

Public Workshop 2
“Possibilities”



WEST WINDSOR REDEVELOPMENT PLAN





Workshop 1 Summary:

“IDEAS”

- **359 People Signed-In, attendance was estimated at over 400 participants**

- **Presentations were made by:**

- **George S. Hawkins, Esq, Executive Director, NJ Future, “Roadmap to Sustainability”**

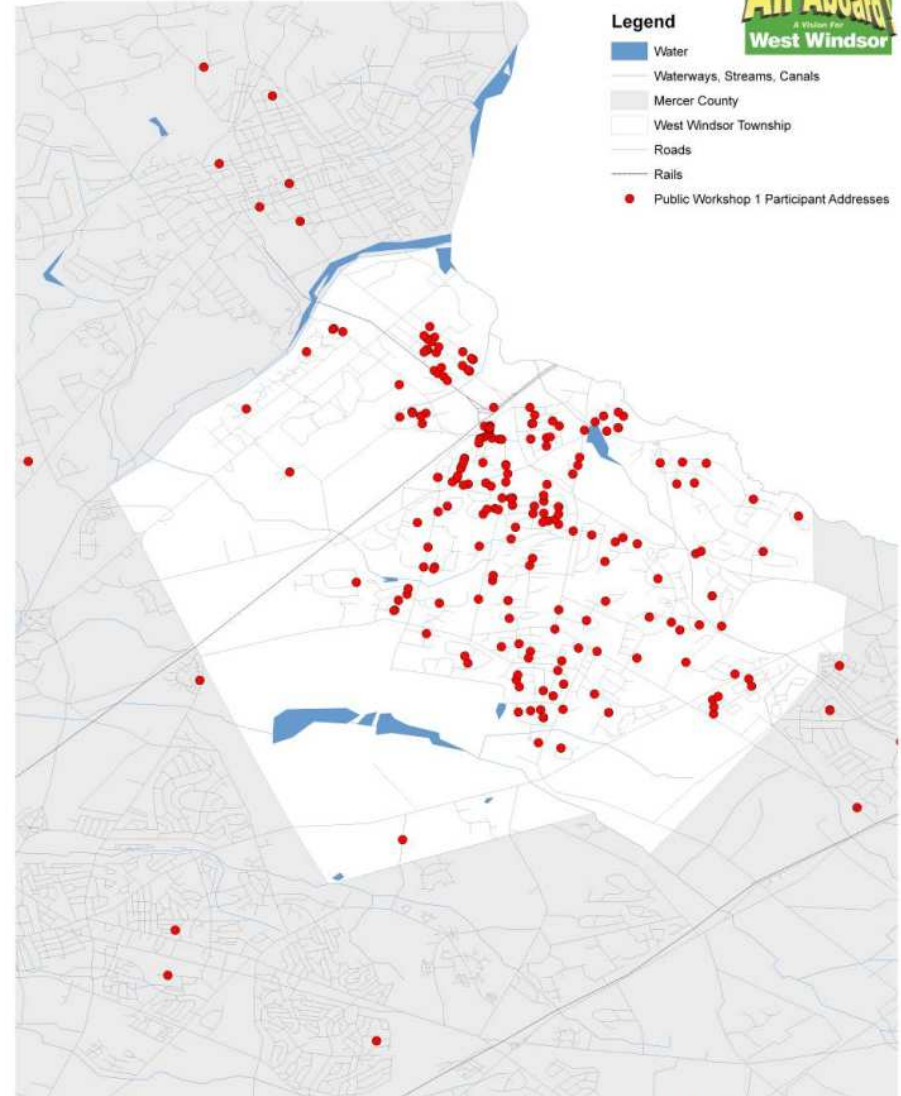
- **Monica Etz, Transit Village Coordinator, NJ DOT, “Criteria for Transit Village Designation”**

- **Shuprotim Bhaumik, Economics Research Associates, “Market Assessment & Economics”**

- **Daniel Kueper, Orth-Rogers & Associates, “Analysis of Existing Traffic & Circulation Issues”**

- **J. Robert Hillier, Hillier Architecture, “Project Parameters & Goals”**

- **Participants discussed and wrote down “Visioning” Goals, presented summaries to the entire group, and began sketching ideas**



Public Workshop 1 Distribution of Participants | 02-22-2007 | Hillier ARCHITECTURE



Workshop 1 Summary:

Memorable Public Places:

“CITY” 54%*

- Piazza San Marco, Venice
- New York City/Central Park
- Trafalgar Square, London
- Washington Mall
- Rittenhouse Square, Philadelphia

*** of which, 21% were green spaces within cities**



Workshop 1 Summary:

Memorable Public Places:

“TOWN” 28%

- Maplewood, NJ
- Vail, CO
- Siena, Italy
- Bath, England



Workshop 1 Summary:

Memorable Public Places:

“COUNTRY” 16.5%

- Grounds for Sculpture
- Yosemite National Park
- Tanglewood, Lenox, MA
- Amalfi Coast



Workshop 1 Summary:

Meaningful Spaces:

CITIES

24%

- London
- Rome
- Copenhagen
- San Francisco



Workshop 1 Summary:

Meaningful Spaces:

“HOME” 13%



Workshop 1 Summary:

Meaningful Spaces:

WEST WINDSOR 9%

- Grovers Mill
- “Our life in Canal Pointe has been a wonderful Surprise”
- West Windsor waterworks



What Mattered to You?

1. Traffic / Circulation (47%)

Prioritized Goals:

(39%) Improve traffic circulation in and around the redevelopment area

(32%) Encourage alternative modes of transport

(29%) Provide easy access for commuters

2. Economic (27%)

Prioritized Goals:

(76%) Redevelopment project to be tax neutral or tax positive

3. Cultural (14%)

Prioritized Goals:

(34%) Create an iconic and active public place for entire West Windsor community

(32%) Preserve/strengthen existing neighborhoods

4. Parking (8%)

Prioritized Goals:

(40%) Create visually attractive facilities

(31%) Provide more parking for WW residents

5. Environmental (4%)

Prioritized Goals:

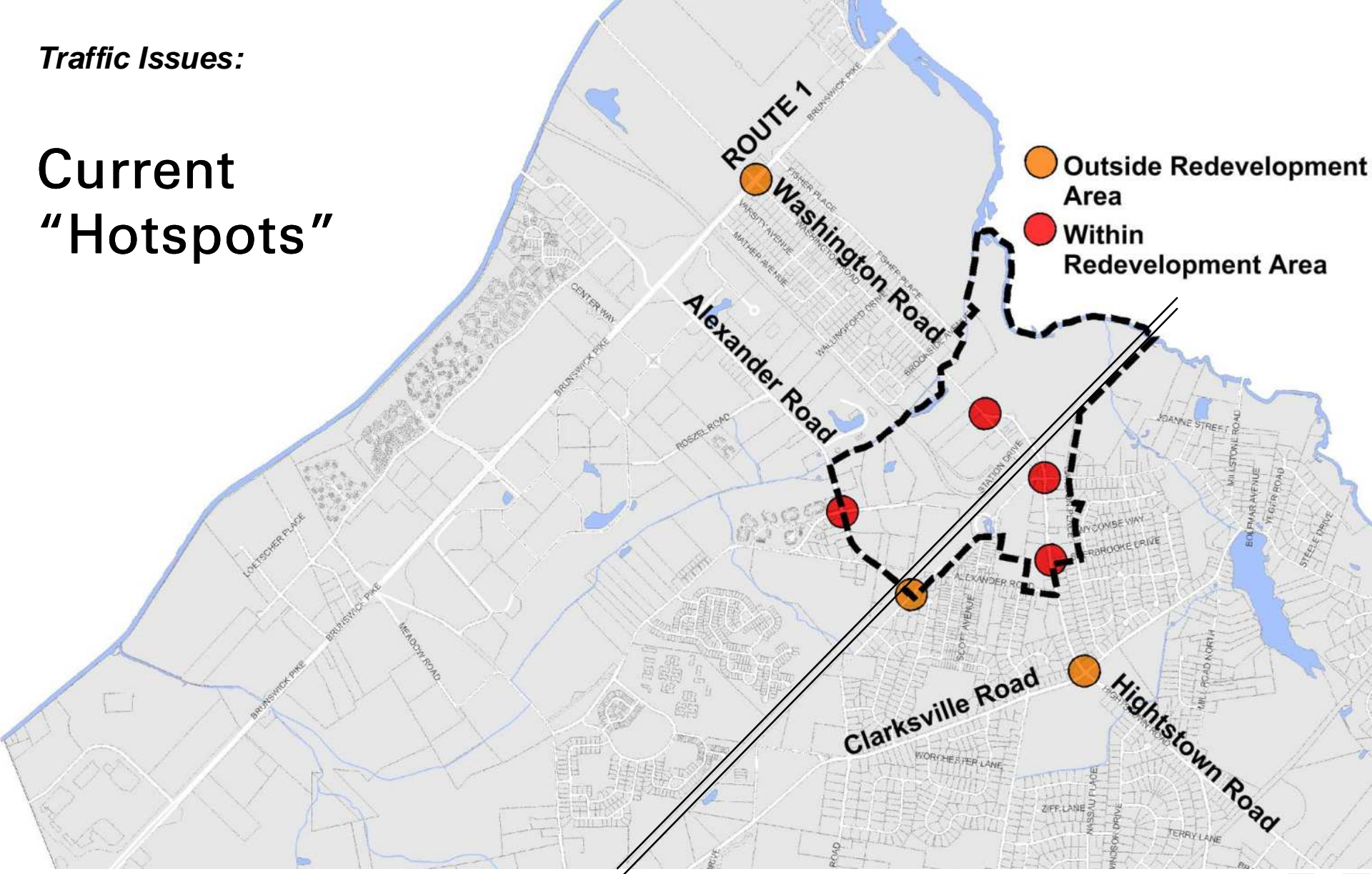
(35%) Enhance open space inventory

(35%) Protect environmentally sensitive lands

(24%) Meet LEED criteria

Traffic Issues:

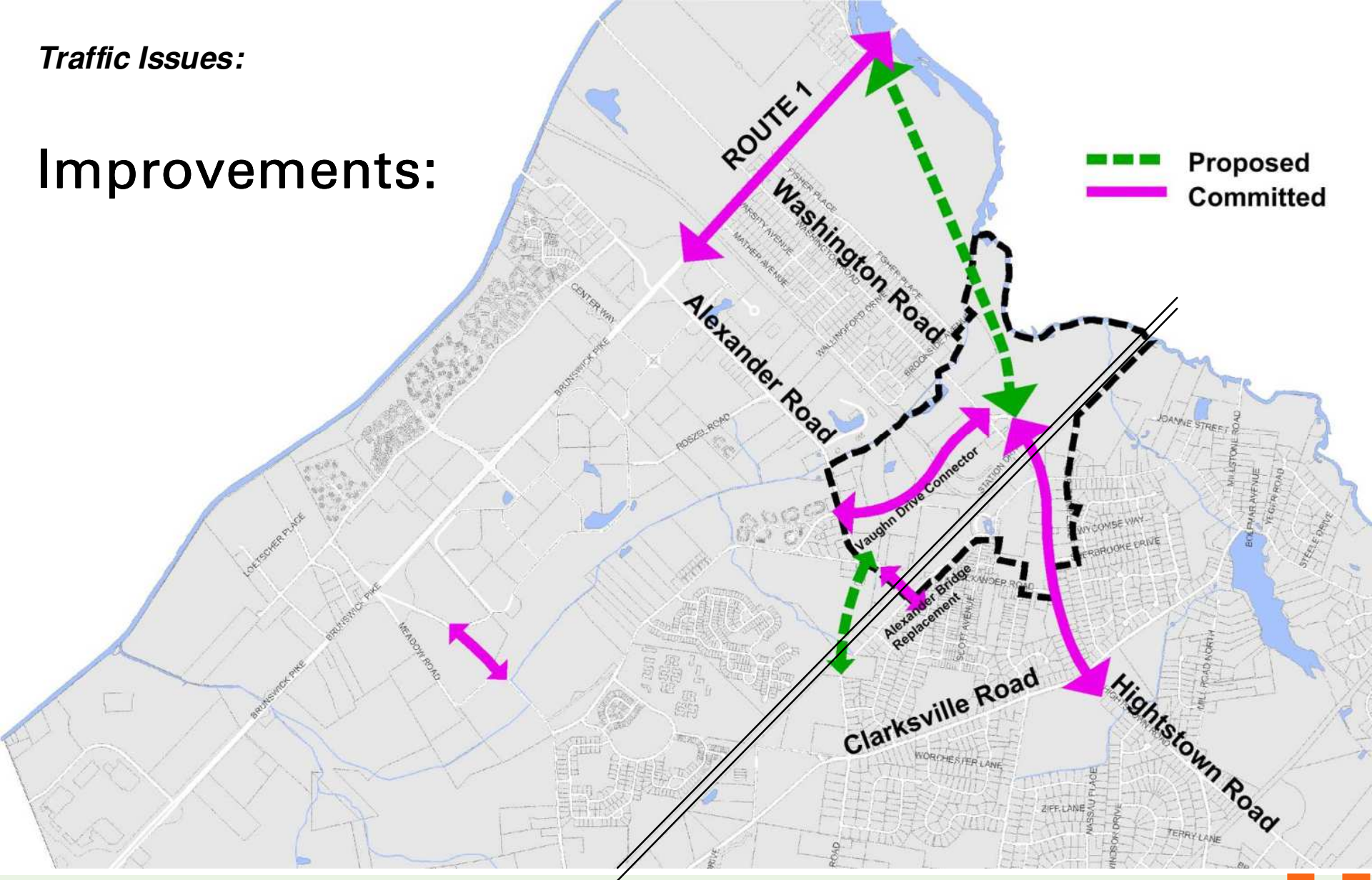
Current "Hotspots"



- Outside Redevelopment Area
- Within Redevelopment Area

Traffic Issues:

Improvements:



***TODAY:
Existing and Approved***

- Existing/Approved Building
- Existing/Approved Parking



POSSIBLE AS-OF-RIGHT BUILD-OUT:

PROGRAM

**Retail/
Neighborhood Center: 210,000 SF**

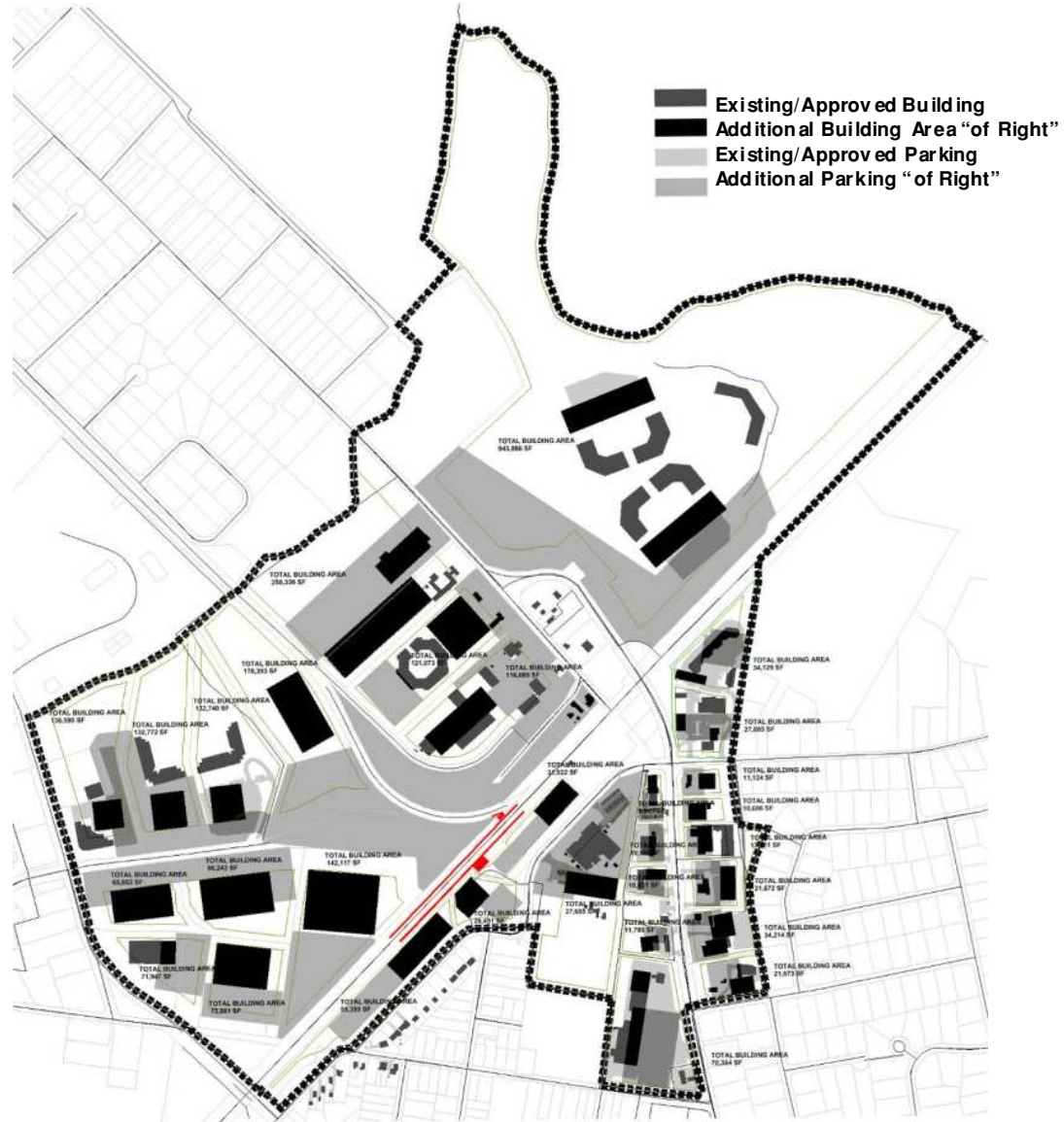
Office: 2,000,000 SF

Office/R&D: 940,000 SF

TOTAL: 3,150,000 SF

TOTAL PARKING: 9,500+ spaces

+Commuter Parking: 3,700 spaces



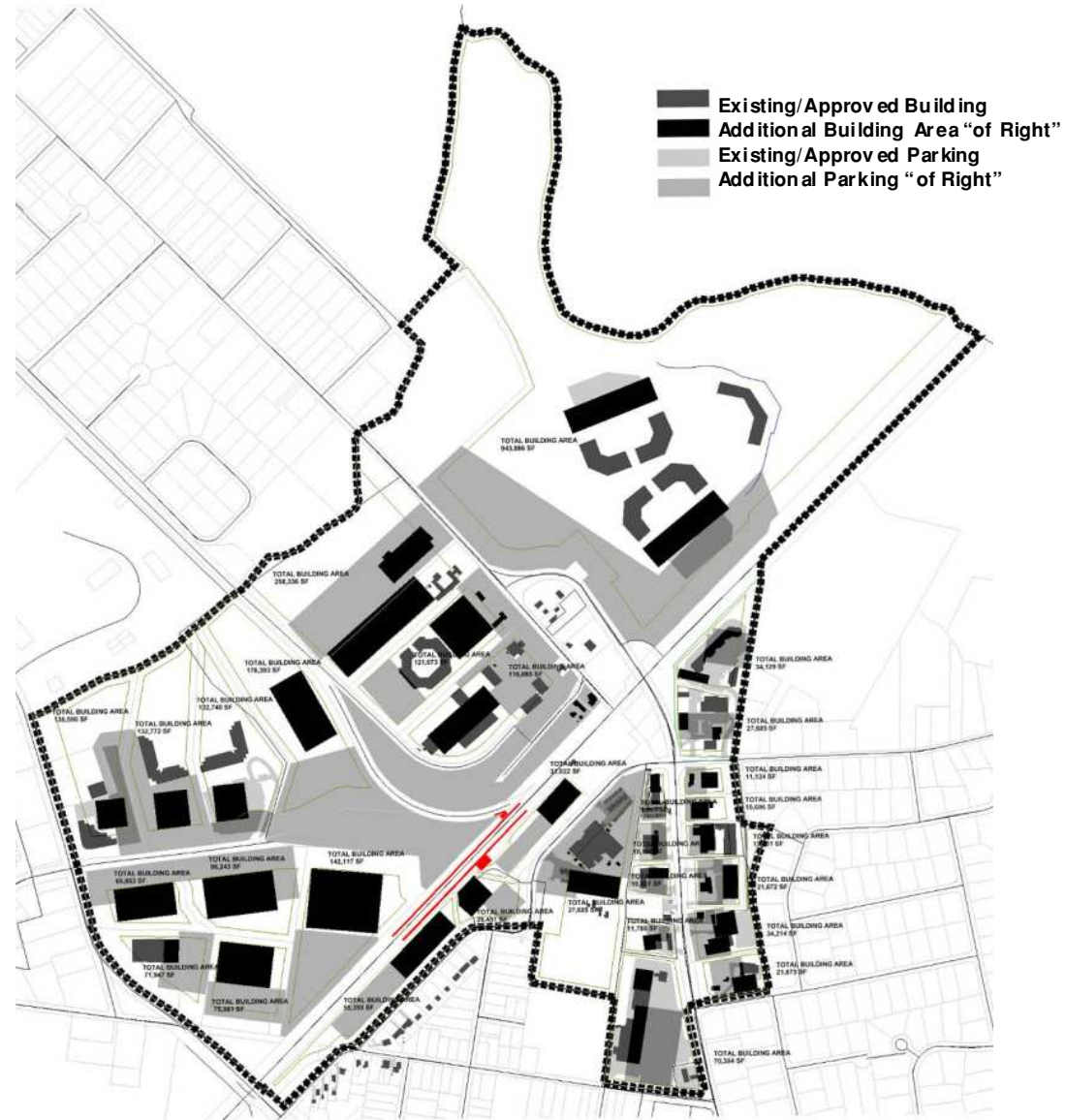
POSSIBLE AS-OF-RIGHT BUILD-OUT:

TRAFFIC

Trips in PM Peak Hour:

Office	2345
Retail	758
Manufacturing	1211

Approximate Trips: 4284



Here are the Possibilities!

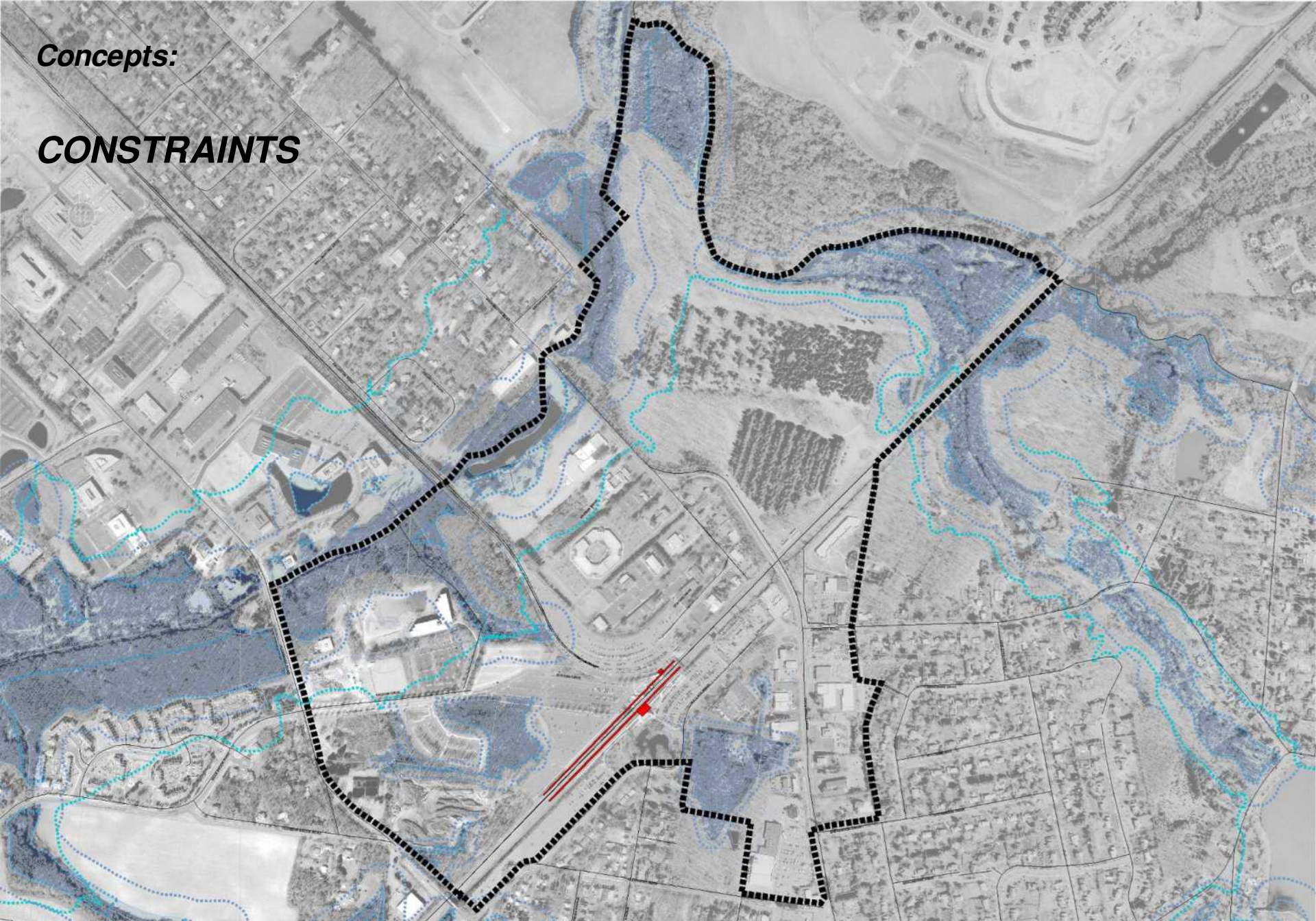
Concepts:

REDEVELOPMENT AREA



Concepts:

CONSTRAINTS



Concepts:

CONSTRAINTS



Concepts:

CONSTRAINTS



CONCEPT A:
“The Piazza”

CONCEPT A:



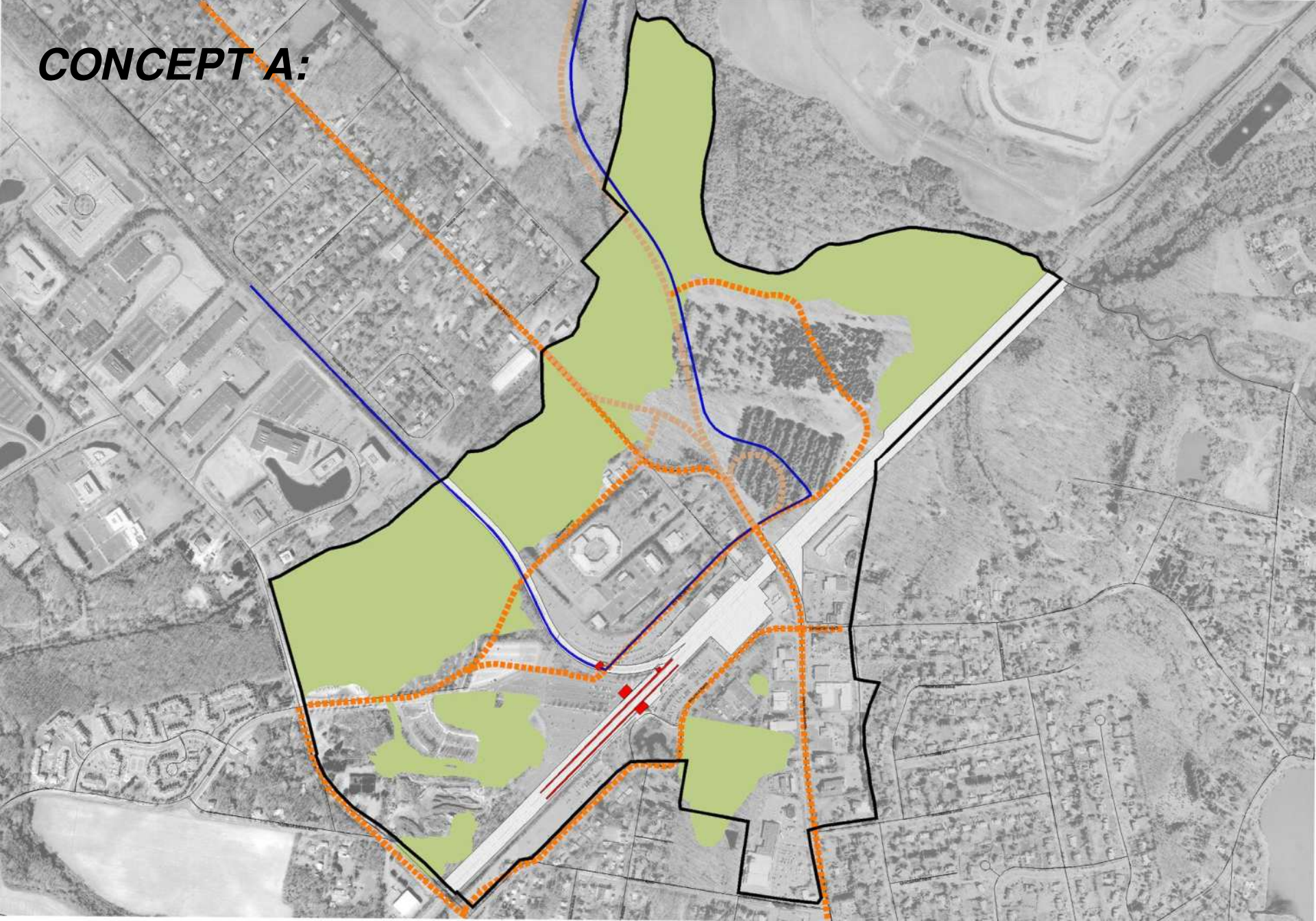
CONCEPT A:



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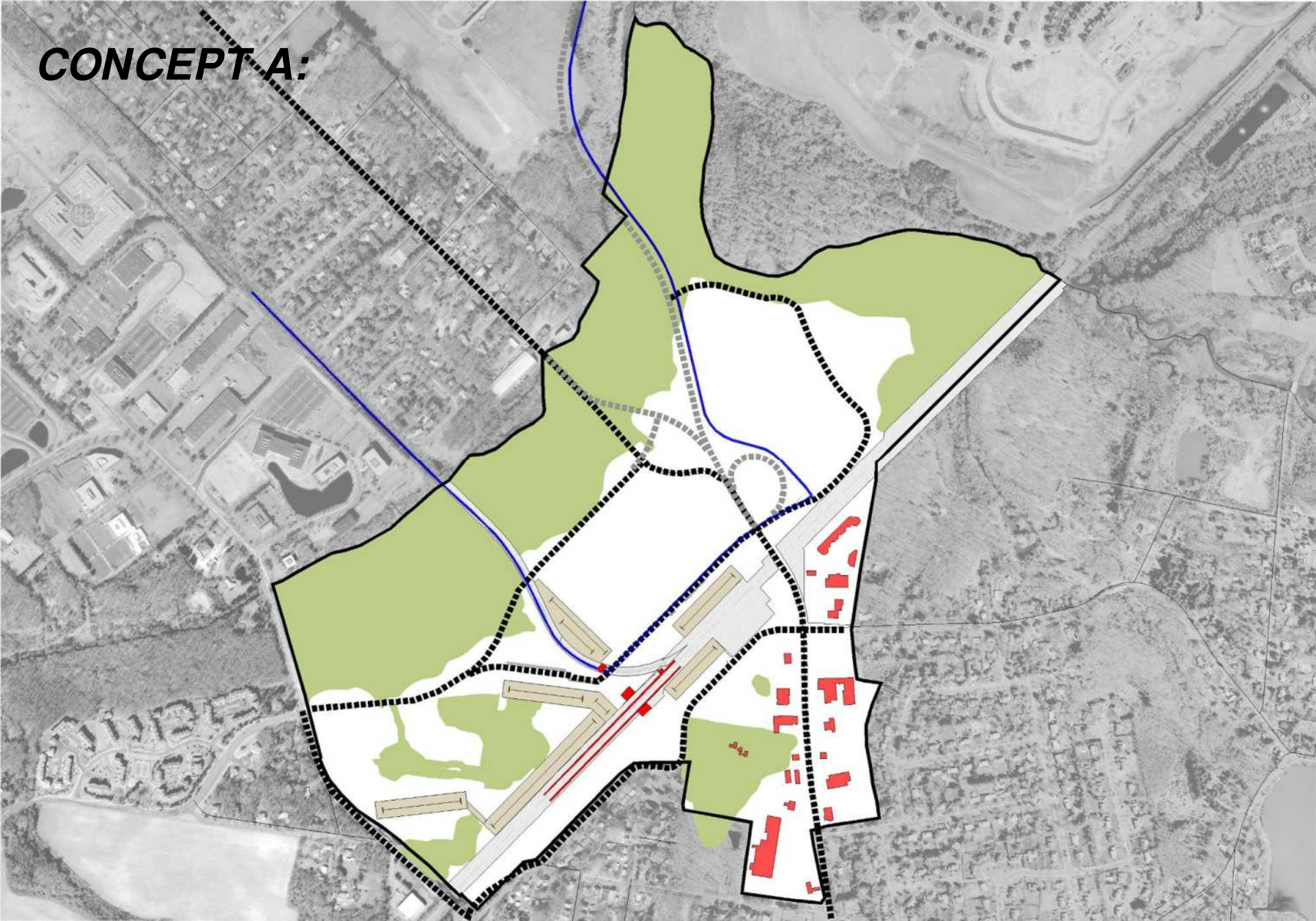
CONCEPT A:



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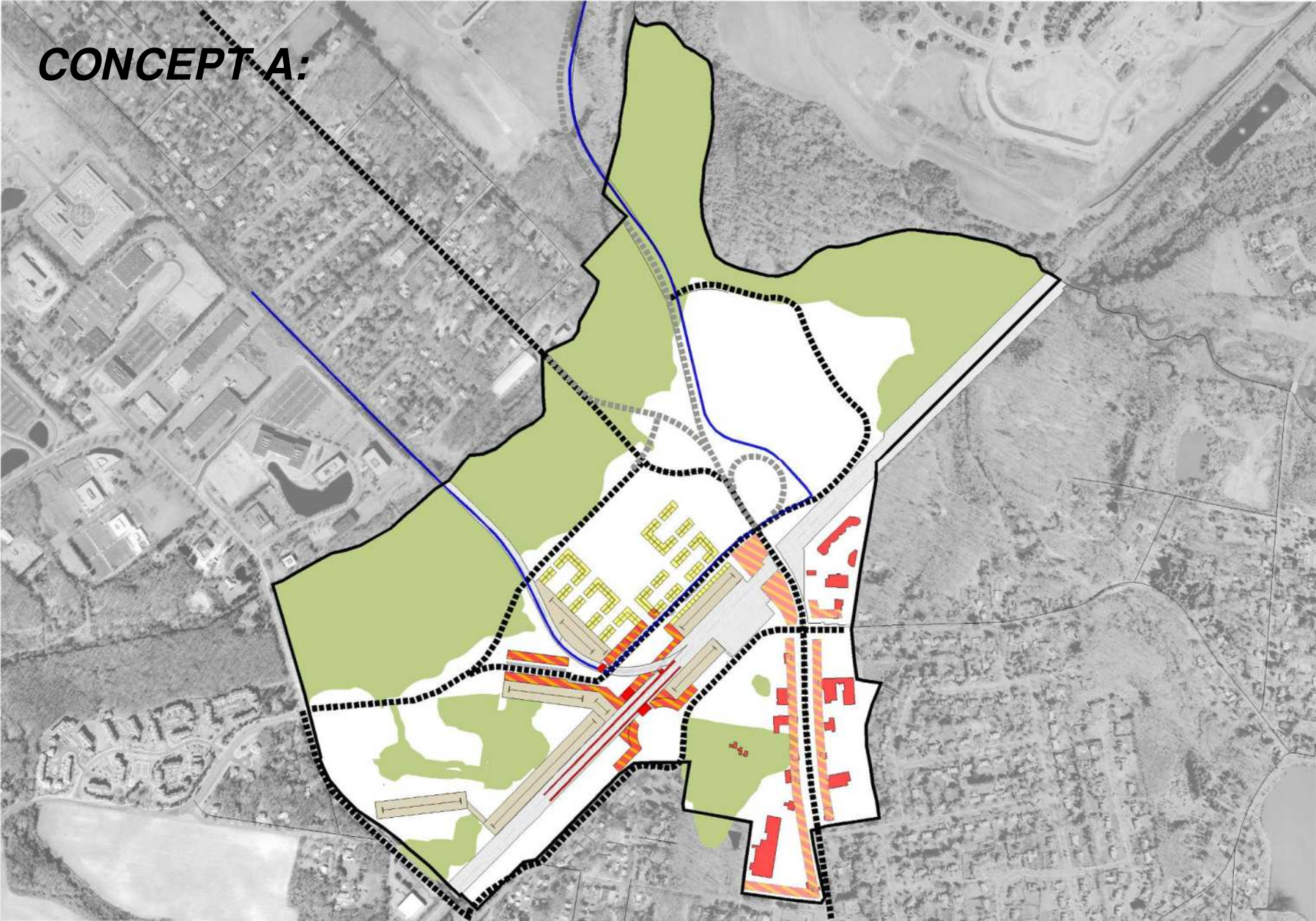
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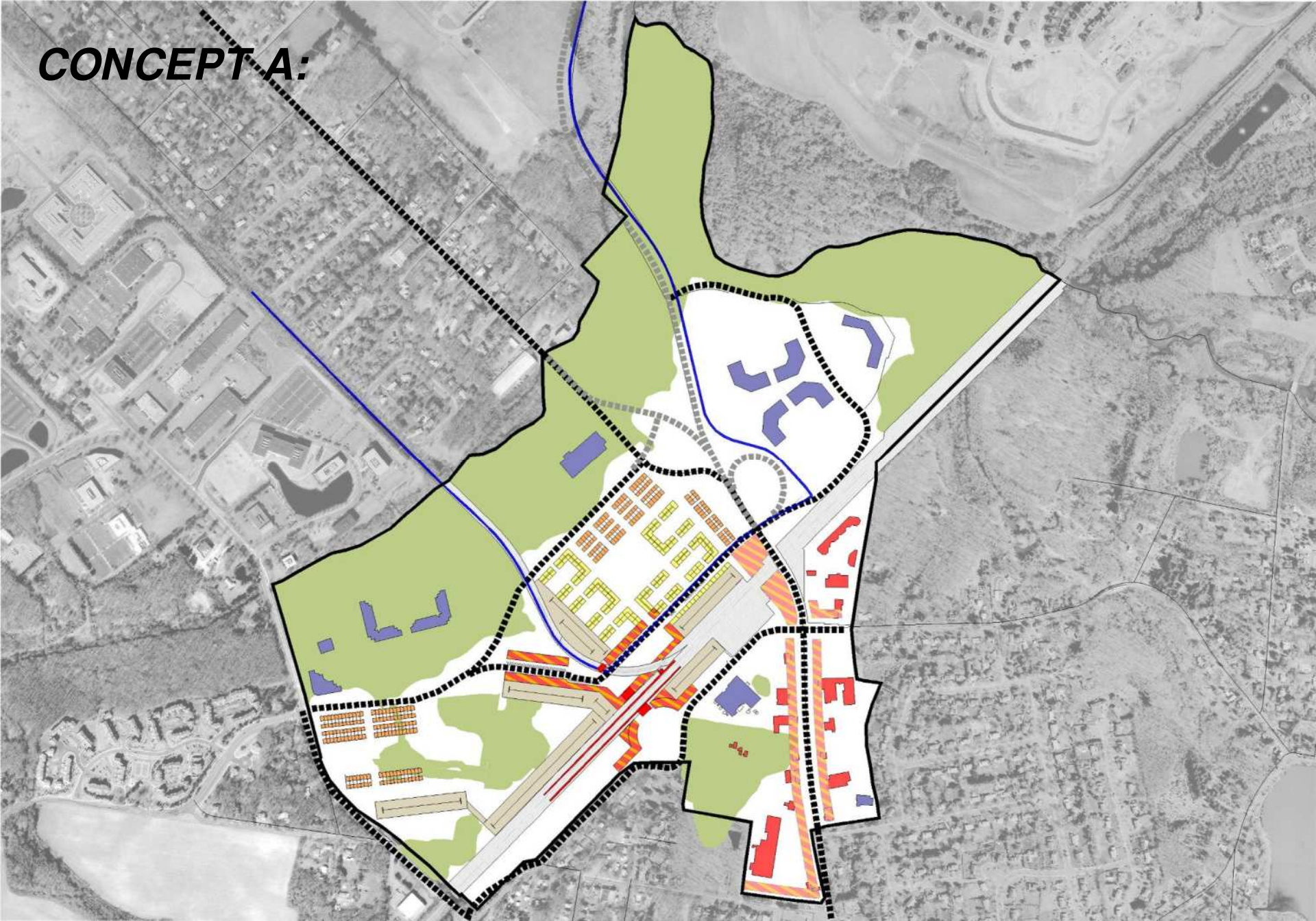
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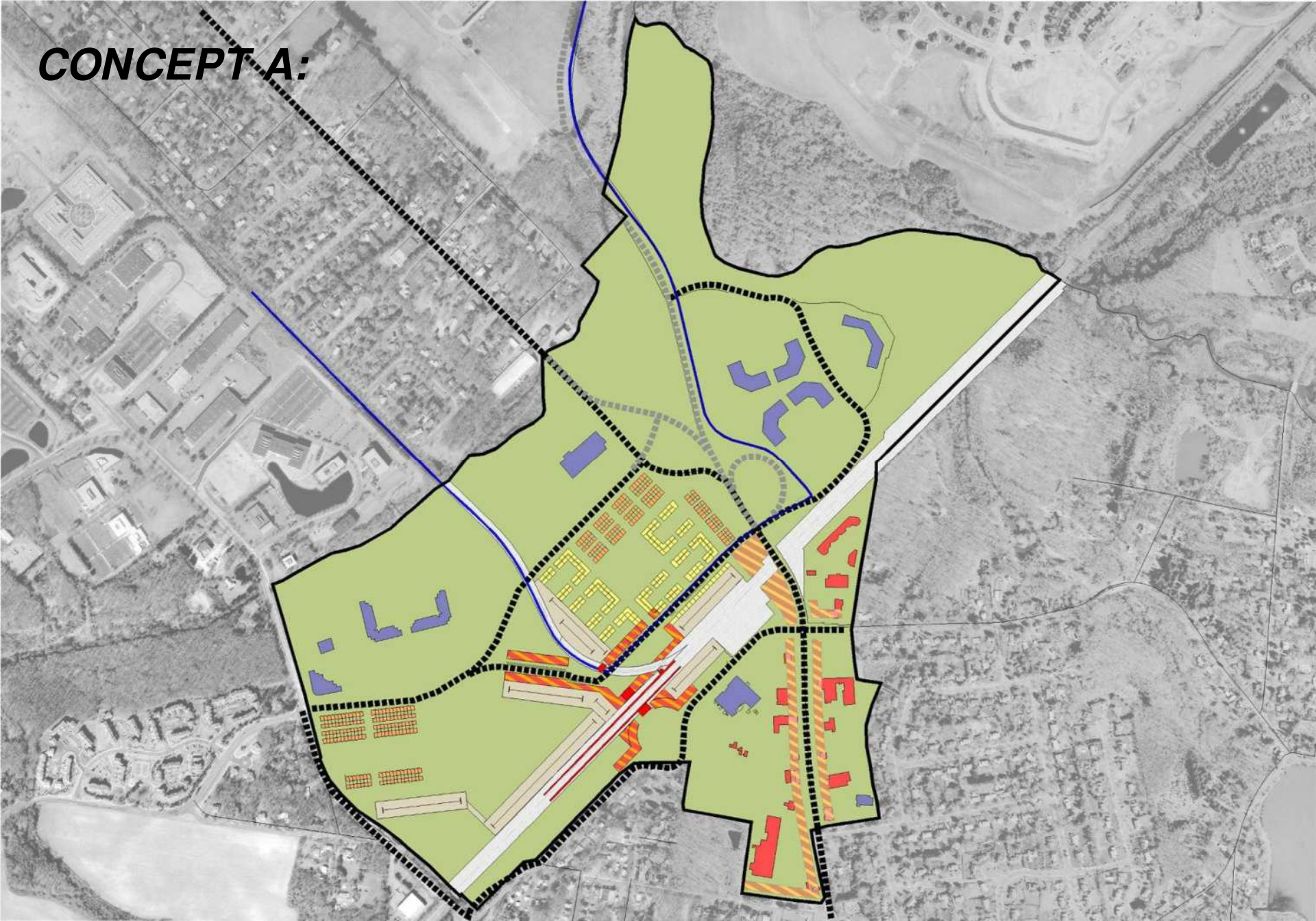
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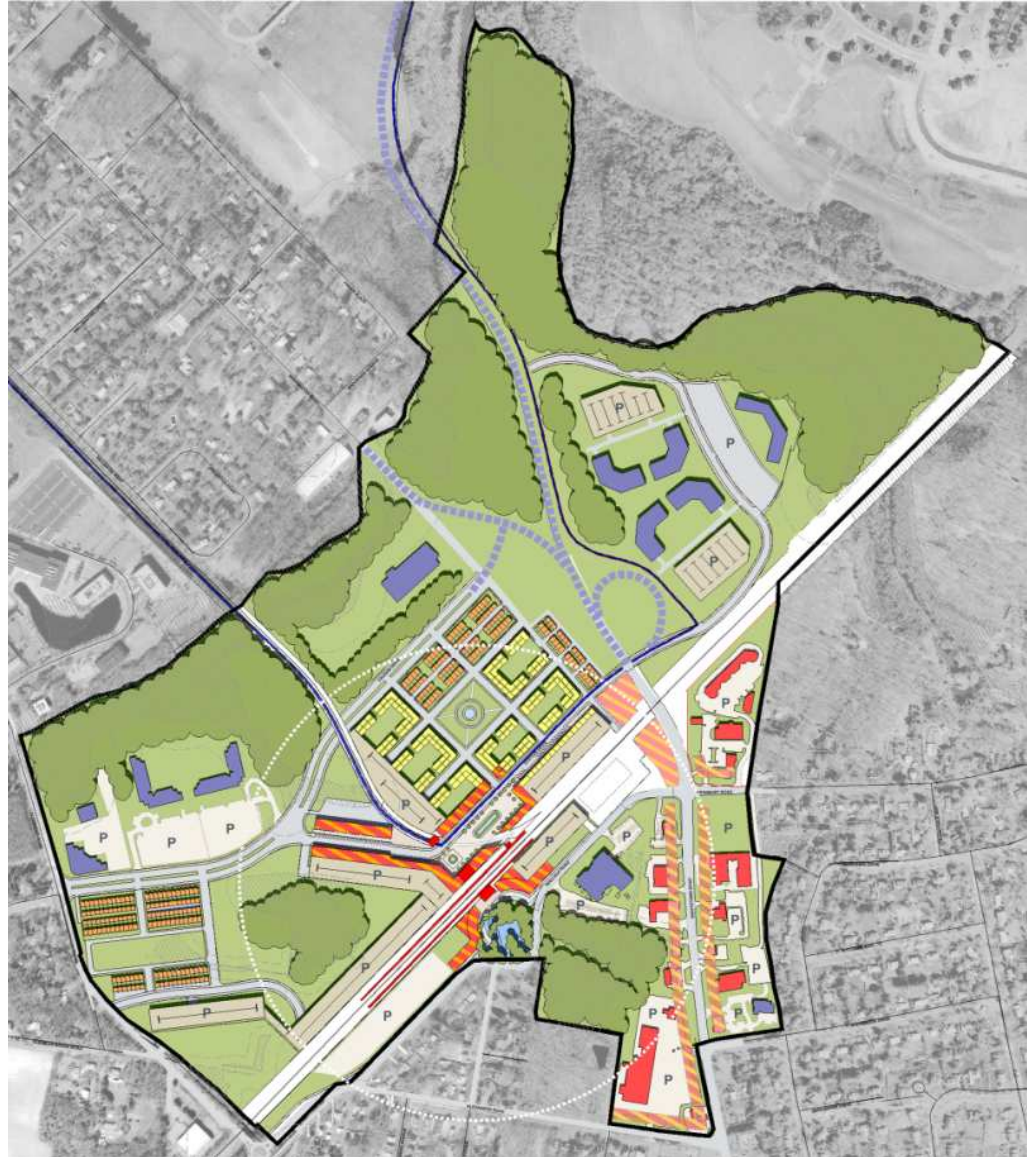
CONCEPT A:



CONCEPT A:

PROGRAM of New Assets

Housing:	1000 units
Townhouses	124
Apartments	876
Retail:	400,000 SF
Office:	600,000 SF
Potentially Available Commuter Parking:	8,100 spaces (Requirement by 2030 is 4600- 5700spaces)
Height:	West of Tracks 4-5 Stories East of Tracks 3 Stories
School Children:	314



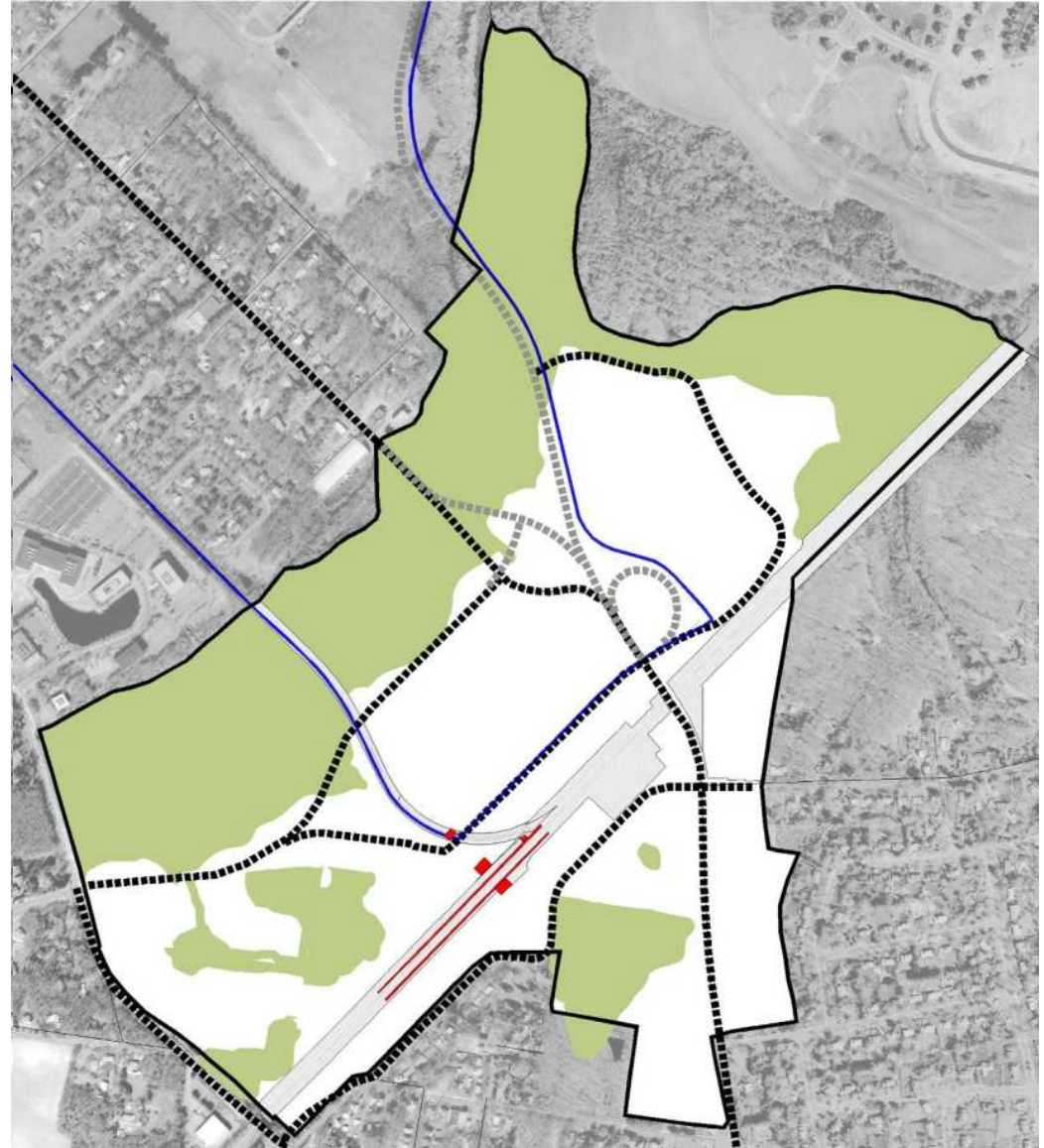
CONCEPT A:

TRAFFIC Preliminary Study

Trips in PM Peak Hour:

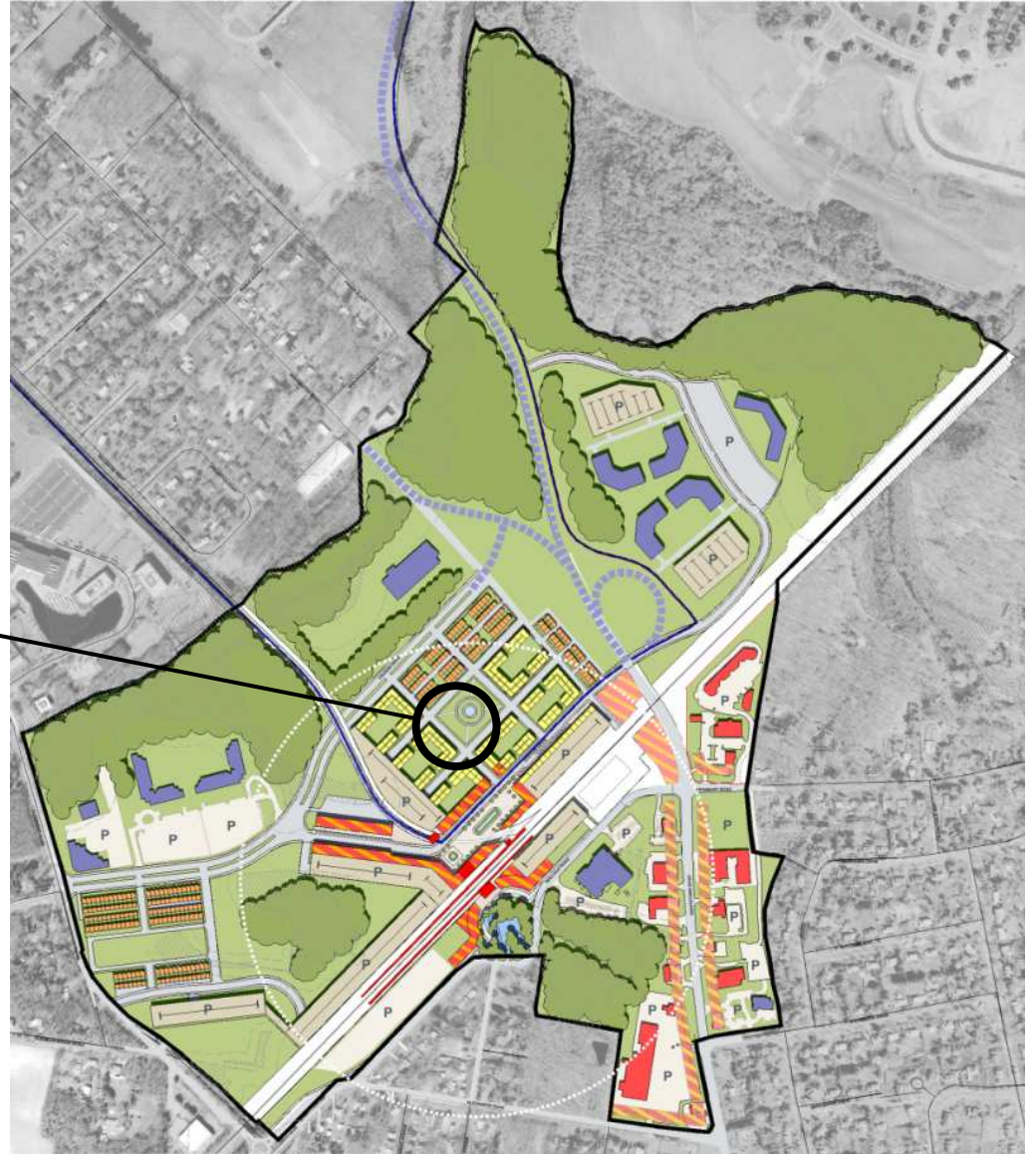
Office	730
Retail	530
Residential	328
Commuter	480
Remaining Uses	657

Approximate Trips: 2725



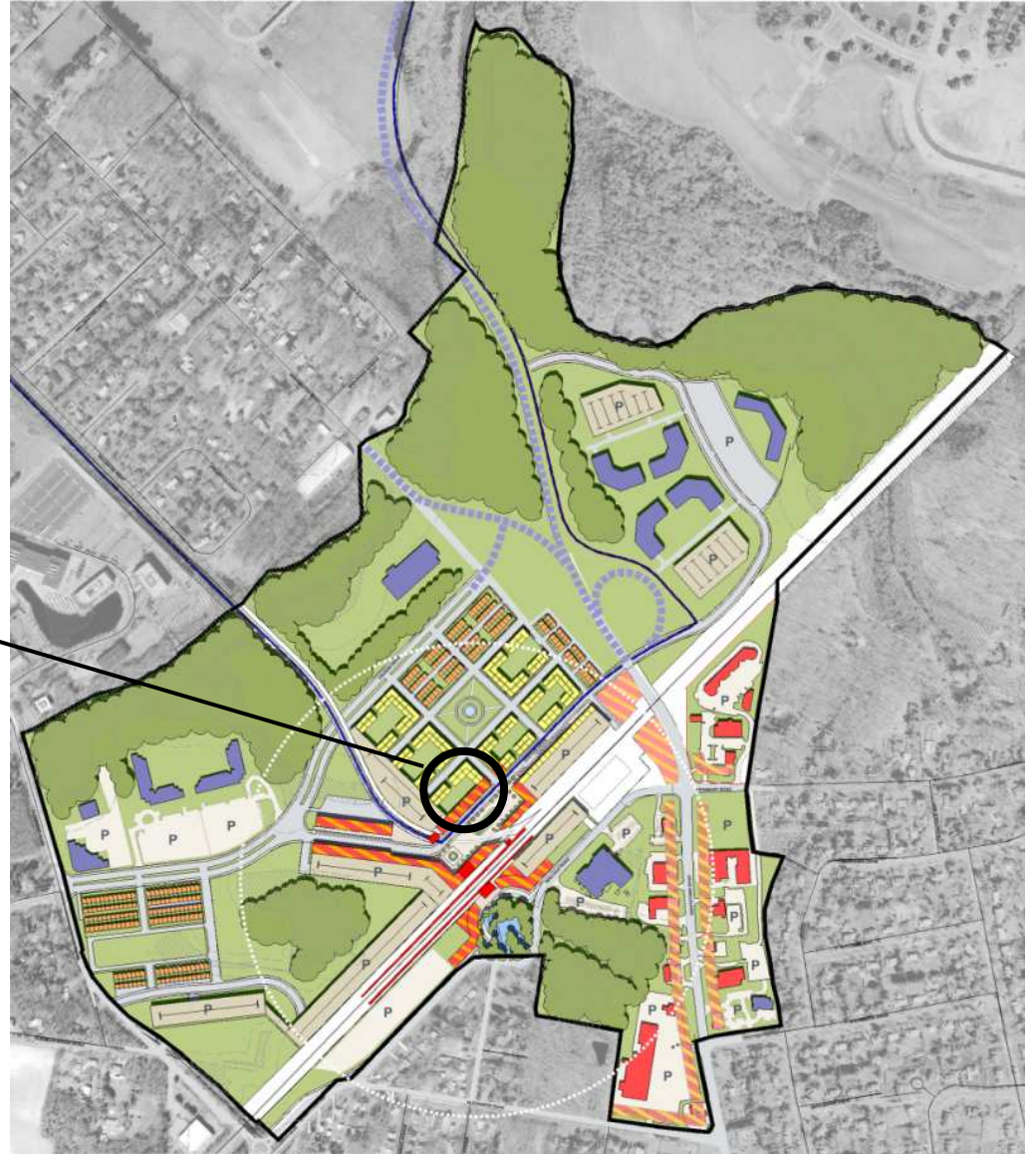
CONCEPT A:

VISUAL EXAMPLES



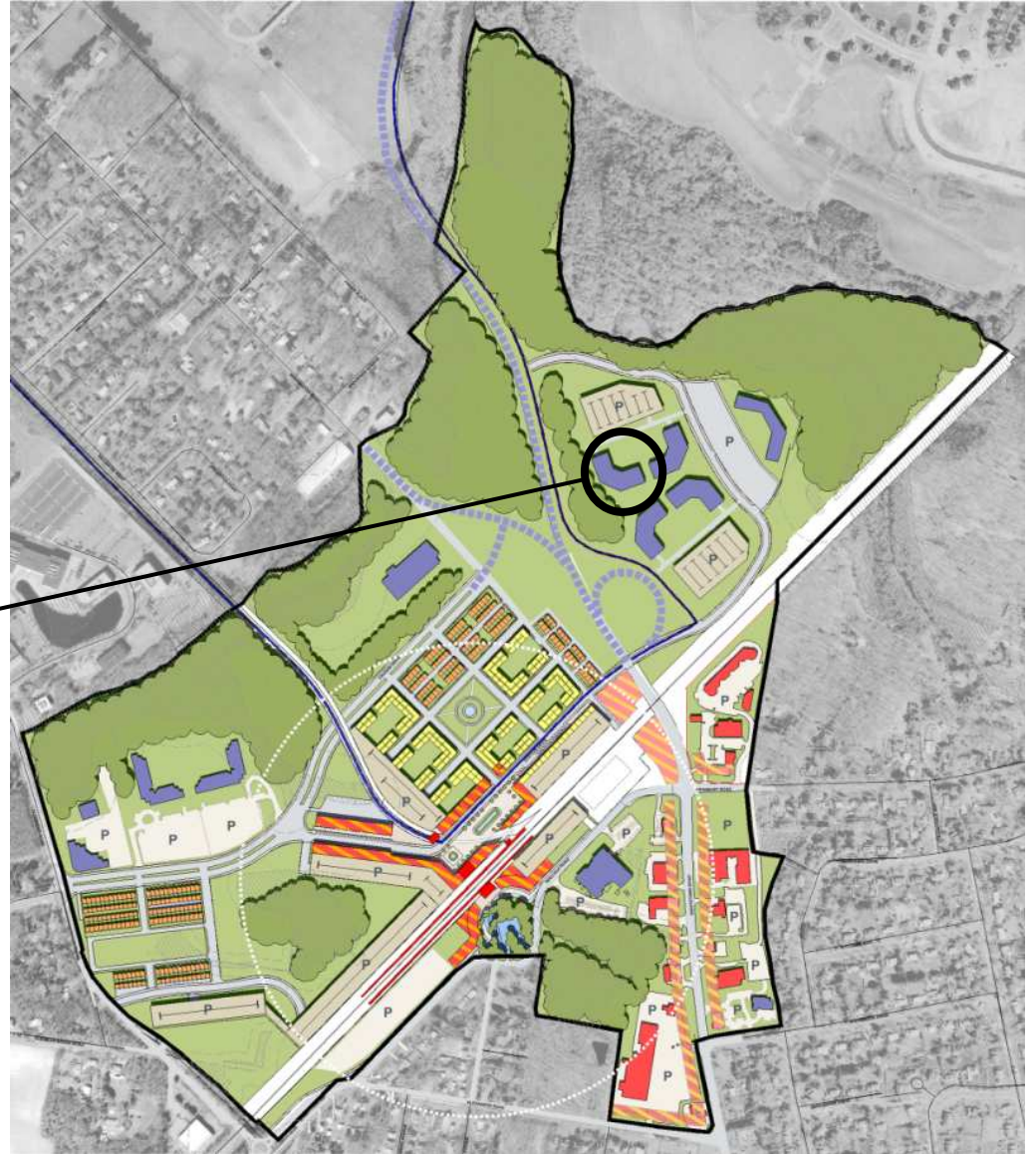
CONCEPT A:

VISUAL EXAMPLES



CONCEPT A:

VISUAL EXAMPLES



CONCEPT B:
“The Squares”

CONCEPT B:



CONCEPT B:



CONCEPT B:



CONCEPT B:

PROGRAM of New Assets

Housing:	1000 units
Apartments	1000
Retail:	200,000 SF
Office:	800,000 SF
Potentially Available Commuter Parking:	6,300 spaces (Requirement by 2030 is 4600- 5700spaces)
Height:	
West of Tracks	3-7 Stories
East of Tracks	2 Stories
School Children:	300



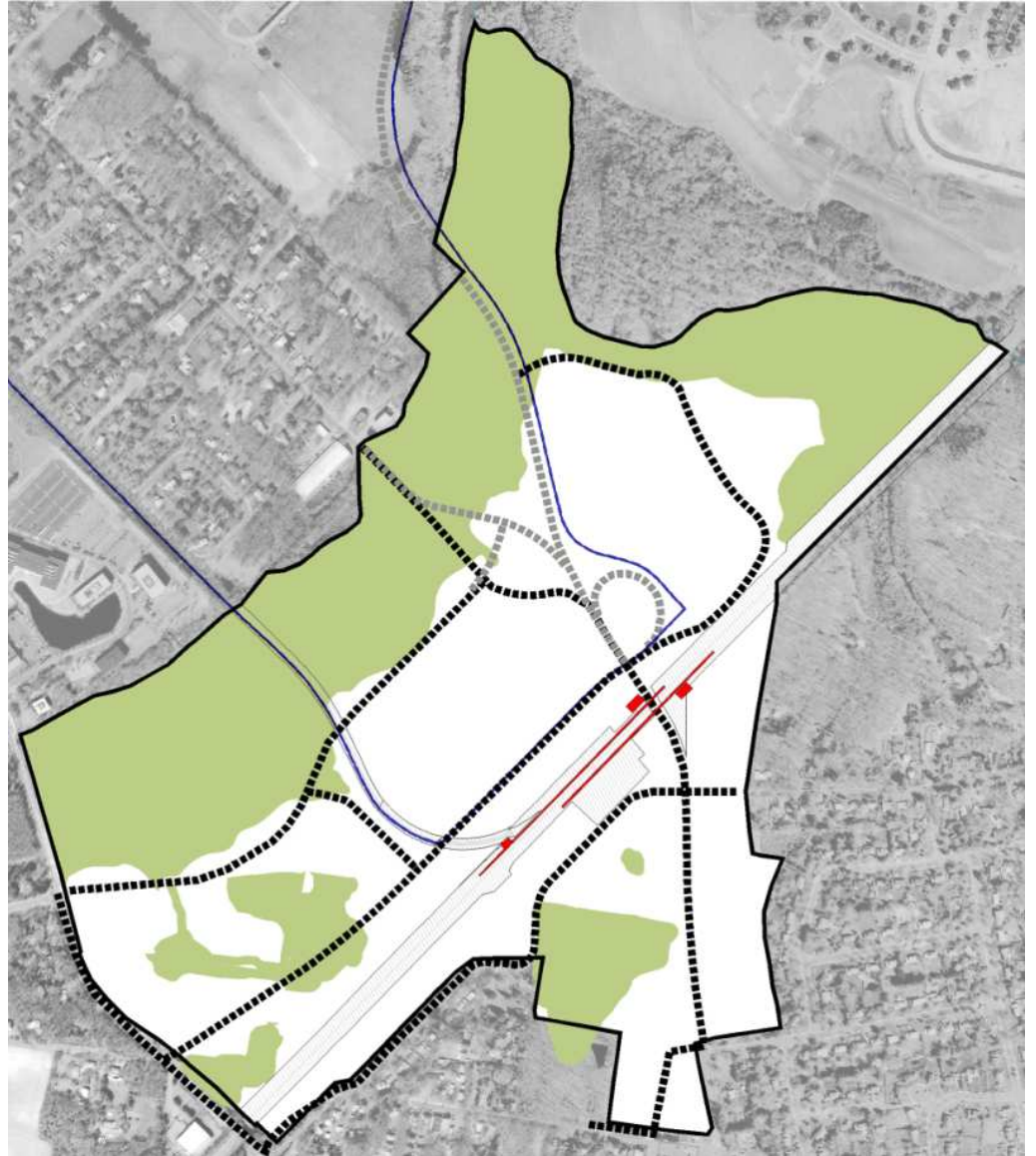
CONCEPT B:

TRAFFIC Preliminary Study

Trips in PM Peak Hour:

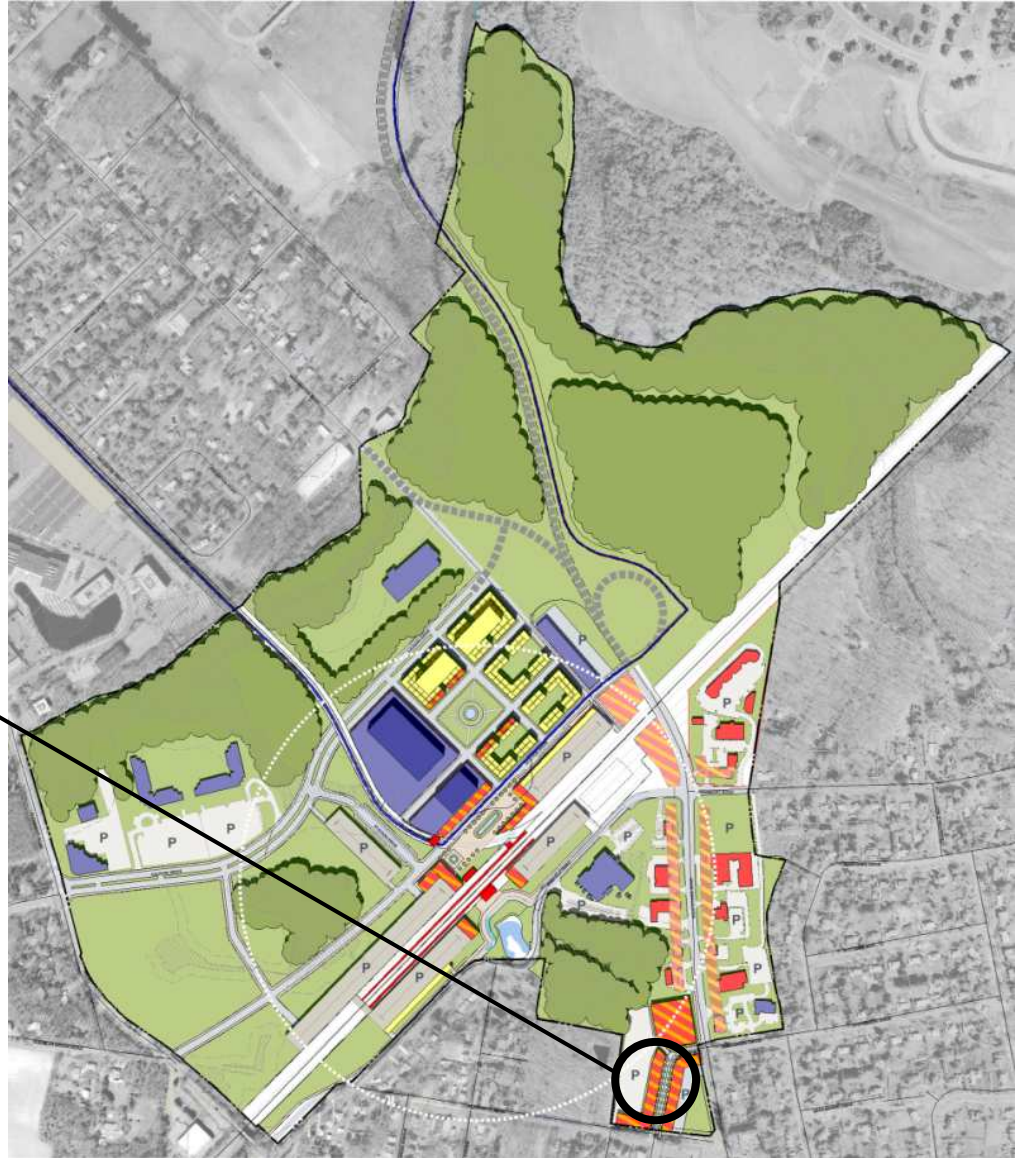
Office	955
Retail	513
Residential	352
Commuter	480
Remaining Uses	476

Approximate Trips: 2776



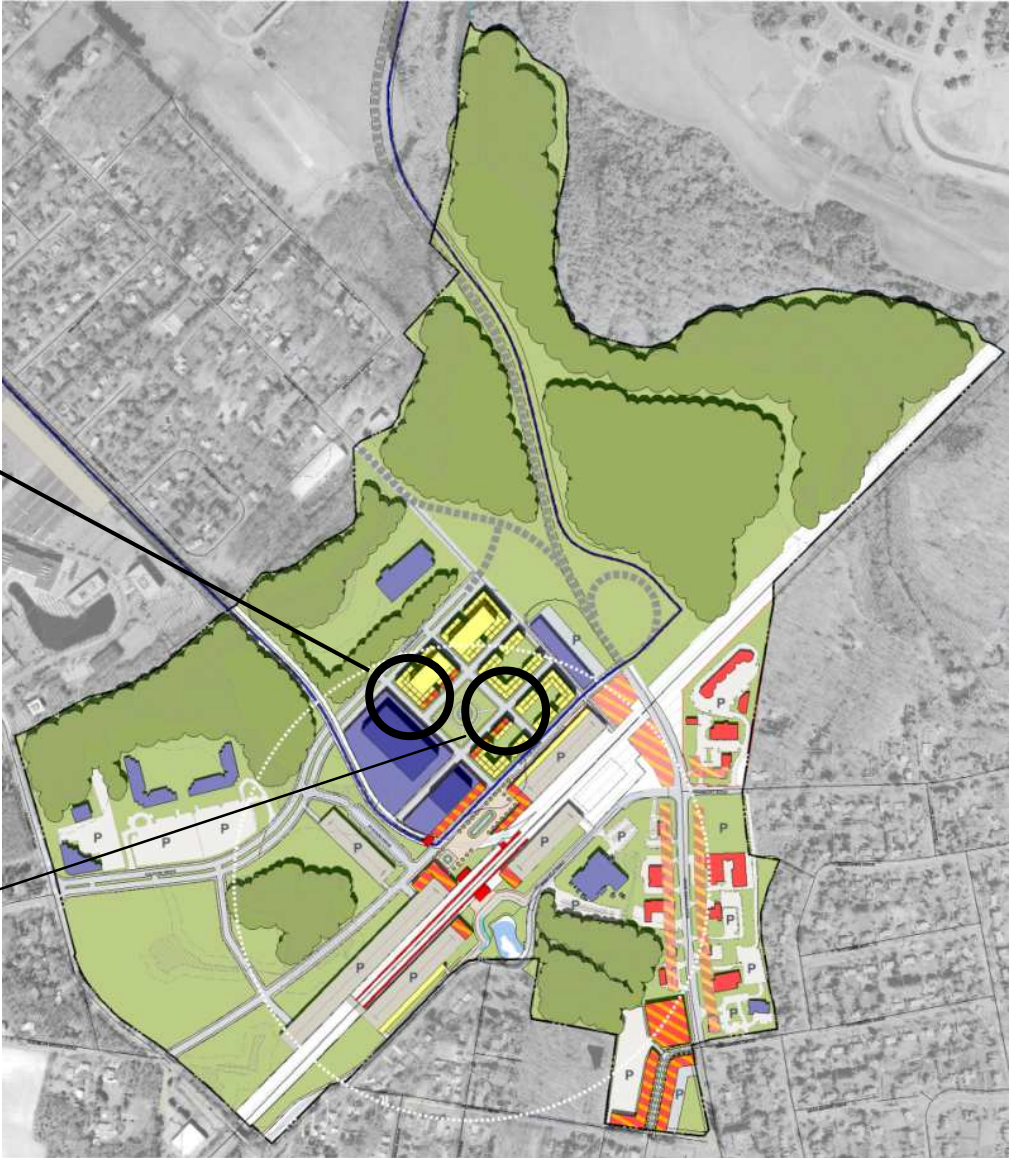
CONCEPT B:

VISUAL EXAMPLES



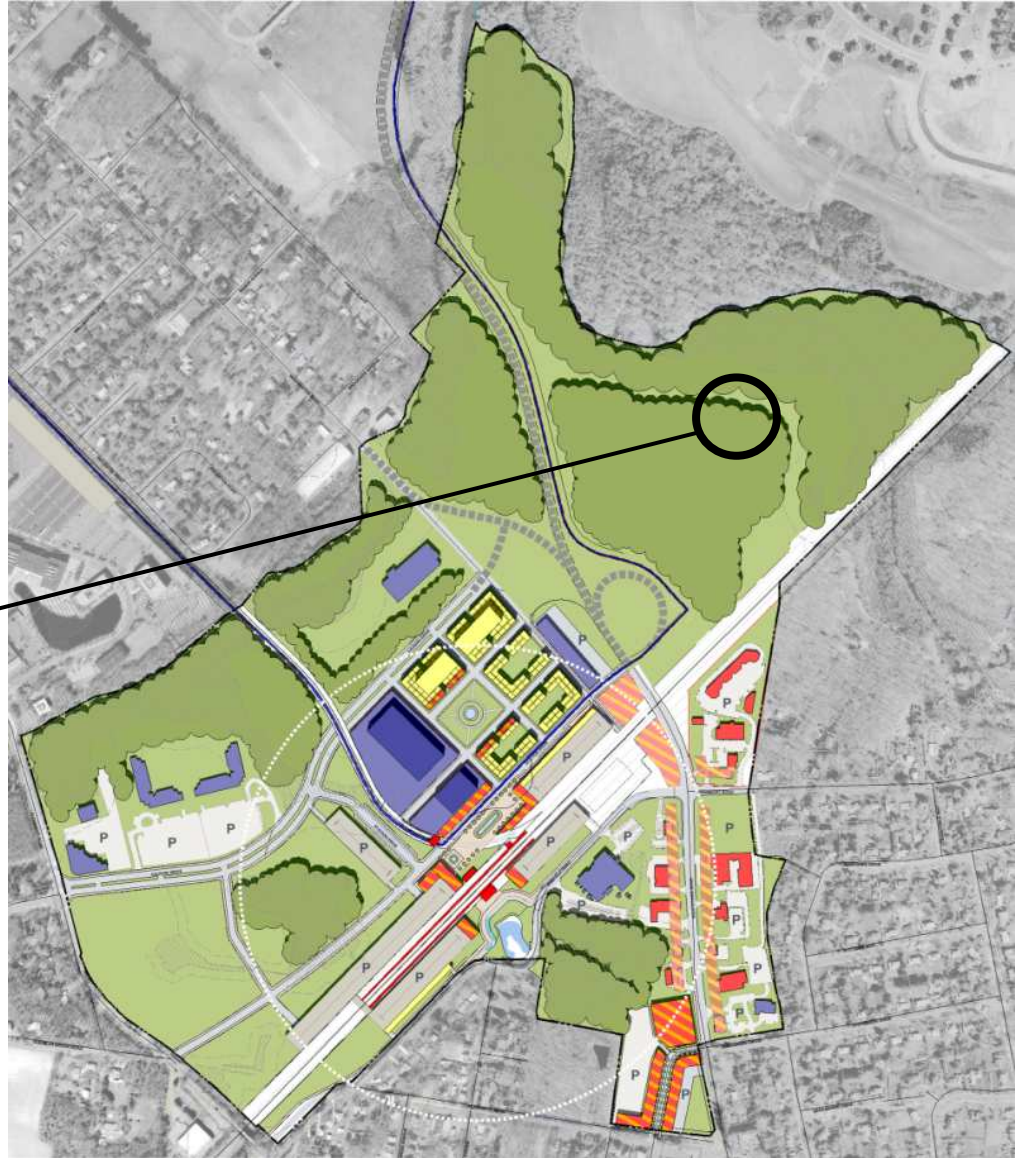
CONCEPT B:

VISUAL EXAMPLES



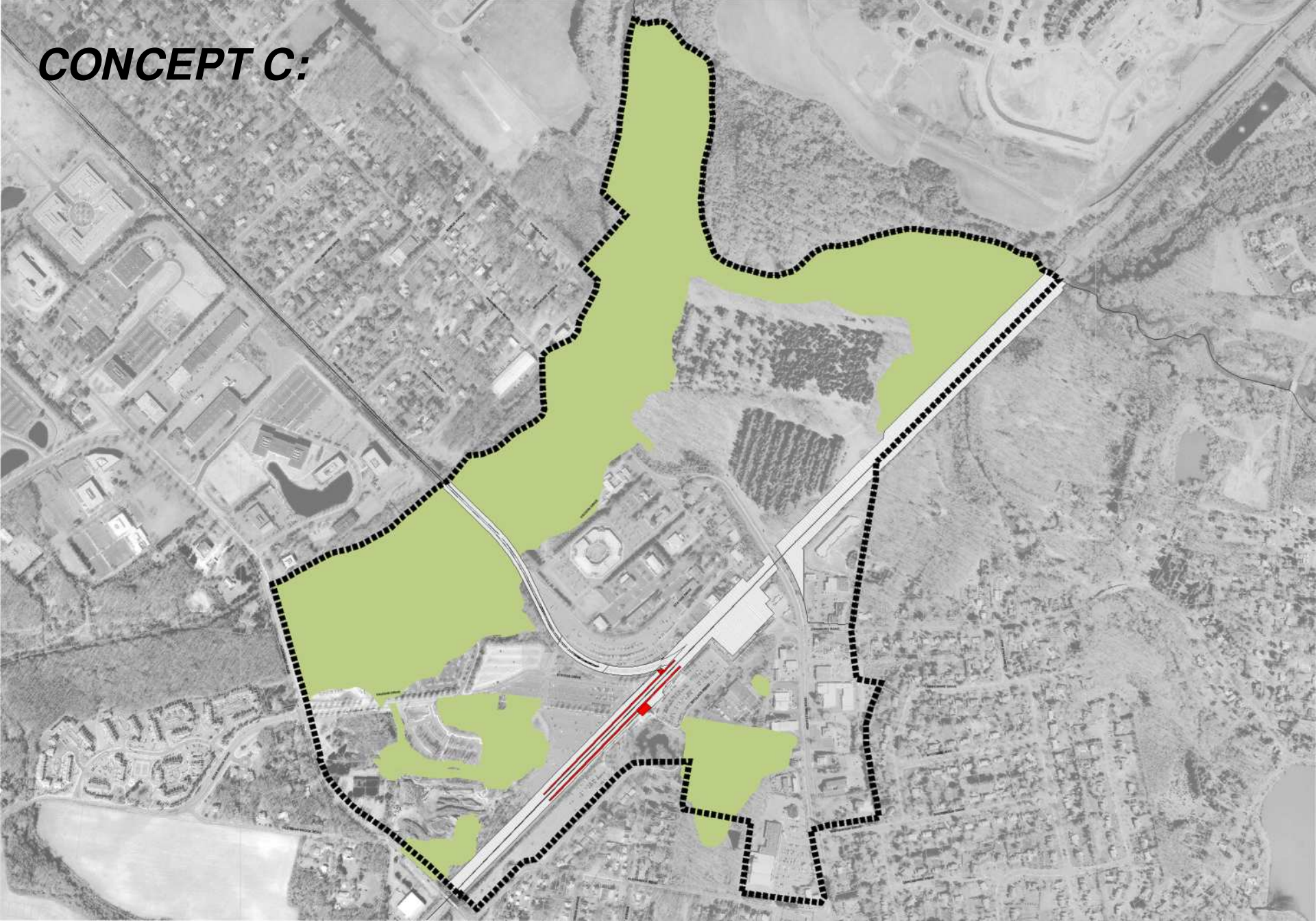
CONCEPT B:

VISUAL EXAMPLES



CONCEPT C:
“The Town Green”

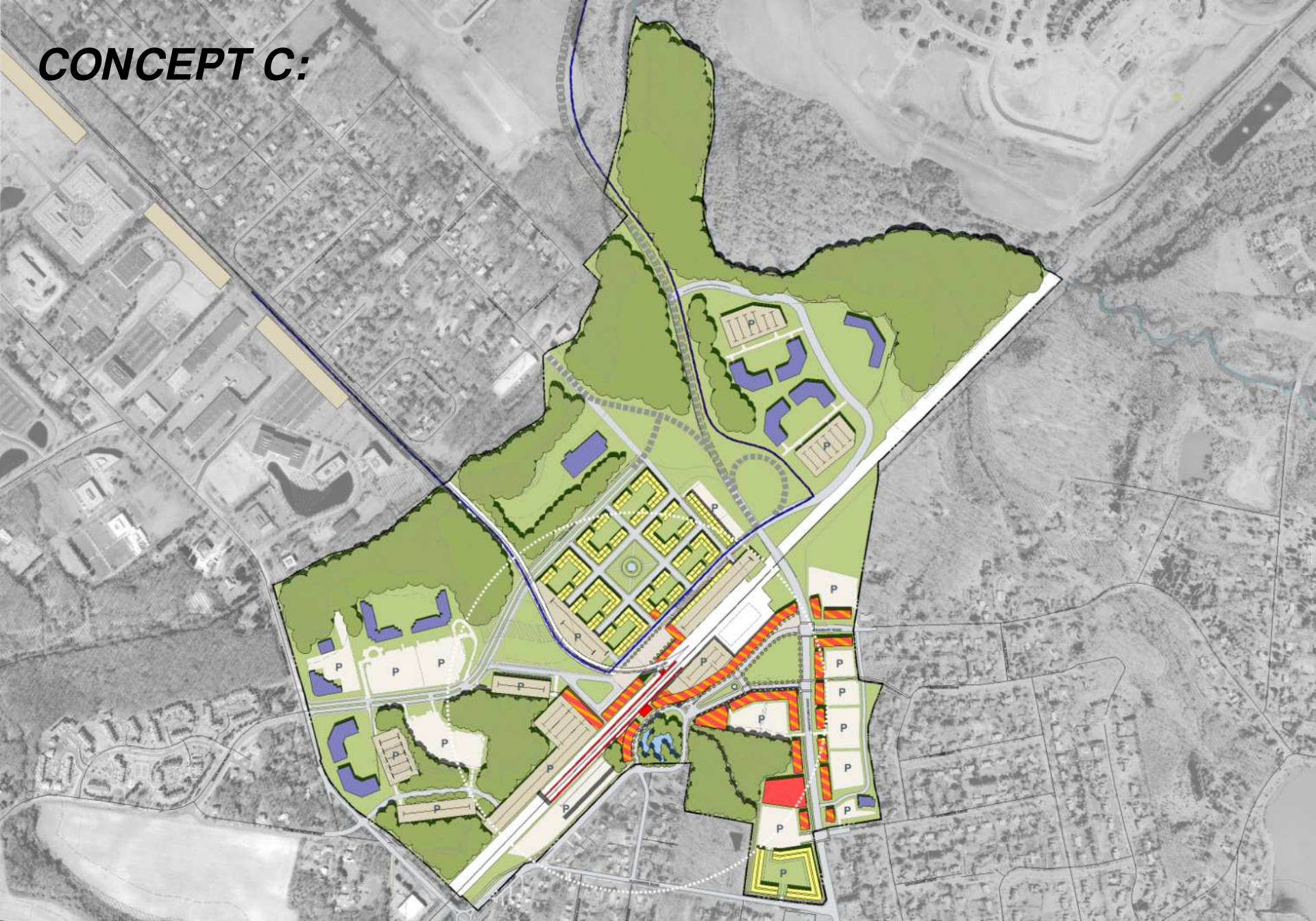
CONCEPT C:



CONCEPT C:



CONCEPT C:



CONCEPT C:

PROGRAM of New Assets

Housing:	1000 units
Apartments	1000
Retail:	200,000 SF
Office:	800,000 SF
Potentially Available Commuter Parking:	7,600 spaces (Requirement by 2030 is 4600- 5700spaces)
Height:	
West of Tracks	3-4 Stories
East of Tracks	2 Stories
School Children:	300



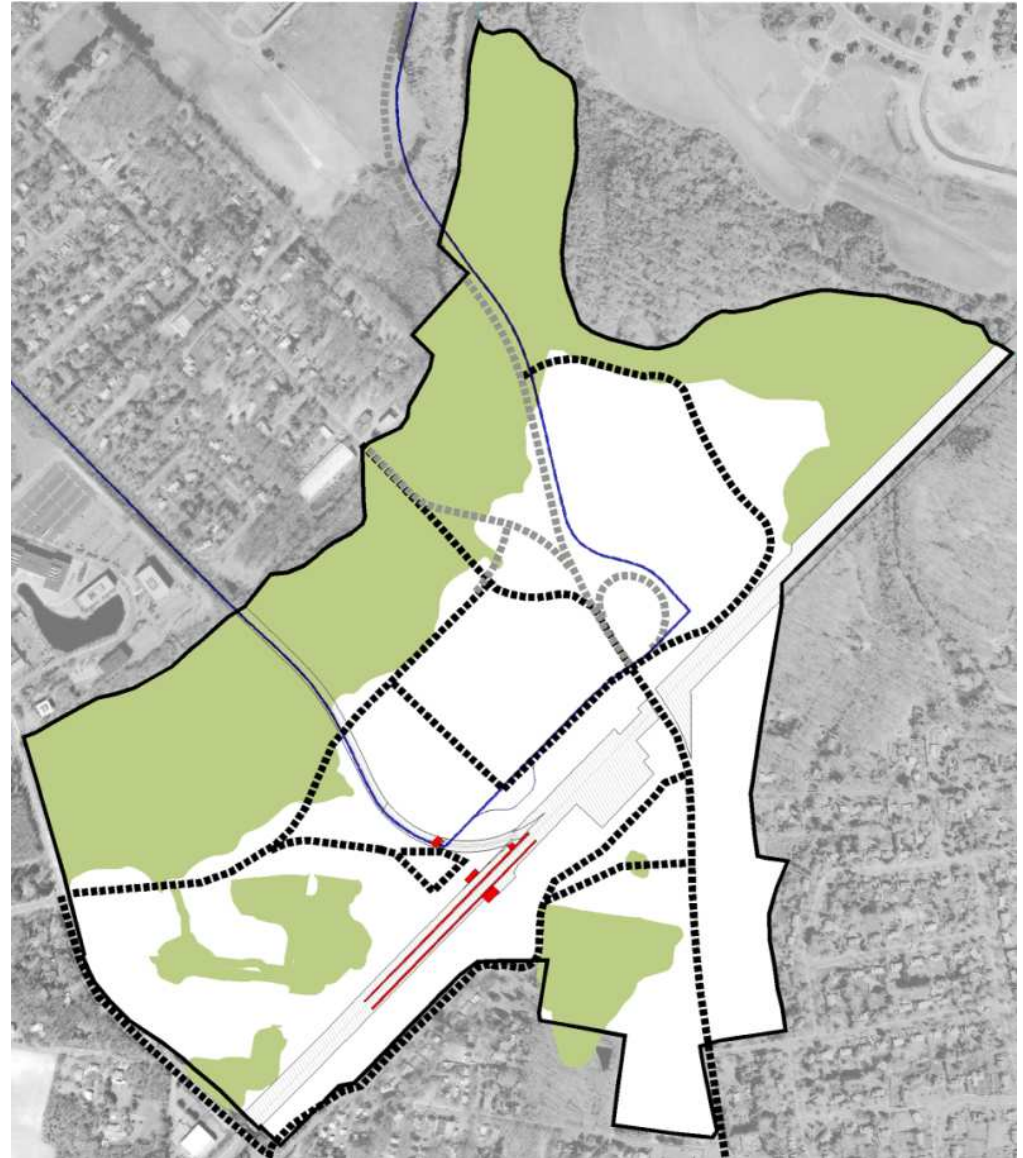
CONCEPT C:

TRAFFIC Preliminary Study

Trips in PM Peak Hour:

Office	1008
Retail	615
Residential	279
Commuter	480
Remaining Uses	489

Approximate Trips: 2871



CONCEPT C:

VISUAL EXAMPLES



CONCEPT C:

VISUAL EXAMPLES



CONCEPT C:

VISUAL EXAMPLES



CONCEPT D:
“The Big Move”

CONCEPT D:



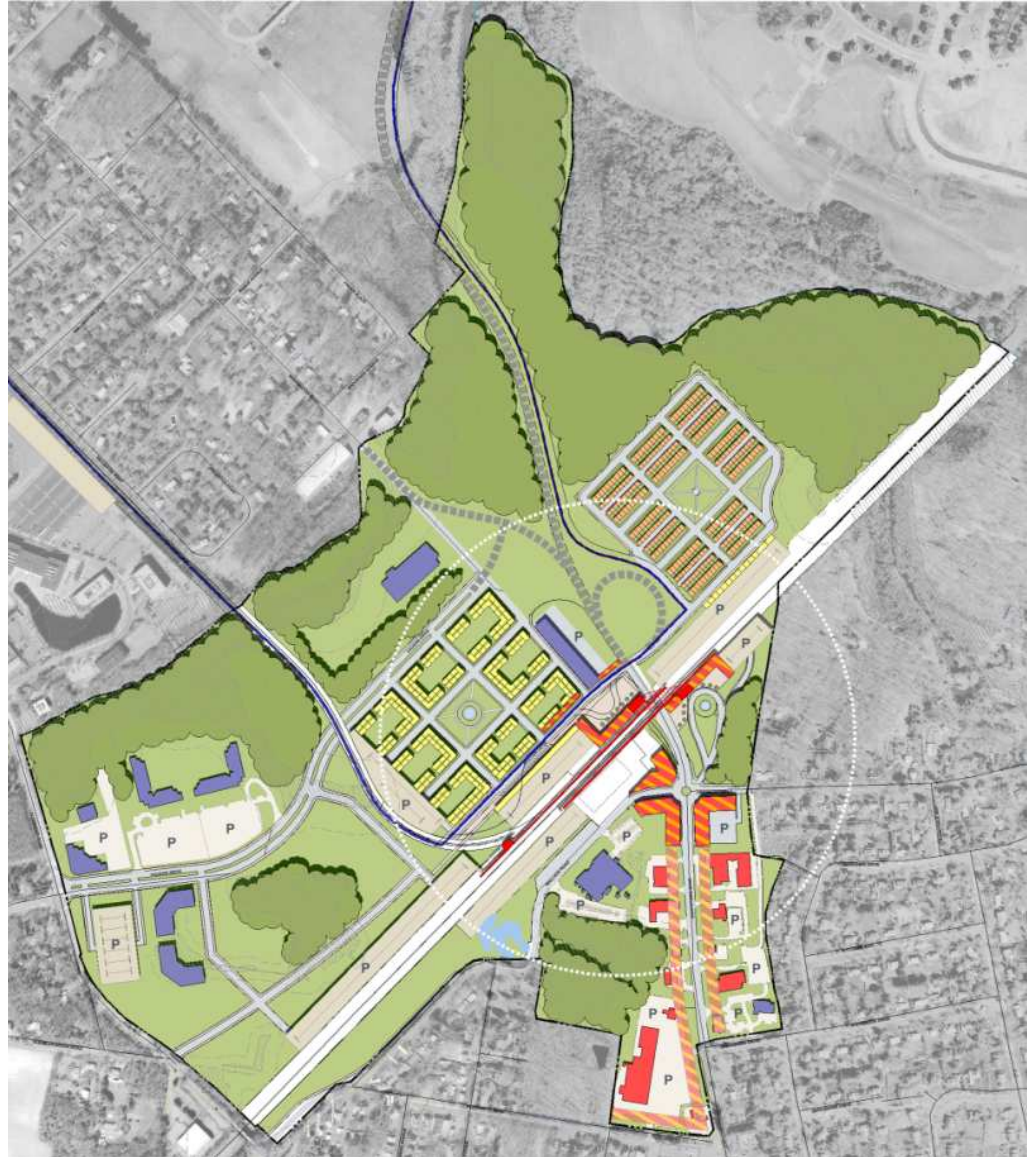
CONCEPT D:



CONCEPT D:

PROGRAM of New Assets

Housing:	1000 units
Townhouses	140
Apartments	860
Retail:	500,000 SF
Office:	500,000 SF
Potentially Available Commuter Parking:	10,400 spaces (Requirement by 2030 is 4600- 5700spaces)
Height:	
West of Tracks	4-5 Stories
East of Tracks	3 Stories
School Children:	328



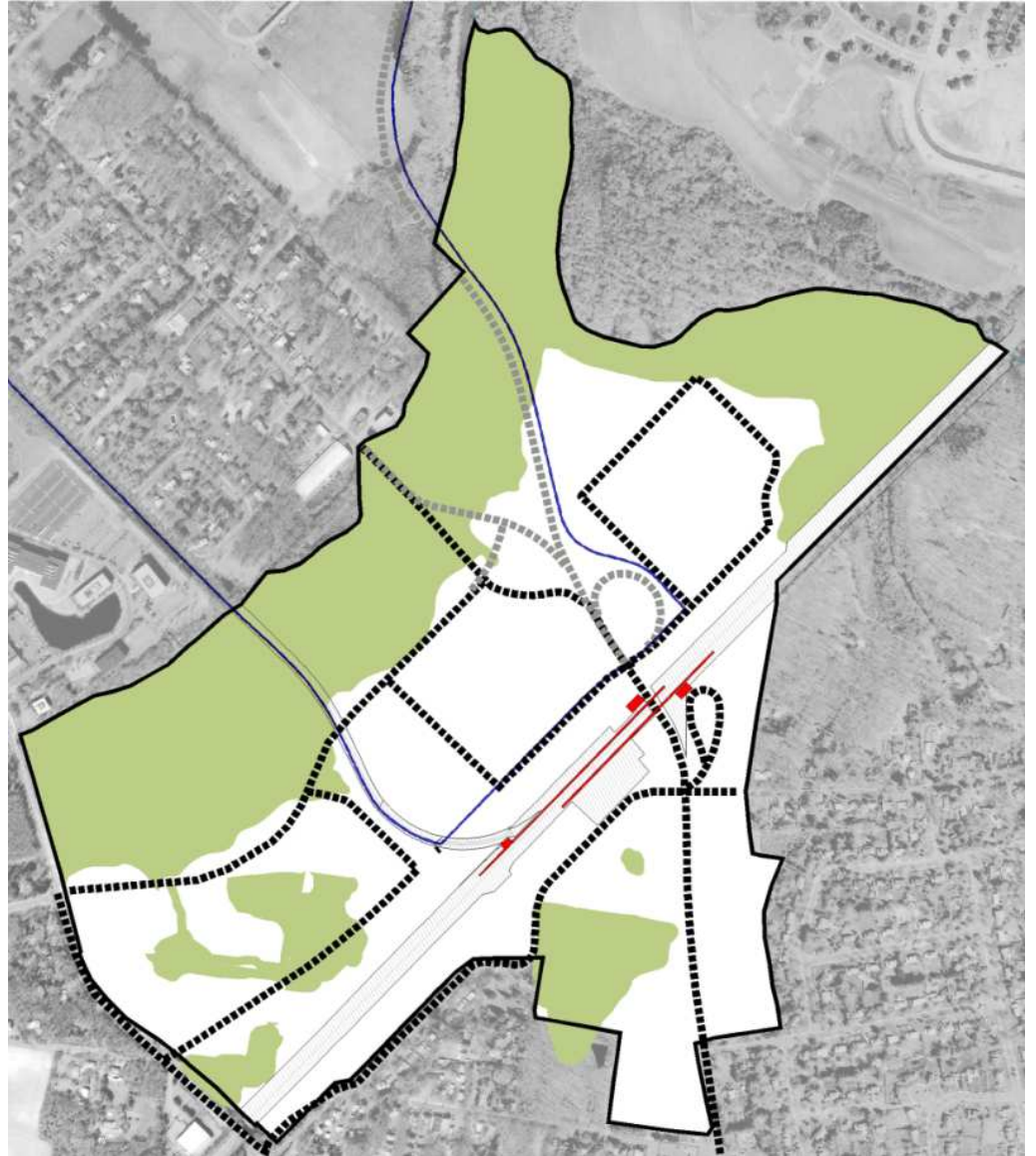
CONCEPT D:

TRAFFIC Preliminary Study

Trips in PM Peak Hour:

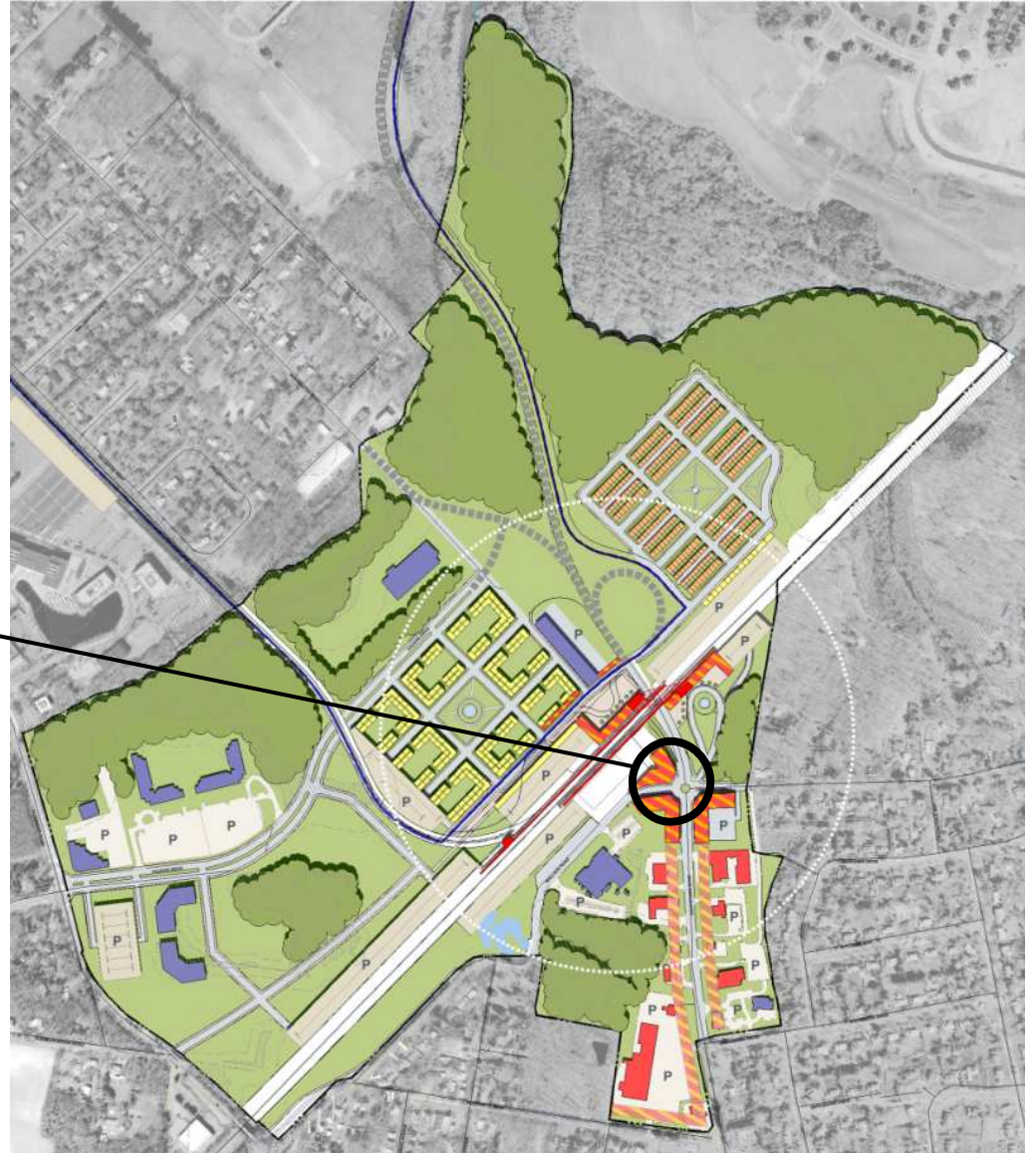
Office	395
Retail	445
Residential	444
Commuter	480
Remaining Uses	461

Approximate Trips: 2225



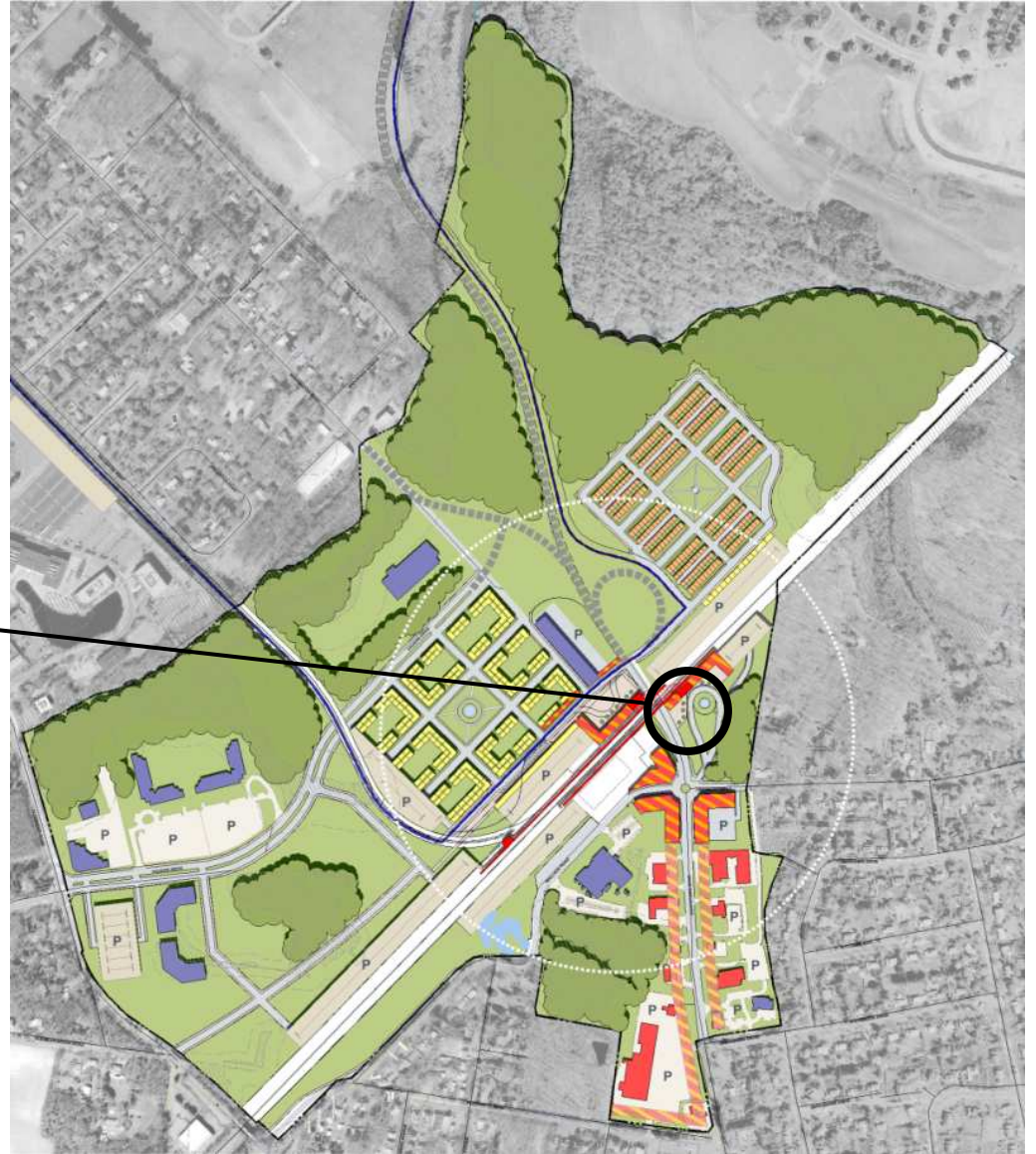
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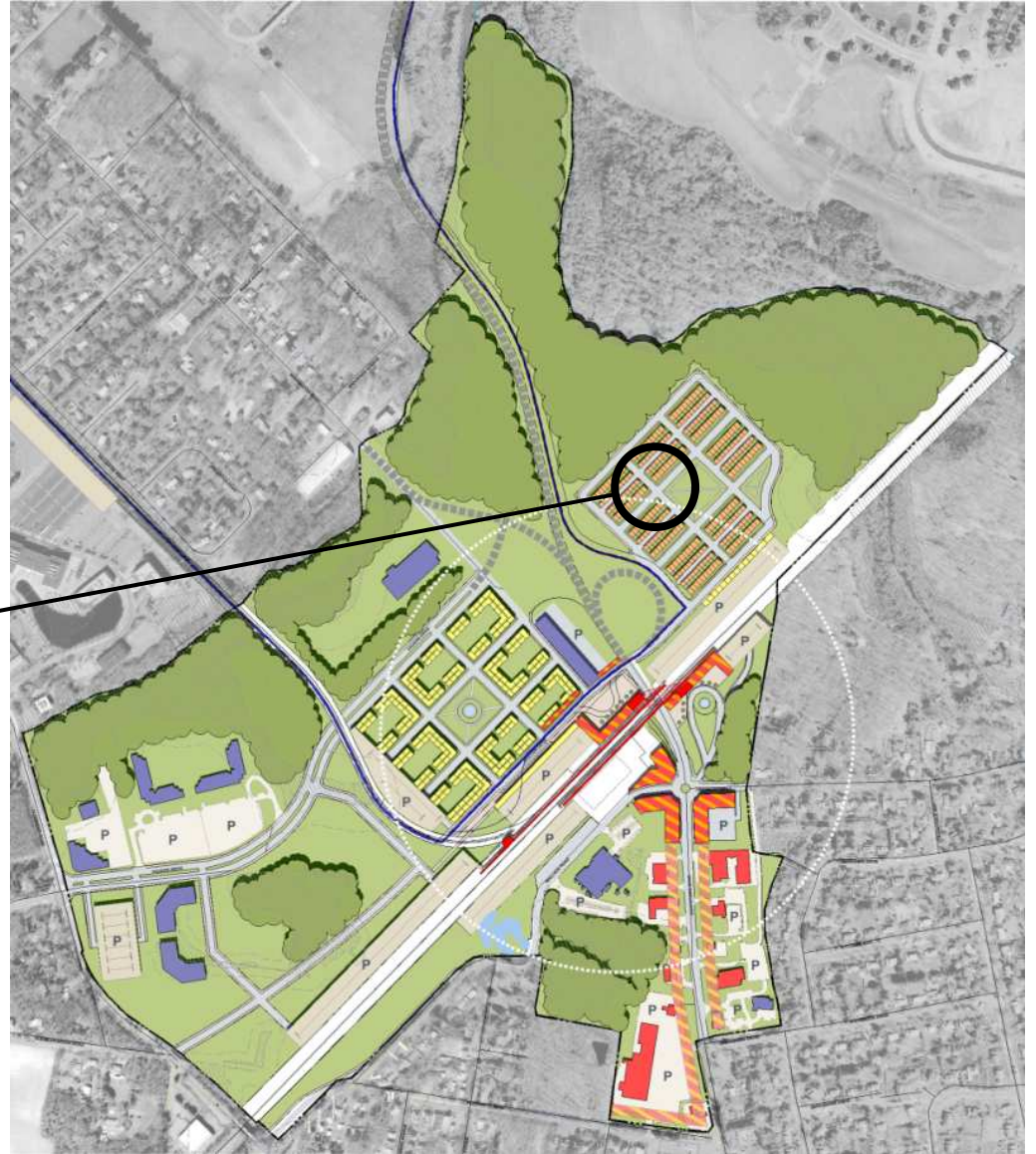
CONCEPT D:

VISUAL EXAMPLES



CONCEPT D:

VISUAL EXAMPLES



Now it's your turn...