwest corner of Mountain Avenue would be moved to a relocated bus stop located just east of Church Mall that would also accommodate the Route 52 and Route 70 buses. The Route 70 bus stop that is currently located at the southwest corner of Morris Avenue would be moved just east of the crosswalk at Church Mall and would also accommodate Route 52 buses. The stop on Mountain Avenue at the southeast corner would remain in the same location; however only Route 66 and 114 buses would stop there. The Church Mall crosswalk would need to be upgraded to a high visibility crosswalk and pedestrian countdown signals need to be installed. These improvements and bus stop



Existing NJ Transit Bus stops and pedestrian movement



Proposed NJ Transit Bus stops and pedestrian movement

- Safer for riders with less crossing movements and potential for jaywalking
- Creates hub in Downtown with more room and locations for amenities (shelters, seating, bike racks, trash/recycling)
- Maintained bus routing
- Reduces post intersection stopping to help traffic flow



Passenger boarding #114 Bus

relocations will improve safety at the intersection as many passengers could not walk along the sidewalk to make transfers between buses and those that need to cross the street would all be crossing at one crosswalk.

The bus stop relocations will create a bus hub that could be enhanced with additional amenities. Like bicycle racks, bus schedule information and upgraded shelters. The Township and BID should explore partnering with third party advertisers to install “upgraded” shelters with rotating advertisements. The revenue from the program could be used to help pay for additional routine

maintenance.

Commuter Jitney

Springfield Township offers a Park and Ride Jitney Service from the Springfield Community Pool parking lot to the Short Hills Train Station. The daily fee is \$3.00 per ride and monthly/quarterly is \$50 per month. An additional stop could be considered in the Study Area to allow for additional transfer options and help to activate the downtown area. By adding a stop, commuters will benefit from additional parking locations and

having access to convenience retail and dining options as they start or end their commute.

The parking strategies included a recommendation that the southern portion of the former Seabra’s supermarket parking lot, which is minimally used during the weekday, be explored as an alternate commuter parking lot. This parking inventory could be effectively shared with commuters using the bus service to Manhattan or the shuttle bus to Short Hills Train Station if a stop was added in the Downtown area.



Longer and more open shelter with seating



Partner with third party advertiser to install “upgraded” shelters with rotating ads



Potential location for commuter parking lot (southeastern portion of Seabra's parking lot).

- Improve intermodal connectivity with bike racks at bus hubs
- Posted schedule information
- Longer and more open shelters with seating and better lighting
- Township and BID to work with bus shelter program to create new shelters and maintenance
- Partner with third party advertiser to install "upgraded" shelters with rotating ads on them - the revenue assists with paying for routine maintenance



Improve intermodal connectivity with bike racks at bus hubs

PARKING STRATEGIES

As redevelopment occurs and the vacant retail space leases up, the parking adequacy of Downtown Springfield will be reduced and it will be important for the Township to effectively manage and operate its parking resources to support economic development in the downtown district. Outlined below is a summary of the report recommendations. The full report can be found in Appendix B.

Enforcement

Parking Enforcement should be consistently provided at all the municipal parking facilities and especially for on-street parking spaces along Morris Avenue. These facilities generate significant parking revenue for the Township and should be enforced on an hourly basis. In addition, the time limit for on-street parking should be enforced to promote turnover of the spaces to support local business. On street parking is often the most convenient parking in a downtown and it not only improves access to the downtown businesses but adds vibrancy, convenience and a buffer to street level activity. As such, the Township should add on street parking to the greatest extent possible to support the downtown district on Morris Avenue, on Caldwell Place and on Center Street.

Table 4: Peak Parking Occupancy											
Facility		Supply				Weekday Peak Occupancy			Weekend Peak Occupancy		
		P	D	O	Total	Time	Demand Count	Occupancy	Time	Demand Count	Occupancy
Public	Municipal Lot 1	30	69		99	10:30AM-11:30AM	90	91%	11:00AM-12:00NOON	60	61%
	Municipal Lot 2	45	20		65	1:00PM-2:00PM	18	28%		6	9%
	Municipal Lot 3	20	10		30	4:00PM-5:00PM	10	33%		4	13%
	On-Street Spaces		30		30	4:00PM-5:00PM	26	87%		27	90%
Private	Walnut Ct. Lot			52	52	1:00PM-2:00PM	38	73%	11:00AM-12:00NOON	35	67%
	Caldwell Pl. Lot			24	24	1:00PM-2:00PM	23	96%		23	96%
	Center St. Lot-West			30	30	4:00PM-5:00PM	12	40%		26	87%
	Center St. Lot-East			11	11	4:00PM-5:00PM	7	64%		2	18%
	Lot for 243 & 247 at Morris Ave.			22	22	1:00PM-2:00PM	12	55%		11	50%
	Seabra Lot - North			140	140	1:00PM-2:00PM	73	52%		69	49%
	Seabra Lot - South			189	189	4:00PM-5:00PM	40	21%		43	23%
Total					692		349			306	
*P: Monthly Permit Paring D: Daily (Pay by Space) Parking O: Other Type Parking **Handicapped reserved parking spaces are included in Daily parking supply											

Source: Timothy Haahs & Associates, Inc. 2013

Parking Lot Maintenance

At Municipal Lots 2 and 3, the lighting should be regularly checked to insure that it is operational and provides adequate lighting levels to ensure that parkers have a high sense of comfort when

parking in the evenings. Also, in Municipal Lot 2, overgrown brush should be cut back several feet regularly throughout the growing season to improve the users' level of comfort and present the sense that the lots are well maintained and

safe. The Township should upgrade the parking payment equipment to accept credit cards and in the near future offer a pay-by-cell payment system.

Parking Wayfinding and Lot Signage

The Township should develop and implement a parking facility wayfinding and lot identification signage system. The signage system should be installed at key vehicular approach locations, notifying parkers of the lot and the type of parking available. The lot identification signage should be attractive, consistent, reduce visual clutter and present an improved aesthetic character of the downtown area.

Municipal Lots

The Township should promote the use of Municipal Lot 2 for retail owner and employee parking to Morris Avenue businesses through the sale of discounted parking permits. The Township should attempt to combine Walnut Court Lot with Municipal Lot 3. Both of these lots are underutilized and, if combined and managed as a single parking facility, would provide a significant parking resource to support the downtown district. If combined, the Township should evaluate the feasibility of converting the Walnut Court right-of-way between Municipal Lot 3 and Morris Avenue to a pedestrian walkway, which would create a pleasant walking experience from the parking area to the center of the Morris Avenue district.



ENVIRONMENTAL RECOMMENDATIONS

The Township's redevelopment planning efforts should address two environmental elements related to the Van Winkles Brook – storm water management and enhanced public utilization. Storm water management should focus on elimination of choke points, reduction of the potential for property damage and creation of storm water capacity. Public enjoyment of the brook can be enhanced by increasing physical and visual access to the brook, and landscaping measures to create an attractive open space amenity.

As an initial step, a general cleanup of the stream within the study area should take place to remove both natural and manmade debris, which would remove obstructions that can cause damming and flooding. The cleanup would also improve the brook's aesthetics. This effort could be a regular event sponsored by the Environmental Commission working with community service and youth groups, such as the Boy Scouts and Girl Scouts.

Longer term opportunities are presented on the following pages in conceptual form. The actual shape of these improvements would require a holistic consideration of the town's economic development, quality of life and environmental objectives.

While these measures focus on the Van Winkles Brook, there may be additional opportunities in the Township for pocket parks, replacement of impervious surfaces with pervious landscaping and other measures to create natural storm water management features. Additionally, environmental and open space improvements should address possible linkages with other parks and open spaces within and in proximity to the Township. Such measures could provide attractive

pathways inviting pedestrians and cyclists into the commercial center of Springfield.

Prior to any new development activity, an investigation should be carried out because it is likely that much of the area near Van Winkles Brook was the subject of landfiling to create developable land in the stream's natural valley. The source of the fill material is unknown and



The brook can be cleaned of debris and become a more natural location for stormwater retention, like the rain garden pictured above in Asbury Park

OPEN SPACE NETWORK



- General cleanup to remove natural and manmade debris - limit damming/ flooding and improve aesthetics
- Stormwater capacity and flood mitigation controls
- Pocket parks
- Greenway connections

there is potential for contamination.

Storm Water Option #1: Large Basin Area to North of Morris Avenue

At the rear of the parking lots north of Morris Avenue, there is the opportunity to create a large storm water basin. Depending on water level, this basin would be dry, marshy, or filled with water. It is likely that migratory waterfowl would make use of this area, along with local reptiles, amphibians and small mammals. This would provide additional storm capacity upstream of the buildings on Morris Avenue that are within the floodway. Although this location is affected by noise from Route 78, it can provide an open space amenity. Although this option would reduce parking capacity, the lots' parking is currently limited due to proneness to flooding.

Storm Water Option #2: Expanded Capacity Along Mountain Avenue

The Van Winkles Brook passes directly under a building, creating a severe chokepoint that limits capacity. Acquiring and removing this building would provide an opportunity to expand storm water capacity and replace the existing box culvert with a more naturalistic stream bed, with wetland vegetation. This would enlarge and enhance the attractive,

landscaped section of the brook adjacent to the DMV parking lot. The amenity would be particularly valuable for the buildings immediately to the north, with rear yards overlooking the stream. This option would also require reduction of parking capacity.

Storm Water Option #3: Daylighting and Larger Downtown Public Open Space

South of Hanna Street the brook enters an underground tunnel, crossing diagonally under Mountain Avenue until it emerges into Springfield Patriots Park. Daylighting in this area would allow for additional storm water capacity and a larger public amenity. This would require more extensive acquisition of private property and reduction of parking capacity.



Examples of storm water management integrated with adjacent open space



Stormwater management can be integrated into part of an open space network with attractive pathways for pedestrians and cyclists

**STORM WATER OPTION #1:
LARGE BASIN AREA
TO NORTH OF MORRIS AVENUE**



**STORM WATER OPTION #2:
EXPANDED CAPACITY
ALONG MOUNTAIN AVENUE**



**STORM WATER OPTION #3:
DAYLIGHTING AND LARGER
DOWNTOWN PUBLIC OPEN SPACE**



DESIGN AND REDEVELOPMENT RECOMMENDATIONS

Streetscape and Wayfinding

The Springfield Business Improvement District's (BID) is currently in the process of developing a streetscape plan for the Mountain Avenue business district. The plan will promote an attractive business destination and a pleasant environment for shopping and dining. A standardization of the details of those designs should be considered and adopted for the Morris Avenue area as well. This would include consistent sidewalk treatments, pedestrian lighting, benches and other street furniture.

The BID is also in the process of adding signage for wayfinding, particularly related to parking, for the Morris Avenue area. These designs should be incorporated with the streetscape elements in the branding of the district. Pedestrian wayfinding to local businesses, community facilities, such as the Library, Township building, schools and parks, and heritage sites, such as the Cannonball House, Presbyterian Church, and D.A.R. Cemetery should also be included.

District Design Guidelines and Façade Program

These Design Guidelines should be created to provide guidance in establishing community character and appropriately-designed buildings.



Mixed-use downtown streetscape with projecting balconies, window boxes and awnings



Pedestrian-scaled street furniture



District branding and wayfinding

The Guidelines should illustrate and regulate massing, proportion and detail necessary to achieve a mixed use district of streetscapes, buildings, community amenities, and landscape features. Specific design guidelines should be incorporated into individual redevelopment plans as they are created, as well as an over-arching set for the entire Downtown district for both new construction and rehabilitation.

To promote physical and economic revitalization of the Downtown area, a Façade Program should also be considered. The program, which could

be sponsored by the Springfield BID, would allow willing landlords to work with local architects and designers to improve their property. This is particularly needed in locations where the flood restrictions limit the ability for infill and redevelopment. This program could be for design services only or could even be expanded work with a grant program.

Long-Term Vision Plan

The study area has a number of municipally-owned properties whose functions might be

better located elsewhere in the Township. There should be a long-term and cohesive plan for municipally-owned properties, such as parking, public space, new development and storm water management to complement private development and improvements. The Township should continue to explore larger planning opportunities, including providing a larger public space and making better connections from Morris Avenue to community facilities such as the municipal building, library and nearby schools.

Design and Redevelopment Recommendations

- Downtown Streetscape Improvements
- District Design Standards
- Façade Improvement Program
- Long-term Vision Plan for Study Area including municipally-owned properties



Cafes and projecting awnings



Corner building with active street frontage

Design Standards for Redevelopment and Rehabilitation

In redevelopment efforts, it is vital to build upon this existing DNA and fix-up, add-on and infill the missing pieces. Design standards are critical, serving as the guidelines to an integrated, mixed-use district of streetscapes, buildings, community amenities and landscaping based upon timeless design principles. Design guidelines should be incorporated into individual redevelopment plans, as well as some overall Downtown standards that guide the whole district for both new construction and rehabilitation.

The following recommendations are based on the feedback from the community visioning to provide assistance in establishing community character and appropriately-designed buildings and streets. Guidelines should be geared to assist Township officials, BID members, developers, architects and builders in understanding and achieving the appropriate massing, proportion and quality of materials and details.

Architectural Character

A variety of individual architectural designs with appropriate details, materials and colors are required to create a unique overall “timeless” streetscape character. The Community Vision

Survey indicated a preference for a more traditional architectural style. This could include contemporary versions of traditional buildings, as well as some more modern expressions that are influenced by vernacular traditions and regulated by basic architectural principles.

Buildings should include projecting elements such as balconies, window boxes and awnings to create an inviting public realm and give variety to the facades. Buildings should be divided into individual façades rather than larger-appearing uniform buildings, which would provide visual interest and activate storefronts. Window and door openings should have a vertical orientation



New and rehab buildings should utilize high quality materials and have the rhythm of Main Streets.

and should generally be vertically aligned between floors.

Massing and Height

The overall scale and mass of the buildings play a key role in providing the perception of a “place”. Some general guidelines include:

- Buildings should utilize simple, traditional forms of massing to the extent possible.
- Building wall offsets shall be used to add interest and variety, reducing the visual effect of a single long wall.
- Changes in scale and massing should be accomplished through gradual increments such as wall offsets, roof line variations, or



An expression line with a cornice and parapet allows a loft while maintaining the scale of the street

Traditional “Colonial” style architecture for residential building

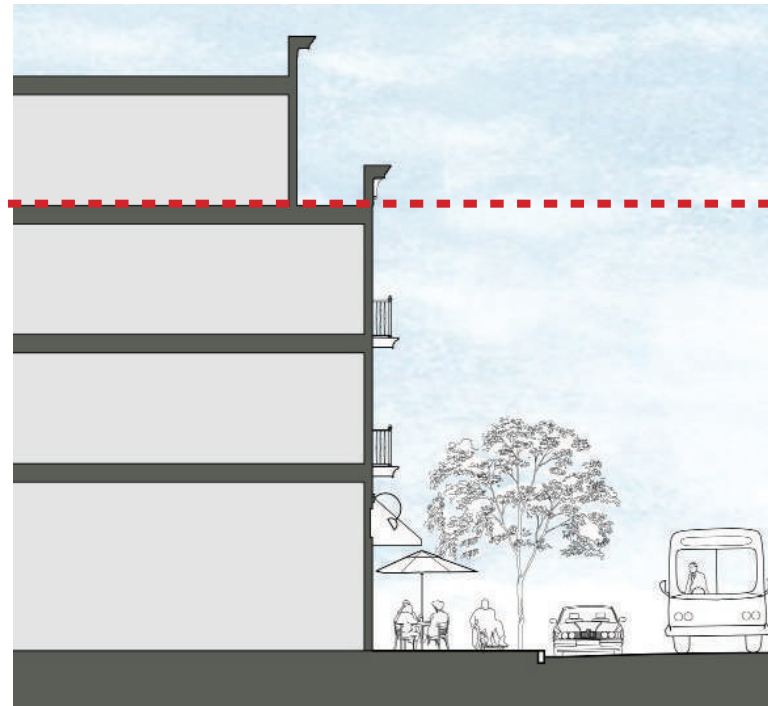
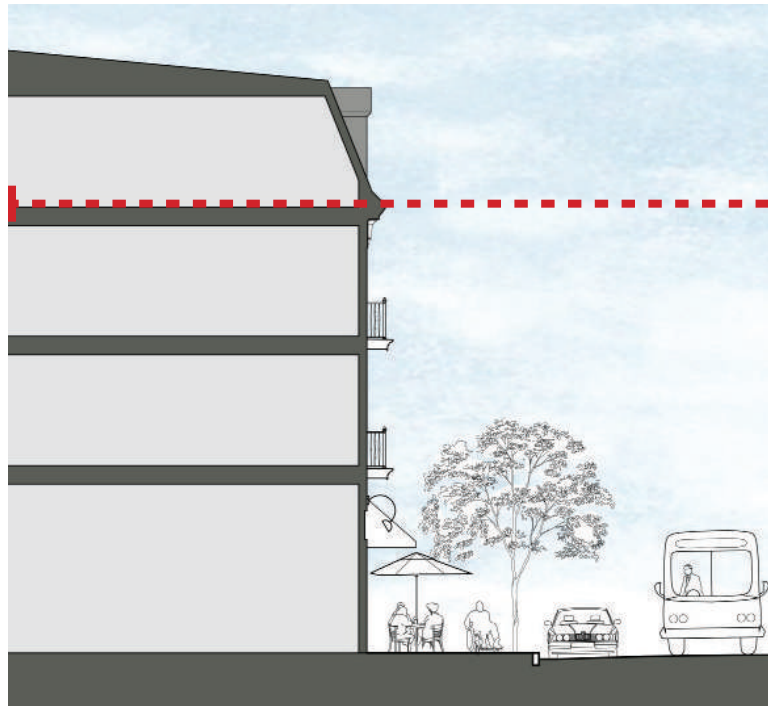
shifts in the wall/cap line.

- Buildings should have a defined “base”, “middle” and “cap.” Bases can be conveyed by a raised foundation water table or a clearly defined first floor level that visually grounds the building. The cap consists of a fascia, frieze, cornice, eave, or parapet at the intersection of the wall and the roof.
- Building wall recesses and projections and variations in roof line or parapet wall should

be used to break up the mass of a single building into distinct bays to have more of a Main Street feeling. Individual bays should be defined by a change in material, color, pattern and/or texture; massing; and/or size and rhythm of fenestration.

The majority of respondents to the Community Vision Survey indicated that a Downtown with a height of 2 to 4 stories is most appropriate.

One of the design elements that should be explored is the concept of an expression line at the third floor level to help to maintain a streetscape that is consistent with traditional New Jersey Main Streets. This can be accomplished with a properly-scaled cornice that projects out horizontally to create a shadow line and serve as a cap. Above this cornice line the building could add a fourth floor that is set back from the front façade or is worked into a roof form to create the perception of 3 floors from the street.



3-story
“expression line”
- deep cornice
or setback
upper floor

Storefronts

Storefront design is critical to the creation of a visually interesting pedestrian environment and architecturally expressive buildings. Storefronts should generally front directly onto the sidewalks with ample window area and transparency to connect the pedestrians and passers-by with the interior spaces. Storefronts should follow the precedent established on traditional, mercantile streets. Within a frame, clearly defined by the building architecture, storefronts should be designed to reinforce the connection between the interior of the store and the sidewalk, to encourage people to enter, or to linger outside and to promote the extension of the commercial life of the interior into the public realm. Some general guidelines include:

- Storefronts should be designed with elements found in traditional retail design, such as large horizontal display windows with kick plates below and clerestory windows above, recessed front entries and appropriate awnings and signs
- Multiple storefronts within the same building or building bay should be visually compatible in terms of scale, alignment and general storefront design. The continuity of the building composition as a whole should be maintained, while still distinguishing between various shops using storefront color, signage and awnings

- Storefronts should maintain a typical rhythm at the ground level, each with its own entry and windows/window openings and doors shall occupy at least 50 percent of the façade area
- Storefront entrances should be clearly distinguished from those entries serving floors above.

Signage Standards

Signs are changeable elements of the building but can be used to reinforce the architectural style of the building and express the presence of a retail

establishment. Good sign designs will enliven and enrich the streetscape experience for pedestrians without detracting from the spatial coherence and quality of the streets and public spaces. Some general guidelines include:

- Signs should be subordinate to the building's facade, not overwhelming but rather in keeping with the building design. Signs should promote the variety of the businesses located in the building and allow for some branding. A uniform sign spec (same type, style, color, lighting, etc.) is generally discouraged



Signage standards should be developed to promote a consistency in quality, but still allow for variety and branding for downtown businesses.

- Multiple storefronts within one building or building bay should coordinate the design and alignment of signs to achieve a cohesive appearance to the base of the building
- Signs should not obscure architectural elements
- The size of signs and letters on signs should be in scale and proportion to the space in which they are located
- Internally-lit boxes with translucent covers should be discouraged

Quality Materials

The quality of building materials has a tremendous impact on the perception of any one building and the district as a whole. High-quality materials project feelings of permanence and value. Inconsistent or inferior materials, such as exposed concrete masonry units, imitation brick/brickface or stone facing, vinyl, aluminum, or asphalt shingle siding, can make buildings look 'cheap' and degrades the overall perception of the streetscape. The relationship and use of materials, textures, details and color of a

building's principal facades should be visually compatible with and similar to those adjacent buildings or should not contrast conspicuously. Durable materials are especially critical at the street level where pedestrian contact will be considerable. The level of materials, detailing and articulation should be consistent along all street frontages.



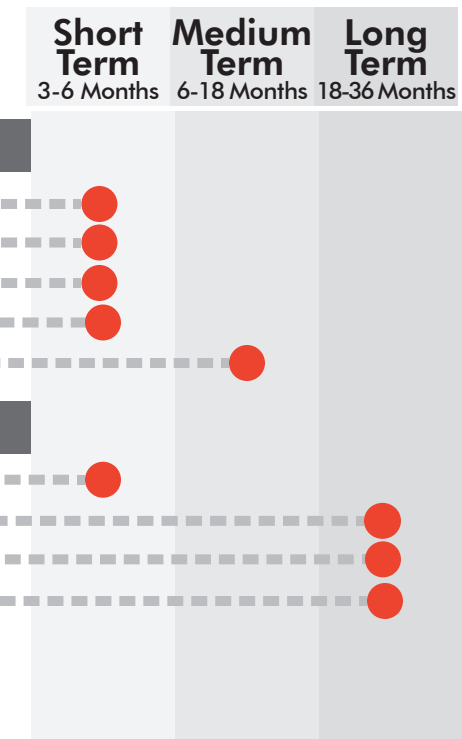
Individual façades rather than larger-appearing uniform buildings

Redevelopment Design Standards

- Traditional style
- Balconies, window boxes and awnings
- Individual façades rather than larger-appearing uniform buildings
- 3-story "expression line" - deep cornice or setback upper floor
- Active street frontage
- Quality signage and facade materials
- Pedestrian scale lighting and street furniture
- Cafes and projecting awnings
- Appropriate street trees

PLANNING IMPLEMENTATION AGENDA SUMMARY TABLE

	Short Term 3-6 Months	Medium Term 6-18 Months	Long Term 18-36 Months
Traffic Calming and Pedestrian/Bicycle Improvements			
Sidewalk and Crosswalk Maintenance	●		
25 Miles per Hour Speed Limit on Morris Avenue	●		
Complete Streets	●		
Lighting and design upgrades for I-78 underpass		●	
Pedestrian walkway connection (Walnut Court) from north parking lots to Morris Ave.		●	
Bike planning and amenities		●	
Morris/Mountain/Church Mall Intersection	●		
Morris & Mountain Intersection - physical design changes			●
Midblock Pedestrian Crossing on Morris Ave.		●	
Road Diet/Traffic Calming on Morris Ave.			●
Transit Amenities			
Moving Bus Stops to east on Morris Avenue	●		
Upgraded/ new bus shelters		●	
Changes to commuter shuttle to Short Hills Train Station			●
Parking			
Parking information	●		
Shifting permit and daily parkers around from lot 1 to Lot 2	●		
Add on-street parking	●		
Develop/enhance shared parking		●	
Parking administration and management		●	
Payment in Lieu of Parking program		●	



Urban Design and Redevelopment Planning

- Downtown streetscape improvements
- Master plan circulation element update (Port Authority grant)
- Storefront façade program
- Design standards/form-based code
- Long-term plan for municipally-owned properties

Environmental and Infrastructure

- Cleanup Van Winkle Brook
- Add stormwater capacity/flood mitigation controls
- Incorporate pocket parks
- Study "daylighting" brook and greenway connections

The full Planning Implementation

Agenda with detailed steps, potential funding and partners can be found in Appendix A

Planning and Implementation Agenda: LDP#7 Morris Avenue Vision Plan

In order to make the improvements in the Morris Avenue Vision Plan, Springfield Township and partners need to take a series of short and long-term actions. The following agenda indicates these planning and implementation actions developed during the evolution of this and other planning initiatives over the last several years. The agenda recognizes that successful implementation of plans requires strong local support and action, as well as assistance from Union County and the State of New Jersey. These actions are illustrated in the Planning and Implementation Agenda.

SHORT: 3-6 months
MEDIUM: 6-18 months
LONG: 18-36 months

Priority	Program/Improvement/Activity	Detail	Target Date	Lead Organization or Entity	Possible Funding Sources	Partners & Collaborators
1. Traffic Calming and Pedestrian/Bicycle Improvements	Sidewalk and Crosswalk Maintenance	Repair/replace cracked-missing sidewalks Institute a regular maintenance program for sidewalks and street cleaning Repaint/add pavement markings	Short	Springfield Department of Engineering	National Highway Traffic Safety Adminstration (NHTSA) Section 402 Safety Funds New Jersey Department of Transportation (NJDOT) Centers of Place (or NJDOT Municipal Aid) Municipal Development Impact Fee Authorization Act	Springfield BID Springfield Department of Public Works NJDOT, NJTPA
	25 Miles per Hour Speed Limit on Morris Avenue	Add to action items in the Circulation element of the Master Plan Re-exam Include in Problem Statement to NJ DOT Regularly and consistently enforce the current 30 mph speed limit Coordinate with neighboring towns for consistent enforcement Coordinate with traffic calming, lane delineation, and improved signalization to further reduce to 25 mph Add signage and increase patrolling	Short	Springfield Police Department	NJDOT Community Transportation Planning Assistance (CTPA) program	NJDOT Springfield Department of Engineering Union County Union and Millburn Police Departments
	Complete Streets	Amend Circulation Element of Municipal Master Plan Adopt a Complete Streets Policy Revise municipal code to include bicycle and pedestrian accomodation requirements	Short	Township Committee	NJDOT Community Transportation Planning Assistance (CTPA) program	Springfield BID Planning/Zoning Boards Springfield Department of Engineering
	Lighting and design upgrades for I-78 underpass	Include in Problem Statement to NJ DOT Repaint Underpass Install new lighting Upgrades to railings and architectural details Explore art/mural program for underpass	Medium	Springfield Department of Public Works	NJDOT Safe Routes to School Public Service Electric & Gas (PSEG) Local Government Lighting Program	NJDOT Springfield Department of Engineering Local Schools Local Art Organizations
	Pedestrian walkway connection (Walnut Court) from north parking lots to Morris Ave.	Evaluate the feasibility of converting the Walnut Court right-of-way Negotiation for property use or R-O-W use (leasing, deed restrictions, easements, permanent sale) Finalize engineering/design of walkway Construct sidewalk improvements Install pedestrian-scaled lighting and street furniture	Medium	Township Committee	PSEG Local Government Lighting Program	Springfield BID Springfield Department of Public Works Springfield Department of Engineering

1. Traffic Calming and Pedestrian/Bicycle Improvements	Bike Planning and Amenities	Add to action items in the Circulation element of the Master Plan Re-exam Paint sharrows and add "share the road" signage Purchase and install bicycle racks at key locations Revise municipal code to include bicycle and pedestrian accommodation requirements	Medium	Springfield Department of Engineering	NJDOT Bikeway Grant program NJDOT Transportation Alternatives Program	Springfield BID Springfield Department of Public Works NJDOT
	Morris/Mountain/Church Mall Intersection (on-going DOT effort)	Meet with DOT to get a sense of timing and scope for the in-progress signalization changes along Morris Ave. Analyse Church Mall Traffic Pattern Examine the delay phase and signal locations that allows either those exiting Church Mall to get out before others can turn onto Morris Ave from Mountain Ave or vice versa. Upgrade signalization and signage	Short	NJDOT		Springfield Department of Engineering NJTPA NJ TRANSIT Union County Springfield Department of Public Works
	Morris & Mountain Intersection - Physical Design Changes	Meet with DOT to get a sense of timing, ability for the DOT plans and designs to be adjusted for the in-progress signalization changes along Morris Ave. Include in Problem Statement to NJ DOT Conduct a traffic study & capacity analysis for intersection alterations (turn lanes, curve reductions, bumpouts, etc.) Finalize engineering/design Construct improvements	Long	NJDOT	NJDOT Community Transportation Planning Assistance (CTPA) program NJ Division of Highway Traffic Safety, Pedestrian Safety Enforcement, and Education Grants NJDOT's Safe Streets to Transit Program NHTSA Section 402 Safety Funds	Springfield Department of Engineering NJTPA NJ TRANSIT Union County Springfield Department of Public Works
	Midblock Pedestrian Crossing on Morris Ave.	Meet with DOT to get a sense of timing, ability for the DOT plans and designs to be adjusted for the in-progress signalization changes along Morris Ave. Conduct a traffic study & capacity analysis for intersection alterations Finalize engineering/design Construct improvements	Medium	Springfield Department of Engineering	NJDOT Community Transportation Planning Assistance (CTPA) program NJDOT's Safe Streets to Transit Program NHTSA Section 402 Safety Funds	NJDOT NJTPA NJ TRANSIT Union County Springfield Department of Public Works
	Road Diet/Traffic Calming on Morris Ave.	Meet with DOT to get a sense of timing, ability for the DOT plans and designs to be adjusted for the in-progress signalization changes along Morris Ave. Add to action items in the Circulation element of the Master Plan Re-exam Include in Problem Statement to NJ DOT Work with NJDOT CTPA program to modify municipal code to reduce speed limit to 25 mph throughout the downtown blocks Work with NJDOT CTPA program to conduct traffic study to confirm traffic lanes can be altered Finalize engineering/design of road diet Construct bumpouts and sidewalk extensions Install pedestrian-scaled lighting and street furniture	Long	Springfield Department of Engineering	NJDOT Community Transportation Planning Assistance (CTPA) program PSEG Local Government Lighting Program NJTPA Subregional Studies Program NJDOT's Safe Streets to Transit Program NHTSA Section 402 Safety Funds	NJDOT NJTPA NJ TRANSIT Springfield BID Springfield Department of Public Works

2. Bus Shelter Improvements	Moving Bus Stops to east on Morris Avenue	Meet with DOT to get a sense of timing, ability for the DOT plans and designs to be adjusted for the in-progress signalization changes along Morris Ave. Add to action items in the Circulation element of the Master Plan Re-exam Include in Problem Statement to NJ DOT Study feasibility for various final options with NJT and DOT Establish notifications to riders (flyers, signage, NJT webpage) Move signage & transit amenities	Short	Township Committee		NJ TRANSIT NJDOT Springfield Department of Public Works Springfield Department of Engineering
	Upgraded/ New Bus Shelters	Determine locations most in need of shelters Explore the variety of options for shelter types and financing (NJT provided with Twp. local designed/maintained vs. partnership with advertiser who supplies & maintains) Negotiation for property use or R-O-W use (leasing, deed restrictions, easements, permanent sale) Initiate competitive bidding process with specific policies and requirements in the RFP	Medium	Springfield BID	Advertising Revenue	NJ TRANSIT Springfield Department of Public Works Springfield Department of Engineering Private Advertiser/Shelter Management Company
	Commuter Shuttle to Short Hills	Add to action items in the Circulation element of the Master Plan Re-examConduct assessment of its current viability Explore the feasiblity to adding a stop or moving to Downtown Area (Seabra's rear parking??) Enter into lease agreement for parking Add signage and schedule	Long	Township Committee	Payment in Lieu of Parking (PILOP) funding Developer contributions	Springfield BID Planning/Zoning Boards Springfield Department of Engineering Property Owners

3. Parking	Parking Information	Finalize the design/graphics with the BID a parking facility wayfinding and lot identification signage Develop a program to inform residents, downtown merchants, employees, shoppers, commuters, and the general public on how the parking system operates	Short	Springfield BID	Springfield BID	Springfield Chamber of Commerce
	Shifting permit and daily parkers around from lot 1 to Lot 2	Confirm feasibility switching permit types Determine time limit and metering fees Repave and restripe the lots and add signage and meters	Short	Springfield Department of Engineering	PILOP Funding	NJDOT Springfield Police Department Springfield BID
	Add On-Street Parking	Confirm feasibility of adding spaces on identified sections of Morris Ave., Caldwell Pl., and Center St. Determine time limit and metering fees Stripe the spaces and add signage and meters	Short	Springfield Department of Engineering	PILOP Funding	NJDOT Springfield Police Department Springfield BID
	Develop/Enhance Shared Parking	Promote the use of Municipal Lot 2 to for retail owner and employee parking to Morris Avenue businesses Combine Walnut Court Lot with Municipal Lot 3. Approach the Seabra’s Lot owners to lease the referenced portion of the lot to create downtown intermodal center.	Medium	Township Committee	Payment in Lieu of Parking (PILOP) funding	Springfield BID Planning/Zoning Boards Springfield Department of Engineering
	Parking Administration and Management	Develop a centralized parking operation controlled and managed by one entity (Parking Department, Parking Utility or Parking Authority) Check lighting regularly to insure that it is operational and provides adequate lighting levels Enforce time limit for on-street parking to promote turnover of the spaces to support local business Upgrade the parking payment equipment to accept credit cards and in the near future offer a pay-by-cell payment system	Medium	Township Committee	PILOP Funding	Springfield Police Department Springfield BID
	Payment in Lieu of Parking Program	Develop PILOP fee calculated based on the per-space cost of constructing surface Create PILOP agreement with developers/property owners Establish PILOP account to direct payments and identify downtown parking needs and investments to fund	Medium	Township Committee		Springfield BID
	Downtown Streetscape	Include in Problem Statement to NJ DOT Conduct existing conditions assessment Design Downtown Master Streetscape Plan Finalize spec for a standardize sidewalk for all downtown infill and redevelopment Install new pedestrian-scaled street lighting, benches, trash cans, etc. Add/Replace Street Trees	Short	Springfield BID	North Jersey Transporation Planning Authority (NJTPA) Subregional Studies Program NJDOT PSEG Local Government Lighting Program	Union County NJTPA NJDOT Planning/Zoning Boards Springfield Department of Engineering Main Street New Jersey
	Master Plan Circulation Element Update (Port Authority Grant)	Study LDP recommendations and current Master Plan Collect necessary traffic data and counts Formally adopt LDP recommendations as part of Master Plan Re-examination	Short	Planning/Zoning Boards	Port Authority Planning Grant	Township Committee Springfield BID Springfield Department of Engineering Union County NY-NJ Port Authority

4. Urban Design and Redevelopment Planning	Storefront Façade Program	Determine funding structure as well as eligibility criteria and requirements Standardize/formalize design guidelines and criteria for the Study Area Standardize/formalize application process and design assistance Allocate funds to qualified organizations	Short	Springfield BID	Federal Community Development Block Grant Program (CDBG) Department of Housing and Urban Development (HUD) Challenge Grant	Planning/Zoning Boards Union County - Bureau of Community Development Springfield Department of Engineering Main Street New Jersey New Jersey State Historic Preservation Office (NJSHPO)
	Design Standards/ Form-based Code	Review Community Vision Survey results and Design recommendations Add to design standards to active redevelopment plans Explore Form-based Code or Downtown Design Guidelines for future redevelopment Prepare formal zoning ordinance with complete set of Form-Based design guidelines	Short	Planning/Zoning Boards	NJDOT Centers of Place (or Municipal Aid) HUD Challenge Grant	Springfield BID Springfield Department of Engineering Main Street New Jersey NJ Deparment of Community Affairs (DCA) New Jersey Office of Planning Advocacy (OPA) NJDOT
	Long-term Plan for Municipally-Owned Properties	Identify properties to relocate municipal services Develop a concept plan linking Morris Ave, Township Hall, Library, with mix of development, parking and new public space Issue an RFP for prospective development partners	Medium	Township Committee	NJDOT Centers of Place (or Municipal Aid) HUD Challenge Grant	Springfield BID Planning/Zoning Boards Springfield Department of Engineering Springfield Department of Public Works NJDOT
5. Environmental and Infrastructure	Cleanup Van Winkle Brook	Prune/remove overgrowth Repair/replace damaged channel sections Create a better bridge link from the parking area to Mountain Ave. sidewalk Identify appropriate landscape and hardscape improvemetns	Short	Springfield Environmental Commission	NJDEP Blue Acres Program NJEIFP Loan/Financing Programs Clean Community Grant Hazardous Site Remediation Fund	Springfield Department of Public Works New Jersey Environmental Infrastructure Trust (NJEIT) New Jersey Department of Environmental Protection (NJDEP) Local School Groups and/or Boy/Girl Scouts
	Add Stormwater Capacity/ Flood Migitgation Controls	Study feasibility for various options (northside vs. southside, contained vs. natural, etc.) Negotiation/Acquistions for property Engineer plans for increased capacity	Long	Springfield Department of Engineering	NJEIFP Loan/Financing Programs CDBG-Disaaster Recovery Funds	Township Committee Springfield BID Planning/Zoning Boards Springfield Department of Engineering Springfield Environmental Commission NJEIT, NJDEP
	Pocket Parks	Study feasiblity & potential locations Create concept plan Detailed engineering/design Acquire easements and/or properties	Long	Springfield Department of Engineering	CDBG HUD Challenge Grant DEP Community Forestry Program	Union County - Bureau of Community Development Planning/Zoning Boards Springfield Department of Public Works Springfield Environmental Commission NJDEP
	"Daylighting" and Greenway Connections	Study feasibility Amend Master Plan Acquire easements and/or properties Seek appropriate approvals from DEP, EPA, FEMA, etc. Construct improvements	Long	Union County	NJDEP Blue Acres Program NJEIFP Loan/Financing Programs	Planning/Zoning Boards Springfield Department of Engineering Springfield Environmental Commission NJDEP