Westinghouse Commons

At Newark Broad Street Station:

A 2030 Vision Plan

Edward J. Bloustein School of Planning and Public Policy
Fall 2016 Design Studio

Studio Participants

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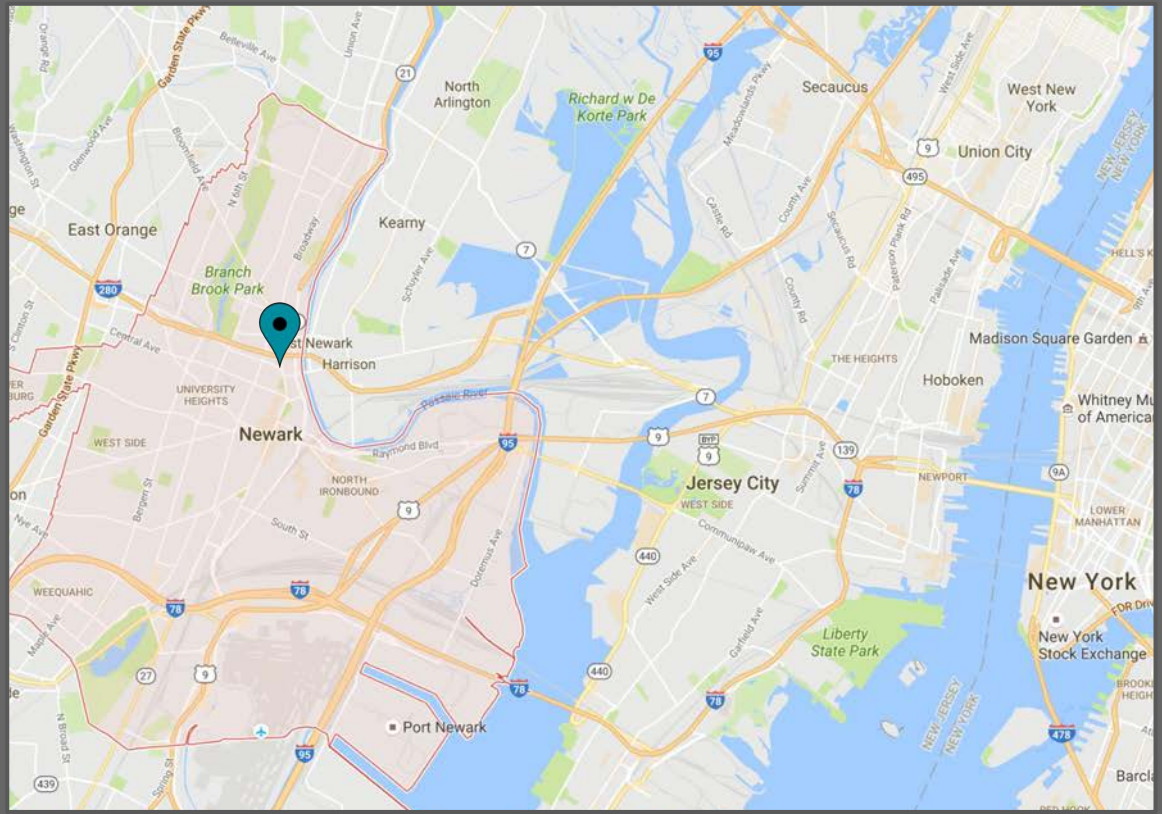
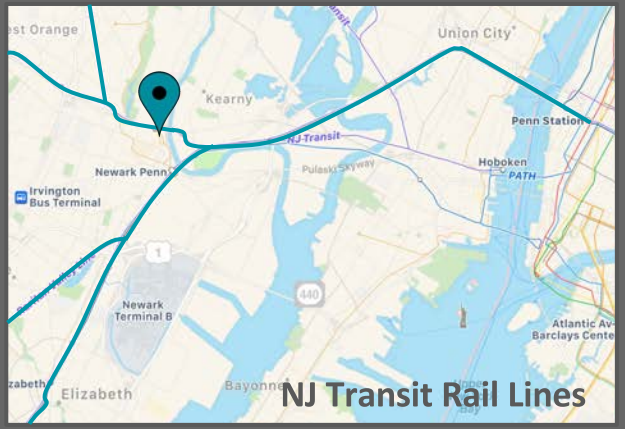
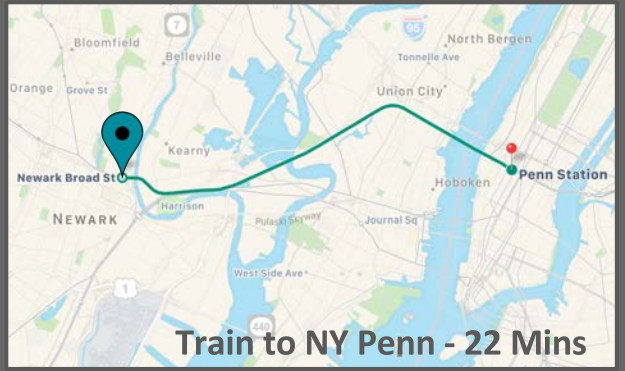
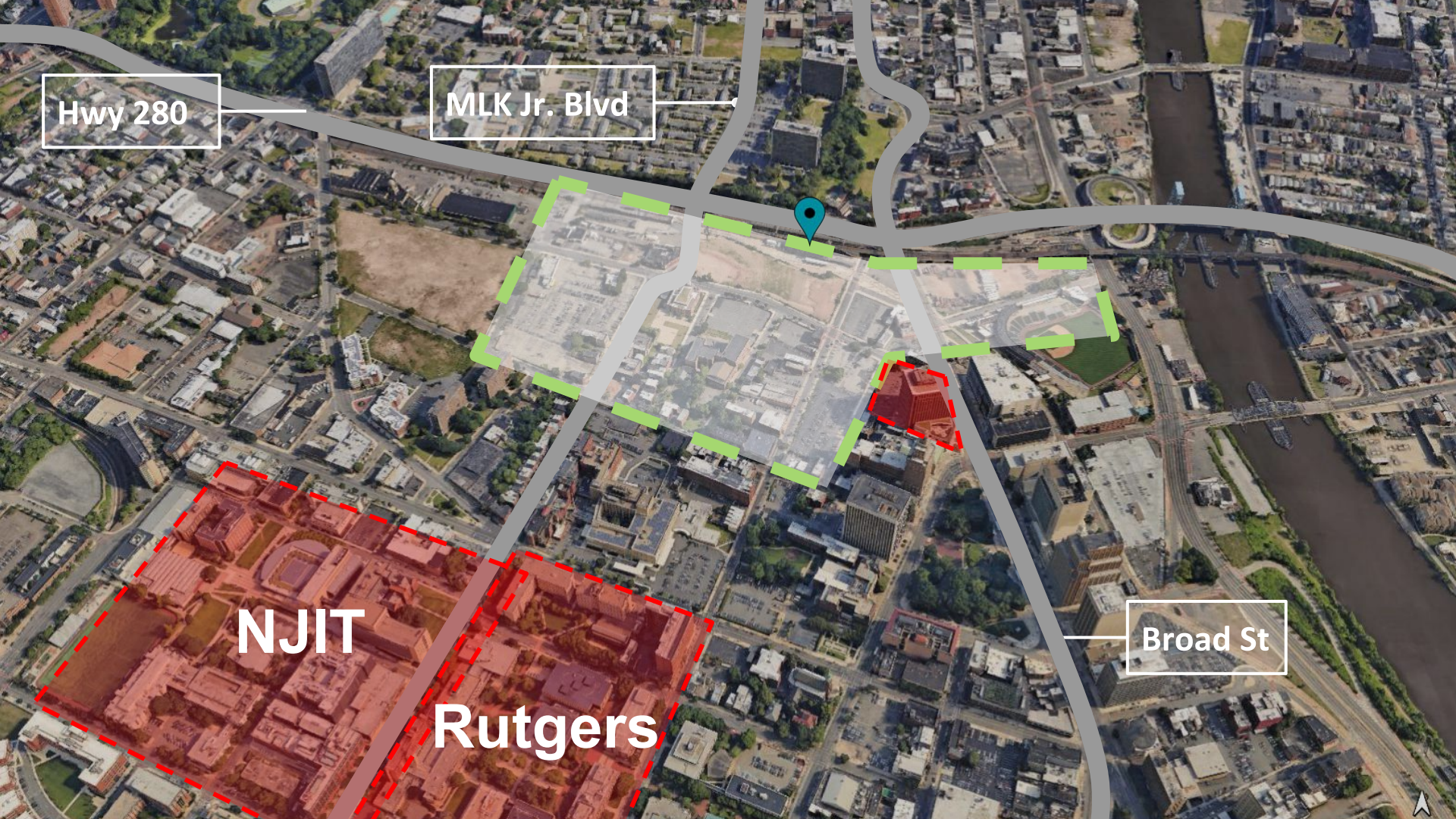
Newark Broad Street Station







Hwy 280
MLK Jr. Blvd
NJ PAC
Newark Penn Station
Broad St
Google earth
N


Hwy 280
MLK Jr. Blvd
NJIT
Rutgers
Broad St

Hwy 280
Lackawanna Ave
Orange St
MLK Jr. BLVD
Burnet St
Eagle St
University Ave
Broad St
James St

Newark Broad Street Station

Newark Broad Street Station

Despite clear assets, the area surrounding the station is currently underperforming relative to its potential.

Goals

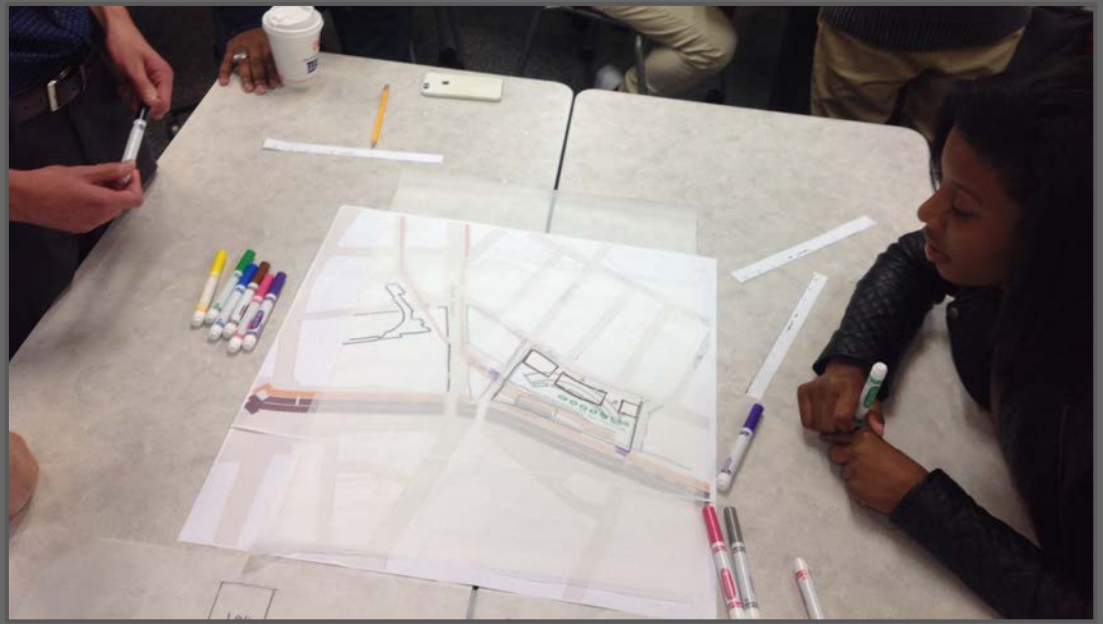
- To create a resource for local stakeholders that provides a unified vision for the station area as well as an implementation plan to outline a path for development
- To use Transit-Oriented Development best practices in designing the site
- To promote a vibrant mixed-use transit hub serving the adjacent neighborhoods, the City of Newark, and the greater New York Metropolitan Area
- To assist the City of Newark in meeting its goal of attracting 10,000 new residents

Process

- **Research**
  - History
  - Demographics
  - Market Analysis
  - Traffic study
  - Transportation
  - Amenities
  - Comparables
  - And more!!!

Process

- **Design Charrette** with students and professors on October 8th



Process

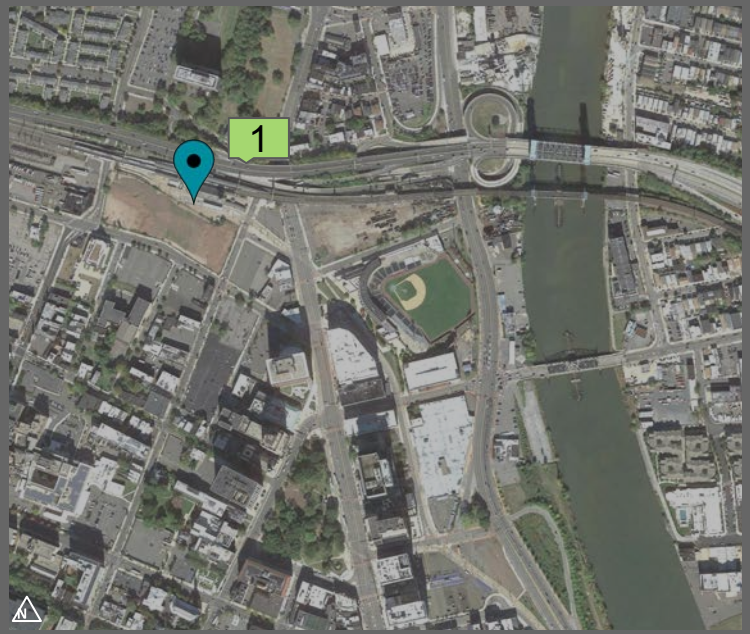
- **Interviews with:**
  - Tom Schulze, Urban Essex Coalition
  - Newark Planning Office: Mark G. Barksdale, Juan O,Neill, Upendra Sapkota, Pallavi Shinde, Azka Mohyuddin
  - Phil Abramson, Topology, LLC
  - Debra McNally, Rutgers - Real Estate Planning
  - Richard Monteilh, Senior Advisor at City of Newark
  - Louis Prezeau, La Casa de Don Pedro
  - Robin Foster, Broad Street Historic Park
  - Juan Ayala, Rutgers University
  - Adelee LeGrand, Transdev
  - Charles Brown, Rutgers University & VTC
  - Chris Sandiford, NJ Transit
  - Paul Larrousse, National Transit Institute
  - James Amemsor, NJ Historical Society
  - Bloustein Public Service Association

History

- Founded in 1666
- Morris & Essex Railroad constructed in 1835
- Converted to passenger freight line in 1870
- Broad Street opened in 1903
- 1952 Little Italy vanished and Broad street declined

Landmarks

1. The Plume House

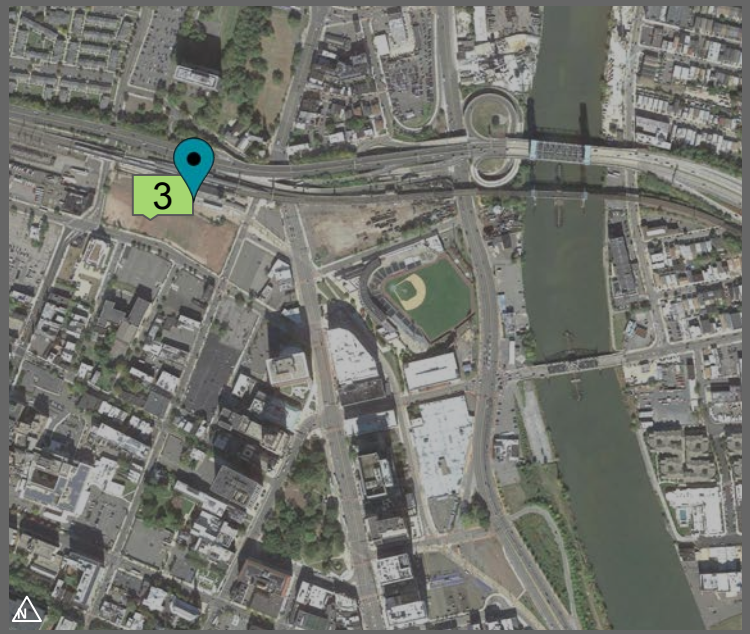


Landmarks

2. Paulo Friere Charter School

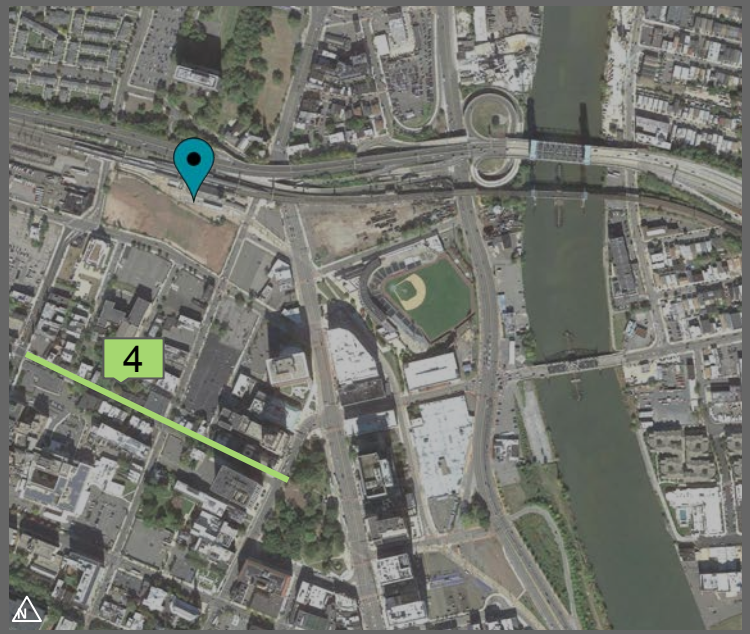
Landmarks

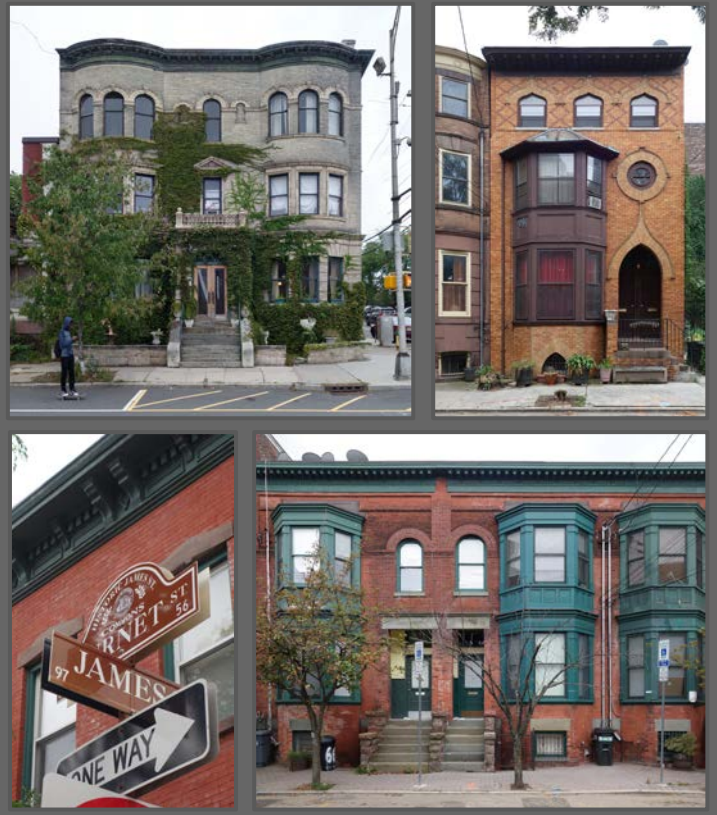
3. The Westinghouse Building



Landmarks

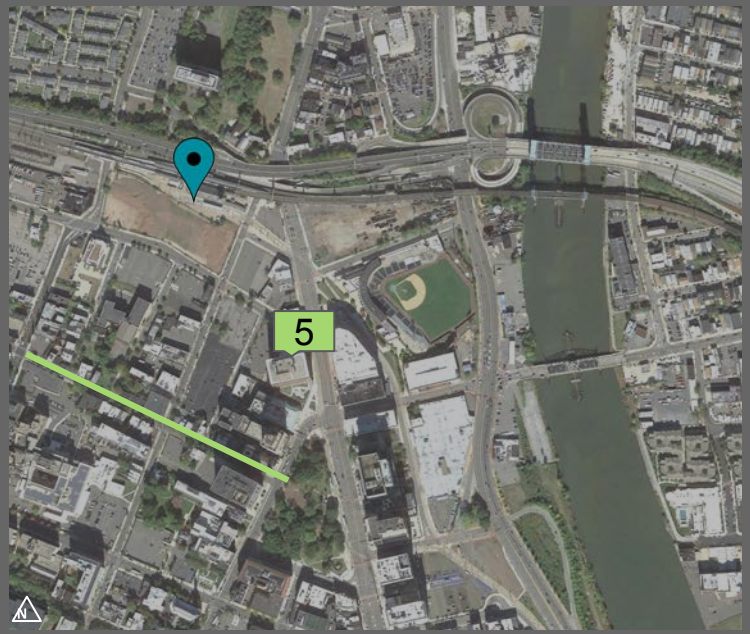
4. James Street Commons





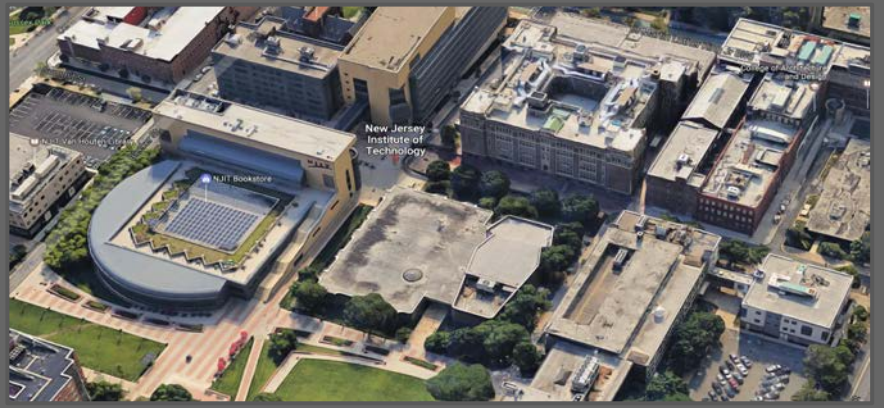
Landmarks

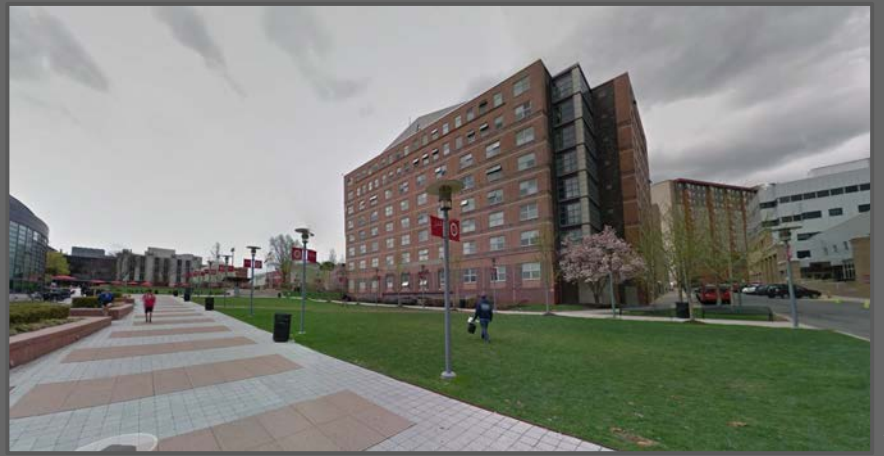
5. Rutgers Business School



Landmarks

6. NJIT



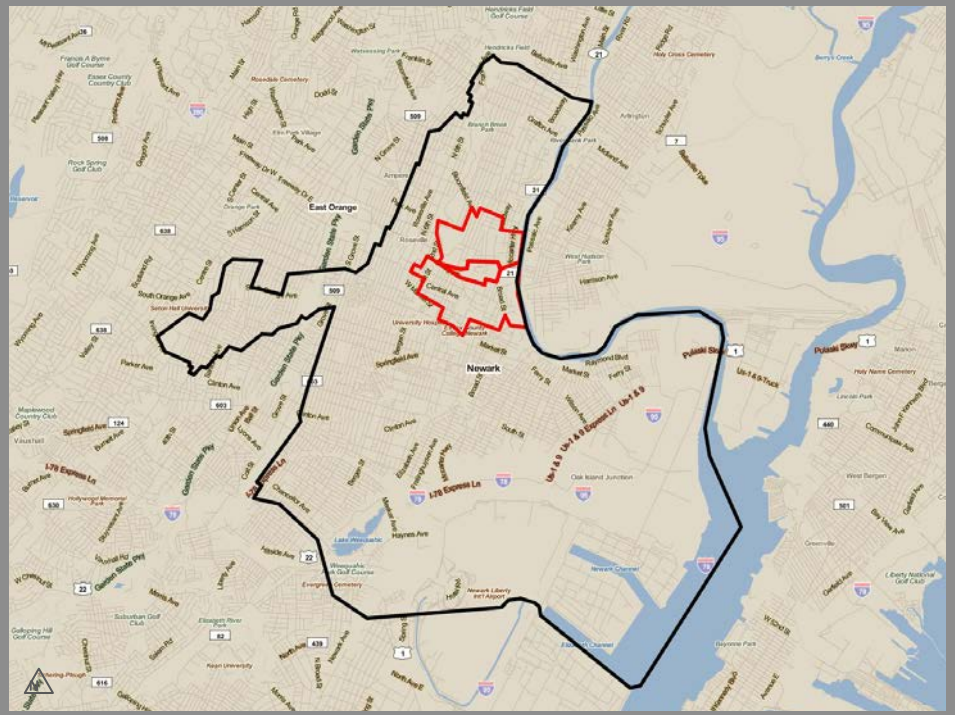


Demographics - Newark and the Broad Street Station

Despite many advantages the Broad Street Station area is underperforming compared to Newark as a whole.

Newark and Study Area Statistics | 2010 - 2014		
POPULATION		
	Newark	Study Area
Population	281,913	23,029
HOUSEHOLD MEDIAN INCOME		
	Newark	Study Area
Income	$30,966	$38,497
PER CAPITA INCOME		
	Newark	Study Area
Income	$17,402	$15,681
POVERTY STATUS		
	Newark	Study Area
Total Households	58,758	6398
Total Below Poverty	15,576	2049
Percent	26.5%	32.0%

Newark and the Broad Street Station

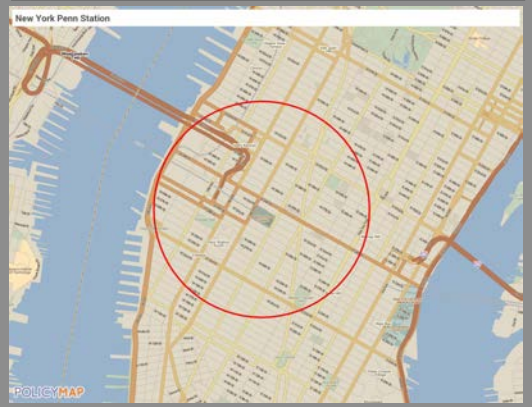


Policymap.com; census.gov

Market Analysis - New York Metropolitan Area

Market Analysis - New York Penn Station

15 minute walk radius



Crime Risk Map

Population and Median Rent within a 15 minute walk of New York Penn Station | 2005-2014

	2005-2009*	2010-2014	Percent Change
Population	77,547	83,506	7.7%
Median Rent	$1,640	$1,645	0.3%

*inflation adjustment from 2009 dollars to 2014 dollars

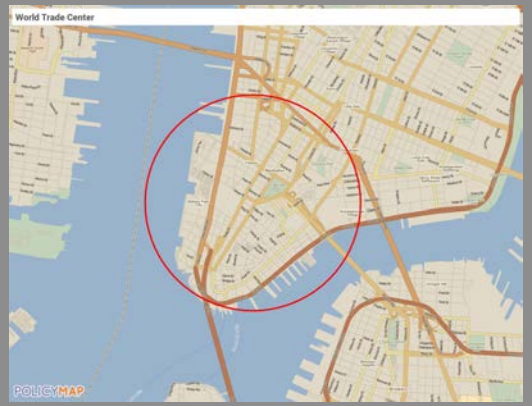
Source: American Community Survey 2005 - 2009 and 2010 - 2014

- Average Weekday Ridership (NJ Transit): **79,616**
- Income of Renter Households: **$92,580**

Policymap.com; census.gov; trulia.com

Market Analysis - World Trade Center

15 minute walk radius



Crime Risk Map

Population and Median Rent within a 15 minute walk of the World Trade Center Station | 2005-2014

	2005-2009*	2010-2014	Percent Change
Population	72,522	80,989	11.7%
Median Rent	$1,657	$1,585	-4.3%

*inflation adjustment from 2009 dollars to 2014 dollars

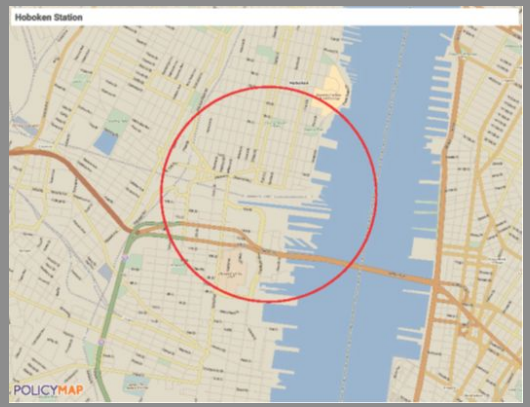
Source: American Community Survey 2005 - 2009 and 2010 - 2014

- Average Weekday Ridership (PATH): **36,627**
- Income of Renter Households: **$130,901**

Policymap.com; census.gov; trulia.com

Market Analysis - Hoboken Station

15 minute walk radius



Crime Risk Map

Population and Median Rent within a 15 minute walk of Hoboken Station | 2005-2014			
	2005-2009*	2010-2014	Percent Change
Population	27,738	40,497	46.0%
Median Rent	$1,568	$1,575	0.4%

*inflation adjustment from 2009 dollars to 2014 dollars

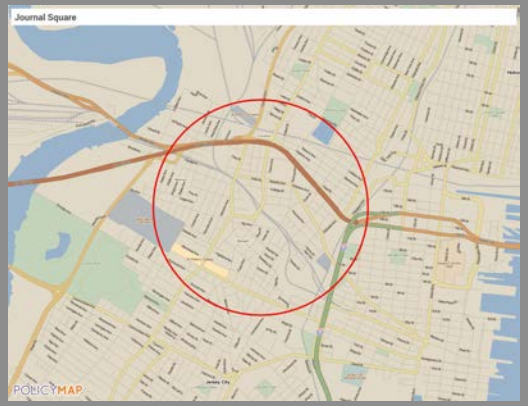
Source: American Community Survey 2005 - 2009 and 2010 - 2014

- Average Weekday Ridership (NJ Transit and PATH): **32,952**
- Travel time to NYC: **10 minutes**
- Income of Renter Households: **$103,905**

Policymap.com; census.gov; trulia.com

Market Analysis - Journal Square Station

15 minute walk radius



Crime Risk Map

Population and Median Rent within a 15 minute walk of Journal Square Station | 2005-2014			
	2005-2009*	2010-2014	Percent Change
Population	47,407	51,036	7.7%
Median Rent	$972	$1,077	10.8%

*inflation adjustment from 2009 dollars to 2014 dollars

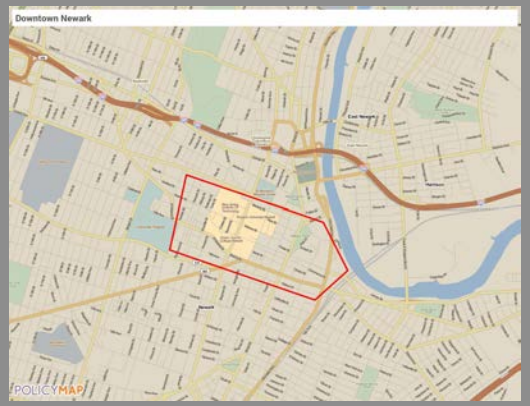
Source: American Community Survey 2005 - 2009 and 2010 - 2014

- Average Weekday Ridership (PATH): **24,117**
- Travel time to NYC: **11 minutes**

Policymap.com; census.gov; trulia.com

Market Analysis - Newark Broad Street Station/Downtown

15 minute walk radius



Crime Risk Map

Population and Median Rent in Downtown Newark | 2005-2014			
	2005-2009*	2010-2014	Percent Change
Population	3,633	5,124	41.0%
Median Rent	$1,025	$1,168	14.0%

*inflation adjustment from 2009 dollars to 2014 dollars

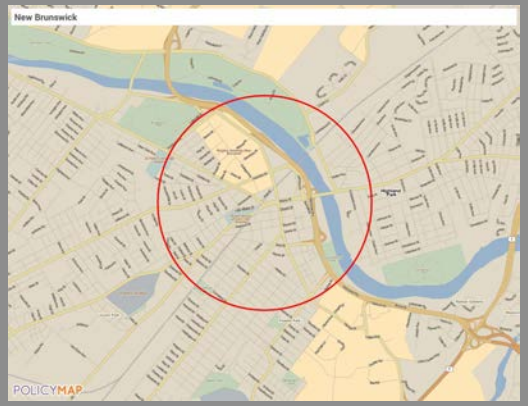
Source: American Community Survey 2005 - 2009 and 2010 - 2014

- Average weekday ridership(including light rail) = **2,446**
- Commute to New York: **21 minutes**

Policymap.com; census.gov; trulia.com

Market Analysis - New Brunswick Station

15 minute walk radius



Crime Risk Map

Population and Median Rent within a 15 minute walk of New Brunswick Station | 2005-2014

	2005-2009*	2010-2014	Percent Change
Population	23,406	28,541	21.9%
Median Rent	$1,368	$1,446	5.7%

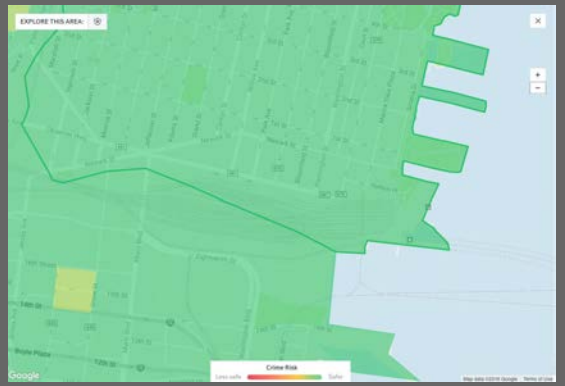
*inflation adjustment from 2009 dollars to 2014 dollars

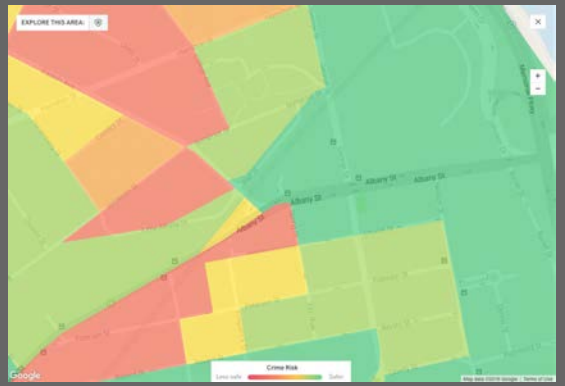
Source: American Community Survey 2005 - 2009 and 2010 - 2014

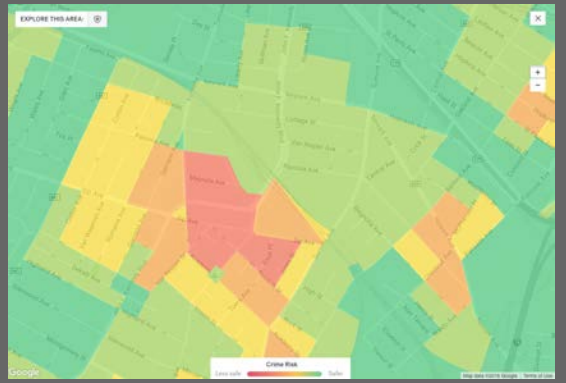
- Average Weekday Ridership: **4,976**
- Travel Time to NYC: **45-72 minutes**

Policymap.com; census.gov; trulia.com

Market Analysis - Crime Risk







Market Analysis - Crime Risk

Hoboken Station

New York Penn Station

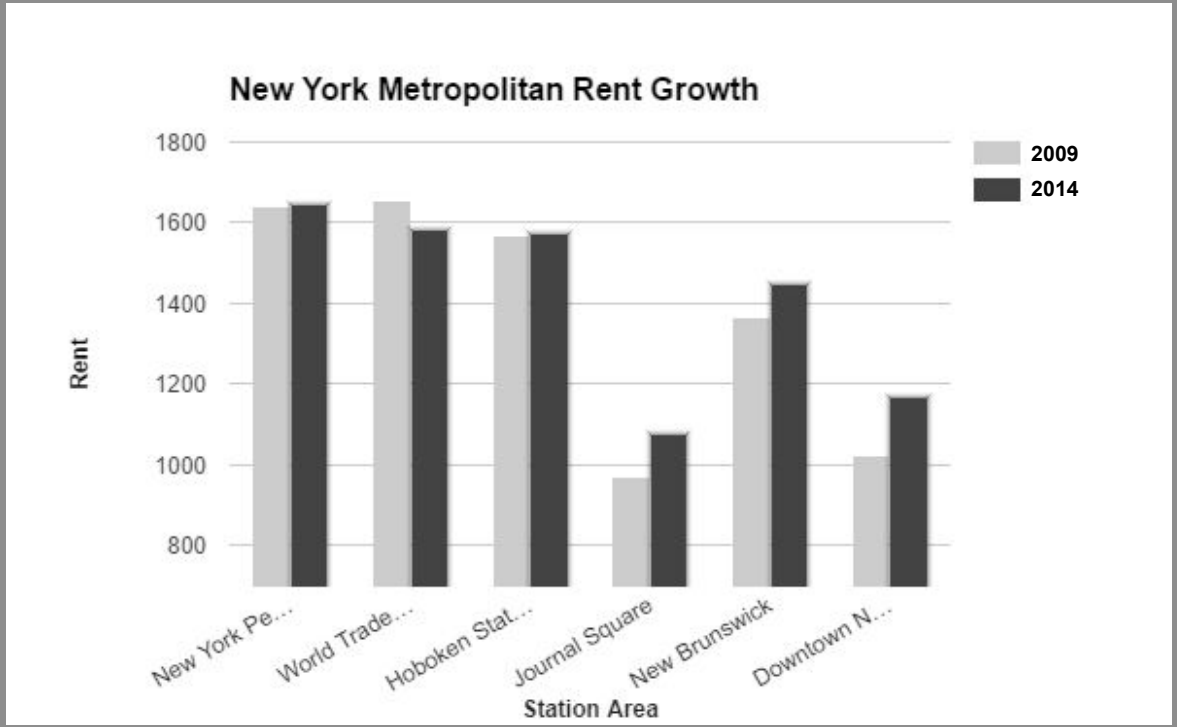
Newark Broad Street Station

New Brunswick Station

World Trade Center Station

Journal Square Station

Market Analysis - Rent Comparison

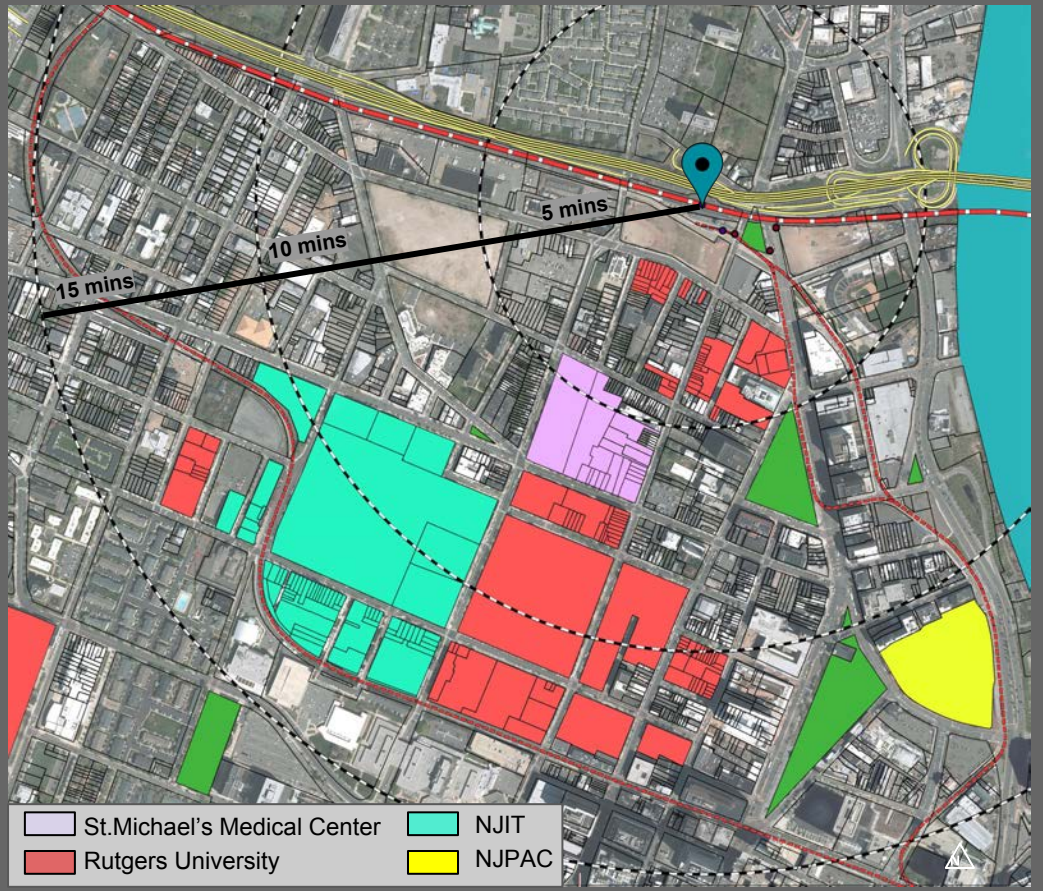


Market Analysis - Recent and Future Development

Prudential.com; flickr.com

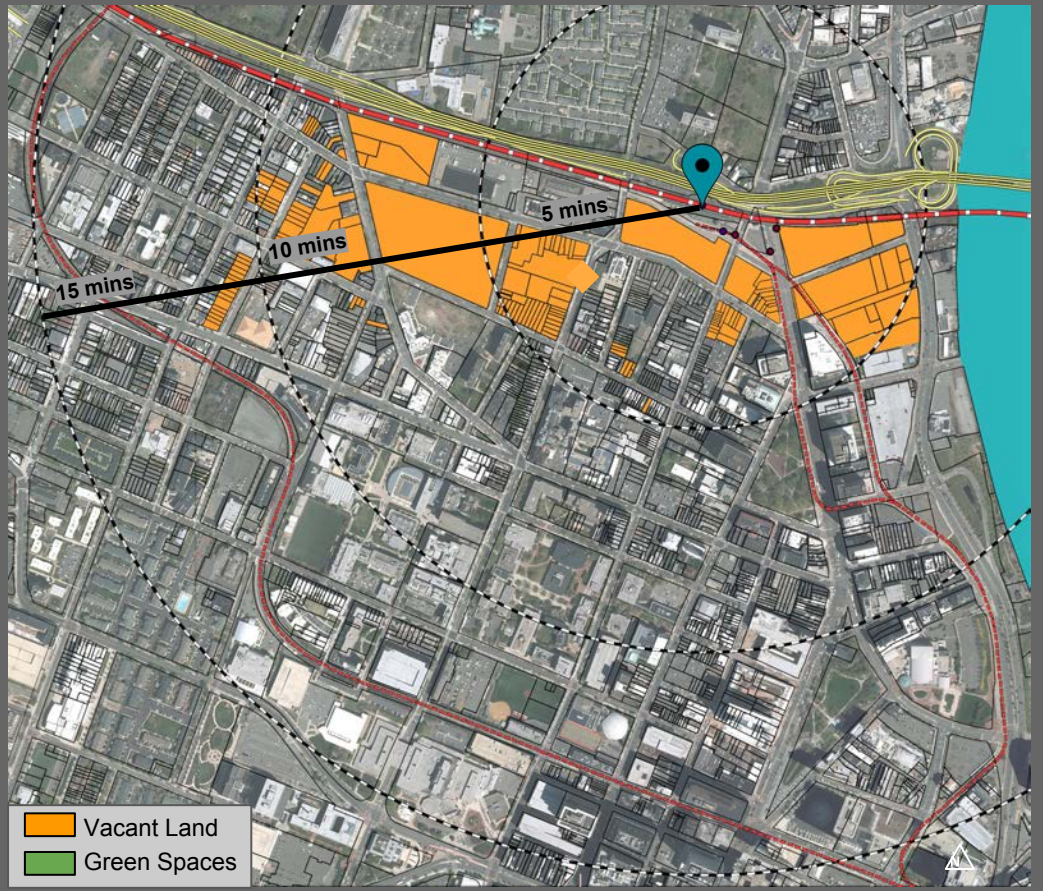
Opportunities

- Heavily Served by Transit
  - Train, Lightrail, BRT & Bus
- Over 30 acres Undeveloped Land
- 2 blocks to Downtown Newark
- .3 miles (5 mins) to Saint Michael's Medical Center
- .4 miles (8 mins) to Rutgers Newark
- .5 miles (10 mins) to NJIT
- 10min light rail, 13 min walk to NJPAC

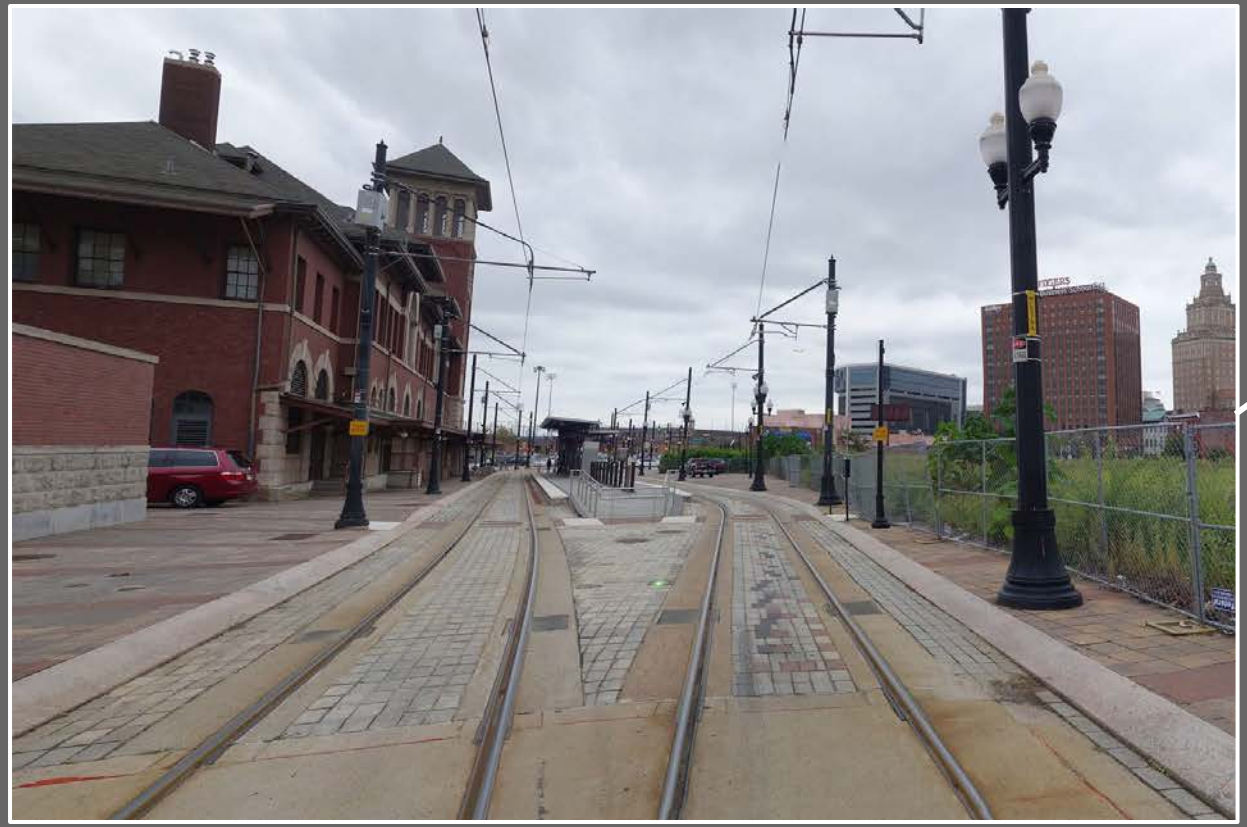


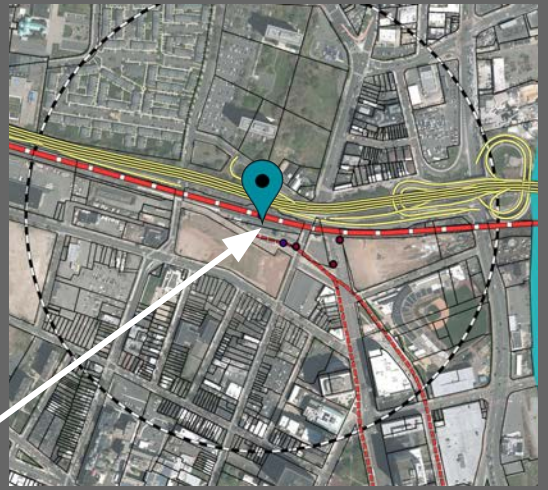
Challenges

- Pedestrian Accessible but not Pedestrian Convenient
- Blight in the form of surface parking and vacant land
- Over 30 acres Undeveloped Land
- Surface parking often tax exempt due to owners
- Safety Perception
- Site barrier
- Conflicting visions for the area
- Toxic Contamination



Current Conditions





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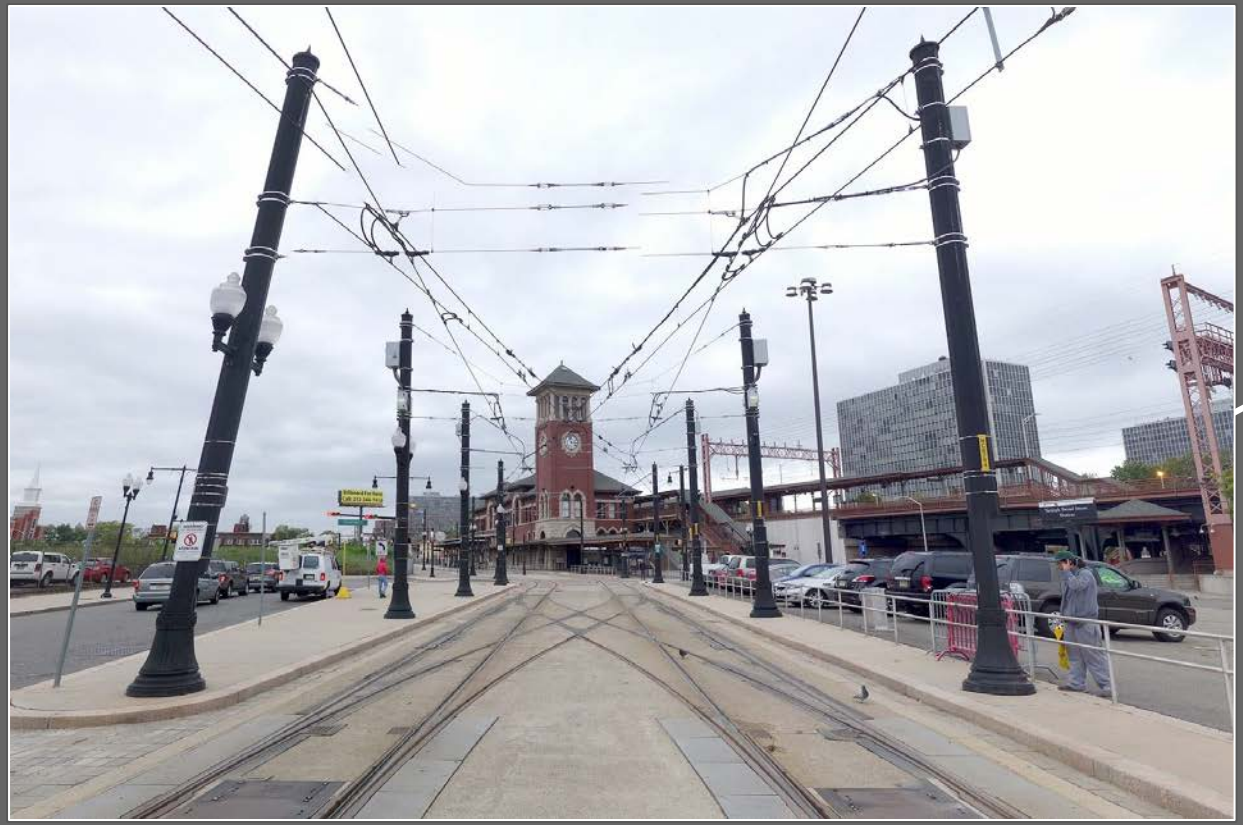

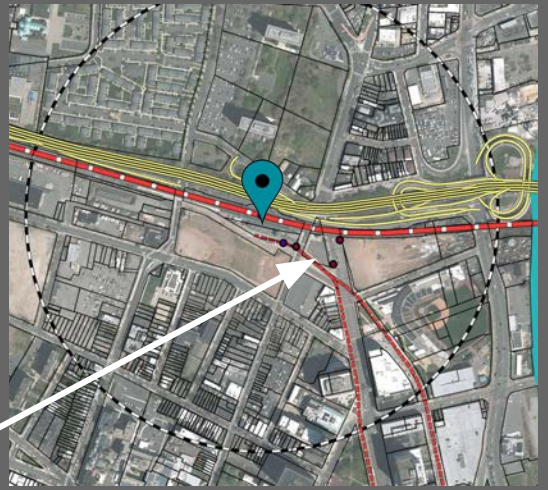

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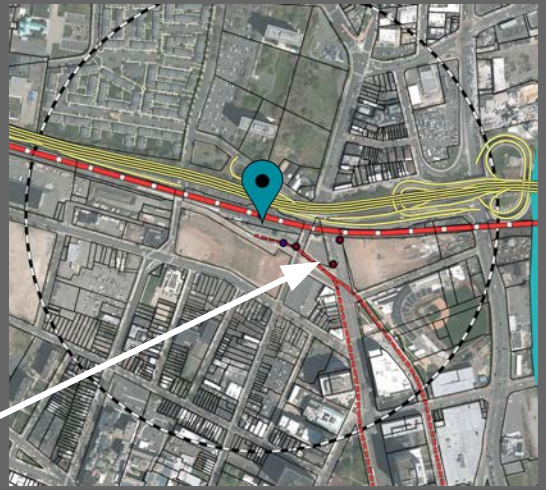
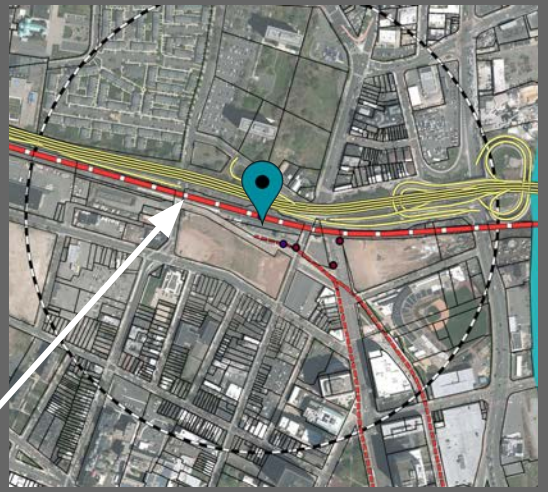
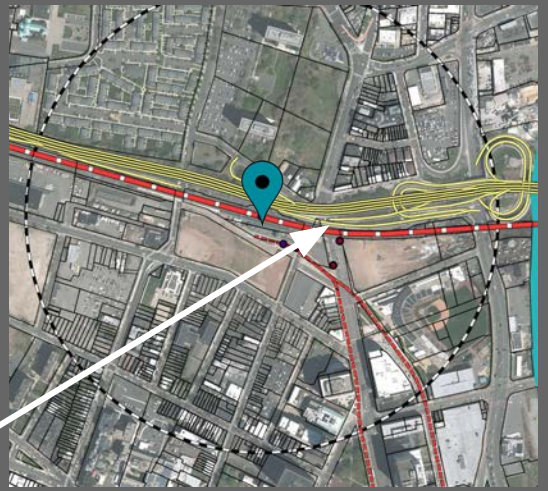


Current Conditions - MLK Jr. Boulevard Underpass



Current Conditions - Broad Street Underpass



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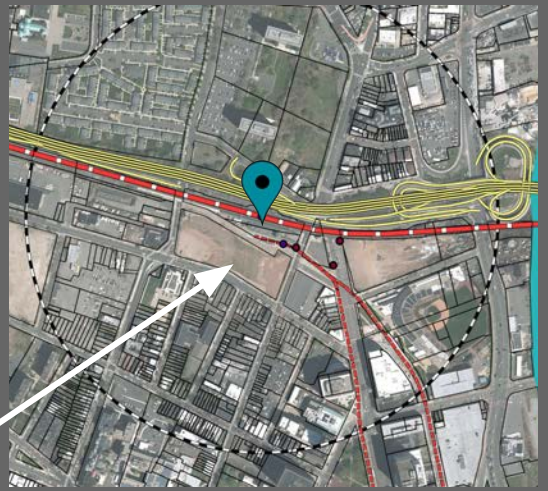


The 2030 Vision Plan

The Plan

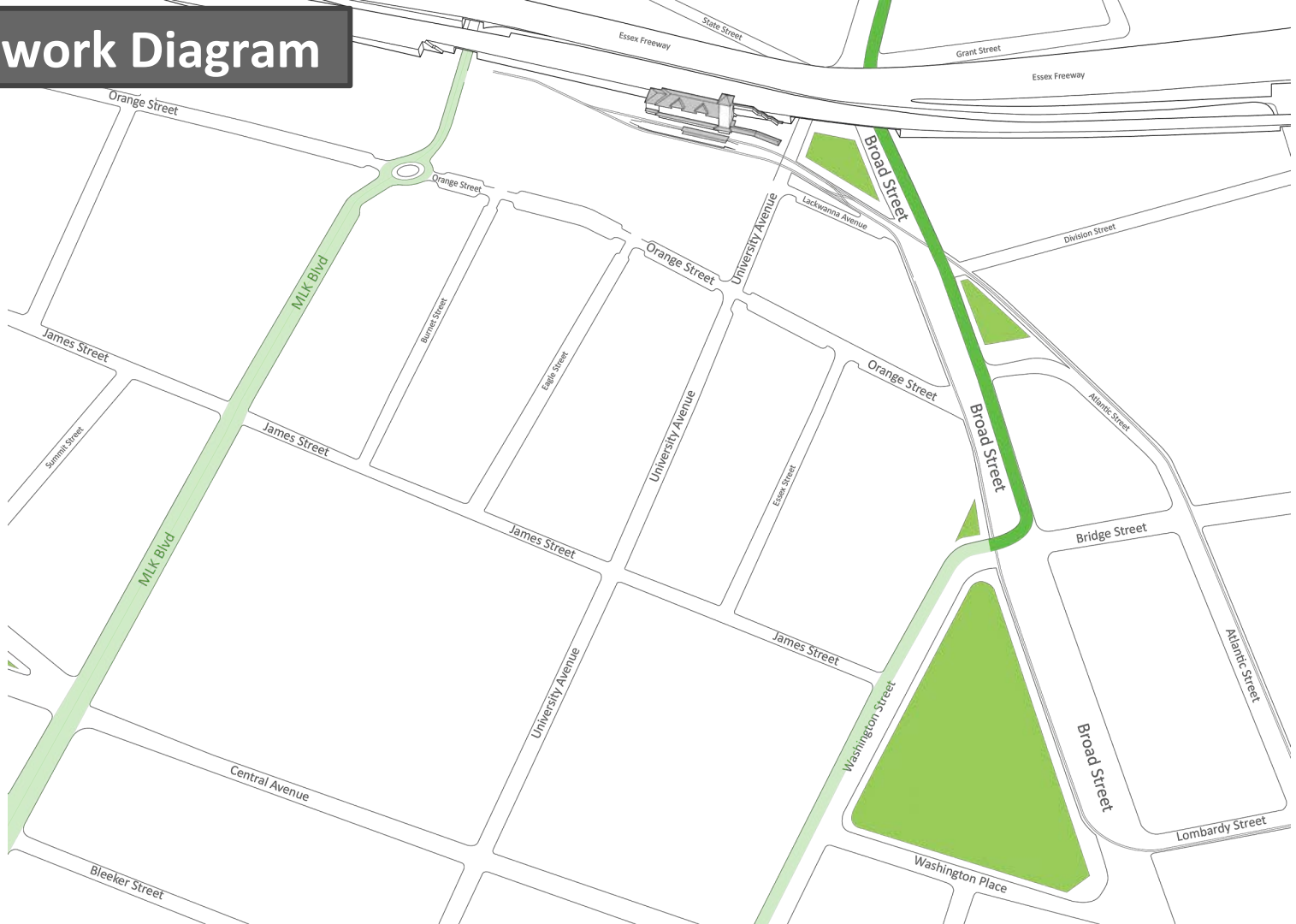
Proposed Development
Existing Development
Public Space
Passaic River
Generic Massing (for proposed future dev.)
N

Framework Diagram

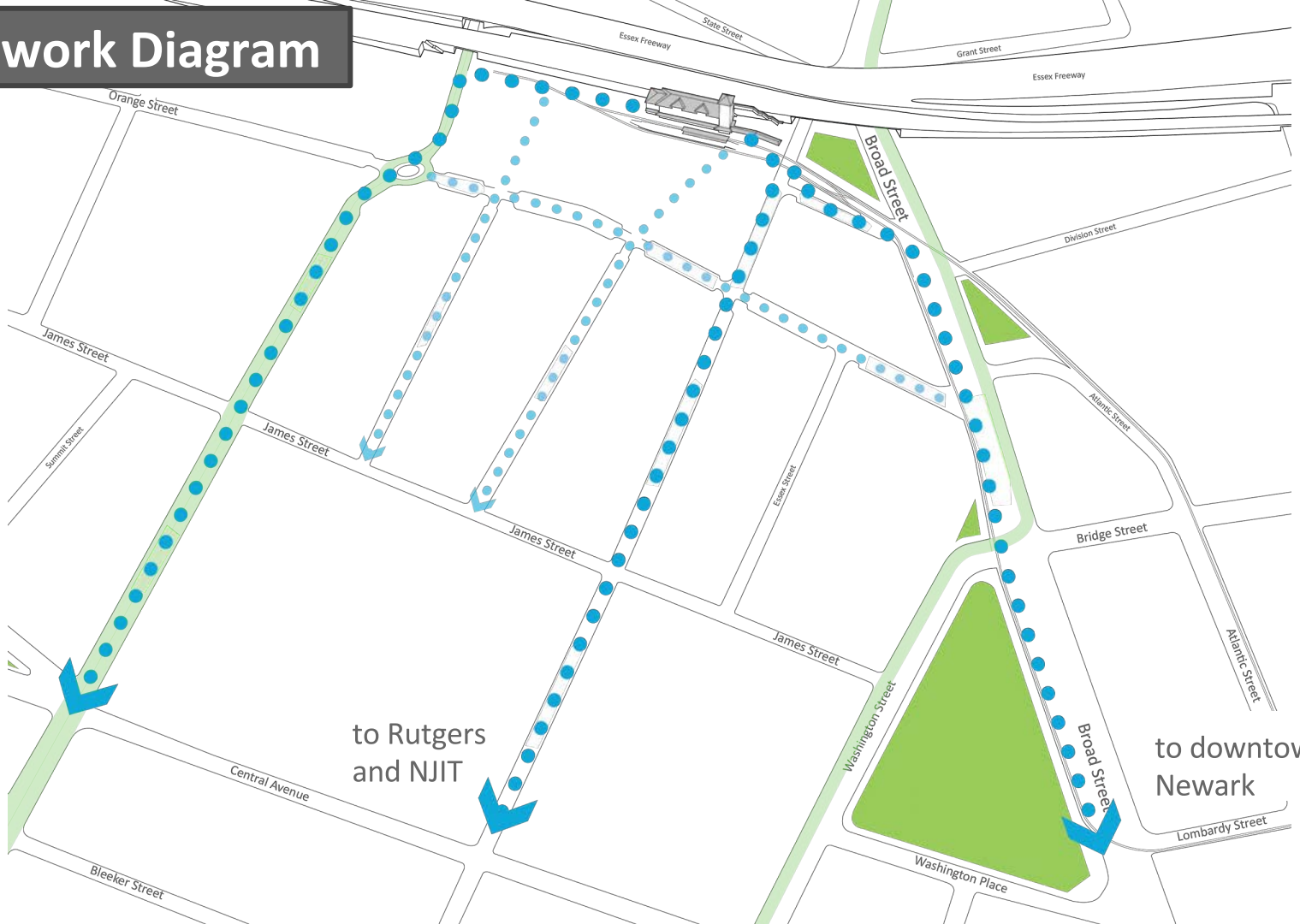
Framework Diagram

Framework Diagram

Framework Diagram



Framework Diagram



Broad Street - Existing Conditions

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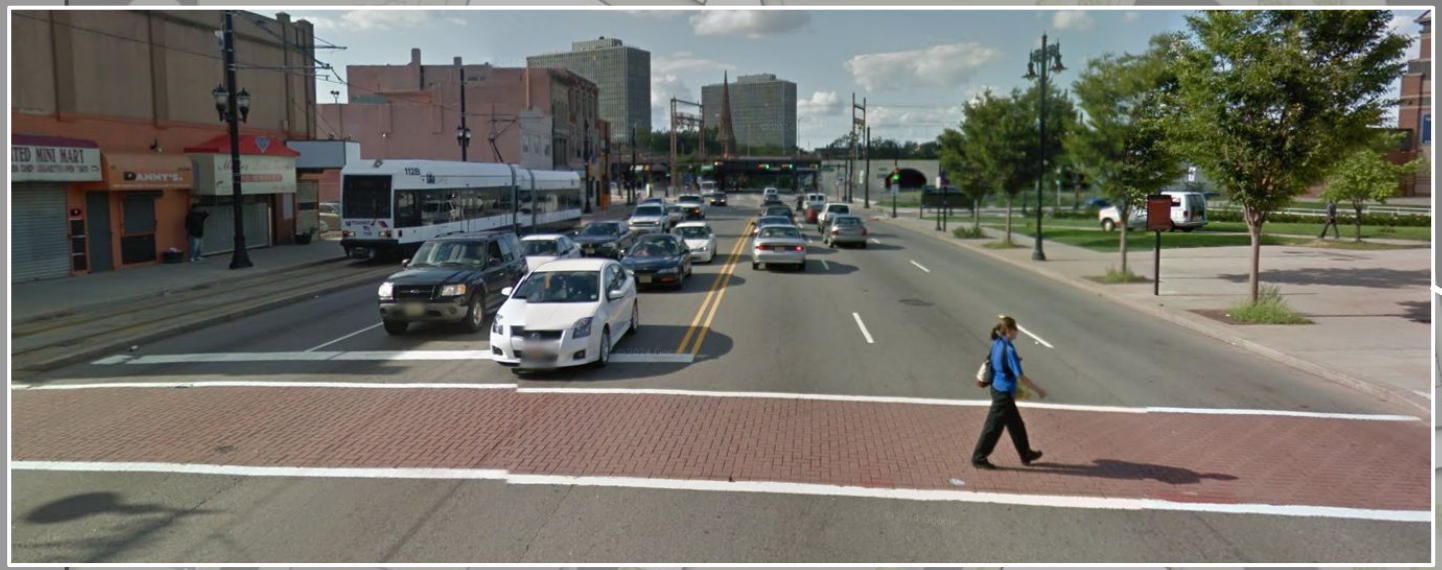
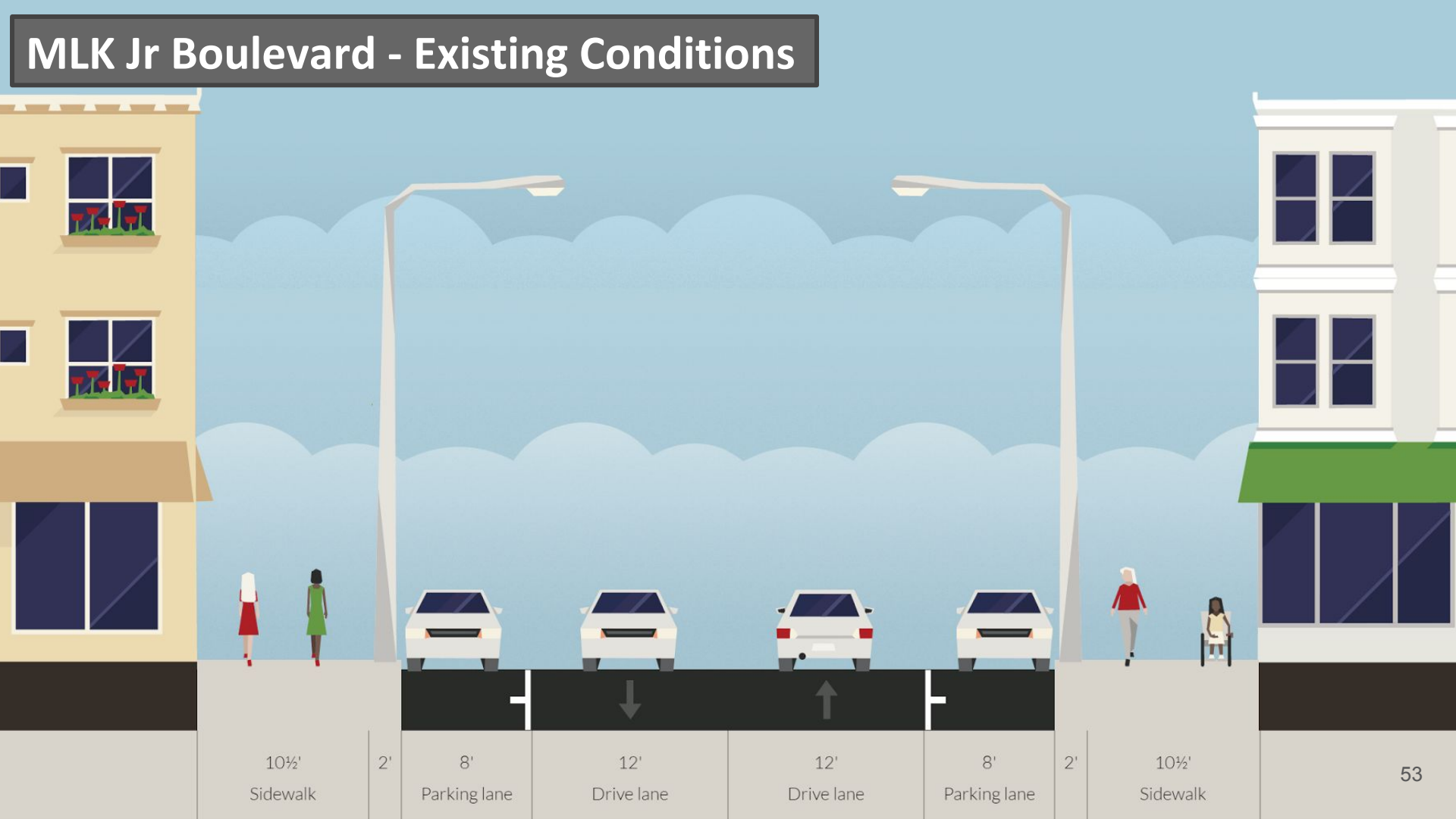


Broad Street - Existing Conditions

Broad Street - Proposed Improvements

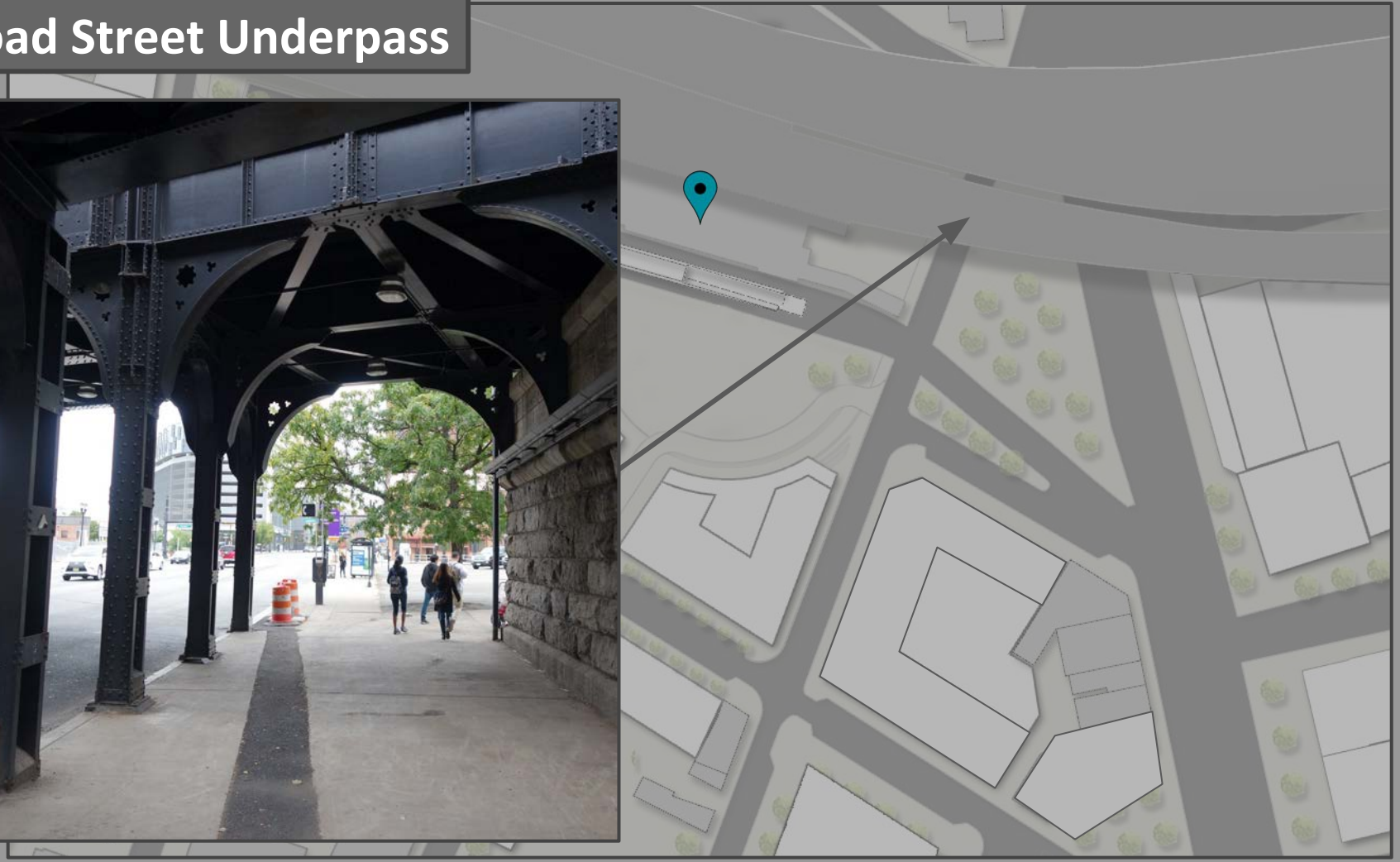
MLK Jr Boulevard - Existing Conditions

MLK Jr Boulevard - Existing Conditions



MLK Jr Boulevard - Proposed Improvements

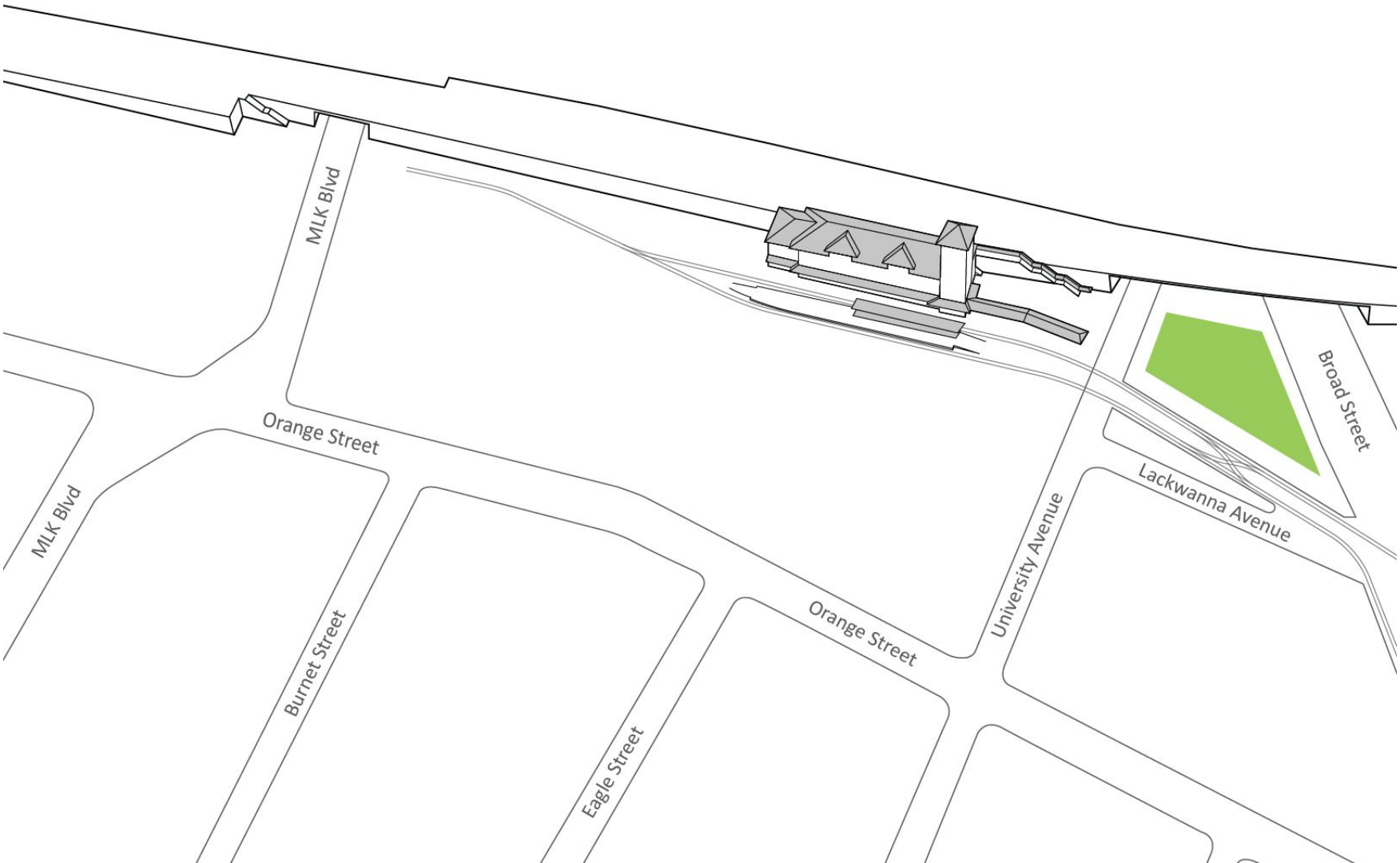
Broad Street Underpass



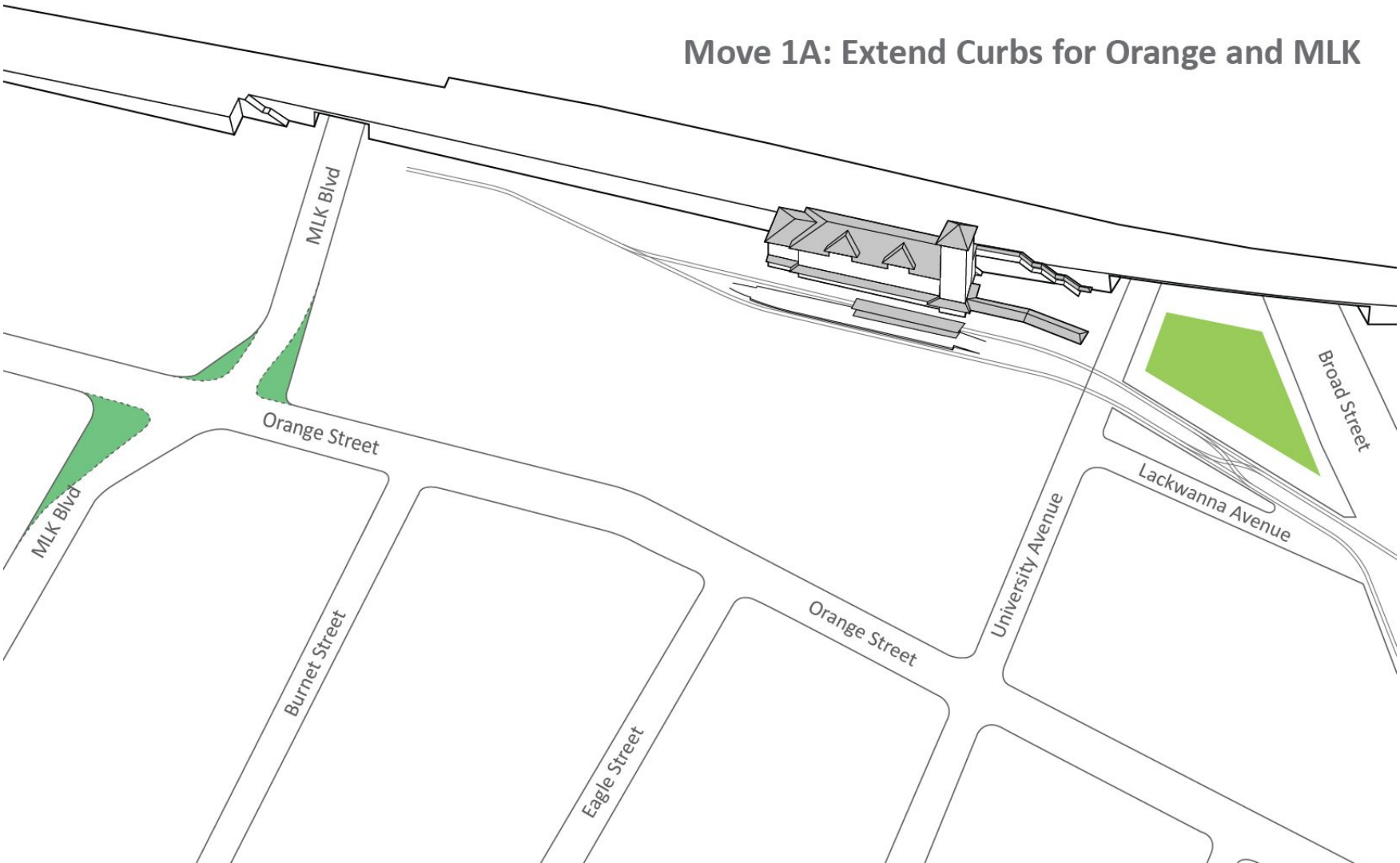
Open Space

Objectives:

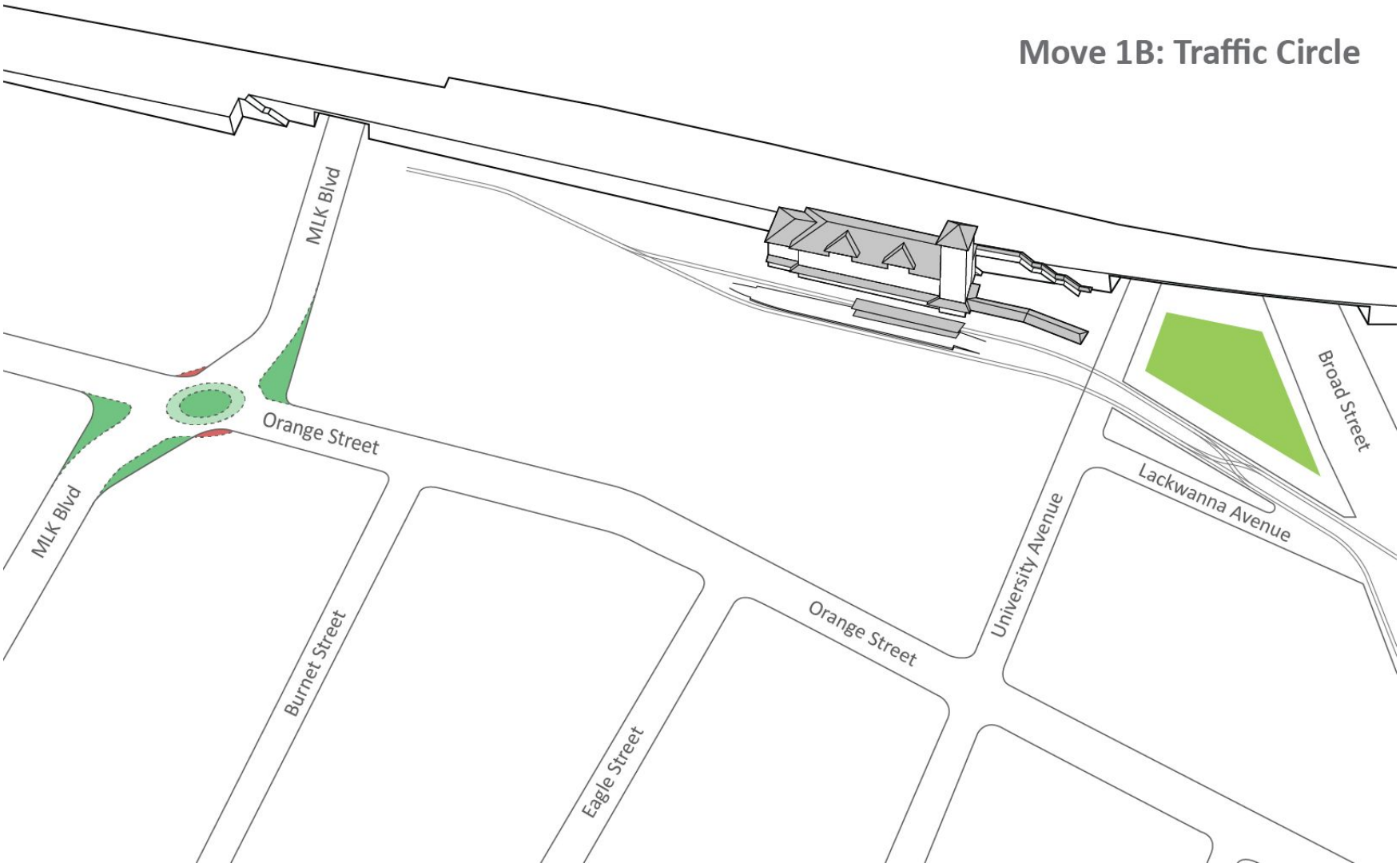
- **Create sense of destination**
- **Calm penetrating traffic**
- **Pedestrian priority**
- **Don’t disrupt the fabric**


MLK Blvd
Orange Street
MLK Blvd
Burnet Street
Eagle Street
Orange Street
University Avenue
Lackwanna Avenue
Broad Street
N

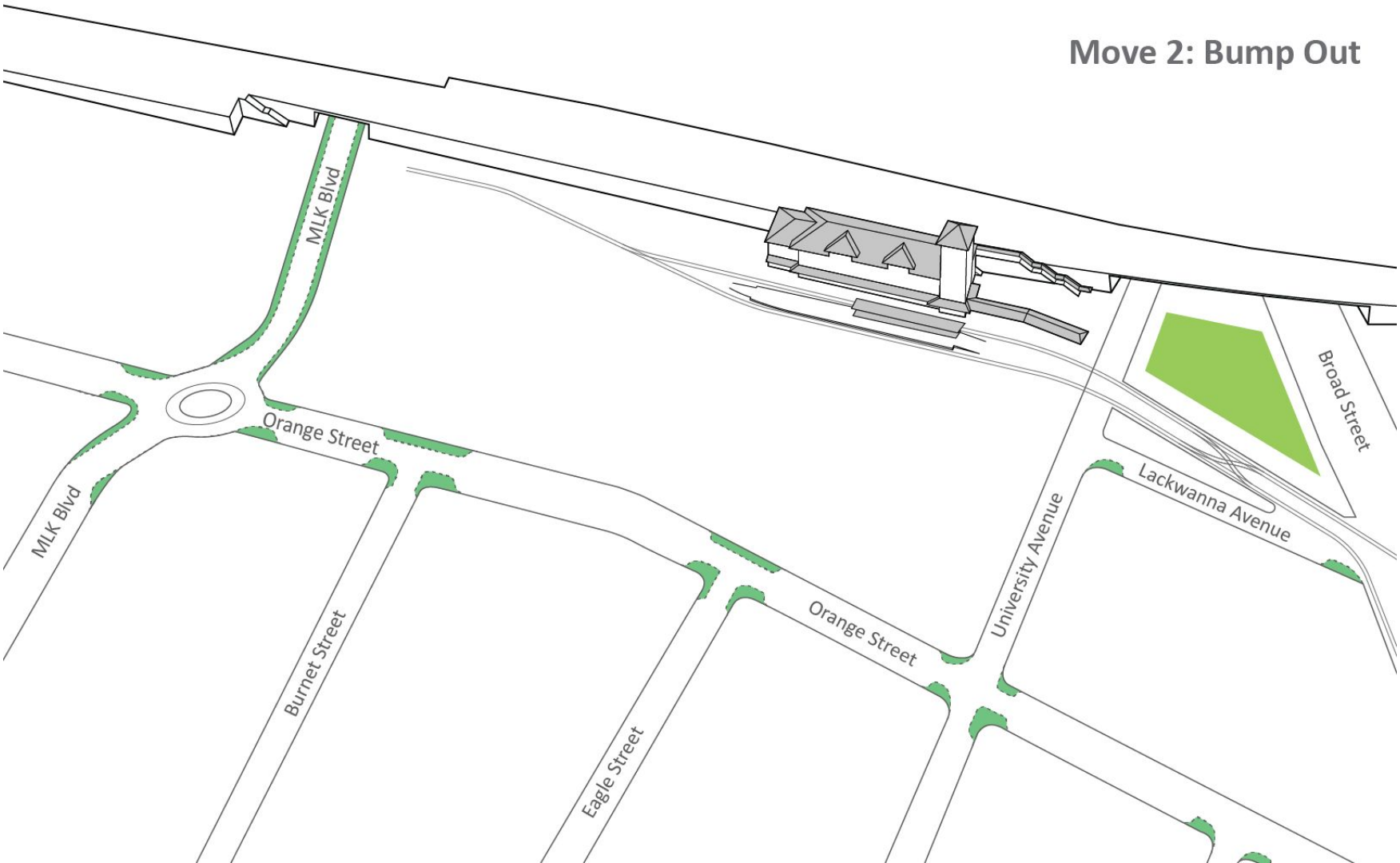
Move 1A: Extend Curbs for Orange and MLK



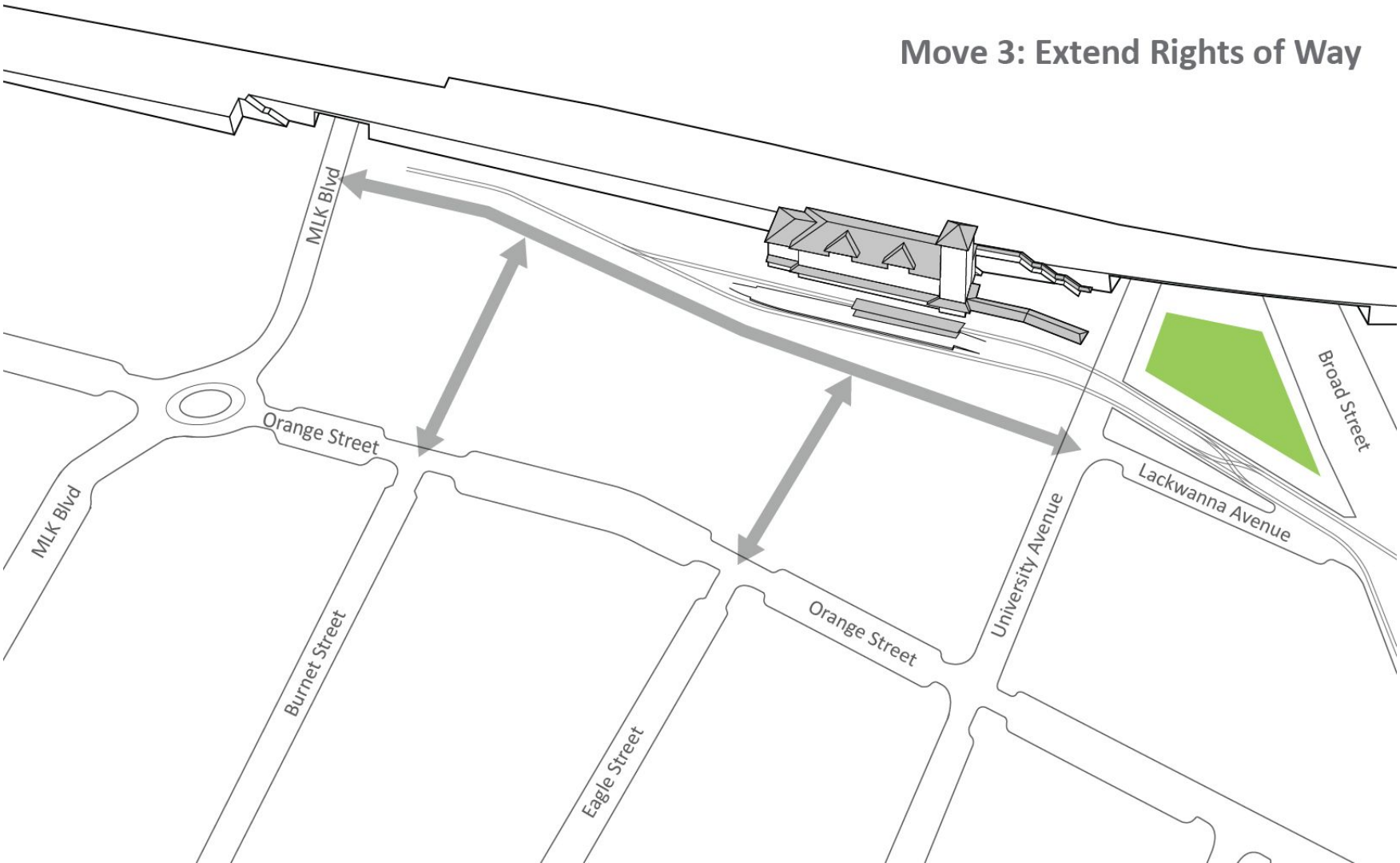
Move 1B: Traffic Circle



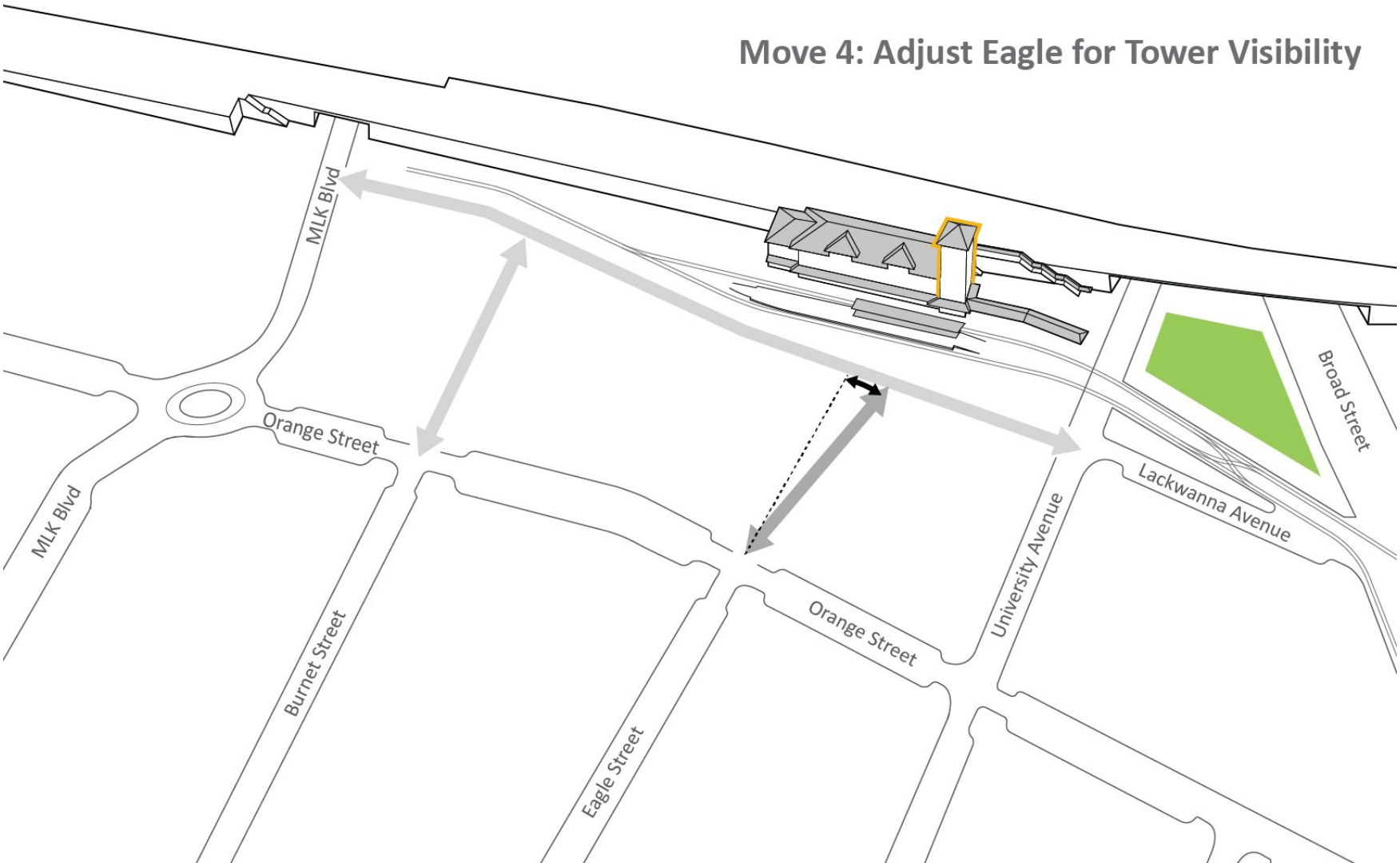
Move 2: Bump Out



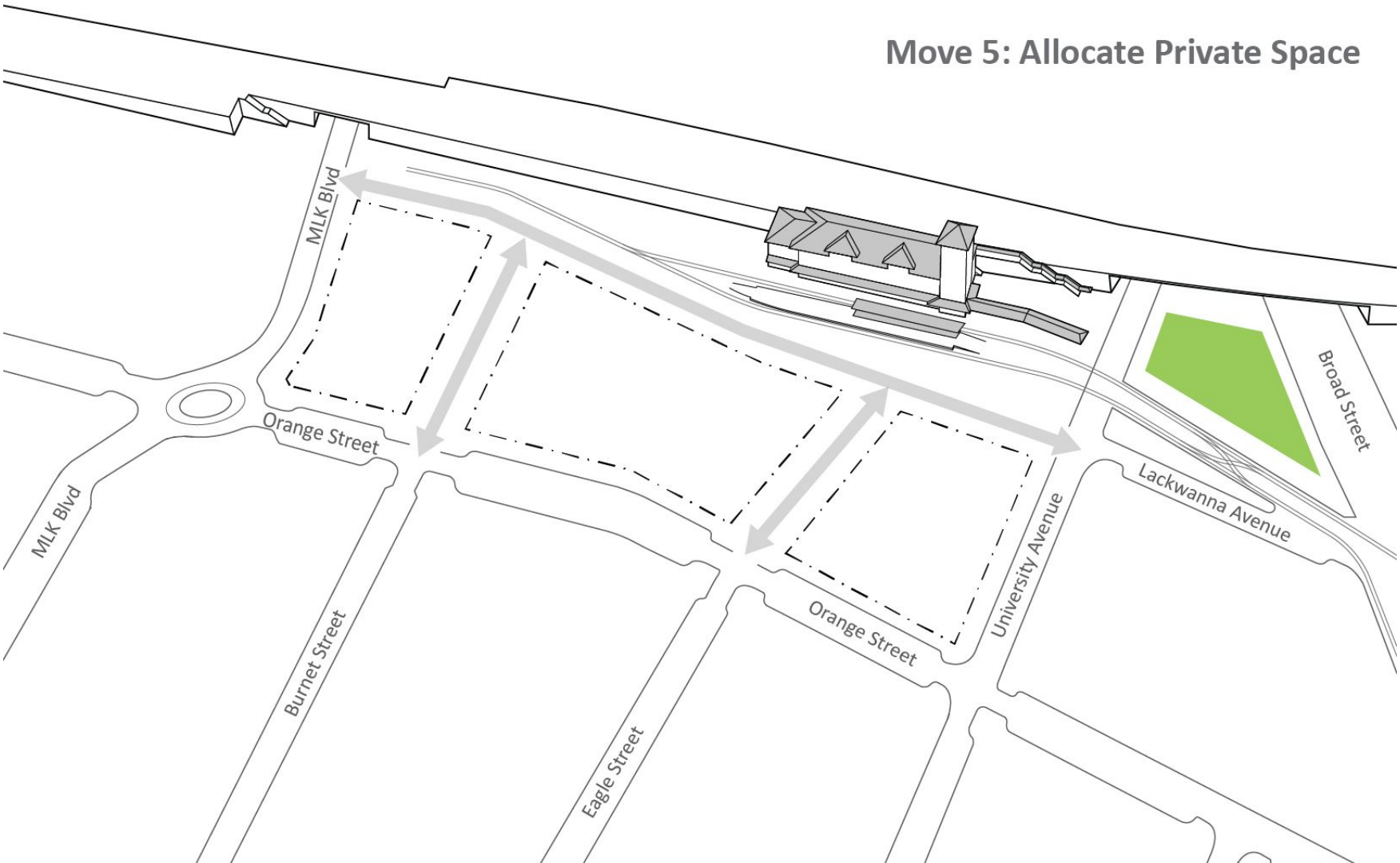
Move 3: Extend Rights of Way



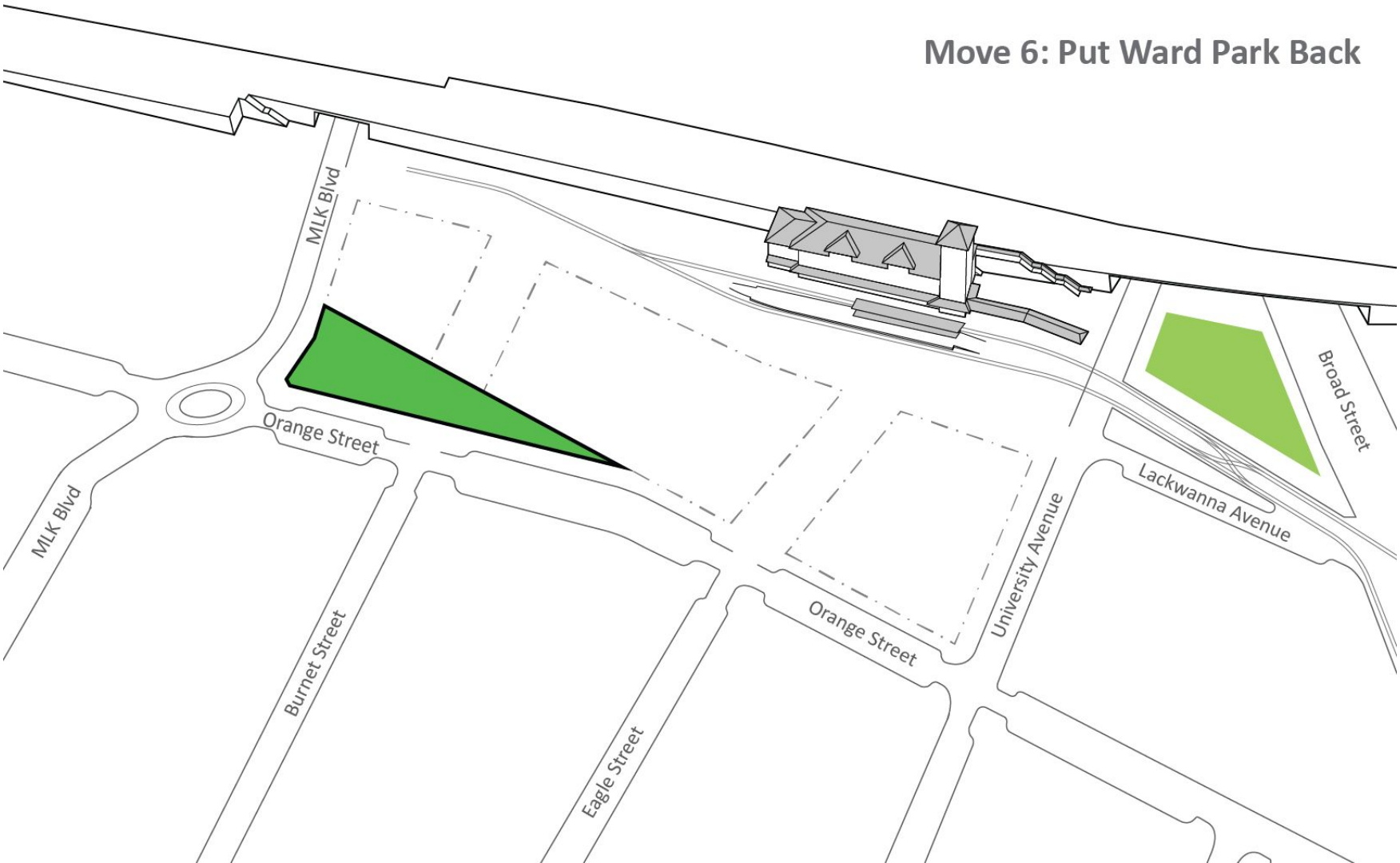
Move 4: Adjust Eagle for Tower Visibility



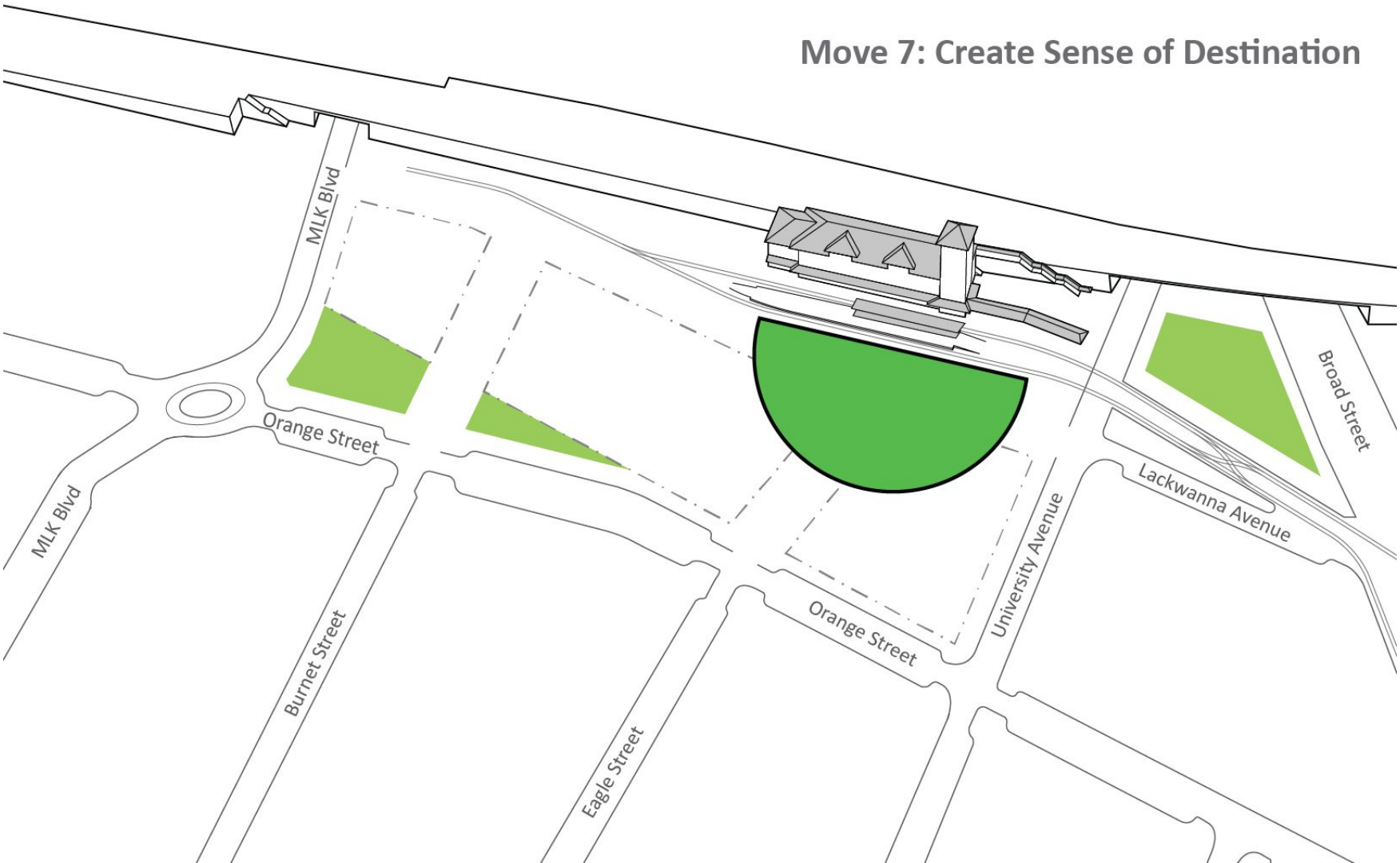
Move 5: Allocate Private Space

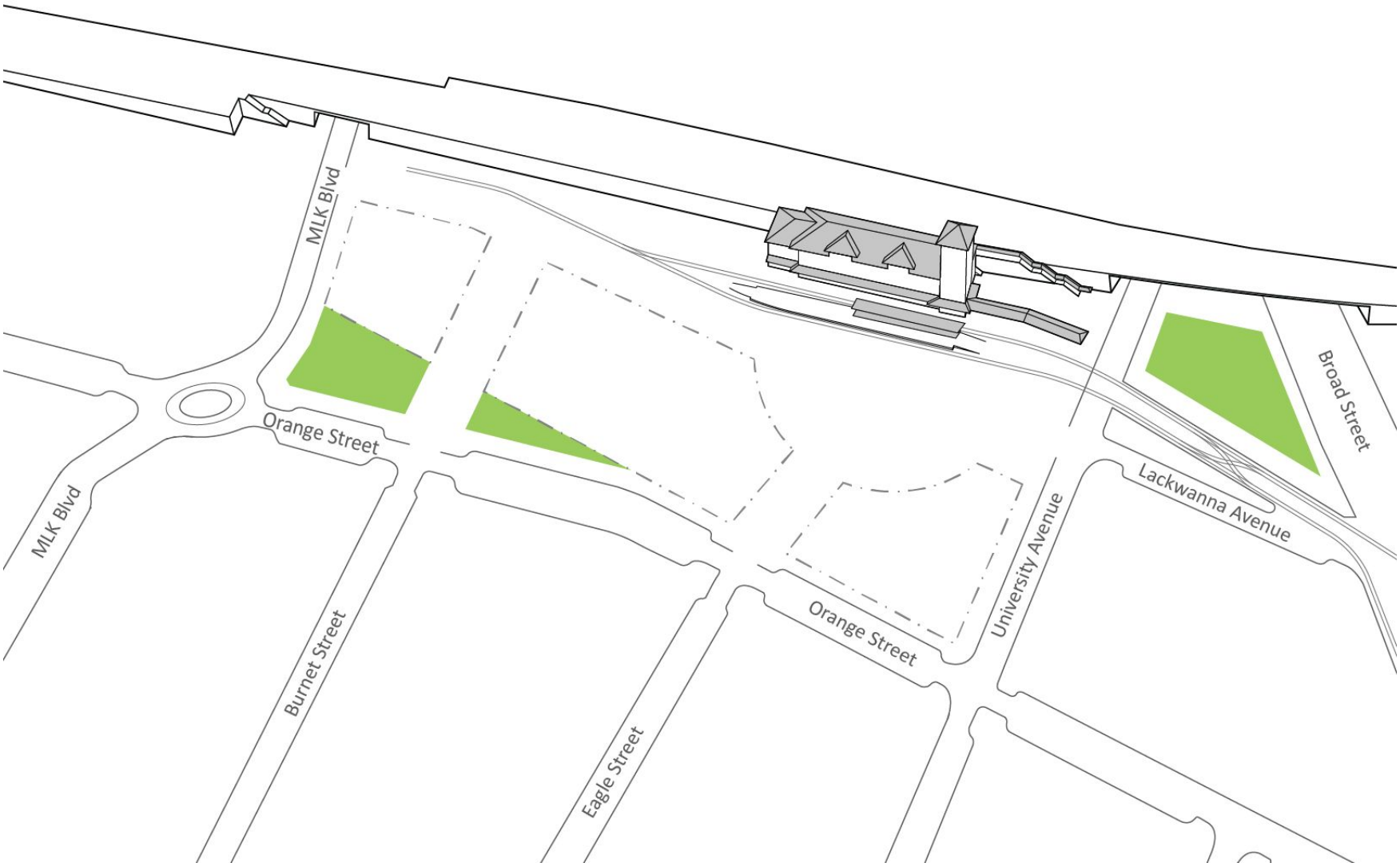


Move 6: Put Ward Park Back

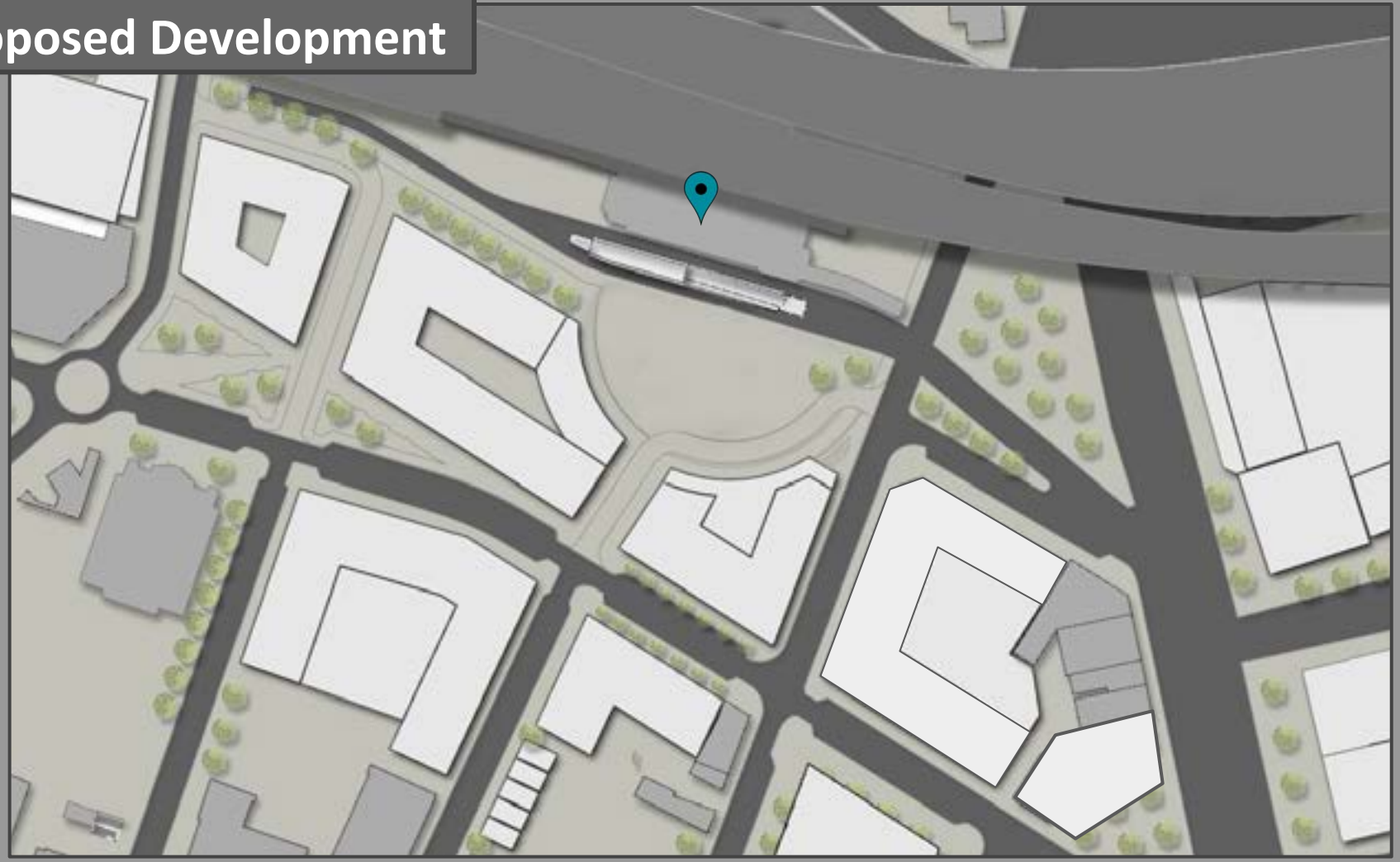


Move 7: Create Sense of Destination




MLK Blvd
Orange Street
MLK Blvd
Burnet Street
Eagle Street
Orange Street
University Avenue
Lackwanna Avenue
Broad Street
N

Proposed Development



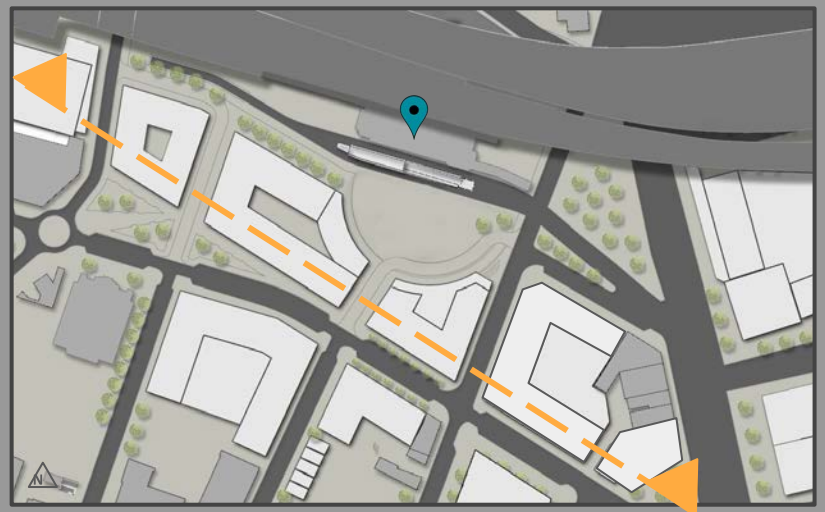
N

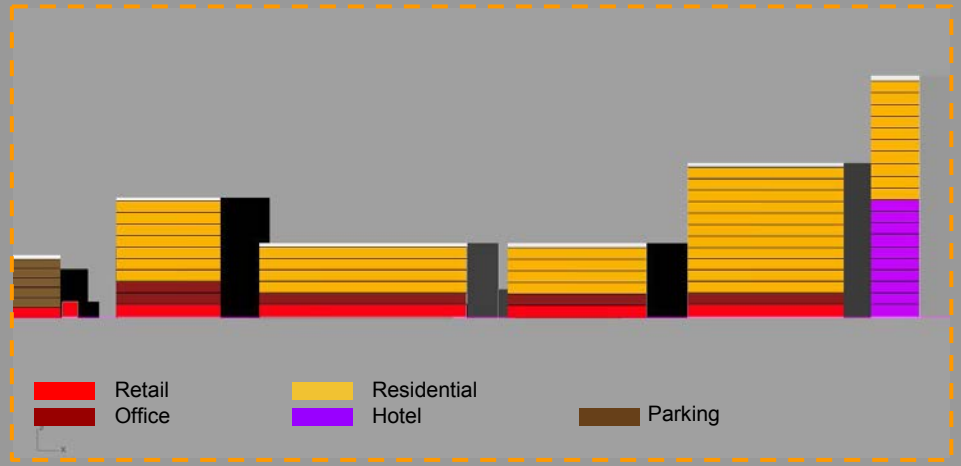
Westinghouse Commons

Proposed Development

N

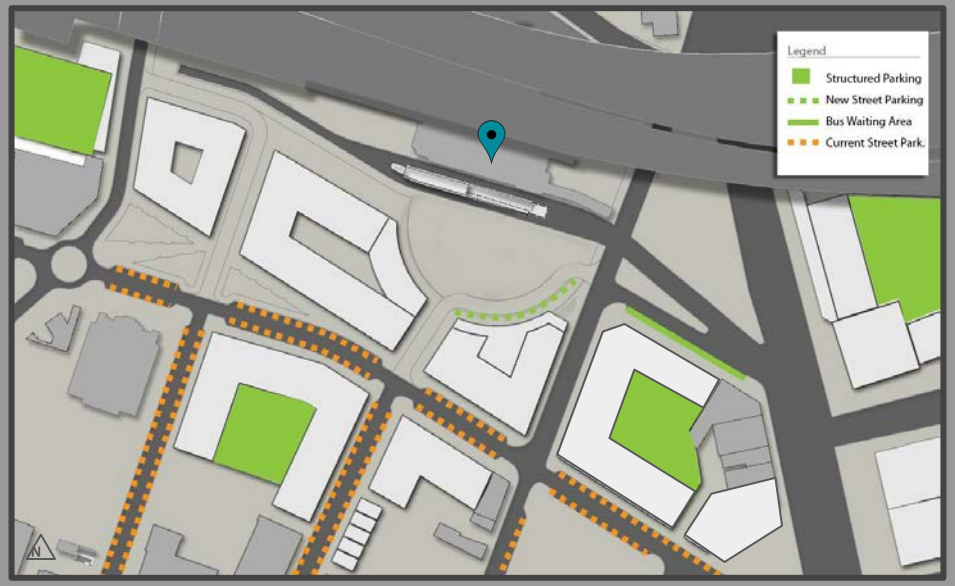
Cross Section at Orange Street





Total New Development (sqft)		
Residential	1,718,562	61.14%
Office	434,734	15.46%
Retail	179,036	6.37%
Hotel	89,308	3.18%
Parking	389,454	13.85%

Parking Plan



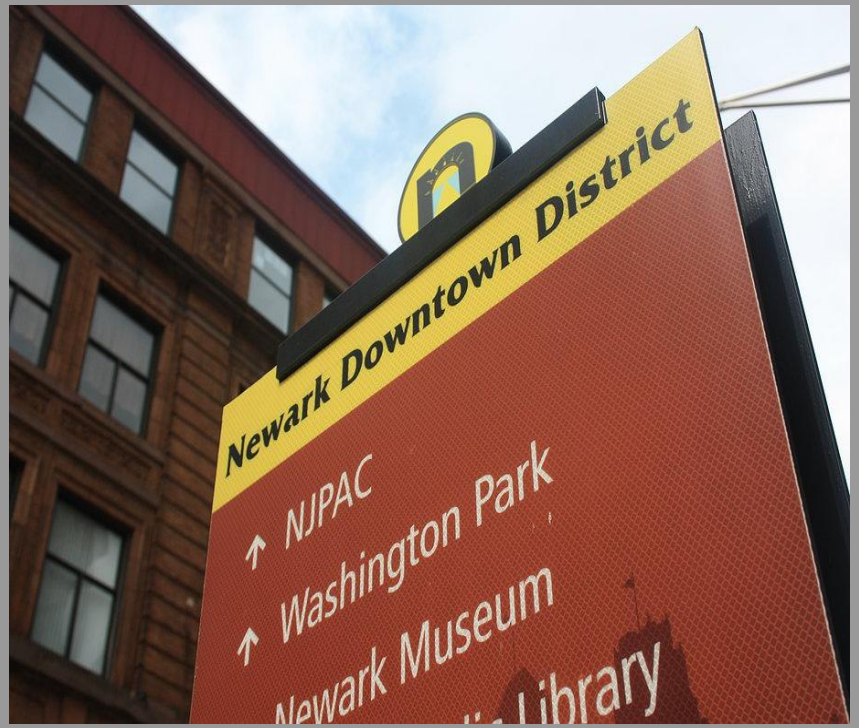
	Ratios	Parking Needs
Residential (unit)	0.30	485
Office (1000)	0.65	283
Retail (1000)	1.50	269
Hotel (rooms)	0.30	54
Total Parking Need before shared parking		1090
After 20% shared parking discount		872

75% of Lost Surface Parking	-329
Structured Parking Stalls	1170
New Street Parking	30
Total Parking Planned	871

Community Involvement

Way Finding

- Successive cues for navigation
- Visual or audible sensory
- Signage should
  - Clearly identify easiest connection routes
  - Enhance physical activity
  - Clearly identify places of interest



Potential Funding Sources

State funding

Program	Available funding	Funding Agency
County Aid	Hudson 2016 Allotment= $3,452,700	NJTTF
Municipal Aid	Newark 2016 Allotment=$308,671	NJTTF
Safe Routes to School	Reimbursement of up to $125,000	NJTTF
Local Aid Infrastructure	subjective	NJTTF
Bikeways	subjective	NJTTF
Safe Streets to Transit	subjective	NJTTF
Transit Village	subjective	NJTTF
Tax abatements	formula	NJDT

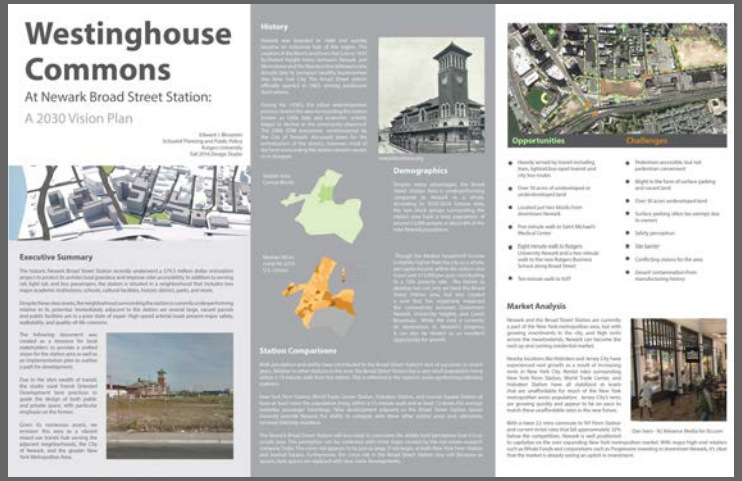
Potential Funding Sources

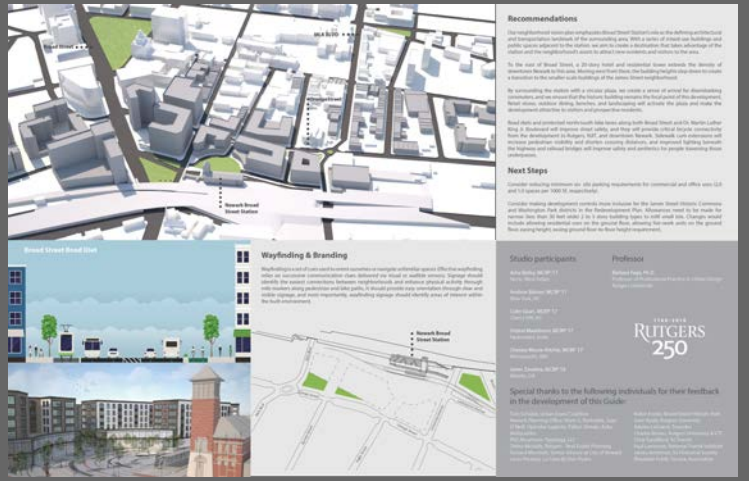
Federal Funding

Program	Available funding	Funding Agency
Transportation Alternatives	$835M funding pool	STBG
Surface Transportation Block Grants	$11.4B funding pool	FTA
Fixing America's Surface Transportation Act (FAST)	$305Billion over 2016-2020 fiscal years	STBG
Neighborhood Community Revitalization	$75M state allocation	CDBG
Community Development Block Grants	$5.4M funding pool	HUD
Capital Investment Grants	$3,500M fund, $950M to new start projects	FTA
Metropolitan & Statewide planning	~$133M funding pool	FTA
TIGER (USDOT)	~$500M funding pool	FTA

Next Steps

- Pamphlet





Next Steps

- Update Traffic Counts for recent Freeway changes
- Create more detailed pro forma
- Collaborate with land owners to facilitate development discussions

Next Steps - Barriers in the Zoning

- **Parking Minimums**
  Consider reducing the minimum parking minimums for commercial and office uses (currently at 2.0 and 1.0 per 1000 SF, respectively).

- **James Street Infill provisions**
  Allow for the zoning to be more flexible for small residential buildings to infill the gaptooth lots along James Street with narrower, more contextual building types.

Thank You!

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Thank you to the following individuals for their assistance in the formation of this plan.

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Newark Planning Office: Mark G. Barksdale, Juan O,Neill, Upendra Sapkota, Pallavi Shinde, Azka Mohyuddin
Phil Abramson, Topology, LLC
Debra McNally, Rutgers - Real Estate Planning
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Robin Foster, Broad Street Historic Park
Juan Ayala, Rutgers University
Adelee LeGrand, Transdev
Charles Brown, Rutgers University & VTC
Chris Sandiford, NJ Transit
Paul Larrousse, National Transit Institute
James Amemsor, NJ Historical Society
Bloustein Public Service Association