

# Transit Oriented Development Planning in West Windsor, NJ

***12<sup>th</sup> Annual New Partners for Smart Growth  
Conference***

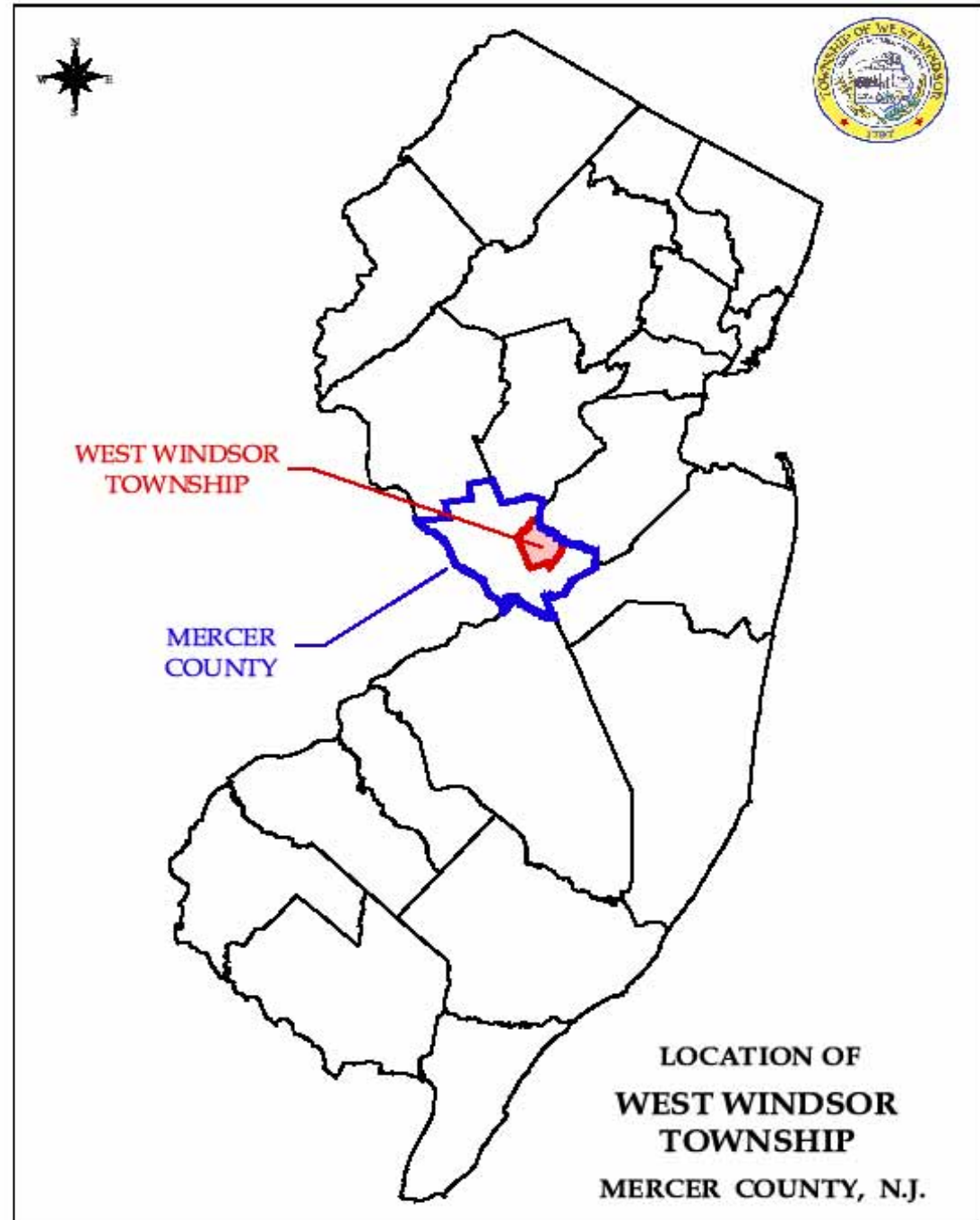
***February 7- 9, 2013***

**Dr. Shing-Fu Hsueh, P.E., P.P.  
Mayor, West Windsor  
New Jersey**



## West Windsor

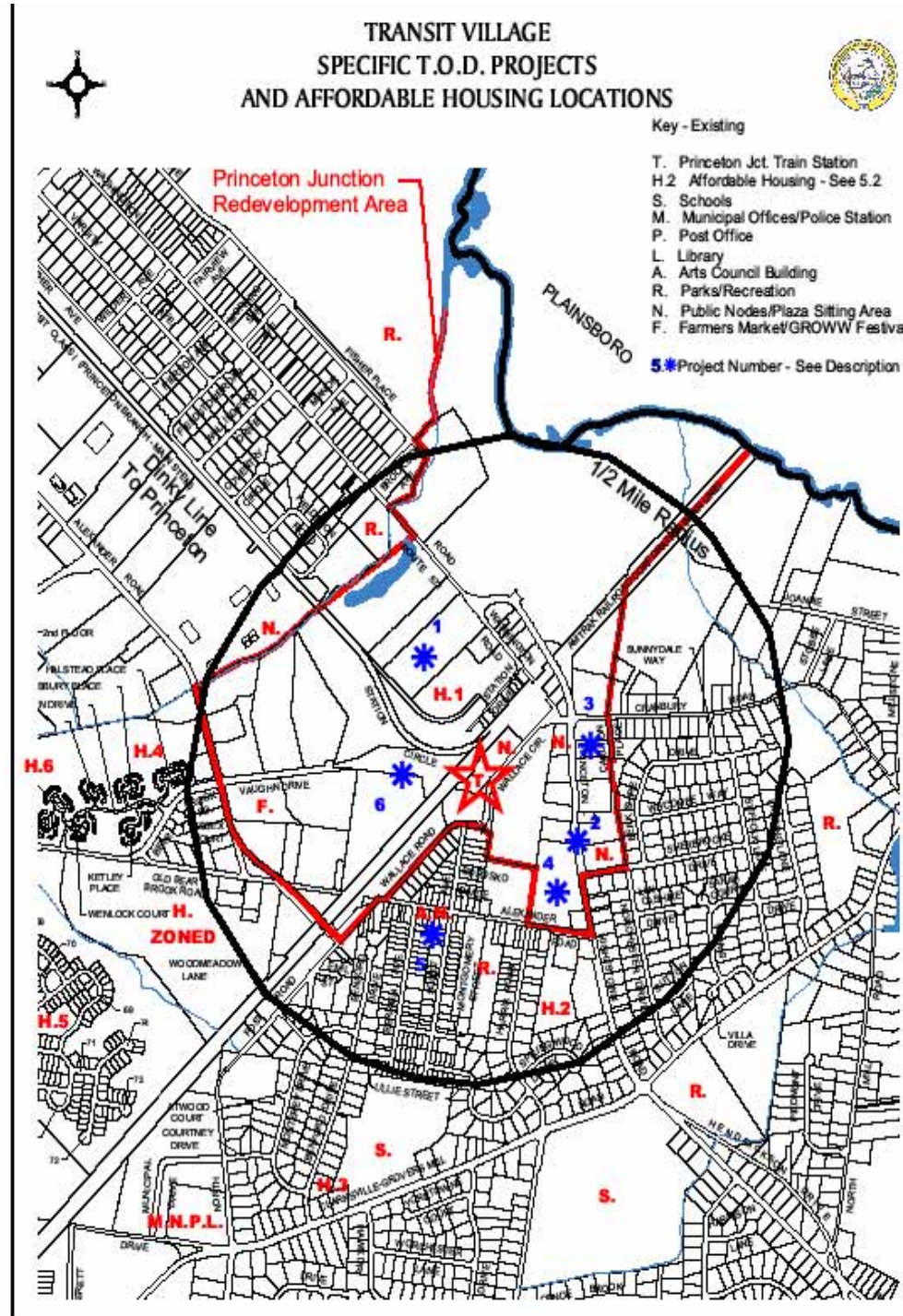
- ◆ **Size - 27 square miles**
- ◆ **Population- 28,000**
- ◆ **Bond Rating – AAA**
- ◆ **Open Space Preserved**
  - **More than 50%**
- ◆ **Princeton Junction Train Station – over 7,000 passengers per day**
- ◆ **40% population completed graduate degree**





# West Windsor

- ◆ T- Train Station
- ◆ H- Affordable Housing
- ◆ S- School
- ◆ M- Municipal Complex
- ◆ P- Post Office
- ◆ L- Library
- ◆ A- Arts Center
- ◆ R- Parks
- ◆ N- Sitting Area
- ◆ F- Farmers Market













Princeton Junction at West Windsor







## West Windsor Township

The Transit Village Initiative was created in 1999 as a response to four growing problems in New Jersey.

- 1. EVER INCREASING TRAFFIC CONGESTION**
- 2. LOSS OF OPEN SPACE DUE TO CONTINUOUS OUTWARD EXPANSION**
- 3. DECLINE of OUR OLDER TOWNS & CITIES**
- 4. POOR PLANNING IN DEVELOPING TOWNS**



## There are 14 Criteria ~ The six most important things a town has to do...

-  **Must have transit – Train; Bus; Ferry; Light Rail**
-  **Opportunity for redevelopment**
-  **Have the political will to grow**
-  **Adopted zoning based on transit-oriented development (TOD) principles**
-  **New housing/Affordable housing within walking distance of transit**
-  **Strong bike & pedestrian links to transit station**



West Windsor Township

# The TRANSIT VILLAGE INITIATIVE is a partnership of NJDOT and 10 State of NJ Agencies:

- ◆ NJ Transit
- ◆ NJ Department of Community Affairs
- ◆ NJ Office of Smart Growth
- ◆ NJ Housing & Mortgage Finance Agency
- ◆ Main Street NJ
- ◆ NJ Economic Development Authority
- ◆ NJ Dept. of Environmental Protection
- ◆ NJ Commerce & Economic Growth Commission
- ◆ NJ Arts Council
- ◆ NJ Redevelopment Authority



# Progress

- ◆ **Community Farmers Market (2004)**
- ◆ **Vision Plan (2004)**
- ◆ **Area in Need of Redevelopment Approved (2006)**
- ◆ **Planning Consultants selected (2006)**
- ◆ **3 Open Public Workshops Conducted (January -March, 2007)**
- ◆ **Election for 3 Council Seats (Process changed)**
- ◆ **New Alexander Railroad Bridge Completed (2008)**
- ◆ **Adoption of Redevelopment Plan (March, 2009)**
- ◆ **The West Windsor Arts Center opened at the historical PJ Fire House**



West Windsor Township

# Existing Sidewalk Inventory

**Condition      Length (miles)      Percent of Total**

**Sidewalks on both sides  
of the Roadway**

91.1

56%

**Sidewalks on one side  
of the Roadway**

24.5

15%

**No Sidewalks on Roadway**

40.7

25%

**Pedestrian Pathway**

5.2

3%

**Total**

161.5

14



West Windsor Township

# West Windsor Township Master Plan

**RUTGERS**

Edward J. Bloustein School  
of Planning and Public Policy

**SUSTAINABLE WEST WINDSOR  
PLAN 2007**  
June 21, 2007



Document of the West Windsor Environmental Commission

Prepared by:

Rutgers Center for Green Building  
Phone: 732/932-4101 Ext. 520  
[www.greenbuilding.rutgers.edu](http://www.greenbuilding.rutgers.edu)

New Jersey Sustainable State  
Institute (NJSSI)  
Phone: 732/932-5475 Ext. 695  
[www.njssi.org](http://www.njssi.org)

Edward J. Bloustein School of Planning  
& Public Policy  
33 Livingston Avenue  
New Brunswick, New Jersey 08901

## Goal 1: Sustainable Land Use

Develop and implement  
smart growth strategies  
that foster pedestrian-  
scale, mixed-use, transit-  
oriented development

15



# Progress

- ◆ Ordinances adopted to revise Redevelopment Plan (November, 2011)
- ◆ 24th municipality in New Jersey given “Transit Village” designation by The New Jersey Department of Transportation (2011)





## Awards

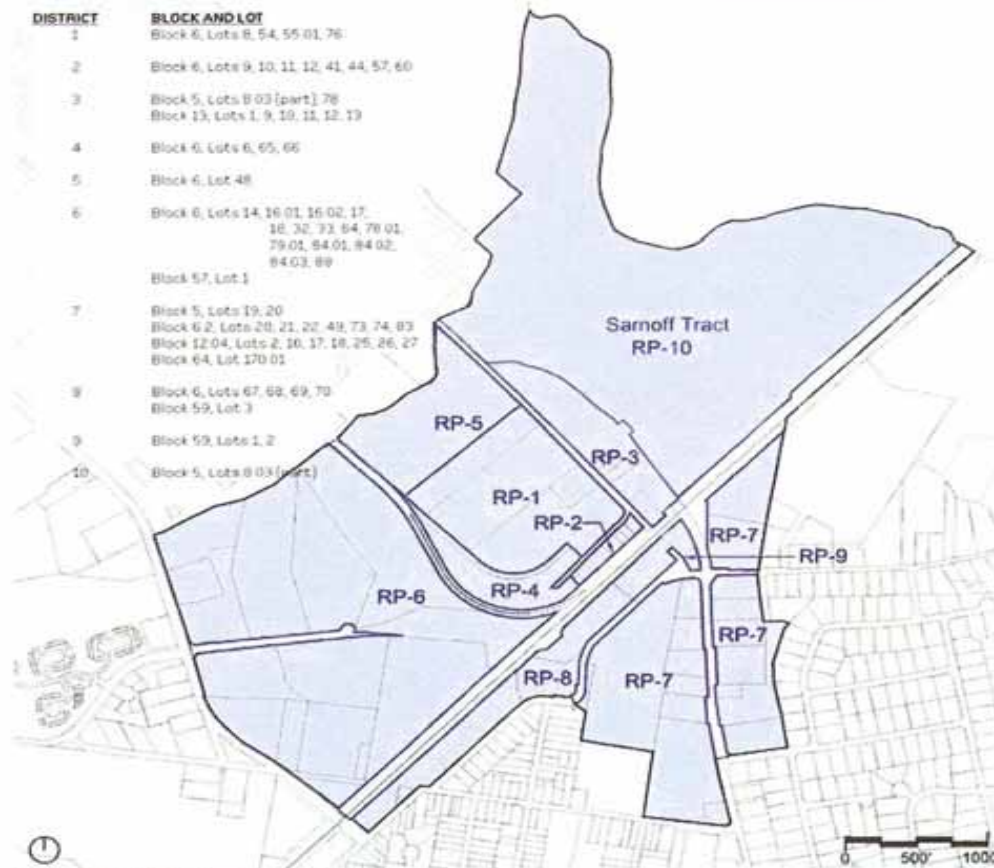
- ◆ **2010-** Sustainable Jersey program awarded silver level recognition, the highest level of the award given up to that year
- ◆ **2011-** West Windsor is the first town in New Jersey recognized by the League of American Bicyclists with a bronze level award as a Bicycle Friendly Community
- ◆ **2012-** West Windsor Community Farmers Market voted #1 in New Jersey by American Farmland Trust's "Americas Favorite Farmers Market"

**TOWNSHIP OF WEST WINDSOR REDEVELOPMENT PLAN**

**for PRINCETON JUNCTION**

**TOWNSHIP OF WEST WINDSOR REDEVELOPMENT PLAN**

**for PRINCETON JUNCTION**



**K. STUDY AREA DISTRICT MAP**

**TOWNSHIP OF WEST WINDSOR REDEVELOPMENT PLAN**

for PRINCETON JUNCTION

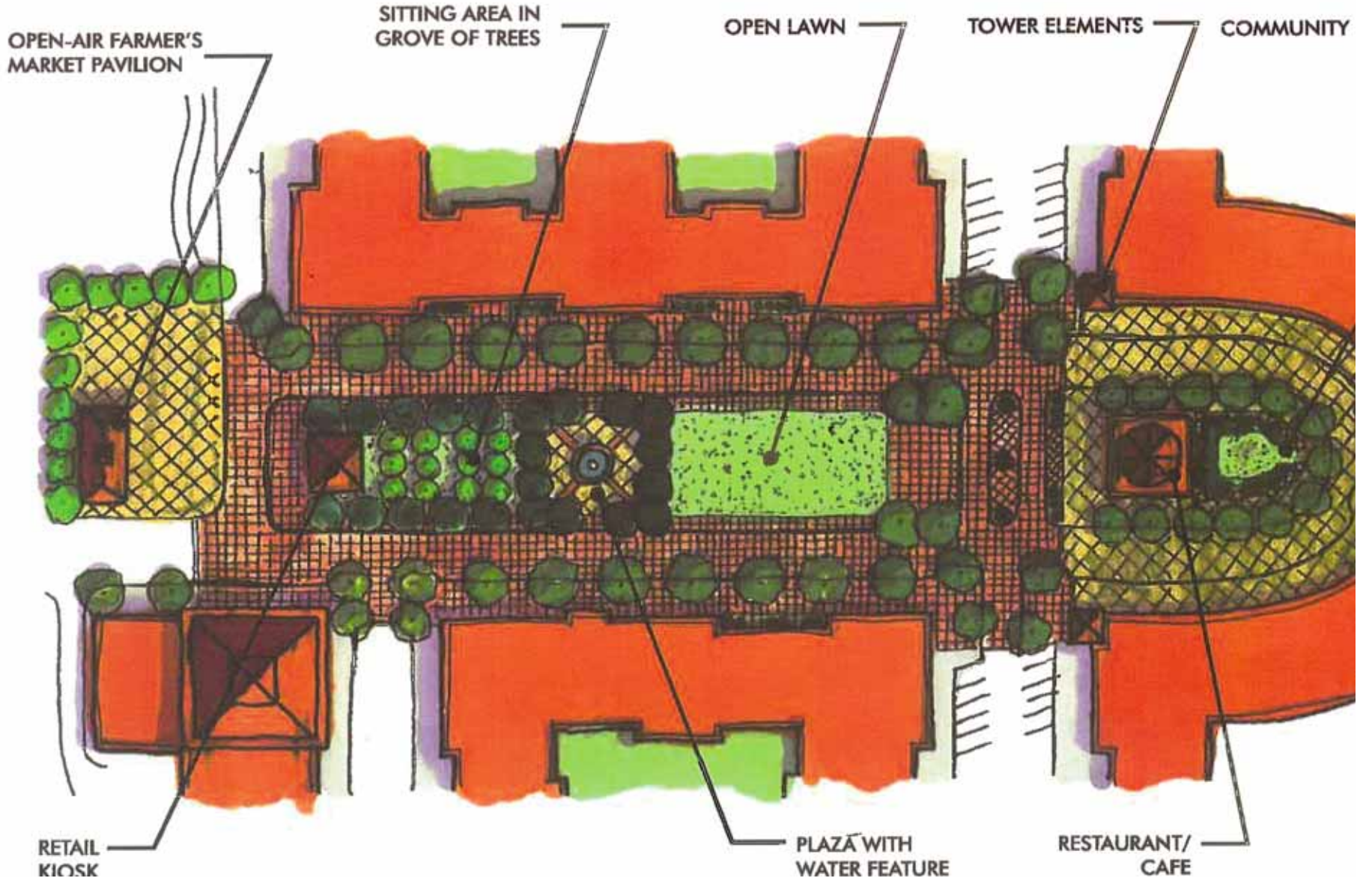
**REDEVELOPMENT PLAN  
DEVELOPMENT SUMMARY**

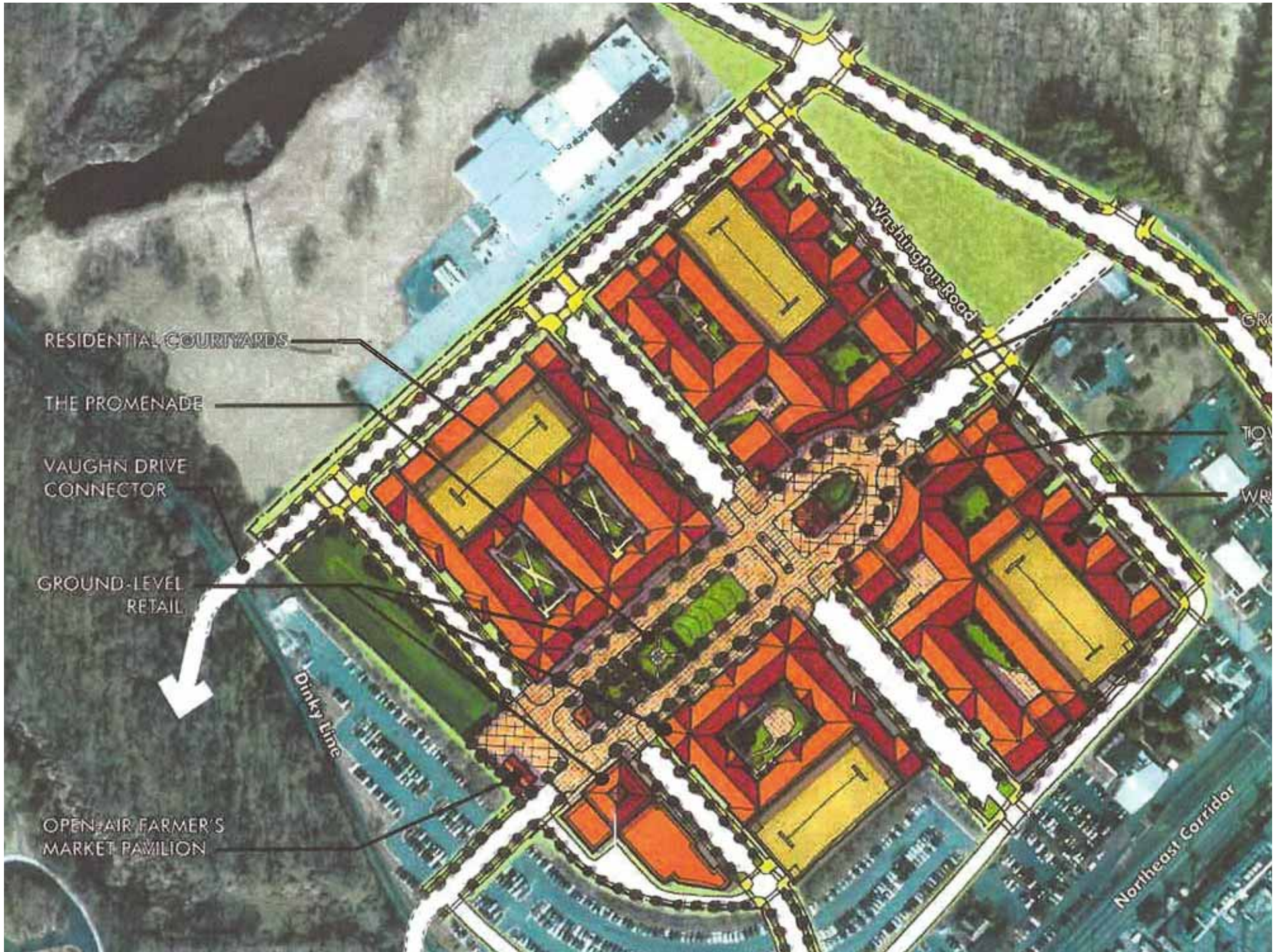
DISTRICT	RESIDENTIAL (Total Units)	MARKET RESIDENTIAL UNITS	AFFORDABLE RESIDENTIAL ASSOCIATED WITH MARKET RESIDENTIAL	RETAIL FLOOR AREA (Square Feet)	AFFORDABLE RESIDENTIAL ASSOCIATED WITH RETAIL	OFFICE FLOOR AREA (Square Feet)	AFFORDABLE RESIDENTIAL ASSOCIATED WITH OFFICE	OTHER USES	AFFORDABLE RESIDENTIAL ASSOCIATED WITH OTHER USES
1	350	284	57	65,250 (1)	7	7,250 (1)	2	civic uses	N/A
2	0	N/A	N/A	9,696	0 (2)	N/A	N/A	public parking	N/A
3	3	N/A	N/A	15,000	0 after deducting 2 demolition credits From District 5 transfer	58,000	3 after deducting 7 demolition credits from District 5 transfer	N/A	N/A
4	0	N/A	N/A	24,000	0 due to COAH waiver	N/A	N/A	public parking	N/A
5	0	N/A	N/A	N/A	N/A	N/A	N/A	open space	N/A
6	0	N/A	N/A	40,000	4 (3)	403,000 sf with transfer of 137,000 sf from District 10  97,024 Mack Cali 43,635 Poly Chrome  Total office floor area 543,659 square feet	0 (3)	public parking   Hotel/ Conference 200,000 sf	0 (3)
7	39	27	6 (5)	53,964 (4)	6 (5)	N/A	N/A	N/A	N/A
8	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	public parking
9	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	public park/ped/bike access
10	91	N/A	N/A	N/A	N/A	263,000 (6)	70 (3)	N/A	21 (3)
Total all Districts	487 (8)	311	63 du	207,910 sf	17 du	871,909 sf	75 (7)	200,000 sf	21



# Revised RP 1 District

- ◆ Residential Housing – 800 units
  - 12.5% Affordable Housing
    - 50% Moderate Income
    - 40% Low Income
    - 10% Very Low Income
- ◆ 100,000 sq ft Retail
- ◆ 50,000 sq ft Promenade for Community





RESIDENTIAL COURTYARDS

THE PROMENADE

VAUGHN DRIVE CONNECTOR

GROUND-LEVEL RETAIL

OPEN-AIR FARMER'S MARKET PAVILION

Wrightington Road

Dinky Line

Northeast Corridor



# Takeaways

- ◆ History
- ◆ Timing
- ◆ Supporting Groups
- ◆ Infrastructure
- ◆ State Support
- ◆ Media