



**Bloomfield Center
Redevelopment**

Design Guidelines & Redevelopment Plan

1 Community Visioning Oct 24, 2007



2 Shaping The Downtown Nov 8, 2007



3 Public Design Workshop Jan 30, 2008



4 Vision Plan Presentation April 9, 2007



Today

Design Guidelines & Redevelopment Plans

1. Implementation Strategy
2. Design Guidelines
3. Redevelopment Plans
4. Next Steps
5. Q + A



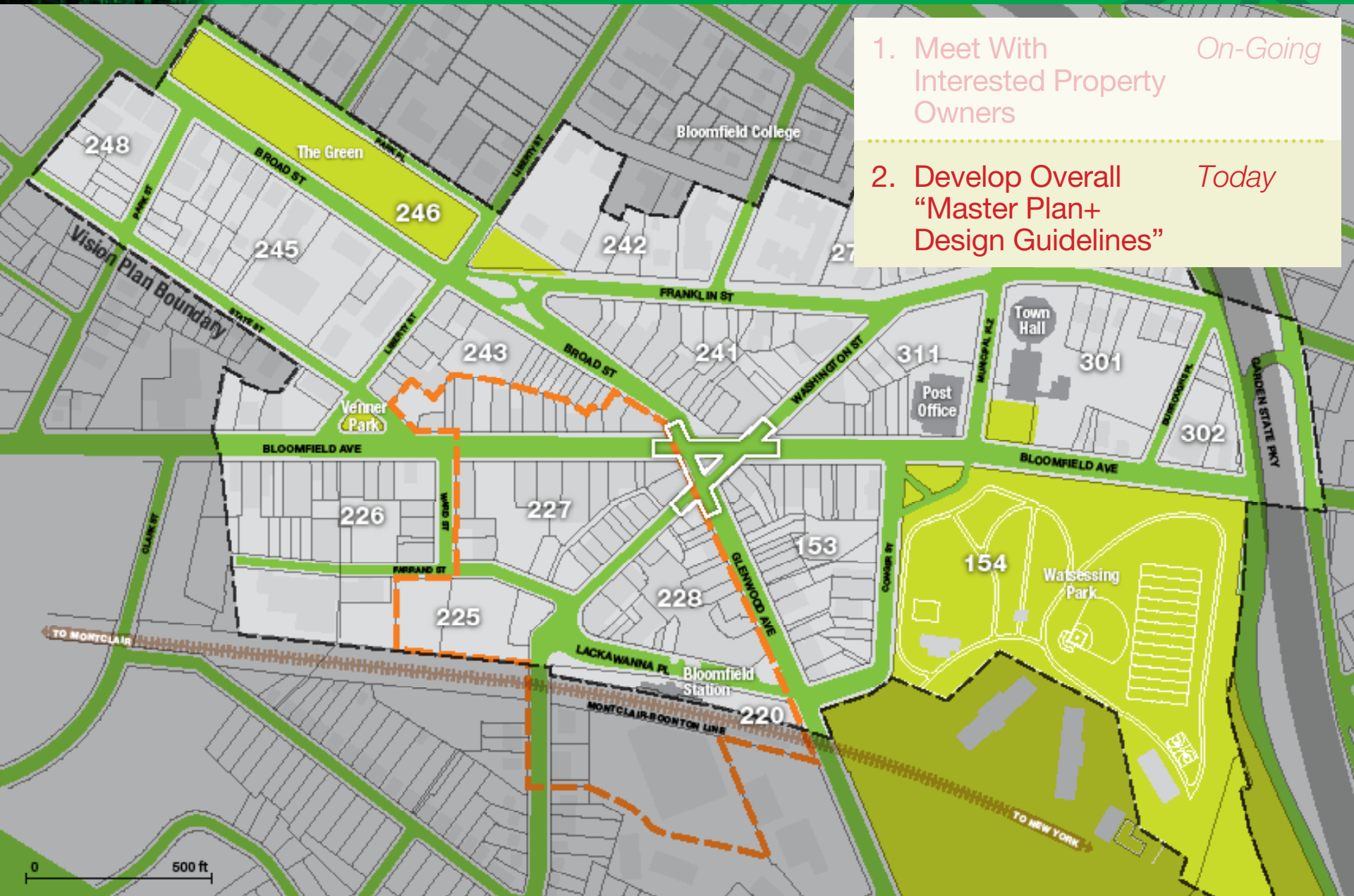
**Bloomfield Center
Redevelopment**

Implementation Strategy

1. Meet With
Interested Property
Owners

On-Going





1. Meet With Interested Property Owners *On-Going*
2. Develop Overall "Master Plan+ Design Guidelines" *Today*



1. Meet With Interested Property Owners *On-Going*
2. Develop Overall "Master Plan+ Design Guidelines" *Today*
3. Establish Redevelopment Plans for First 4 Blocks



**Bloomfield Center
Redevelopment**



Design Guidelines



- To Ensure the proper implementation of the community's vision for the downtown
- To guide future development while allowing for creativity and diversity
- To ensure use of Quality Design and Materials
- To create a framework for a Sustainable Downtown



Detailing + Articulation



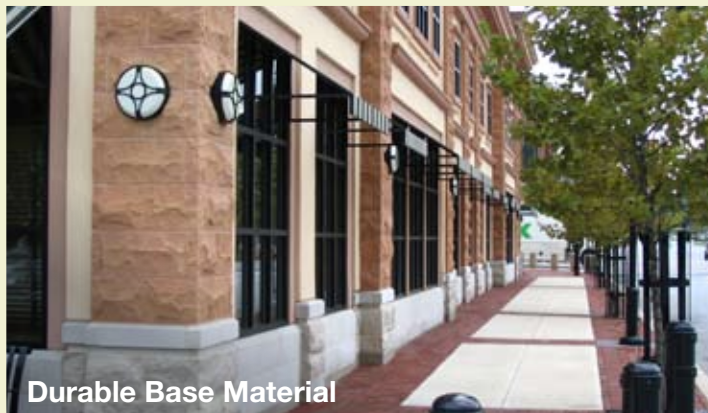
Metal + Glass



Detailing



Brick



Durable Base Material



Metal + Glass



Masonry



“To ensure the highest quality in design, architecture and materials as appropriate for a particular price point”

- *Attention to Details*
- *High Quality Materials*
- *High Quality Finishes as appropriate for price point*



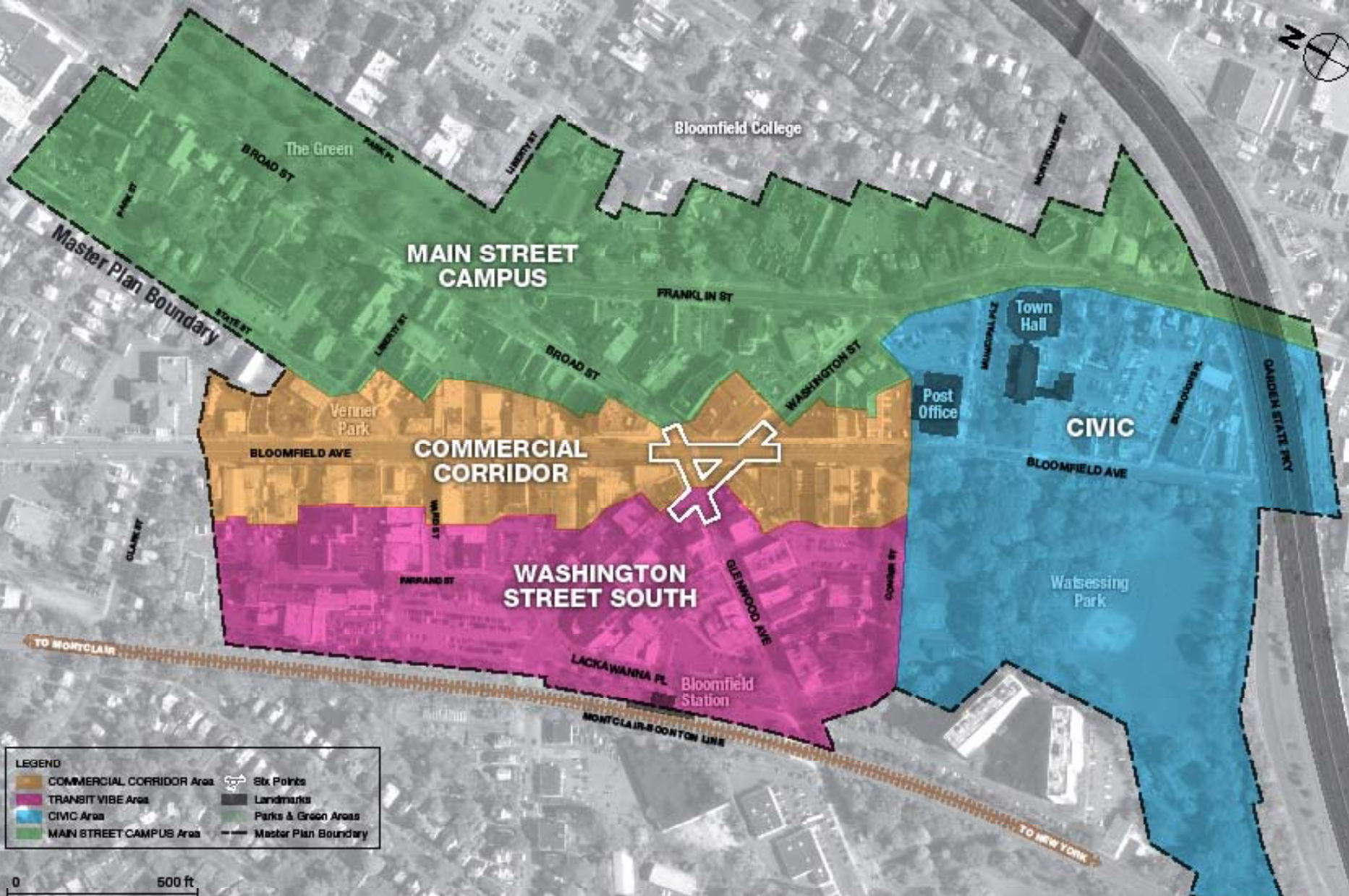
“To encourage an eclectic mix of architecture that successfully integrates a variety of design styles, periods and types into the existing downtown fabric”



- *Diversity Architectural Styles*
- *Juxtapose the Historic Architecture with New Architecture*
- *Traditional to Contemporary*
- *Diversity in Finishes and Materials*



Design Guidelines Place Making Districts



	Use	Bldg. Height	Frontage
Commercial Corridor	<ul style="list-style-type: none"> • Residential (Upper FL) • Office (Upper) • Regional Retail 	4-8 Stories	<ul style="list-style-type: none"> • Store Fronts • Lobby
Washington Street South	<ul style="list-style-type: none"> • Residential • Shops/Boutique • Regional Retail 	2-8 Stories	<ul style="list-style-type: none"> • Store Fronts • Outdoor Cafe • Lobby • Stoops
Main Street	<ul style="list-style-type: none"> • Residential (Upper FL) • Convenience + Regional Retail • Arts + Culture • Educational 	2-6 Stories	<ul style="list-style-type: none"> • Store Fronts • Gallery • Lobby
Civic	<ul style="list-style-type: none"> • Civic, Residential • Convenience Retail 	2-6 Stories	<ul style="list-style-type: none"> • Civic Entry • Stoops • Forecourts • Lobby • Store Fronts



Plazas



Plazas



Retail



Interesting Architecture



Mixed Use



Passive Areas



“Bloomfield Avenue is an exciting, busy corridor that offers excellent opportunity as a regional shopping hub and office destination.”

Vibe

- 6 Points
- Busy
- Regional Destination
- Bloomfield’s Identity

Style

- Eclectic Mix
- Modern/Contemporary
- New Structures
- Highlight Historic Buildings

Palette

- Glass
- Metal
- Panels



Adapting Existing Building



Green Streets



Streets



“Centered around Washington Street, the new boutique/event street, this district is envisioned to be a fun and funky district with an urban feel – anchored to the industrial history and rail lines.”

Vibe

- Diverse
- Fun and Funky
- Young Professionals
- Event Street
- Loft Style Living
- Commuter Neighborhood

Style

- Modern Industrial
- Loft Style
- Warehouse
- Green Streets

Palette

- Salvaged Materials
- Metal
- Masonry



Glass



Train Station



Shop Fronts



Brick + Metal



Traditional Campus



Brick



Brick + Wood



Arch. Elements



Daily Shopping



Gathering Spaces



Historic Elements



“The traditional town green and college campus set the tone for this district and provide a passive, lush family atmosphere and community gathering space.”

Vibe

- Cultural Hub
- Traditional Elements
- “Main Street”
- Daily Convenience

Style

- Contextually Sensitive
- Victorian Style

Palette

- Wood
- Stone
- Lush Landscape



Townhouses



Park Front Apartments



Watsessing Park



Post Office



Municipal Building



Park



Police Station



“Formed around the major Civic Destinations including the Post Office, City Hall, the Police Station and Watsessing Park; this district is a true gateway and community hub.”

Vibe

- Gateway
- Permanence
- Formality
- Community Space

Style

- Traditional Elements
- Similar to Adjacent Zones

Palette

- Brick
- Stone
- Lush Landscape

Streets

Key Issues

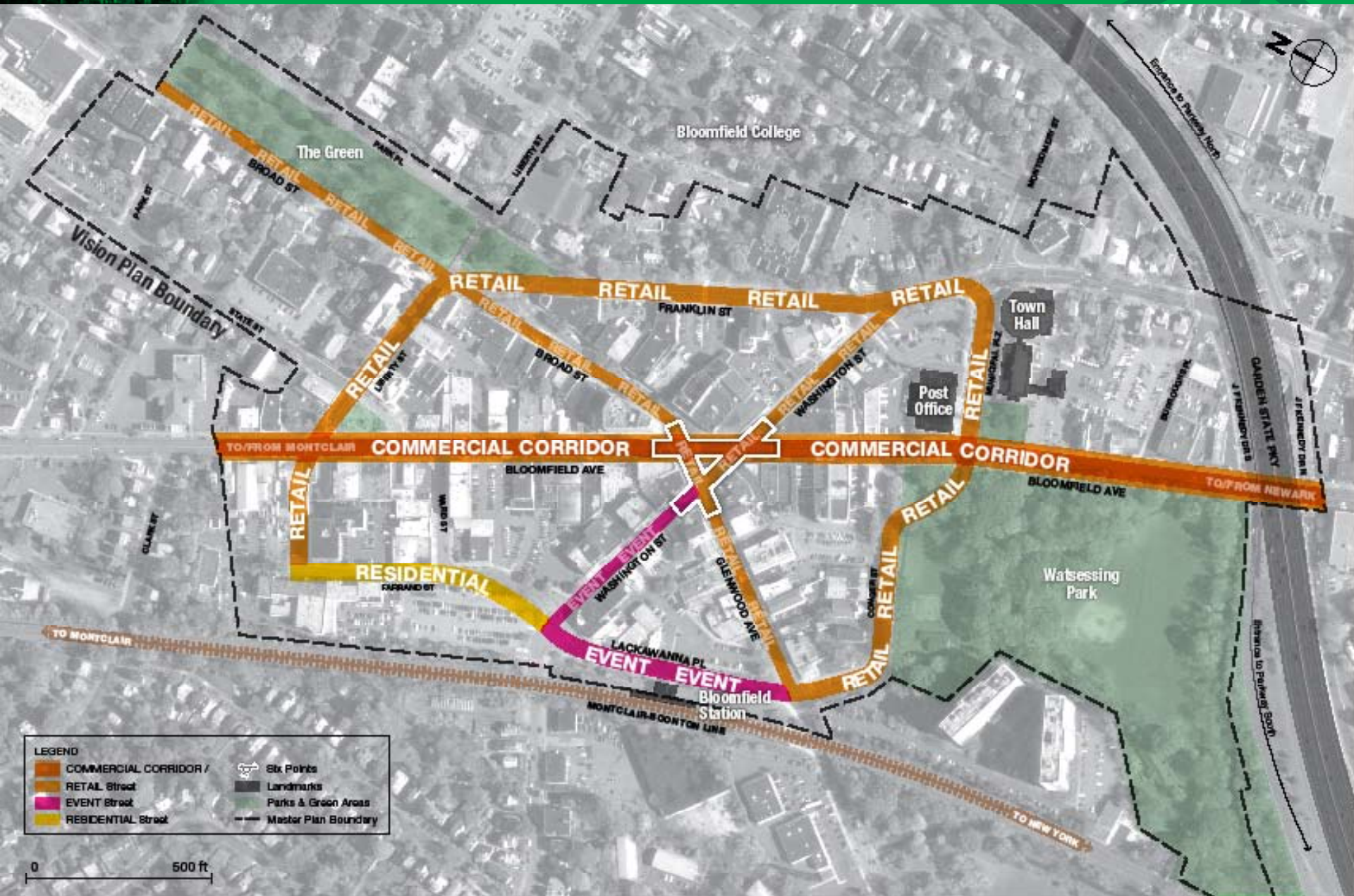
- Stormwater
- Congestion
- Pollution


Solutions

- Walkable Streets
- Bike-able Streets
- Increased the Canopy
- Reduced Impervious



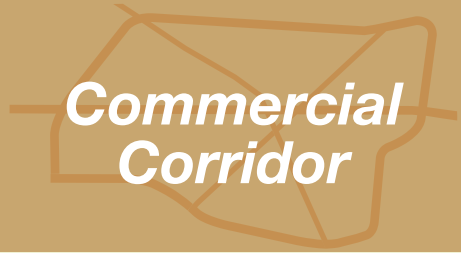


Streets Streetscape Types



LEGEND			
	COMMERCIAL CORRIDOR /		St. Points
	RETAIL Street		Landmarks
	EVENT Street		Parks & Green Areas
	RESIDENTIAL Street		Master Plan Boundary

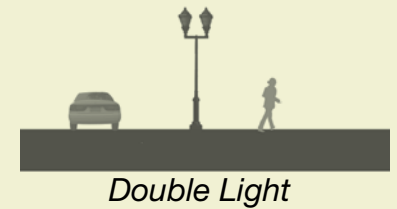
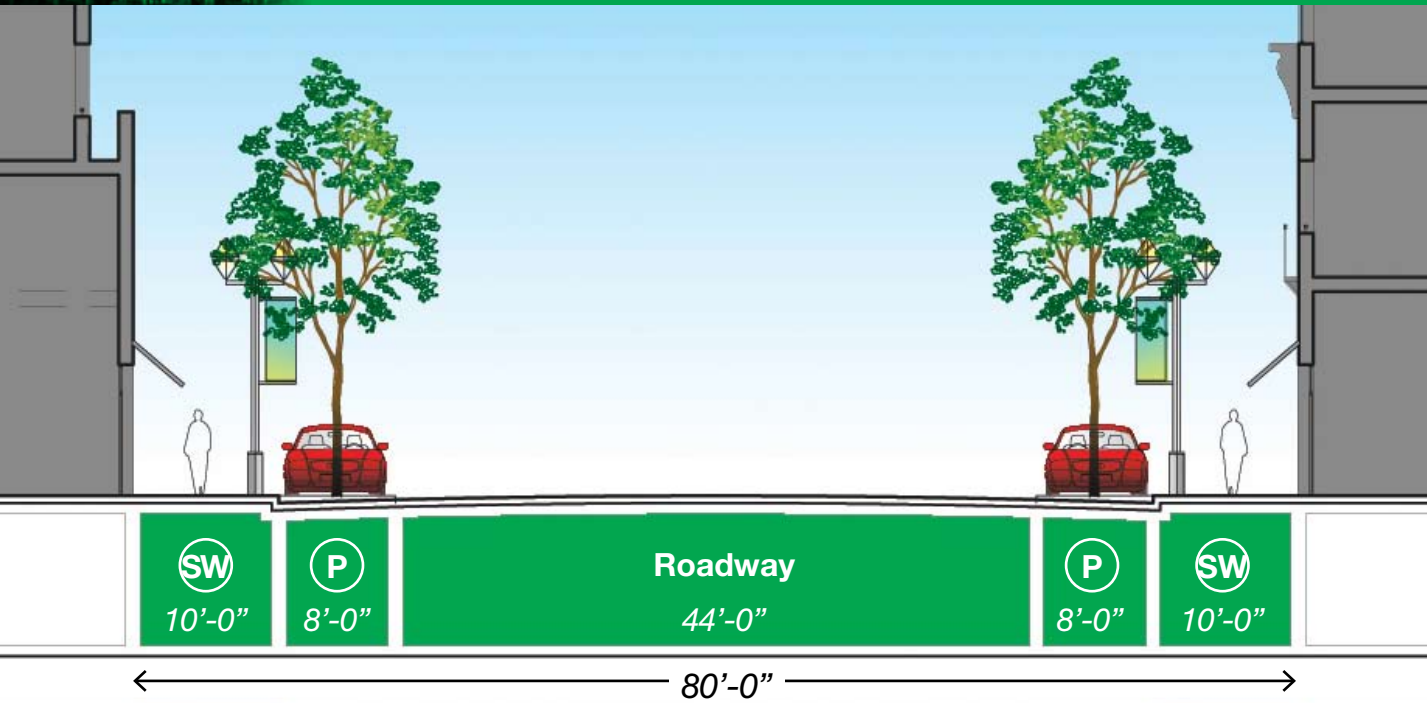
0 500 ft

Streets Street Typologies

	Use	Sidewalk Width	Cartway	Bike
 Commercial Corridor	<ul style="list-style-type: none"> • Active Pedestrian • Cars 	15'	<ul style="list-style-type: none"> • 4 Lanes • 48' Width • On Street Parking 	Route Signs
 Event Street	<ul style="list-style-type: none"> • Active Pedestrian • Cafes • Events • Bicycles 	Flexible	<ul style="list-style-type: none"> • 2 Way • 16' Width • Flexible Parking Lane 	None
 Residential Street	<ul style="list-style-type: none"> • Passive Pedestrian • Bicycles 	6' - 8'	<ul style="list-style-type: none"> • 2 Lanes • 24' Width • On Street Parking 	* "Share the Road" Signs
 Mixed Retail	<ul style="list-style-type: none"> • Active Pedestrian • Passive Pedestrian • Bicycles 	6' - 10'	<ul style="list-style-type: none"> • 2 Lanes • 24' Width • On Street Parking 	* "Share the Road" Signs

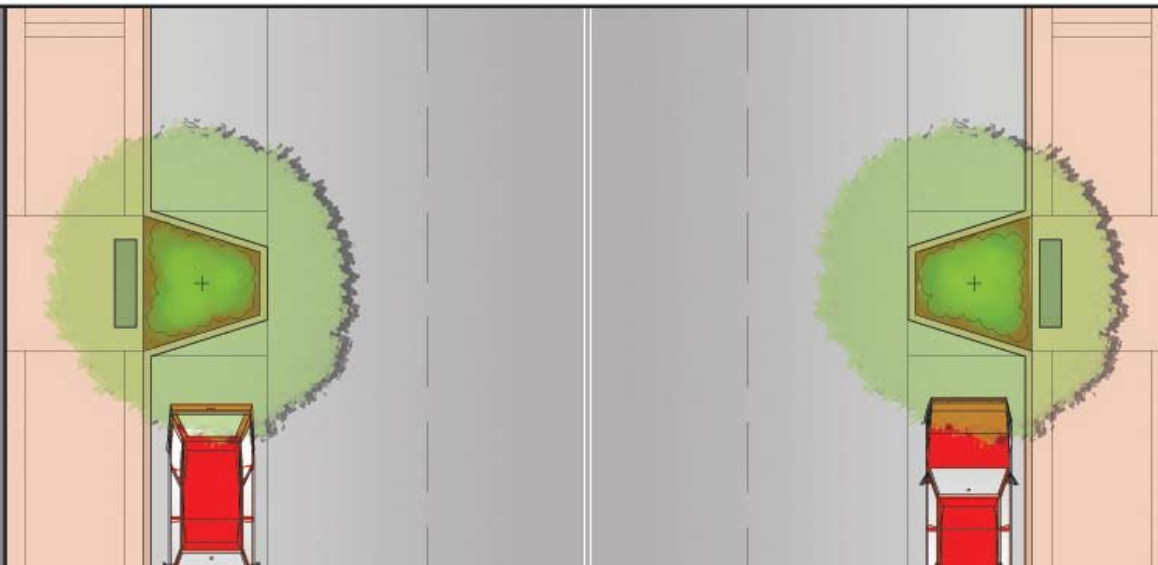
* Lane to be considered for portions of loop

Streets Commercial Corridor

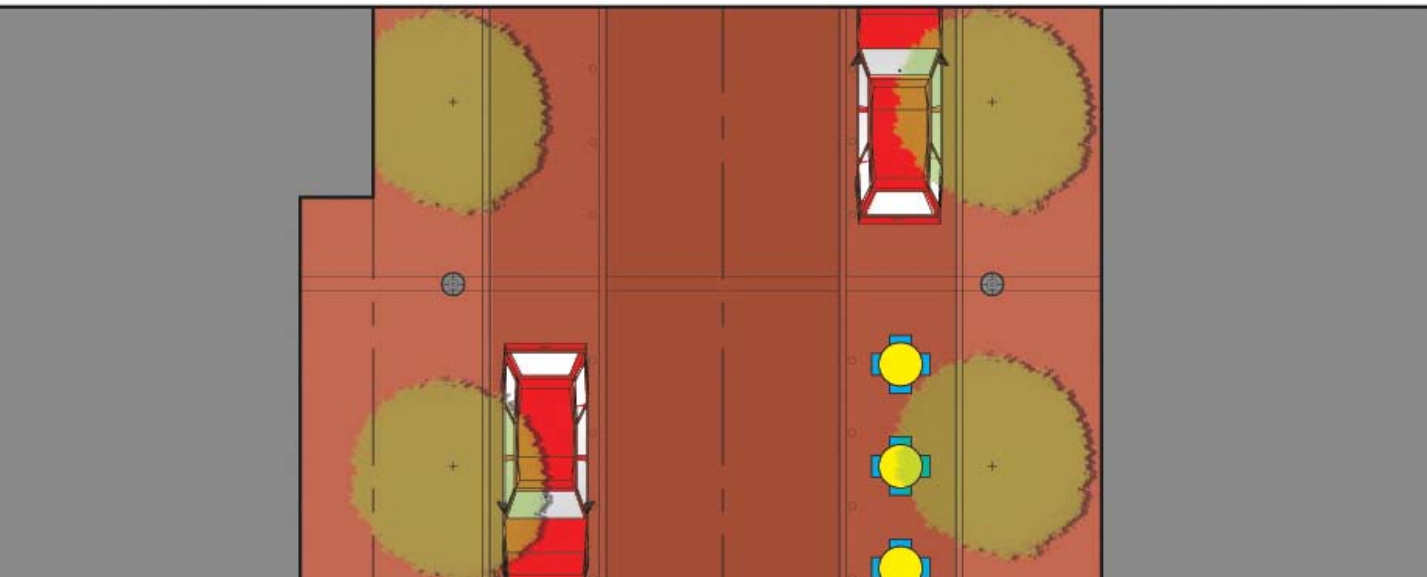
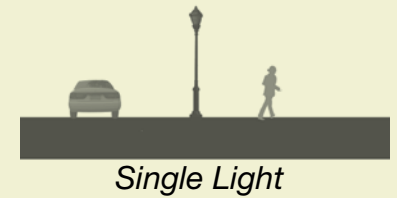
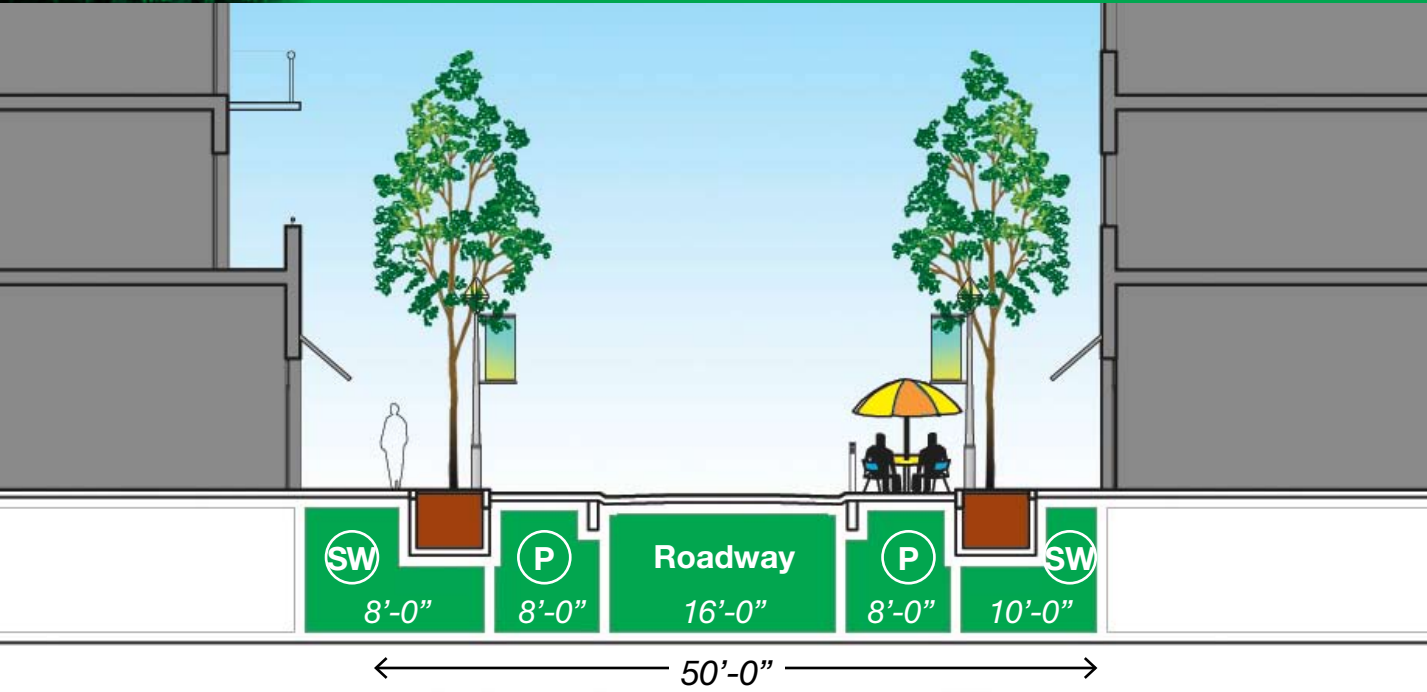


Key Elements

- Bump out for Trees & Amenities
- Pedestrian Lights
- Clear Sidewalks



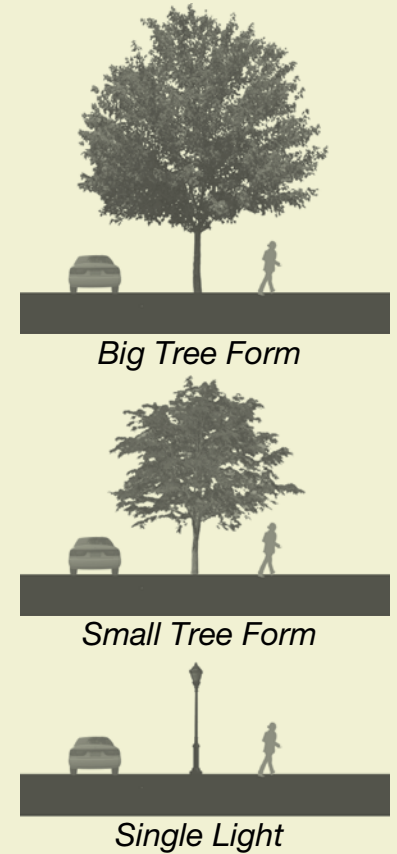
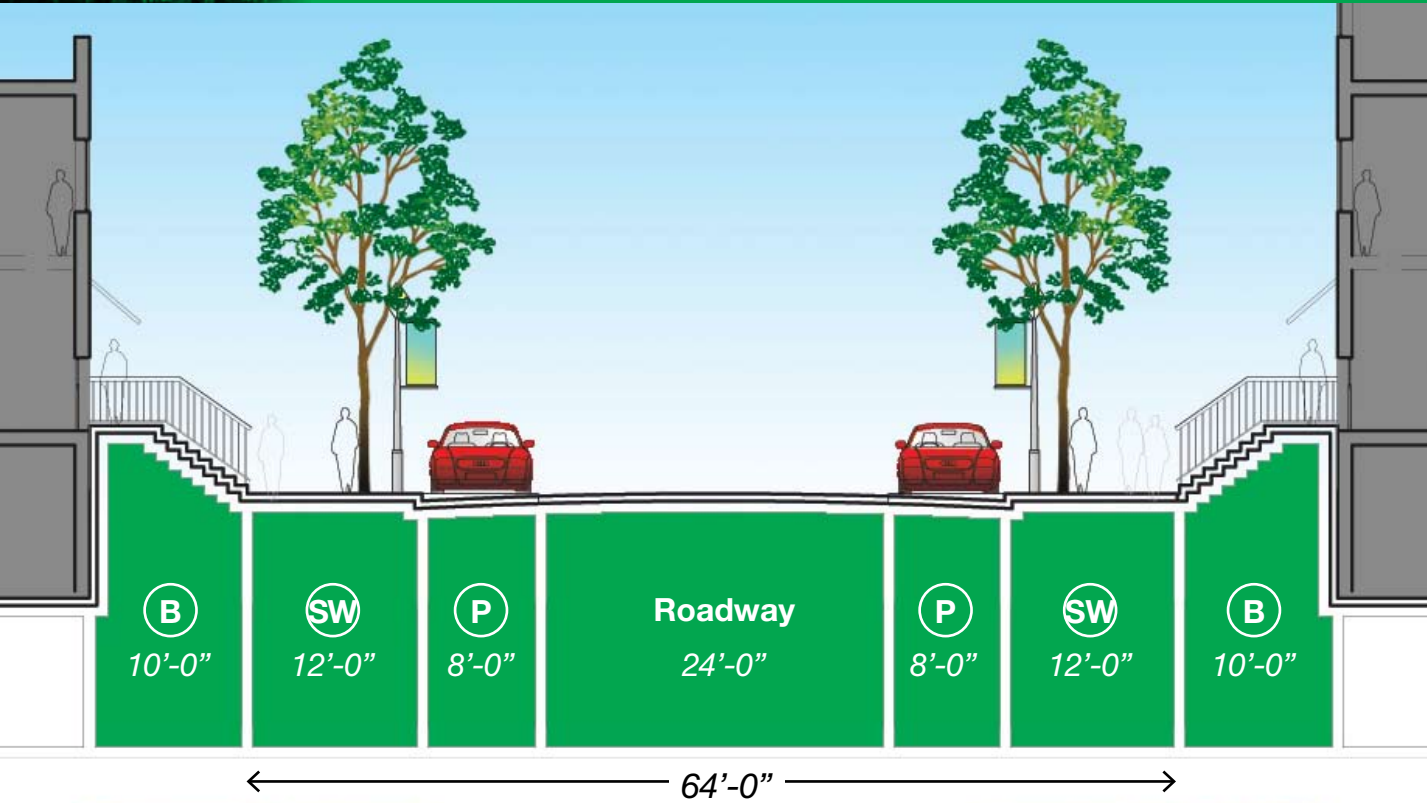
Streets Event Street



Key Elements

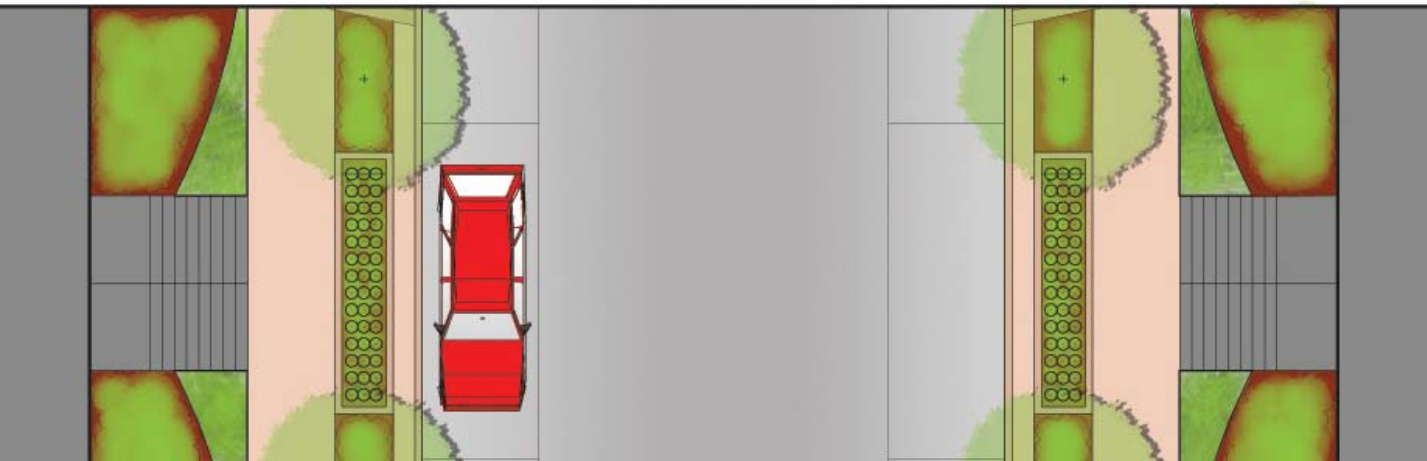
- Outdoor Cafes
- Ability to Host Functions
- Flexible Parking Lane

Streets Residential Streets

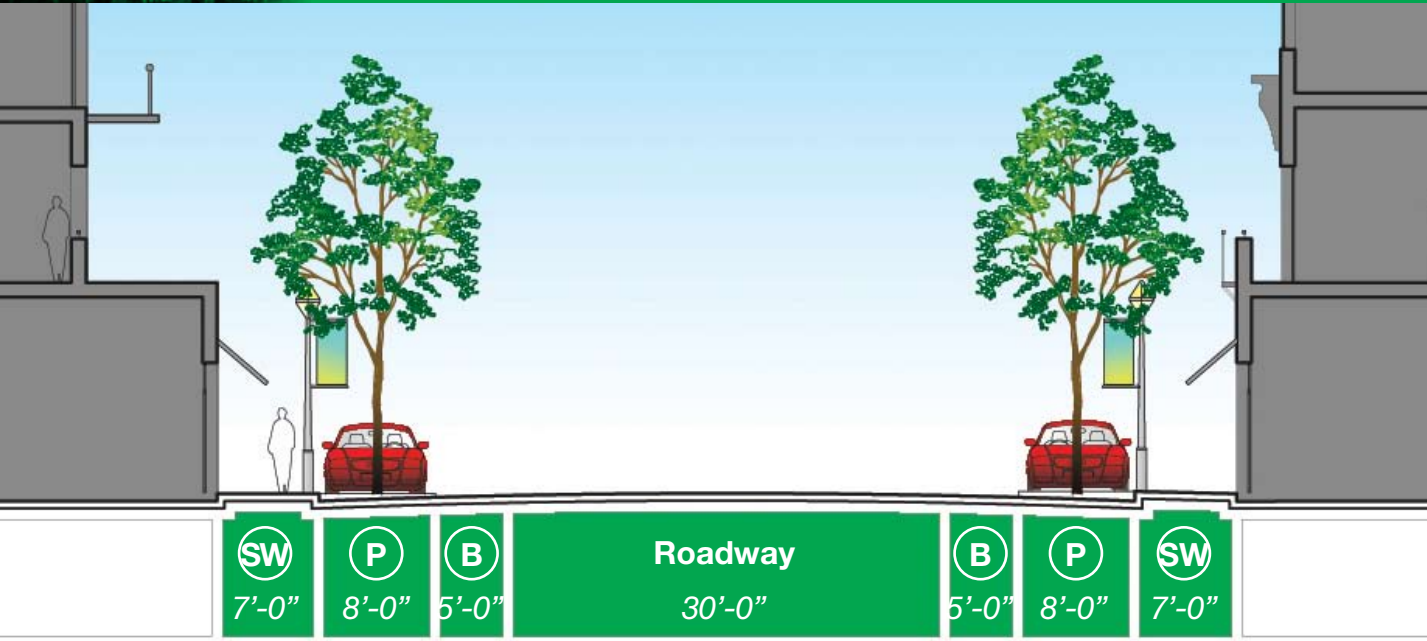


Key Elements

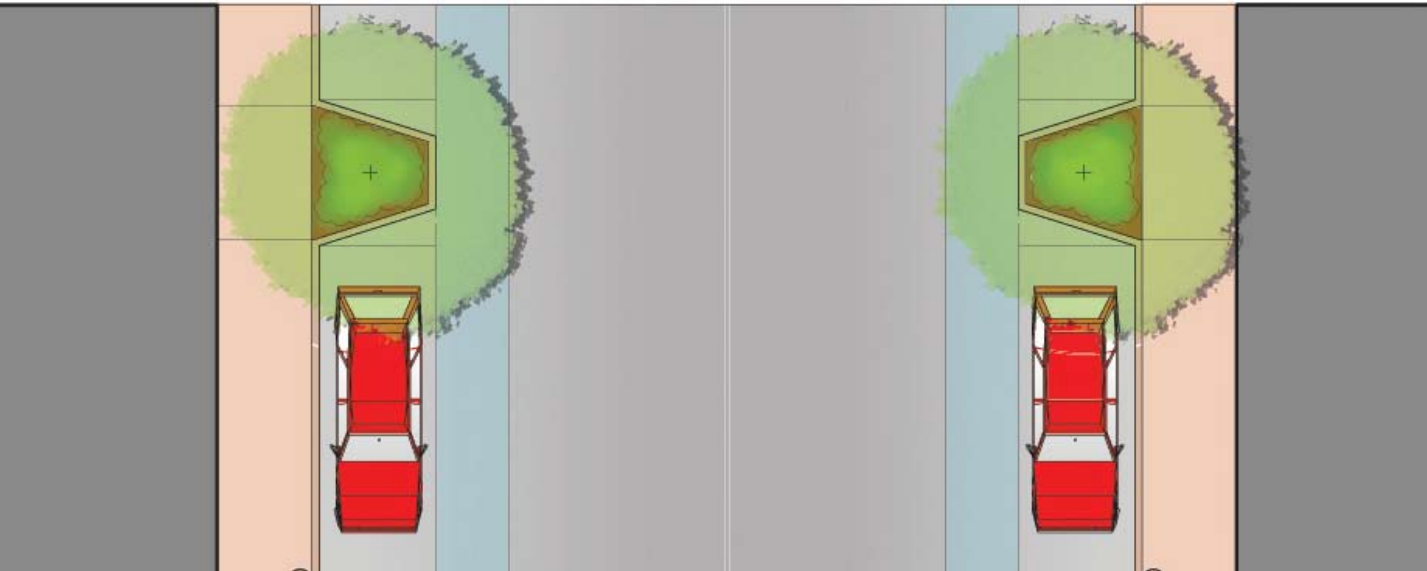
- Green Street Edge
- Stoops & Frontyard Gardens



Streets Mixed-Retail Streets



← 70'-0" →



Upright Tree Form



Single Light

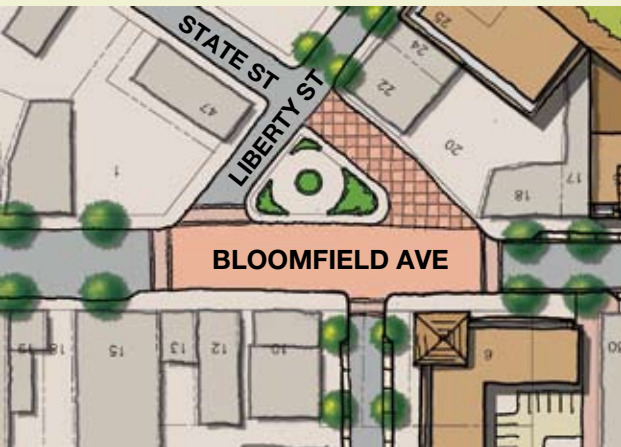
Streets Key Intersections





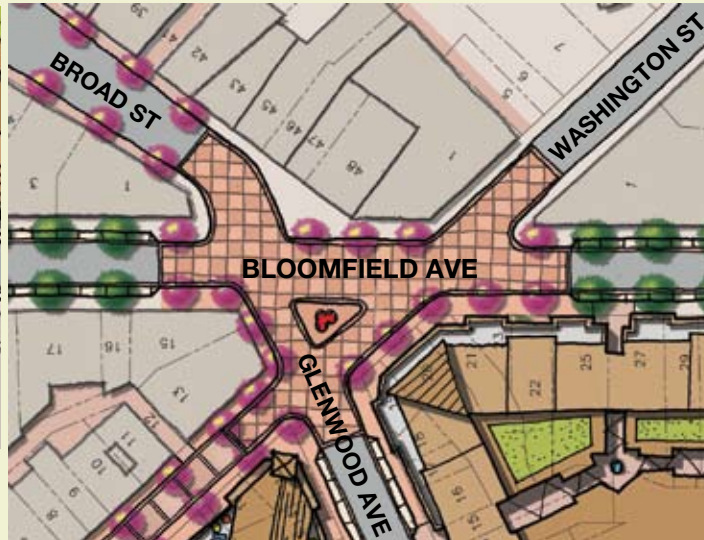
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**Bloomfield Ave &
Liberty St**



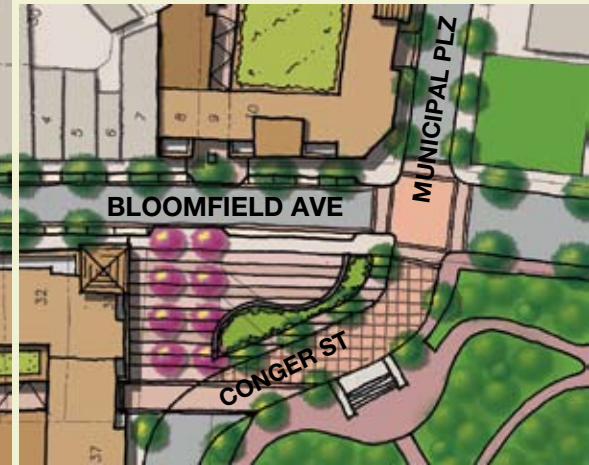
2

Six Points



3

**Bloomfield Ave
& Conger St**

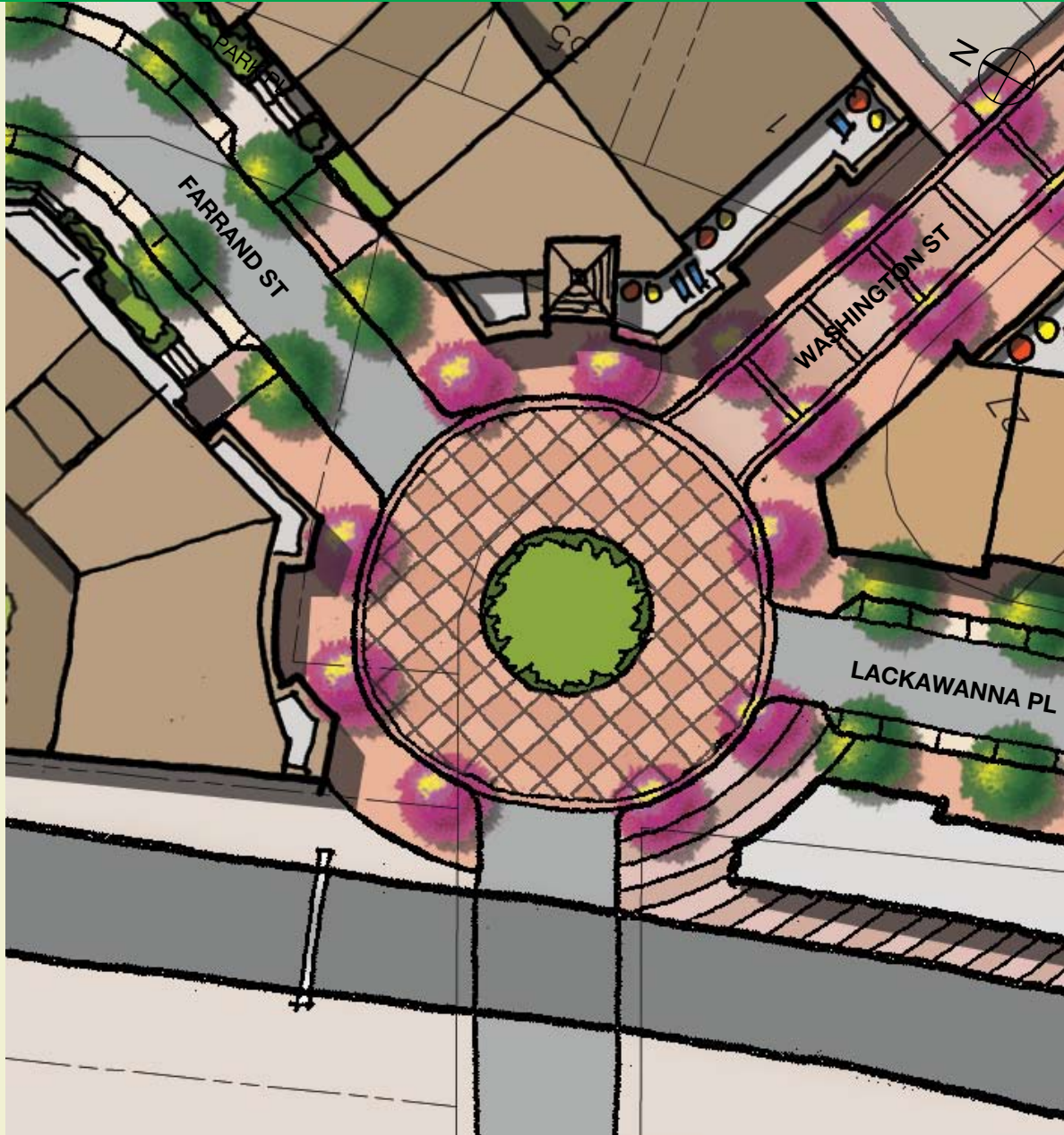


Streets Broad Street + Franklin Avenue



4

Streets Washington Street Circle



5

Building Form

Key Issues

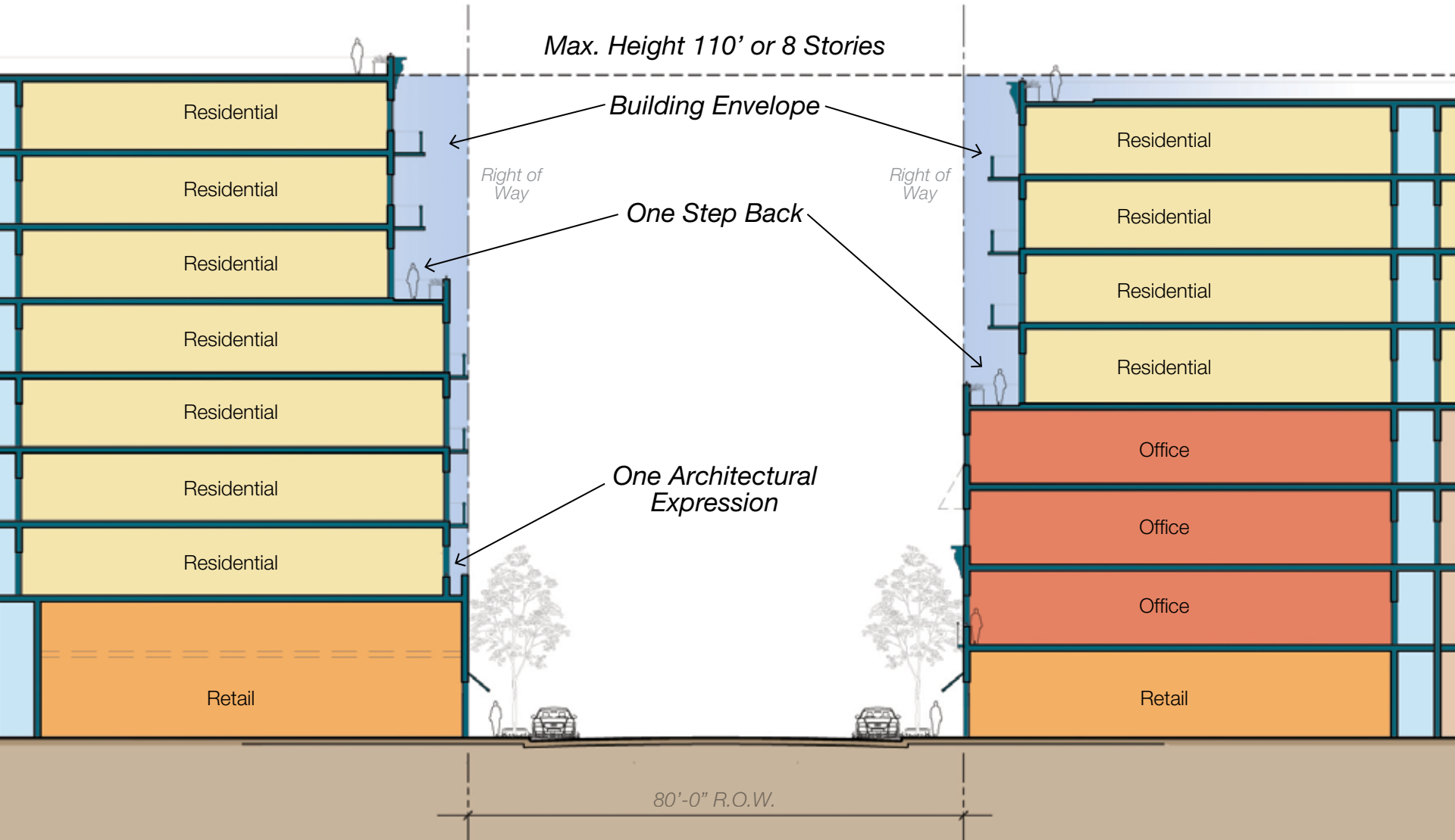
- Energy Efficiency
- Water Use
- Stormwater Management
- Light and Air (views)

Solutions

- Step Backs
- Building Orientation
- Green Roofs

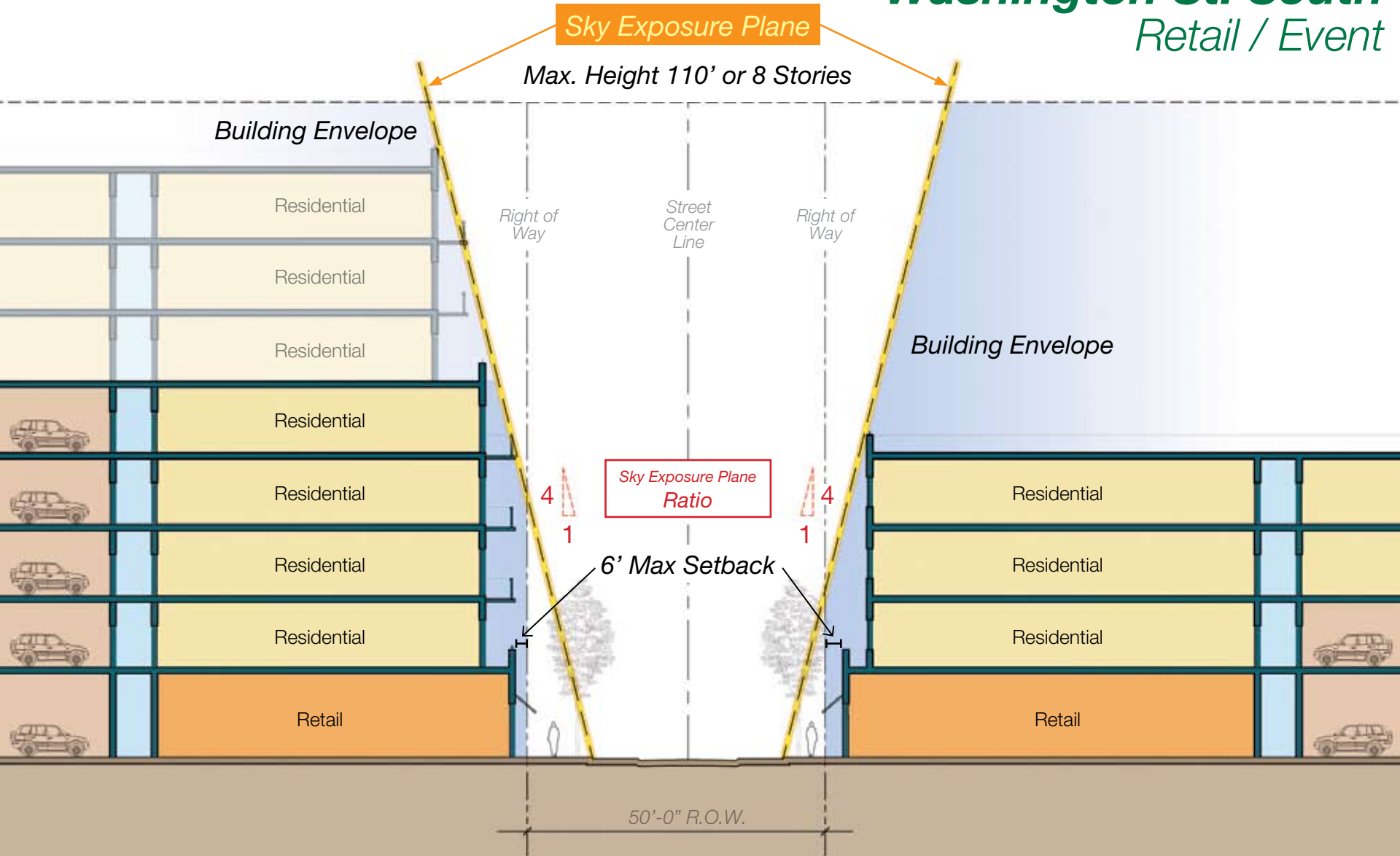
Building Form Building Form + Configuration

Commercial Corridor



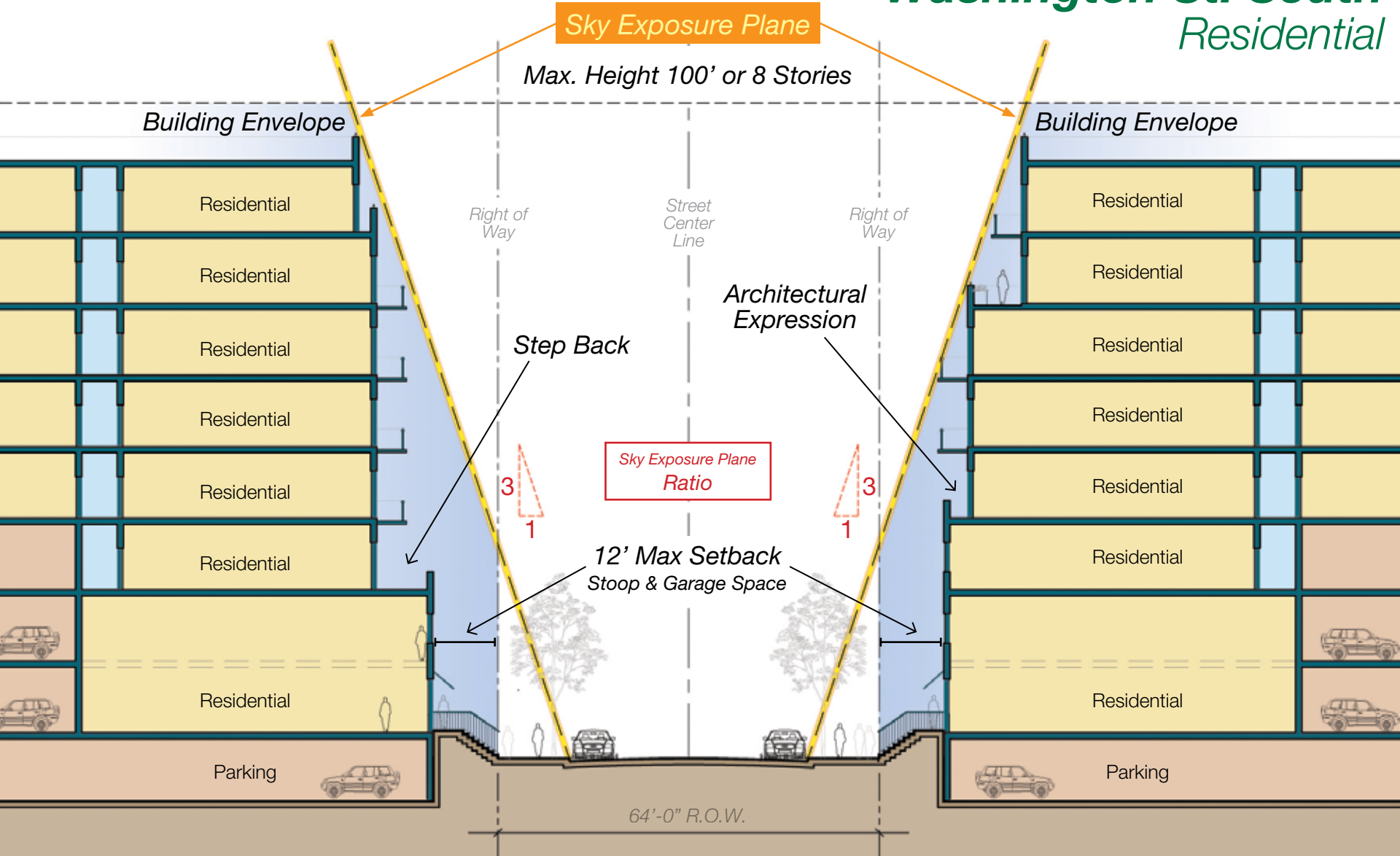
Building Form Building Form + Configuration

Washington St. South Retail / Event



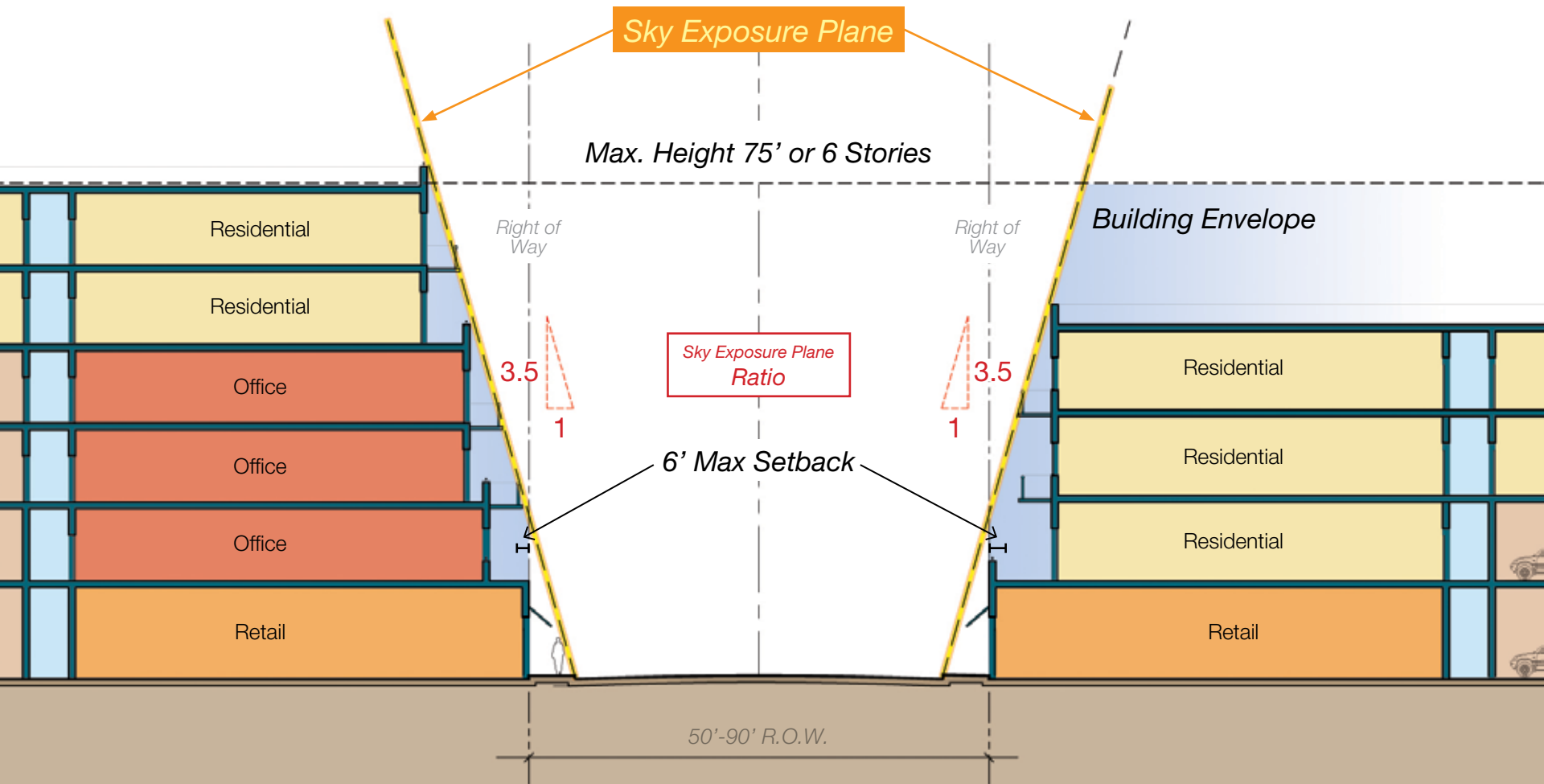
Building Form Building Form + Configuration

Washington St. South Residential



Building Form Building Form + Configuration

Civic & Main St. Campus



Building Face

Key Issues

- Energy Efficiency
- Materials
- Views/Daylight

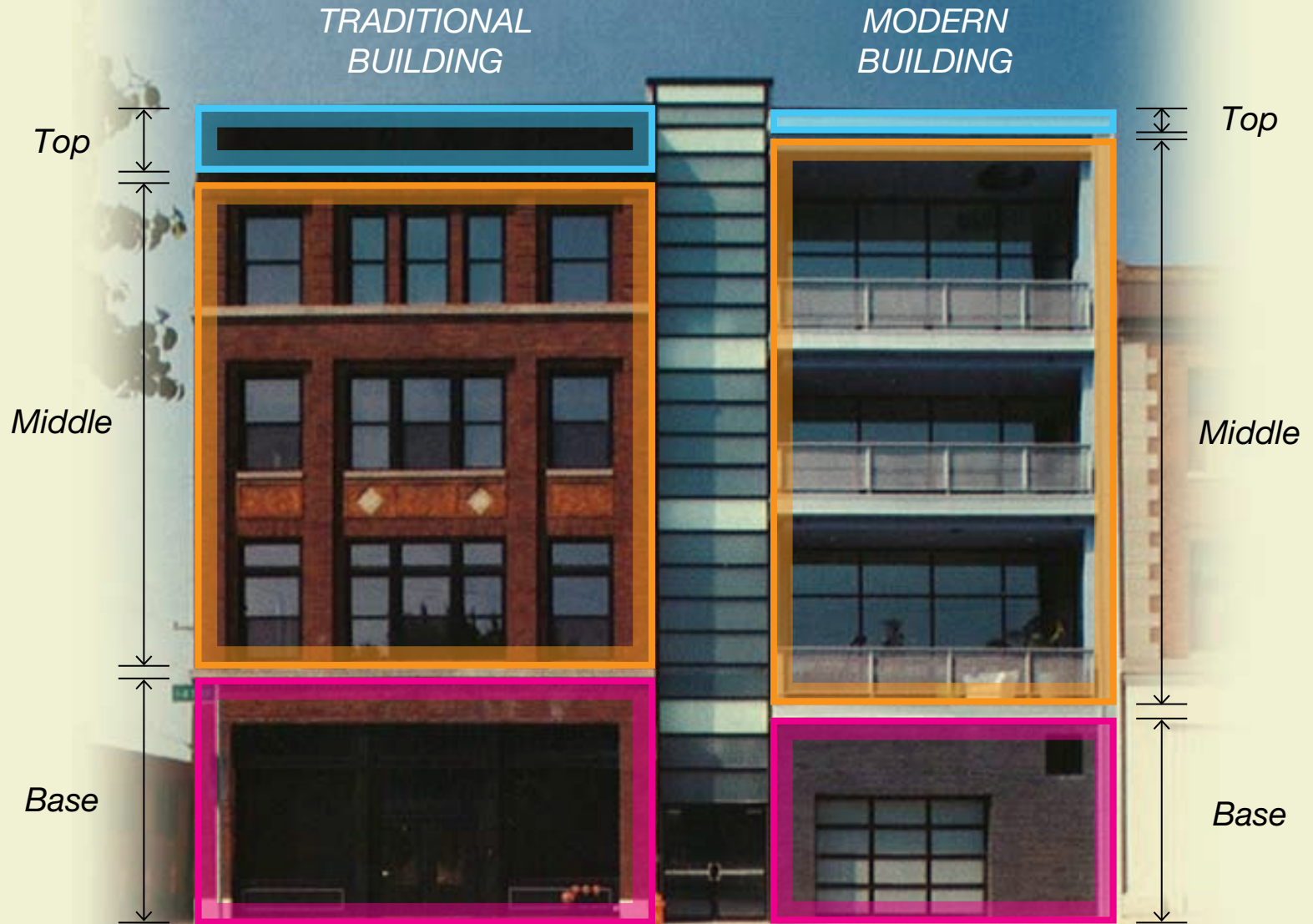
Solutions

- High Performance Envelope
- High “R-Values”
- Appropriate Glazing
- Durable Materials
- Local Materials

TRADITIONAL
BUILDING

MODERN
BUILDING





TRADITIONAL
BUILDING

MODERN
BUILDING



A network diagram with a central node in the top right corner. From this node, several lines radiate outwards. One line goes left and ends in an arrow pointing left. Another line goes down and ends in an arrow pointing down. A third line goes down and left, ending in an arrow pointing down-left. A fourth line goes up and left, ending in an arrow pointing up-left. A fifth line goes up and right, ending in an arrow pointing up-right. The text 'Bloomfield Center Redevelopment' is positioned next to the central node, with a red asterisk-like symbol to its left.

**Bloomfield Center
Redevelopment**

Sustainability Initiatives

1. **Air** Quality

- Reduce Congestion
- Increase Trees and Shading
- Reduce Pollutants

2. **Water** Management

- Storm Water Management
- Potable Water Demand
- Reduce Introduction of Pollutants

3. **Energy** Efficiency

- Reduce Energy Consumption
- Alternative Energy Sources (Use and Planning)
- Transportation Planning

4. **Leadership**

- Bloomfield as a leader in creating a more Sustainable New Jersey



1. LEED ND + Smart Growth (Neighborhood Development)

- Town Initiative
- LEED ND Certification

2. LEED NG Certification (For Buildings)

- Requirements for Buildings >5,000 sf
- Incentives for Higher Certification

3. Energy Star Compliance

- Required for Buildings <5,000 sf
- Incentives for LEED Certification



**Bloomfield Center
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Design Guidelines & Redevelopment Plan