TOD in Your Downtown *Forum Series*

Rethinking the Right-of-Way

May 18, 2022

DOWNTOWN NEW JERSEY

The Transit Friendly Planning Newsletter
NJTOD

Transit Friendly Planning

with support from
RUTGERS

TOD in Your Downtown *Forum Series*

Rethinking the Right-of-Way

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Treasurer
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Management Company**

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Transit Friendly
Planning Program**

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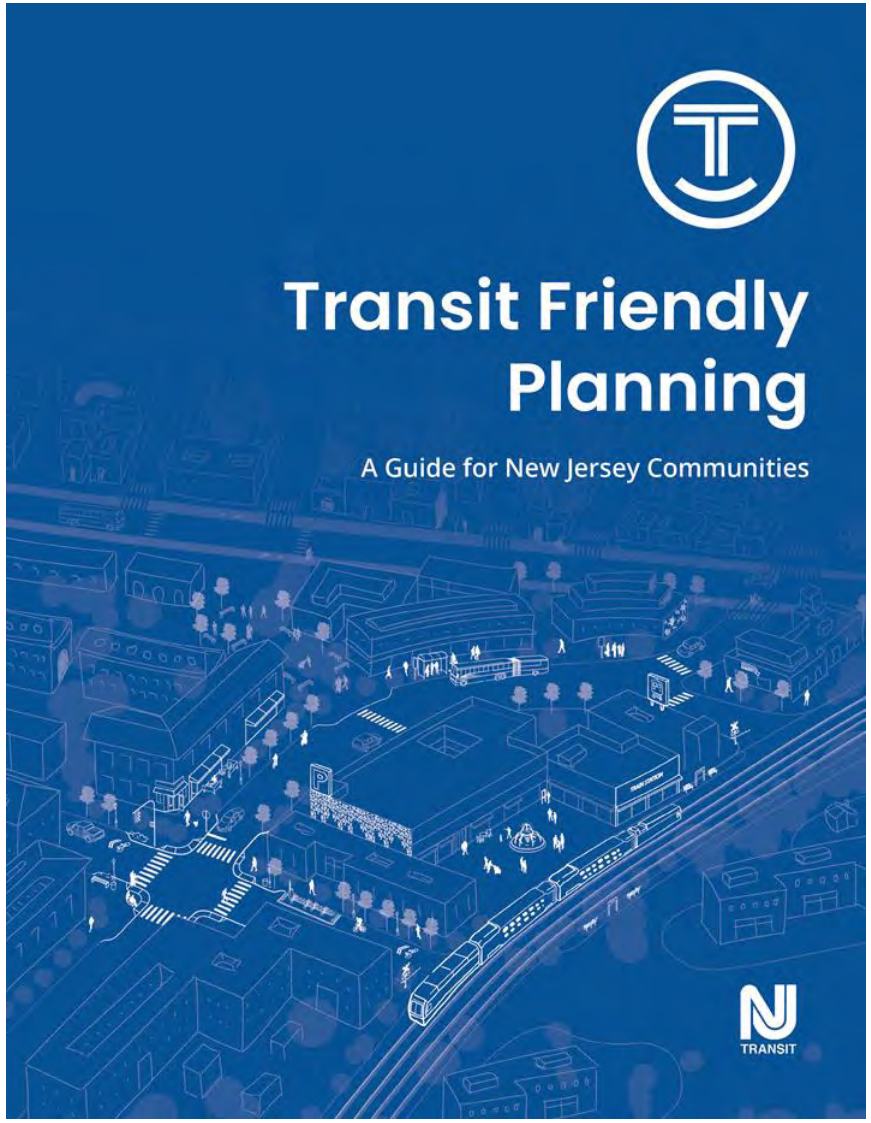


www.njtransit.com/transitfriendly

Photo Credit: Ben Schumin

Photo Credits: Michael Vito, NACTO, Dan Reed, Alyson West

Pop-up Spaces & Temporary Uses

Photo Credit: Kai Bates

Prioritizing Pedestrian Access

Photo Credits: NJDOT Complete Streets Design Guide and Noah Harper

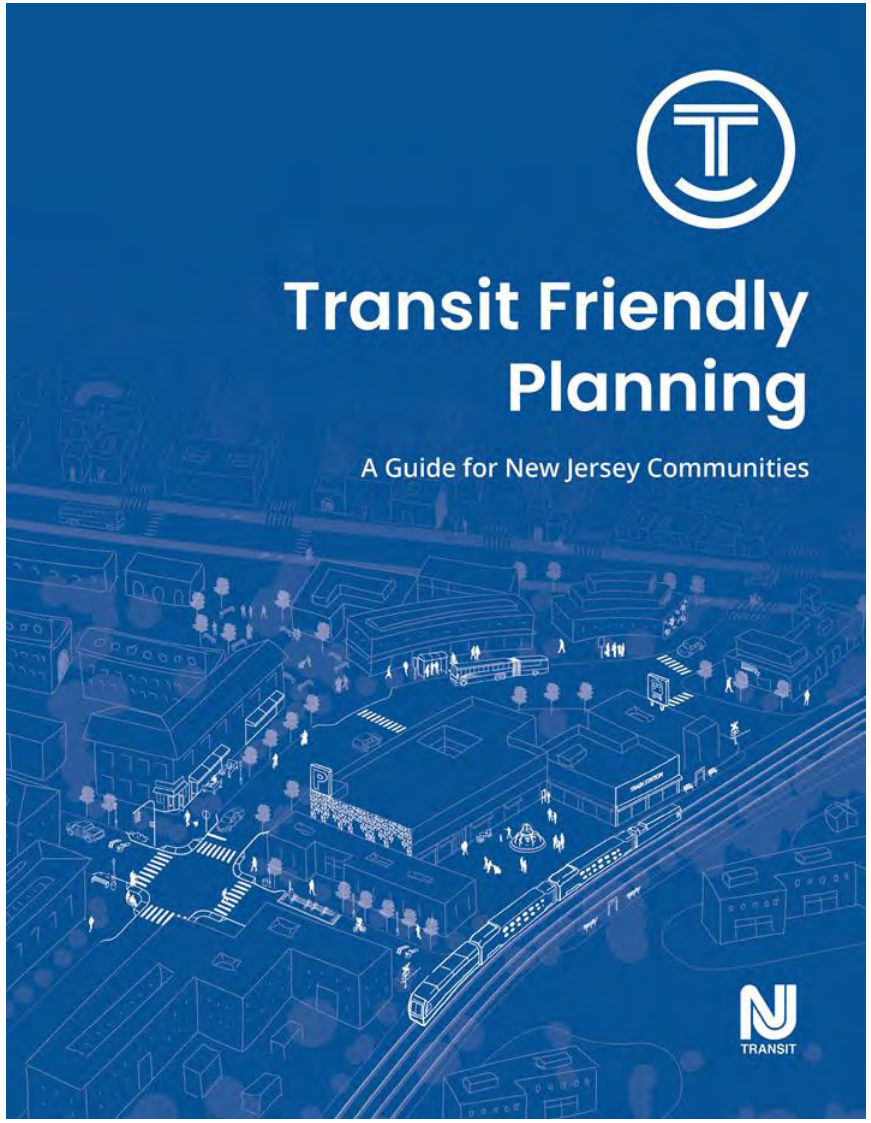
Transit Waiting Areas

Photo Credit: This is Colossal

Photo Credit: EPA

Maximizing Stormwater Management

Transit Friendly Planning Program



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STREETS THAT DO MORE.

TOD in Your
Downtown Forum:
Rethinking the ROW

May 18, 2022

arterial

arterial

STREET DESIGN STUDIO

Our Three-Step High Performance Streets Process

We don't like plans or reports that sit on the shelf. Our three-step process breaks down complex, multi-stakeholder corridor revitalization projects into a clear roadmap towards tangible results. We'll be with you from the first visioning meeting until the last tree is planted and the sidewalk is swept.

Step 1

Capital Plan

Step 2

Schematics

Step 3

Implementation

HIGH PERFORMANCE STREETS

Making up over ***30%*** *of a town's public space,*
streets should do much more than just move vehicles*.*

PRIORITIES

The Right-of-Way Configuration

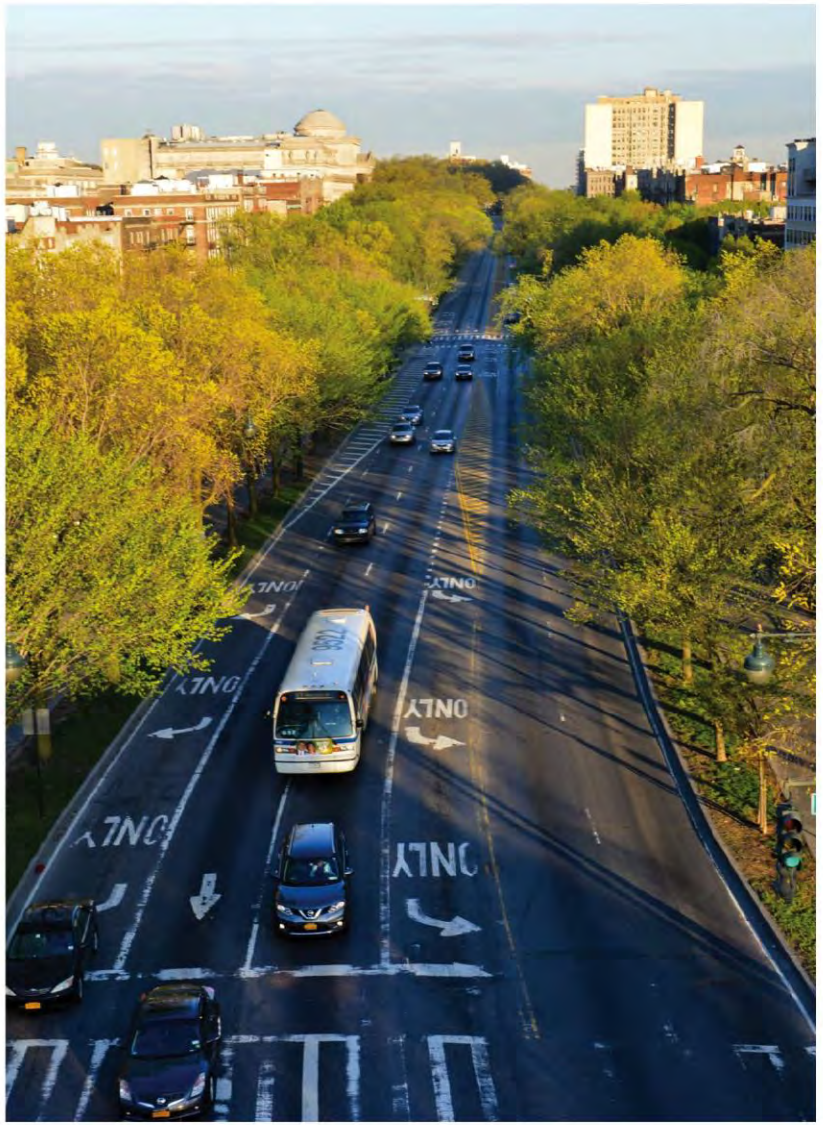
PERFORMANCE

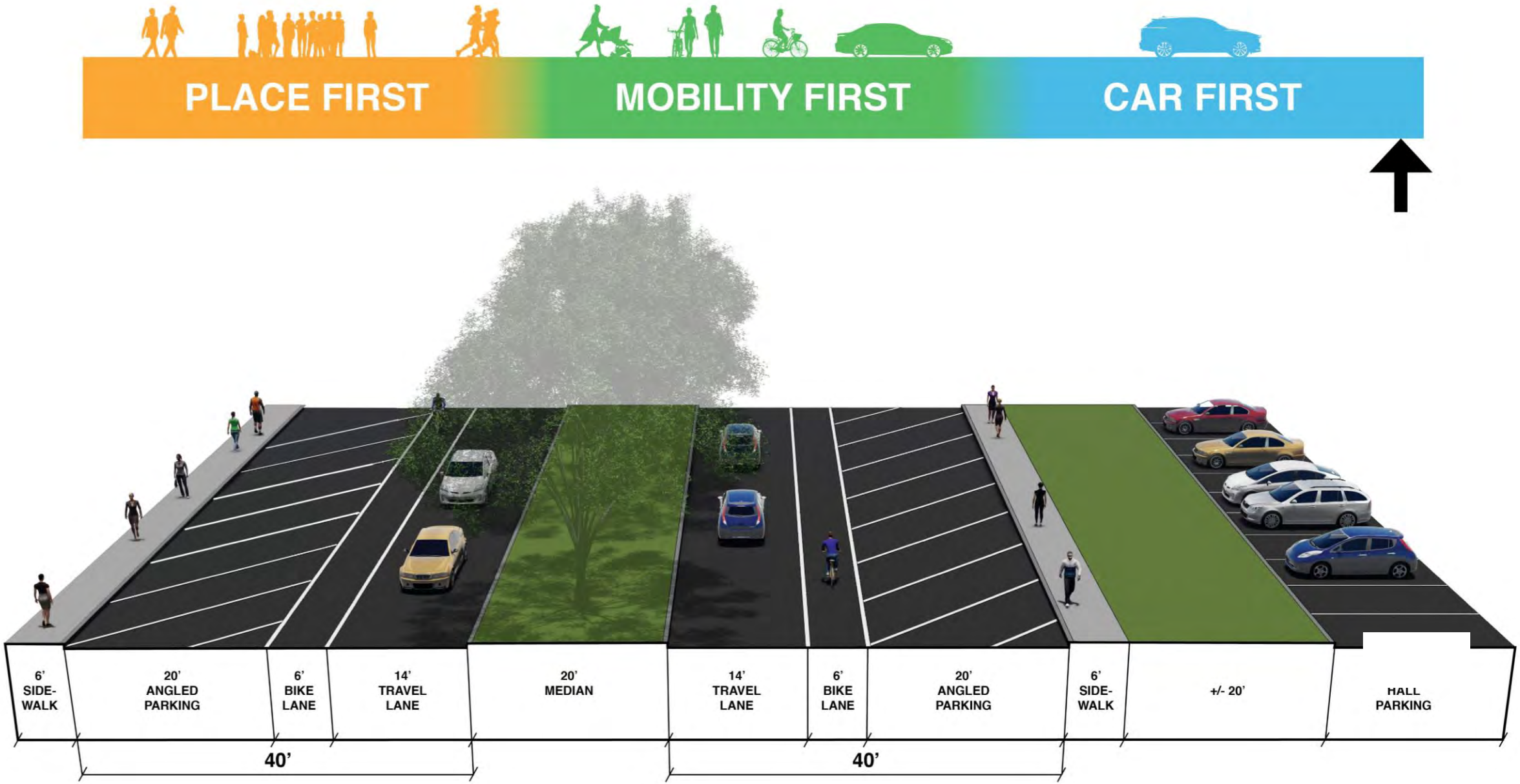
Detailed Measures

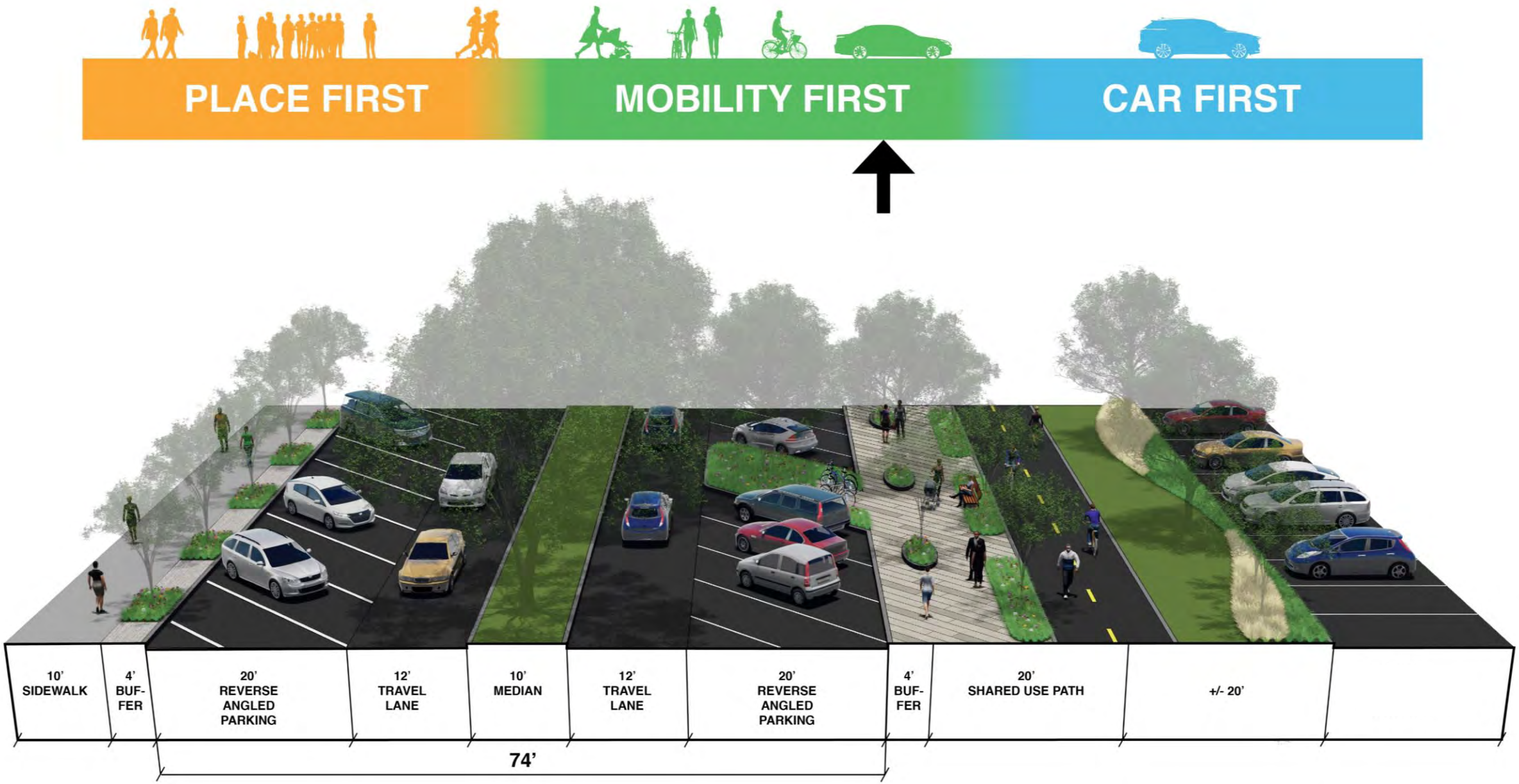
PLACE FIRST

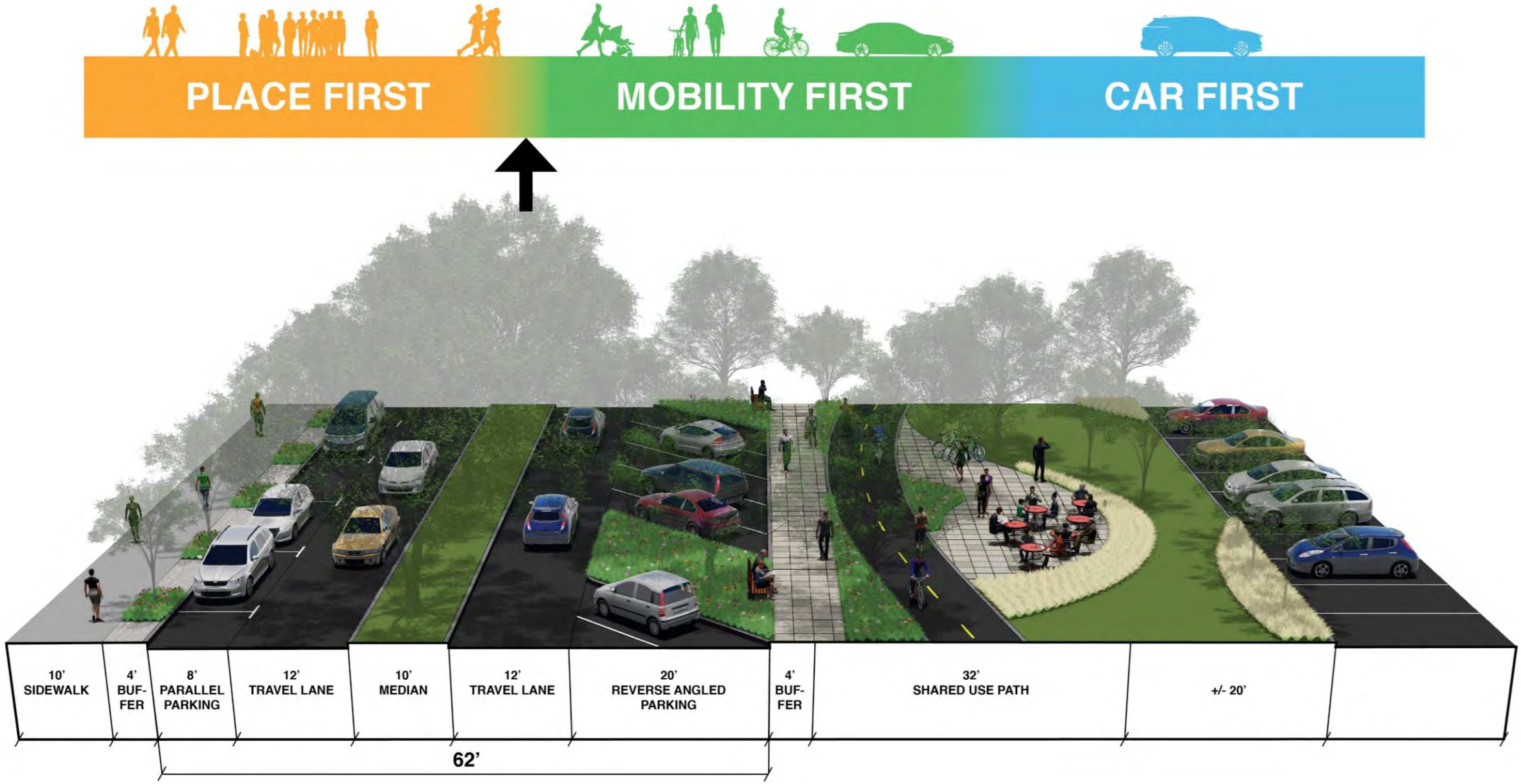
MOBILITY FIRST

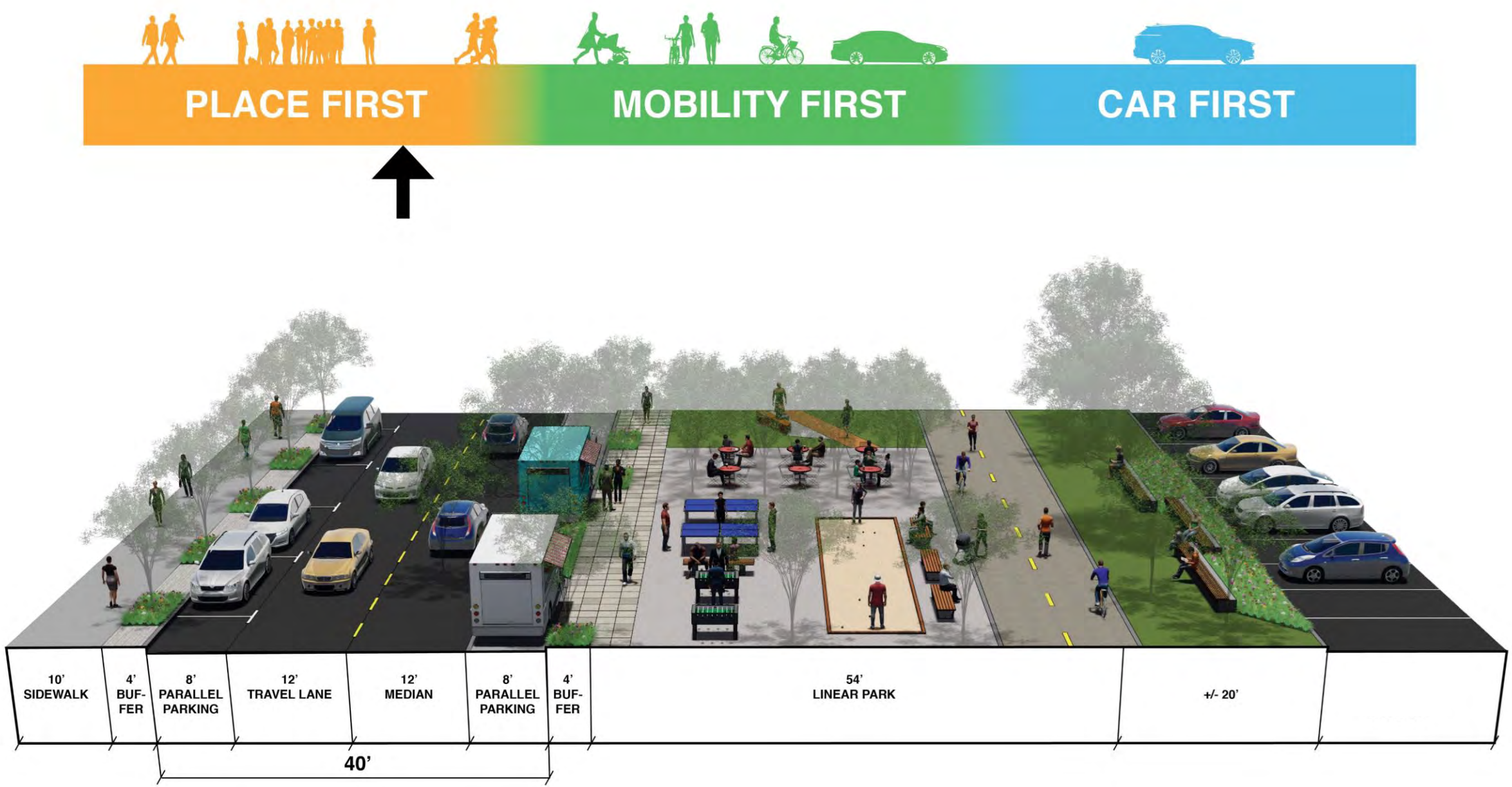
CAR FIRST




PLACE FIRST
MOBILITY FIRST
CAR FIRST
6' SIDE-WALK
20' ANGLED PARKING
6' BIKE LANE
14' TRAVEL LANE
20' MEDIAN
14' TRAVEL LANE
6' BIKE LANE
20' ANGLED PARKING
6' SIDE-WALK
+/- 20'
HALL PARKING
40'
40'


PLACE FIRST
MOBILITY FIRST
CAR FIRST
10' SIDEWALK
4' BUF-FER
20' REVERSE ANGLED PARKING
12' TRAVEL LANE
10' MEDIAN
12' TRAVEL LANE
20' REVERSE ANGLED PARKING
4' BUF-FER
20' SHARED USE PATH
+/- 20'
74'


PLACE FIRST
MOBILITY FIRST
CAR FIRST
10’ SIDEWALK
4’ BUF-FER
8’ PARALLEL PARKING
12’ TRAVEL LANE
10’ MEDIAN
12’ TRAVEL LANE
20’ REVERSE ANGLED PARKING
4’ BUF-FER
32’ SHARED USE PATH
+/- 20’
62’


PLACE FIRST
MOBILITY FIRST
CAR FIRST
10’ SIDEWALK
4’ BUF-FER
8’ PARALLEL PARKING
12’ TRAVEL LANE
12’ MEDIAN
8’ PARALLEL PARKING
4’ BUF-FER
54’ LINEAR PARK
+/- 20’
40’

Functionality

Arts and Culture

Health and the Environment

Economic Vitality

Design Quality

RECONNECTING THE COMMUNITY

MAIN AVENUE
PASSAIC, NJ

MAIN AVENUE - PASSAIC, NJ

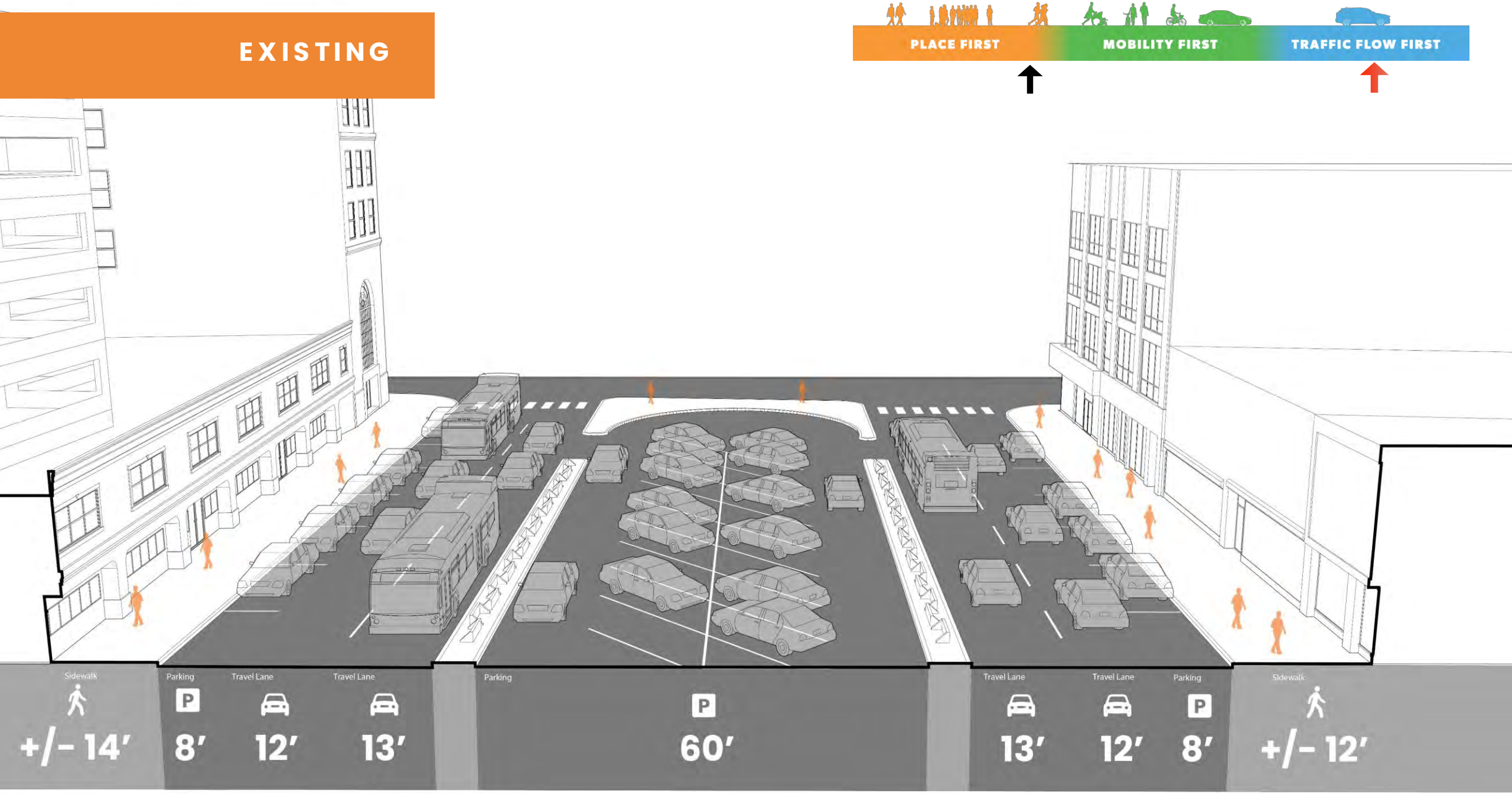
NO PARKING LOADING ZONE
La Nacional
FRUIT & VEGETABLE • WHOLESALE
Vegetable
Fruit
CV13999

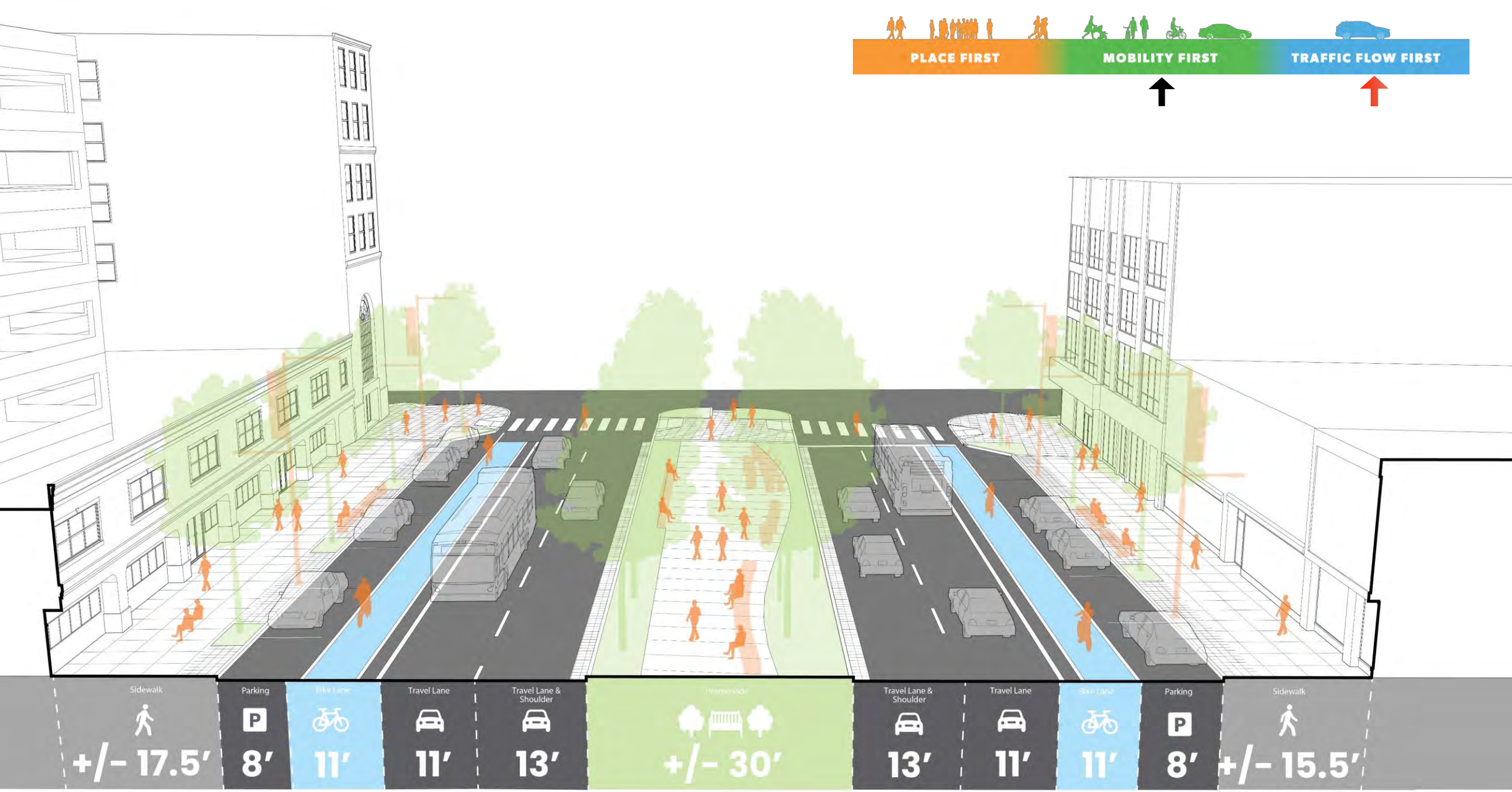
YOU ARE HERE
USTED ESTÁ AQUÍ
Sonia Sotomayor
School 21
CURRY
SECURITY
Hello
Henry St
Howe Ave

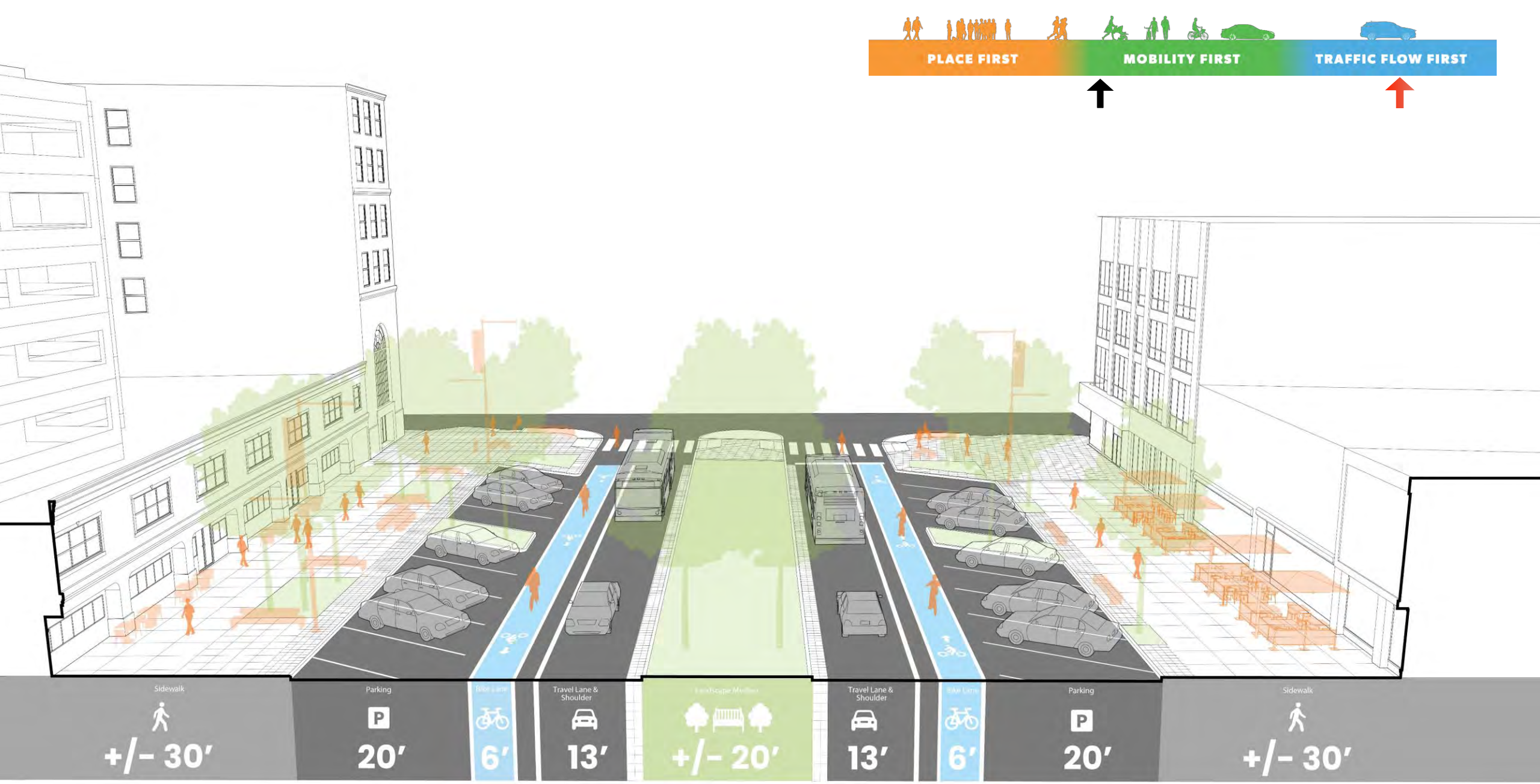
BIKE LANE
CICLOVIA
FOOD TRUCK / VENDING OPTIONS
CARRITO DE COMIDA
PASSAIC MAIN AVENUE

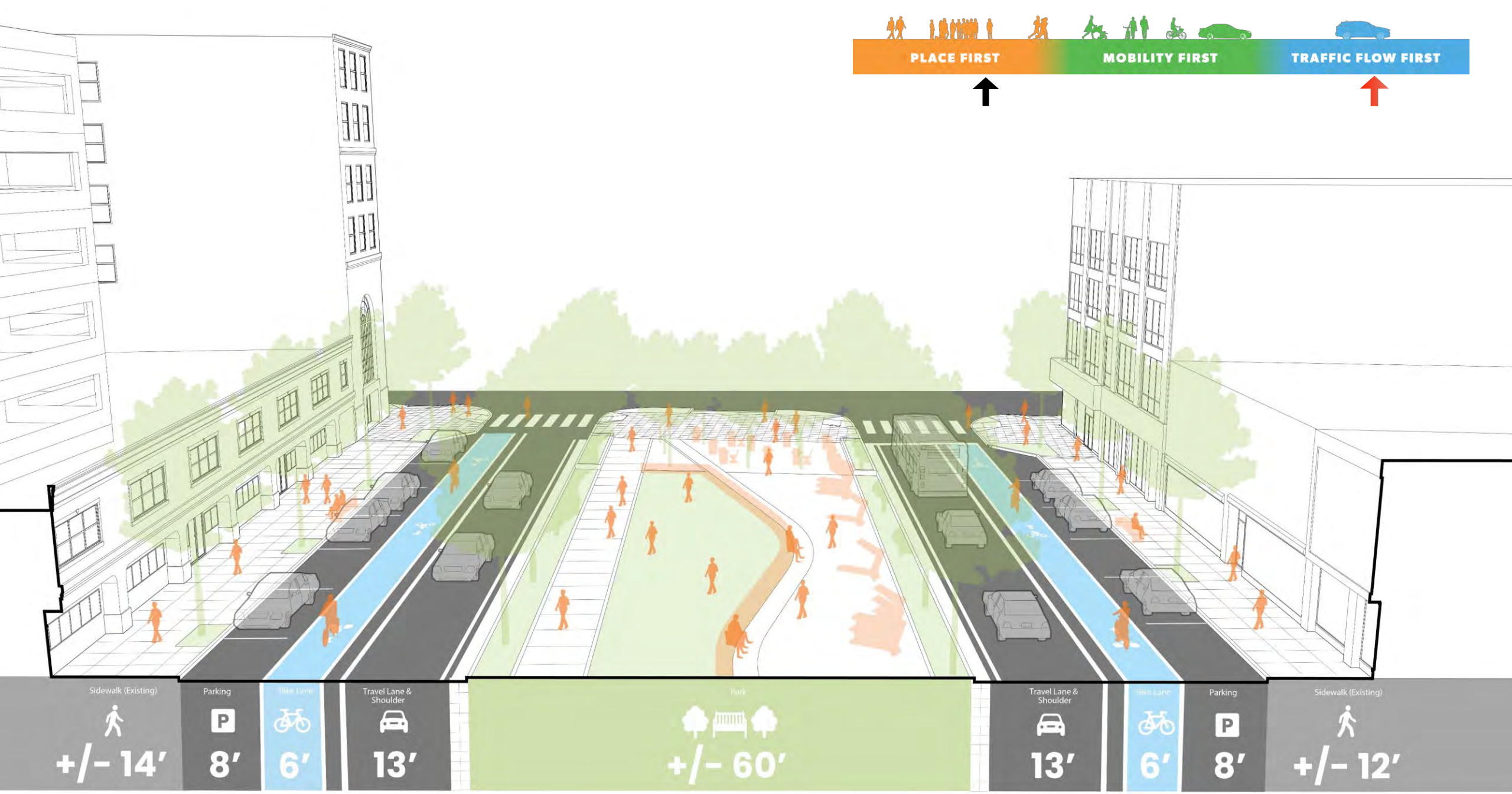
STATION
3
VISION FOR
MAIN AVENUE
PASSAIC MAIN AVENUE
Let's make it together! ¡Hagámoslo juntos!
EXTRA WIDE SIDEWALK
VEREDA EXTRA ANCHA
PARKING
ESTACIONAMIENTO
DRIVE LANE
CALZADA
BIKE LANE
CICLOVÍA
BIKE LANE
CICLOVÍA
DRIVE LANE
CALZADA
PARKING
ESTACIONAMIENTO
EXTRA WIDE SIDEWALK
VEREDA EXTRA ANCHA
Main Avenue Local Concept
Development Study
Place pieces above and align them with the white lines.
Ubica los biosuqes arriba y alínealos con las guías.
NJTPA
Sam
Schwartz

EXISTING


PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST
Sidewalk
+/- 14′
Parking
8′
Travel Lane
12′
Travel Lane
13′
Parking
60′
Travel Lane
13′
Travel Lane
12′
Parking
8′
Sidewalk
+/- 12′


PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST
Sidewalk
+/- 17.5′
Parking
8′
Bike Lane
11′
Travel Lane
11′
Travel Lane & Shoulder
13′
+/- 30′
Travel Lane & Shoulder
13′
Travel Lane
11′
Bike Lane
11′
Parking
8′
Sidewalk
+/- 15.5′


PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST
Sidewalk
+/- 30′
Parking
20′
Bike Lane
6′
Travel Lane & Shoulder
13′
Landscape Median
+/- 20′
Travel Lane & Shoulder
13′
Bike Lane
6′
Parking
20′
Sidewalk
+/- 30′


PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST
Sidewalk (Existing)
+/- 14′
Parking
8′
Bike Lane
6′
Travel Lane & Shoulder
13′
Park
+/- 60′
Travel Lane & Shoulder
13′
Bike Lane
6′
Parking
8′
Sidewalk (Existing)
+/- 12′

REVITALIZING A DOWNTOWN

DOWNTOWN MILLBURN
MILLBURN, NJ

MAIN AVENUE – MILLBURN, NJ

"BEFORE"

PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST
contacts
42035
AP·315B
083·EDR

"AFTER"
PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST

eyeQ
opticians
ED PIZZA
CHARLIE BROWN'S
MILLBURN
NO TURN ON RED
ONLY
ONLY

ONE WAY
TRAFFIC HAS EXTENDED GREEN
NO TURN ON RED
ONLY
bluemercury

STREETS AS PUBLIC SPACES

SOUTH PARK STREET
MONTCLAIR, NJ

SEYMOUR STREET
MONTCLAIR, NJ

SOUTH PARK STREET - MONTCLAIR, NJ

BEFORE
PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST
SOUTH PARK STREET - MONTCLAIR, NJ

AFTER

PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST
Church St
MONTCLAIR JAZZ FESTIVAL
SATURDAY
AUGUST 11
MONTCLAIR CENTERBID
STOP
bluemercury

LEONE'S
Outlet Store
Euro Glass & Art Gallery
Montclair Art Museum
LOOK NOW
MODERN AND CONTEMPORARY ART
FROM PRIVATE COLLECTIONS
FEBRUARY 12 – JUNE 17
www.MontclairArtMuseum.org
MONTCLAIR
CENTER

MONTCLAIR CENTER
SUBURB CITY

BARBER
SHOP
comb
a barber shop

MONTCLAIR CENTER
SUBURB
MONTCLAIR CENTER
SUBURB
MONTCLAIR CENTER
SUBURB
FREE
MONTCLAIR
JAZZ
FESTIVAL
SATURDAY
AUGUST 16
NISHUANE PARK
KIDS
MONTCLAIR CENTER BID

SEYMOUR STREET - MONTCLAIR, NJ

"BEFORE"

PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST
DUEL OF THE DECADES
THE WIGGLES
VIOLENT FEMMES
BOX OFFICE
NO PARKING ANY TIME

"AFTER"
PLACE FIRST
MOBILITY FIRST
TRAFFIC FLOW FIRST
TWO SOUTH WILLOW
TWO SOUTH WILLOW .COM
973-771-5350
WILLOW
WILLOW
WELLMONT

Bloomfield Ave
ONE WAY
WELLMONT
SEPT 30 QUEL OF THE DECADES
OCT 1 THE WIGGLES
VIOLENT FEMMES
BOX OFFICE

WELLMONT
TONIGHT
SOUTHSIDE JOHNNY
& THE ASBURY JUKES
BOX OFFICE
WELLMONT ARTS
SUMMIT HEALTH
THE GRAVITY VAULT
ONE RIVER SCHOOL

SEPT 30 DUEL OF THE DECADES
OCT 1 THE WIGGLES
VIOLENT FEMMES
BOX OFFICE
BOX OFFICE
ESCALADE

SEPT 30 DUEL OF THE
DECADES
OCT 1 THE WIGGLES
VIOLENT FEMMES
BOX OFFICE
PILGRIM MEDICAL CENTER

WELLMONT
THEATER
MONTCLAIR, NJ

Thank You!

Rethinking the Right-of-Way

and Using Location Analytics to Plan for a Post-Pandemic Economic Recovery

May 18, 2022

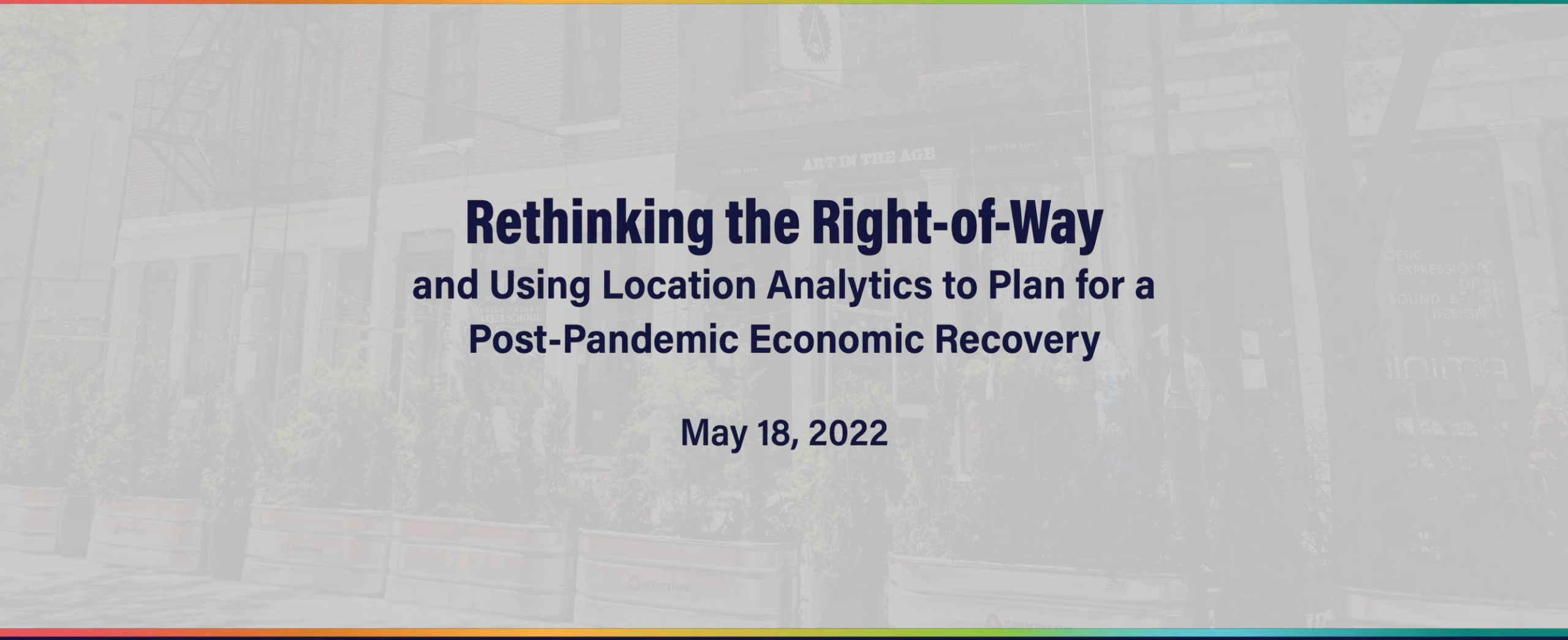


Image Source: Spencer Gober, 2021.

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

About DVRPC

- Federally-designated MPO for 9-county Philadelphia region in PA and NJ
- Created in 1965 to plan for the orderly growth and development of the bi-state region.
- Guided by an 18-member Board
- Conduct short, medium, and long term plans
- Provide funding for projects around transportation, land use, economic development, equity, open space, housing, etc.

2020 Retail District Inventory

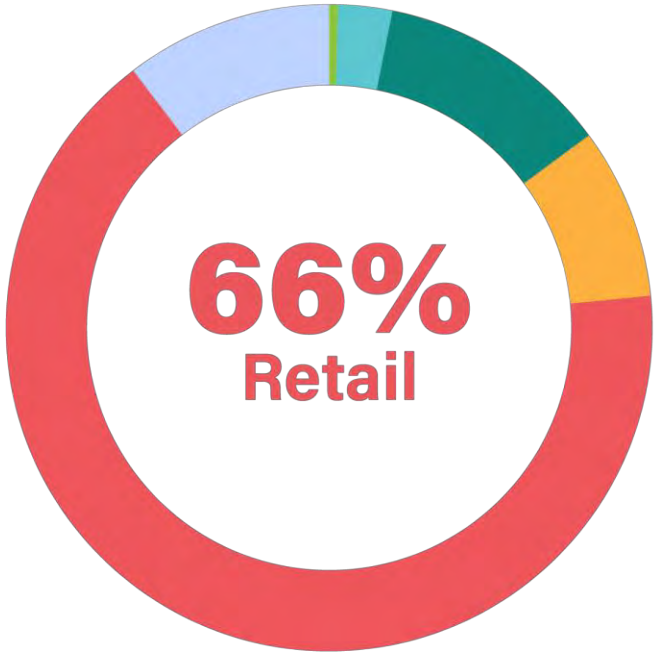
Retail Mix:

41%
Food & Beverage (FB)

39%
General Merchandise, Apparel, Furnishings, & Other (GAFO)

1%
Hospitality (HOSP)

19%
Neighborhood Goods & Services (NGS)



1%
Civic

3%
Cultural

0%
Institutional

12%
Office

9%
Residential

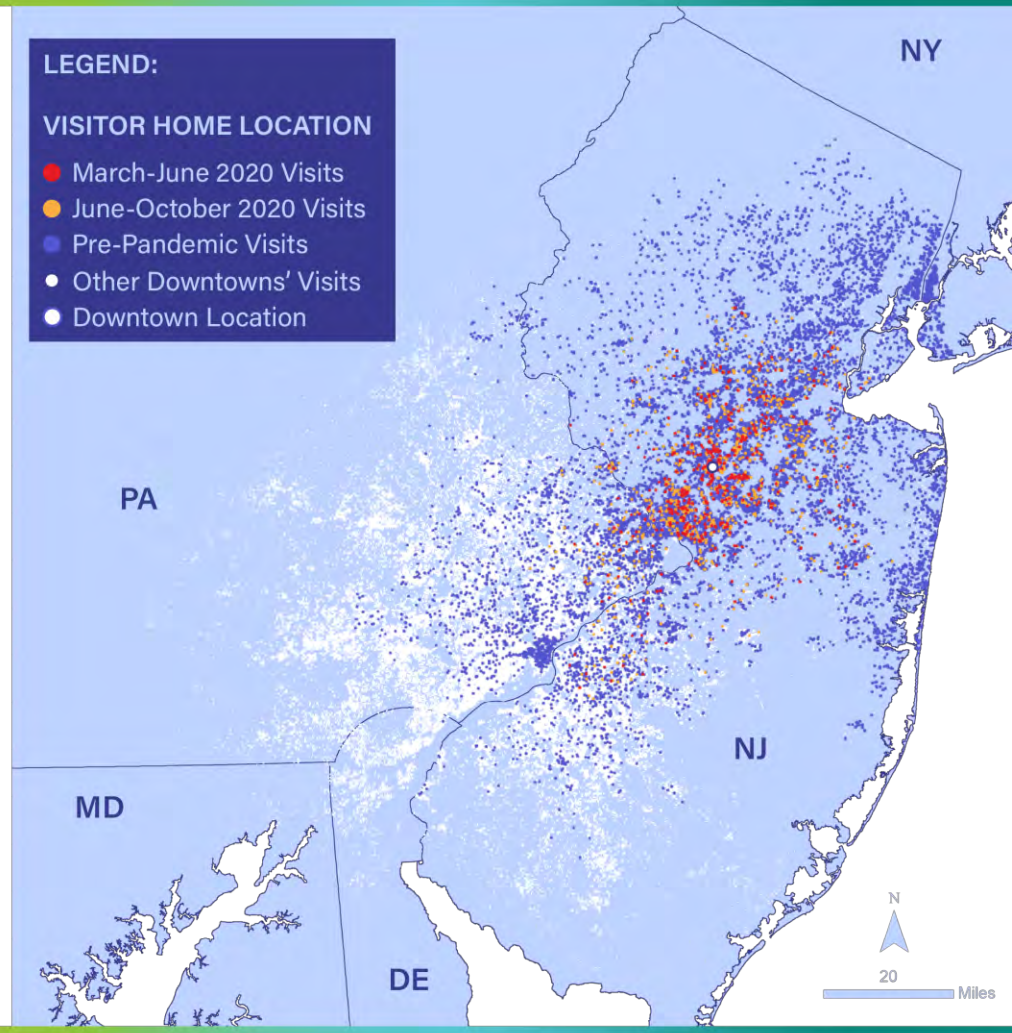
9%
Vacancy

Image Source: Greg Krykewycz, 2021.

Location Analytics

2020: DVRPC purchased geolocated, deidentified cell phone data, and analyzed that data across five different time periods for all 75 of the retail districts included in the inventory.

1. **Pre-Pandemic**
   (Aug 1, 2018 - Mar 12, 2020)
2. **One Year Prior to Shutdown**
   (Mar 13 - Jun 15, 2019)
3. **Shutdown**
   (Mar 13 - Jun 15, 2020)
4. **One Year Prior to Reopening**
   (Jun 16 - Oct 31, 2019)
5. **Reopening**
   (Jun 16 - Oct 31, 2020)



Sources: DVRPC and Buxton Co.

Retail Inventory & Location Data Cross Analysis

As the Diversity Score (DS) increased, the Pandemic Impact Score (PIS) decreased.

	DS	PIS
Princeton	24	33
West Chester Borough	26	34
Norristown Borough	26	37
Burlington City	28	46
Collingswood Borough	29	45
Upper Darby Township	29	32
Lower Merion Township (Ardmore)	31	38
Glassboro Borough	31	39
Phoenixville Borough	33	44
Haddonfield Borough	34	35
Woodbury City	35	43
Lansdowne Borough	37	49
Trenton (State Street)	39	58
Bristol Borough	39	26
Lansdale Borough	40	54
Doylestown Borough	40	29
Bordentown City	41	52
Riverside Township	41	59
Mount Holly Township	41	48
Kennett Square Borough	43	48
Chester City (Avenue of the States)	43	41
New Hope Borough	43	14
Swarthmore Borough	43	60
Media Borough	43	40
Gloucester City	43	50

	DS	PIS
Pottstown Borough	44	39
Coatesville City	44	56
Moorestown Township	45	54
Paulsboro Borough	46	58
Swedesboro Borough	46	43
Pitman Borough	47	50
Lower Merion Township (Bryn Mawr)	47	54
Quakertown Borough	48	35
52nd Street	48	33
Radnor Township (Wayne)	49	50
Ambler Borough	49	61
Palmyra Borough	50	47
Marcus Hook Borough	50	57
Malvern Borough	51	45
Narberth Borough	52	59
Downingtown Borough	52	42
Haddon Township (Westmont)	53	38
Merchantville Borough	54	52
Pennsauken Township	54	49
Camden City (Federal Street)	56	42
Sellersville Borough	57	75
Darby Borough	57	55
Maple Shade Township	57	58
Harrison Township (Mullica Hill)	58	27
Langhorne Borough	58	52

	DS	PIS
Newtown Borough	59	42
Berlin Borough	60	61
Norwood Borough	60	67
Hightstown Borough	61	55
Haddon Heights Borough	61	58
Hatboro Borough	61	47
Ridley Park Borough	61	69
Perkasie Borough	62	53
Audubon Borough (Merchant St.)	62	58
Pine Hill Borough	63	59
Jenkintown Borough	63	52
Lower Merion Township (Haverford)	63	75
Riverton Borough	64	70
Cheltenham Township (Glenside)	64	55
Yardley Borough	65	49
Souderton Borough	65	73
Haverford Township (Oakmont)	65	59
Morrisville Borough	67	60
Telford Borough	67	59
Westville Borough	70	64
Wenonah Borough	70	58
Barrington Borough	71	74
Haverford Township (Brookline)	72	66
East Lansdowne Borough	73	60
Laurel Springs Borough	81	81

Image Source: Spencer Gober, 2021.

2022 Updated Findings

Don’t put all of your eggs in one basket.

Diversity was consistently the number one attribute related to a lower pandemic impact.

Image Source: Getty Images.

2022 Updated Findings

Size does matter.

Bigger, more urban downtowns, those with larger residential and employment populations, as well as the total number of uses—civic, cultural, office, retail, and residential—were generally more resilient during the pandemic than smaller downtowns.

Image Source: Getty Images.

2022 Updated Findings

Those boots ARE made for walking.

More walkable downtowns, those with fewer vehicles per household and higher WalkScores, were less impacted over the course of the pandemic.

Image Source: Getty Images.

2022 Updated Findings

People are social butterflies.

As the share of food and beverage uses (including craft breweries, distilleries, and wineries) went up in a downtown, the pandemic impact went down.

Image Source: Getty Images.

2022 Updated Findings

A little retail therapy goes a long way.

As the number of retail uses, and retail's share of all uses, increased in a downtown, the pandemic's impact decreased.

Image Source: Getty Images.

2022 Updated Findings

E-Commerce and Downtowns: A Match Made in Heaven.

During the pandemic, downtowns where retail establishments had a greater digital presence (e.g. websites and/or social media accounts) were less impacted.

Image Source: Getty Images.

2022 Updated Findings

Different people make the world go round.

Greater demographic diversity was linked with a lower overall pandemic impact.

Image Source: Getty Images.

2022 Updated Findings

Transit goes both ways.

During periods of high case counts, transit-oriented downtowns were less-impacted.

Conversely, these downtowns observed less of a rebound during periods of lower case counts and increased mobility.

Image Source: Getty Images.

2022 Updated Findings

Vacancy begat vacancy.

High vacancy rates exacerbated the pandemic's impact.

Image Source: Getty Images.

Thank You!

Spencer K. Gober, AICP

sgober@dvrpc.org

215.238.2844

www.dvrpc.org/communityrevitalization

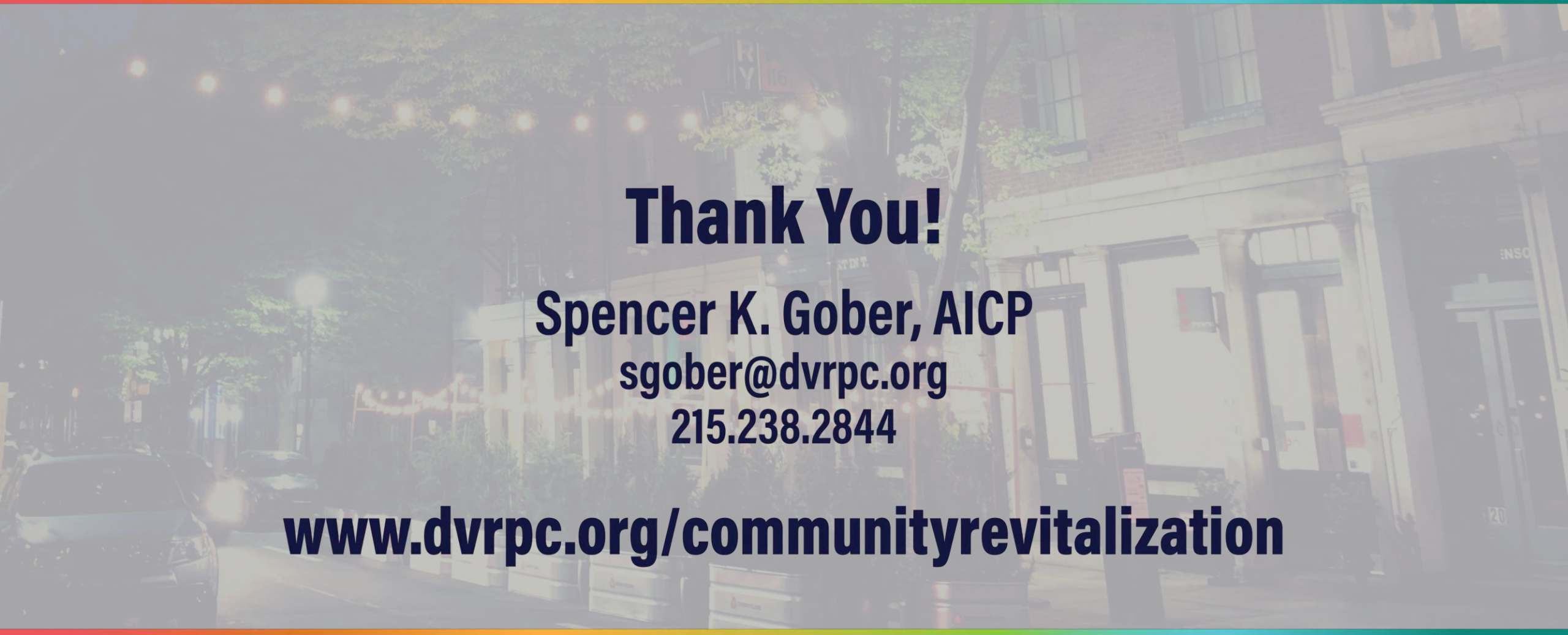
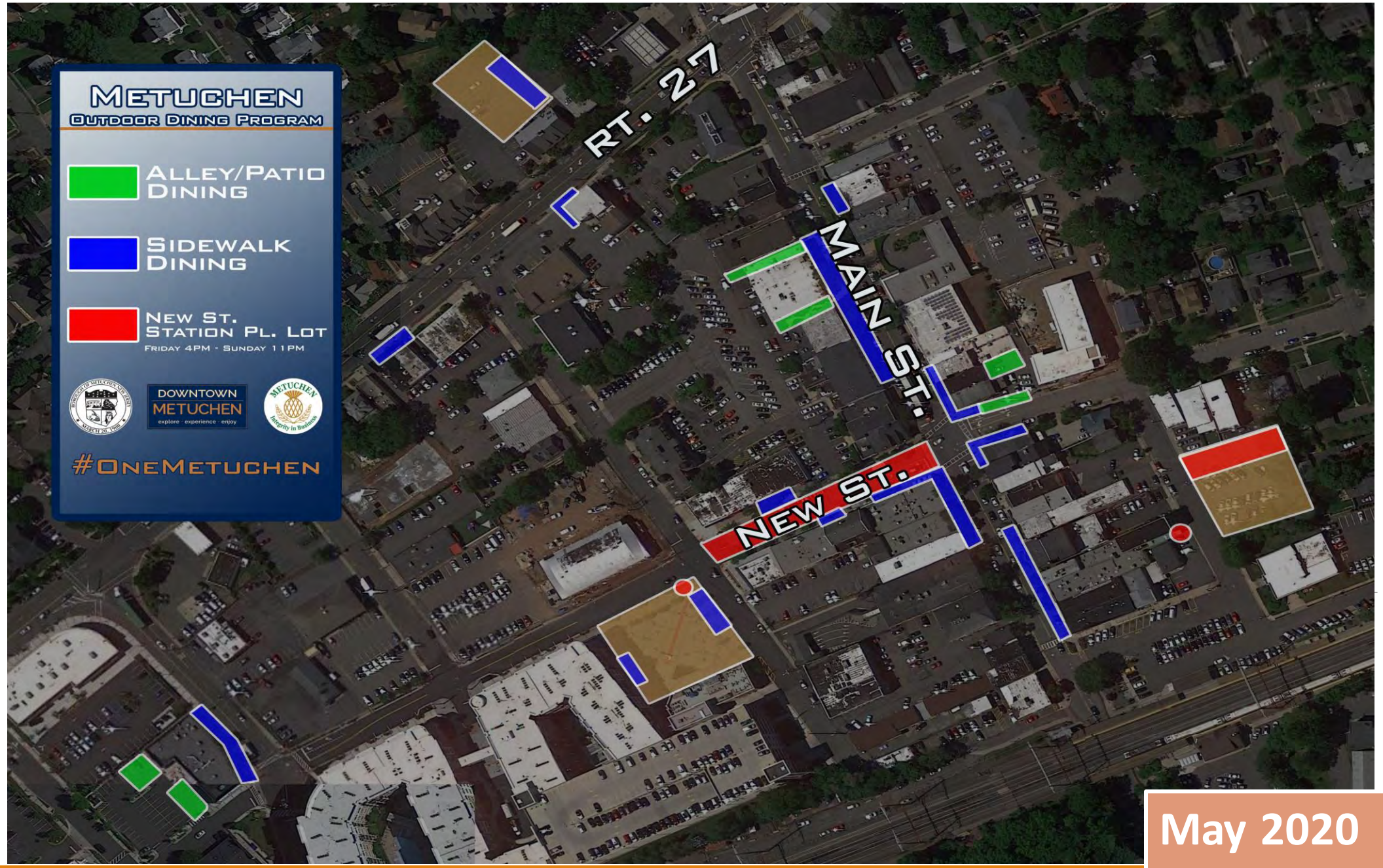


Image Source: Spencer Gober, 2022.

Jay Muldoon
Director of Special Projects
Borough of Metuchen



May 2020 Downtown View

June 2020
New Street
Weekend Closure

September 2020
New Street
One Lane Closure

April 2021
New Street
Heated Tents

The Greek on Main

Mangia Toscano

May 2022
New Street & Main Street
Enclosed Outdoor Dining
Pavilions in ROW

CAPE MAY

COFFEE TYME
Hall Walk

Washington Street Mall, Cape May

Three blocks closed to automotive traffic in 1971

66 retail shops

19 food & drink establishments

10 activity or service establishments

TOD in Your Downtown *Forum Series*

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DOWNTOWN NEW JERSEY

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