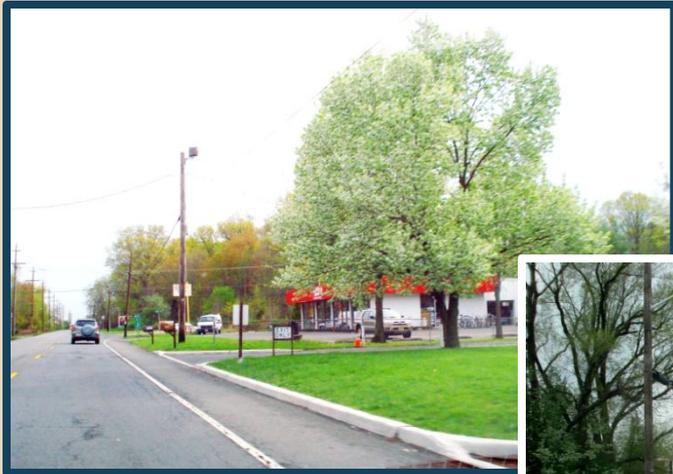


THE TOWNSHIP OF

THE BOROUGH OF

# East Windsor & Hightstown

## *Route 33 Corridor Revitalization Plan*



FEBRUARY 2012

# Route 33 Corridor Revitalization Plan



- Project purpose: to prepare a revitalization Plan for the Route 33 corridor.
  - Review current zoning land use and planning documents.
  - Prepare real estate market study.
  - Prepare circulation plan.
  - Prepare recommendations and implementation strategies.

# Study Area



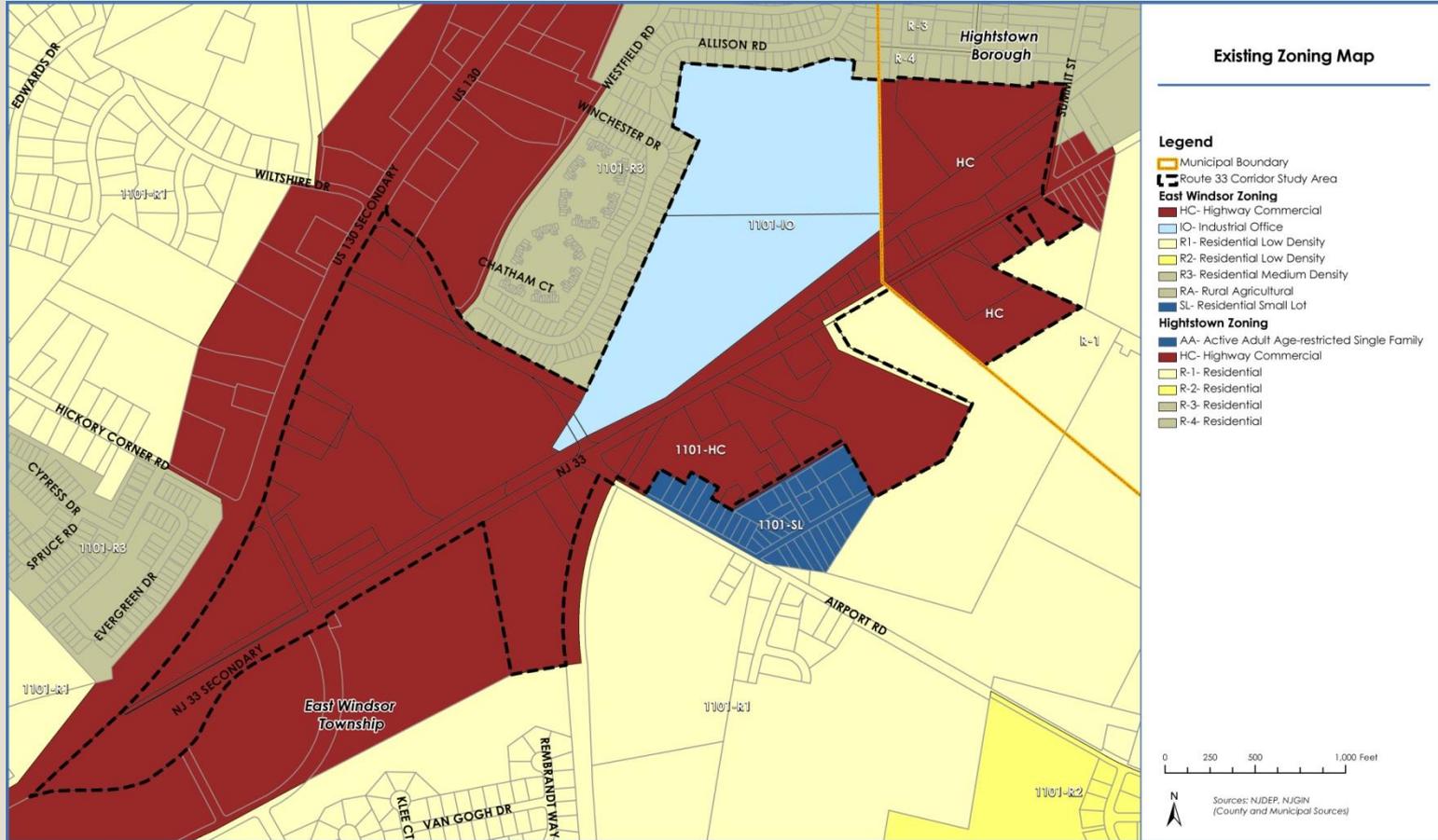
# Study Area



- Route 33 Corridor between Route 130 and Summit Street
- Includes 38 acre “Minute Maid” site (17 acres and former plant facility in Hightstown and 21 acres vacant land in East Windsor)
- 183 acres in size
- 84% located in East Windsor; 16% located in Hightstown
- Developed area primarily commercial/wholesale uses
- 62% vacant



# Existing Zoning



# Existing Land Use



# Opportunities



- Close proximity to major roadways
- Availability of vacant land.
- Proximity to, and pedestrian access from, adjoining residential development
- Existence of underutilized parcels ripe for revitalization.
- Proximity to downtown Hightstown
- Proximity to the Regional High School
- Proximity to The Peddie School
- Proximity to a diversity of recreational resources and open space.
- Potential Greenway connections

# Constraints



- Lack of access to and visibility from Route 130
- Traffic issues on Airport Road
- Lack of visually appealing structures and signs along the corridor
- Presence of poor or outdated building facades, signs and awnings
- No connection to Hightstown Borough downtown
- Lack of retail destinations
- Lack of streetscape continuity
- Lack of consistent bicycle and pedestrian linkages or infrastructure
- Costs of public improvements
- Current Land Development Ordinances in East Windsor and Hightstown
- Environmental Constraints

# Planning Principles



- Create a “Main Street feel” for a portion of the study area;
- Capitalize on the proximity to established residential neighborhoods to provide a mixed use setting while limiting or precluding additional residential development in the Study Area;
- Establish a pedestrian friendly streetscape;
- Maximize the Route 33 frontage for commercial development by the potential relocation of the BOE bus yard;
- Maximize access and visibility from Route 130;
- Create interconnections with existing and proposed roadway network;
- Establish connections to schools and recreational facilities from Route 33;
- Establish larger scale uses from Airport Road to the Route 130 intersection;
- Establish coordinated streetscape and design standards (e.g. signage, setbacks, and landscaping);

# Planning Principles



- Minimize generation of additional truck traffic and their impacts on surrounding areas;
- Preserve generation of additional environmentally sensitive and constrained properties;
- Create greenway connections;
- Create a regional detention basin that can also serve as an amenity;
- Establish flexible land use regulations that can respond to the market;
- Use a Form-Based Code approach;
- Promote economically viable development which complements surrounding uses and businesses;
- Create a pedestrian and bike friendly environment;
- Incorporate existing businesses into any design

# Market Analysis



- 253,000 people /95,500 households reside within 15 minute drive time of study area
- Potential land uses
  - Big box and other retail
  - Restaurants and service businesses
  - Satellite outpatient health care facility
  - Assisted living facility
  - Commercial or non profit indoor recreation facility

# Vision



- To maximize the Route 33 corridors development potential by encouraging a synergy of proposed and existing uses that complement each other.



# Key Strategies



- Land Use – Create four land use categories
  - Gateway Retail
  - Big Box Retail
  - Main Street Retail
  - Planned Campus Development
- Circulation – minimize multiple trips within Corridor and create a strong pedestrian/bikeway network
- Regional storm water approach as an aesthetic/recreation asset

# Gateway Retail



- To capitalize on its “Gateway” location
  - To develop a signature building
  - To develop a “public” park with public art

# Big Box Retail



- To develop big box retail with pad sites along frontage
- To extend Airport Road to Route 130 which will provide increased access and visibility
- To create a regional detention basin and park

# Main Street Retail



- To create a small scale walkable area with a “Main Street” appearance.
- To minimize building gaps (e.g. land swap of BOE bus depot).
- To encourage shared parking/driveways.
- To develop pedestrian/bikeway network along roadway frontages.
- To develop a YMCA or similar recreation use that serves as a recreation anchor.

# Planned Campus Development



- To encourage redevelopment of the Hightstown portion of the Minute Maid site into low scale campus development.
- To permit office, assisted living facility, recreation facility.

# Proposed Development Option A

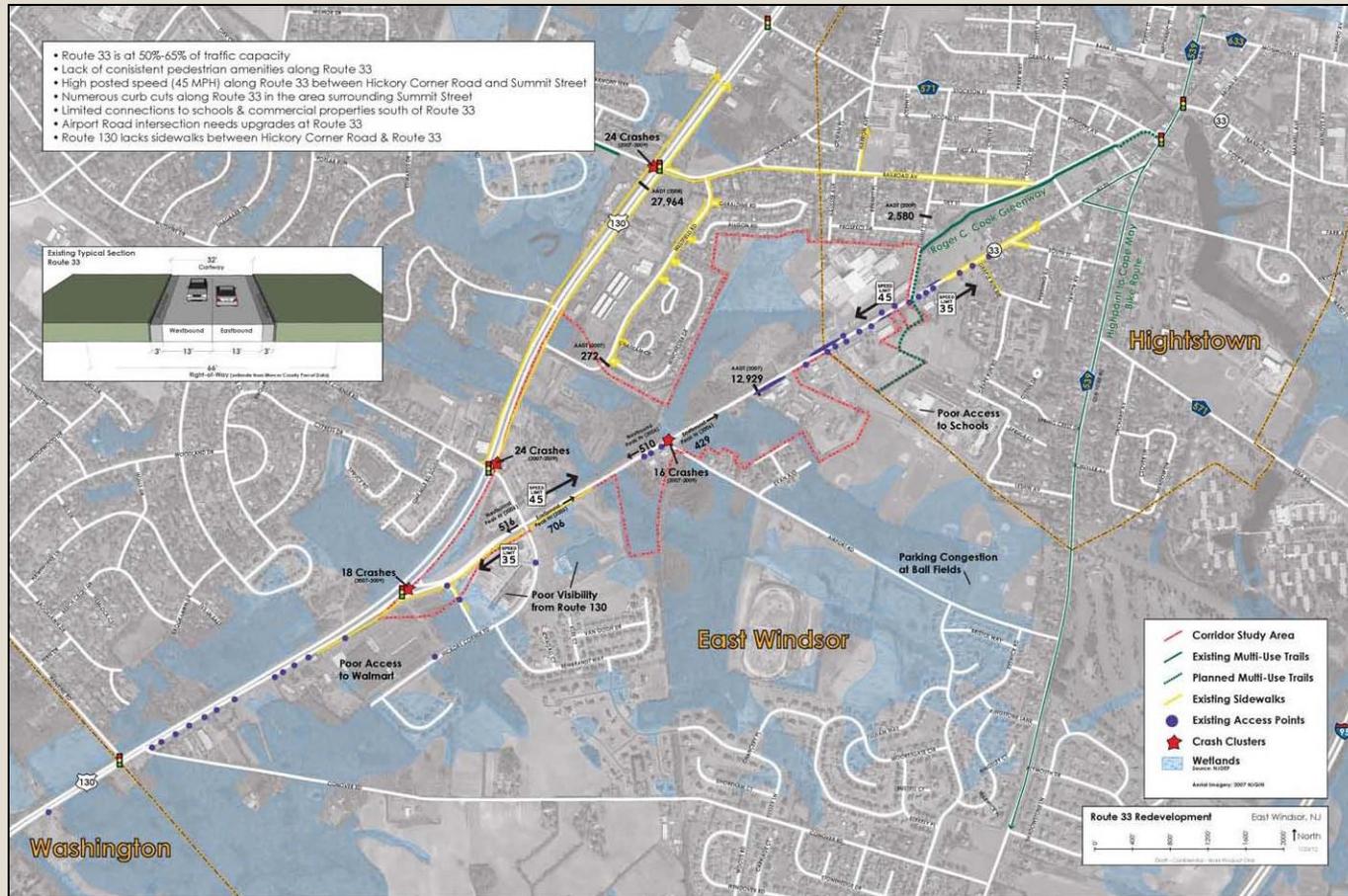


# Proposed Development Option B



# Transportation Planning & Analysis

## Existing Conditions



# Network Analysis

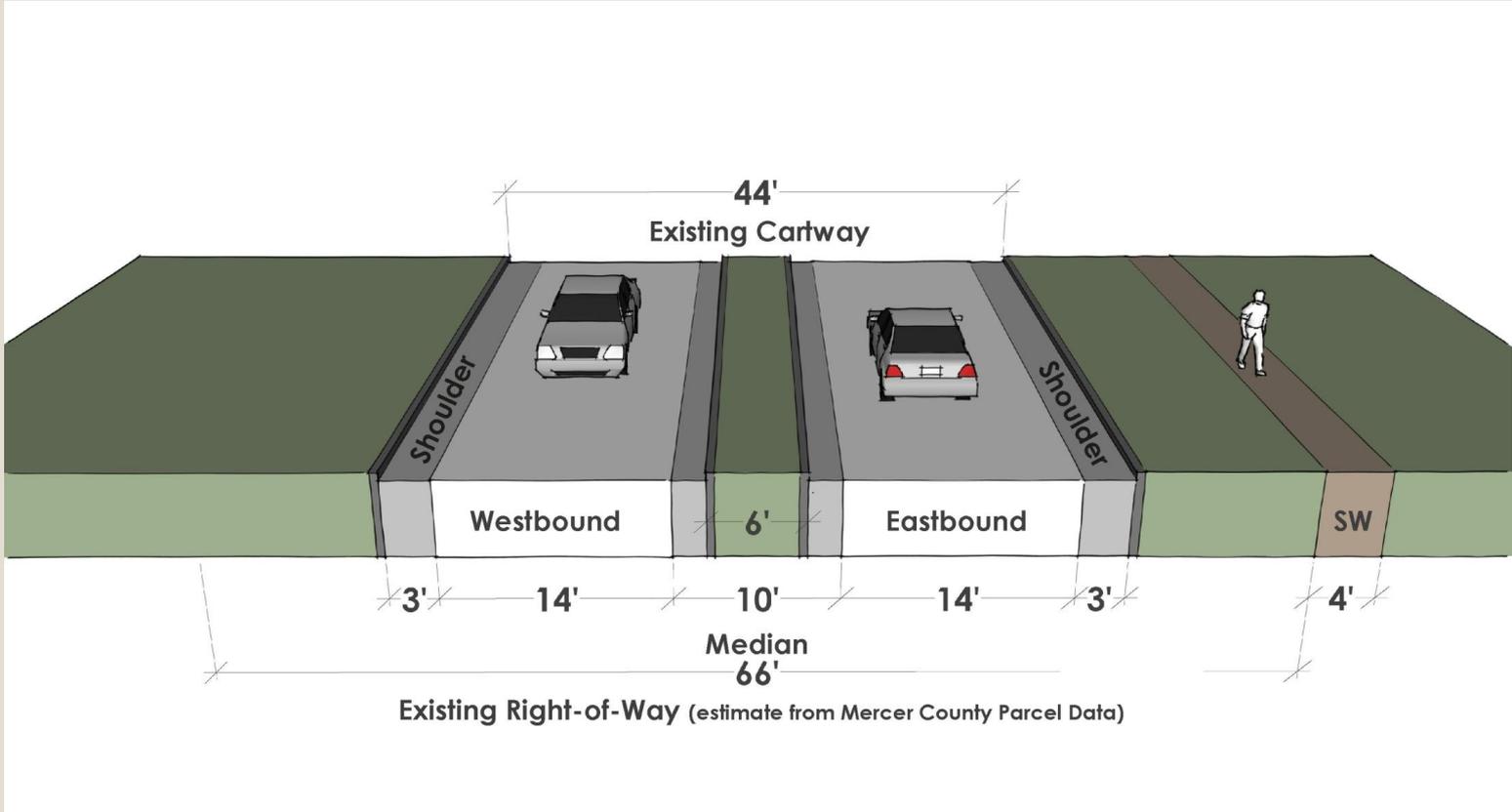


- Analyzed Land Use Concept “B”
- Used Build-out year 2026
- Applied a background growth factor .5%
- Performed traffic analysis using Synchro 7 and SimTraffic
- Key intersections along Route 33 perform at LOS D or better with a maximum v/c ratio of .84

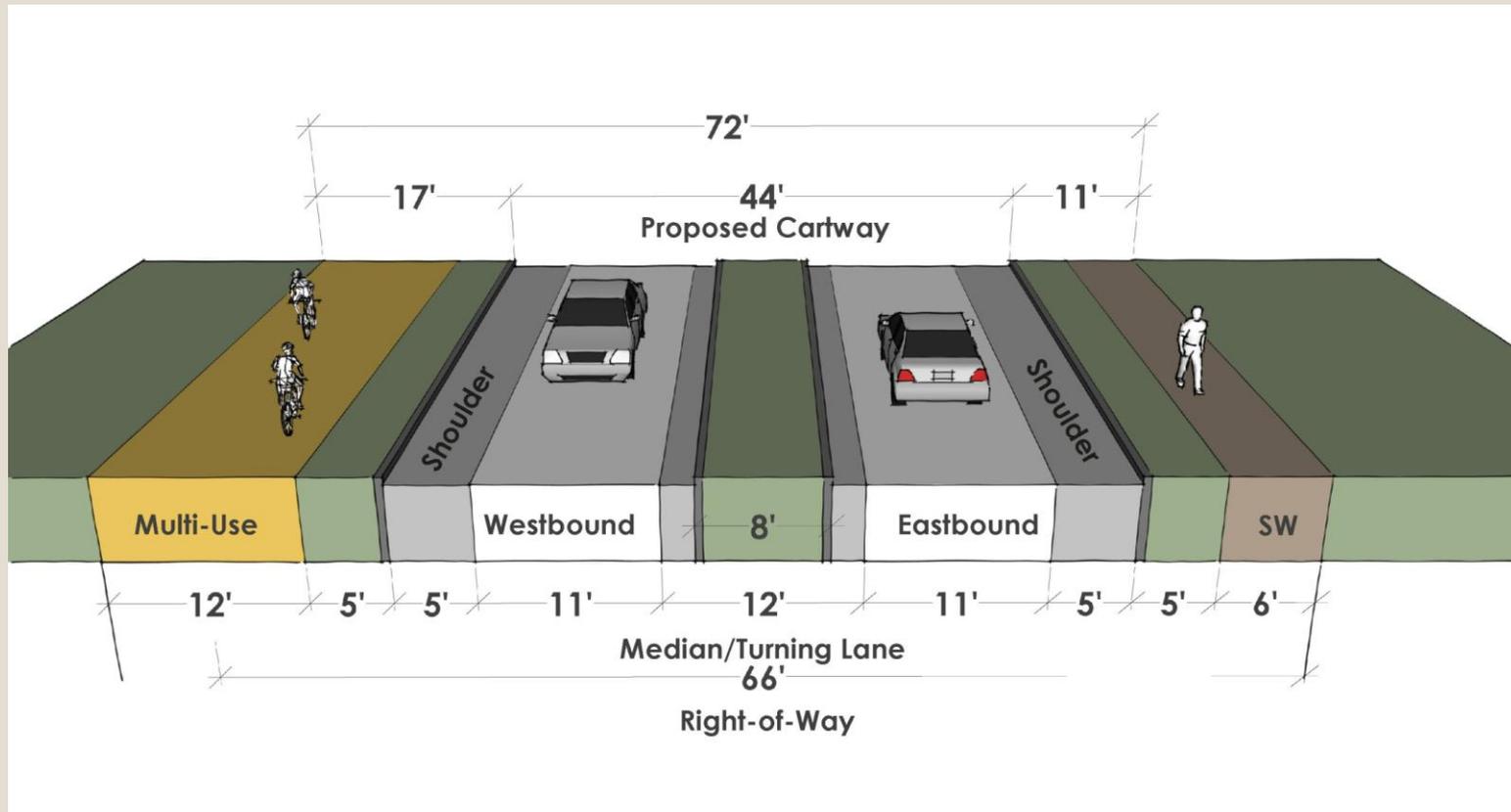
# Key Circulation Concepts



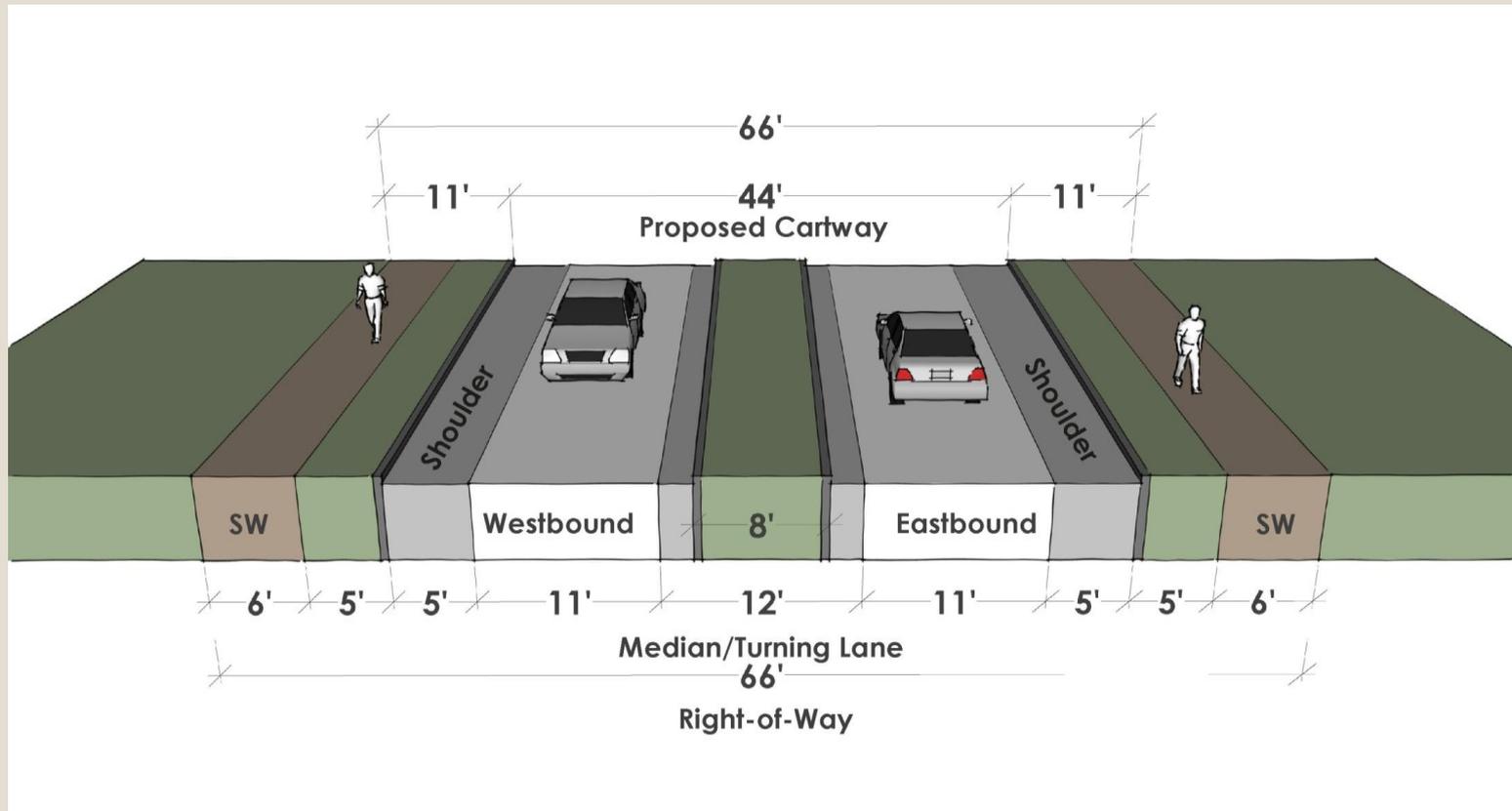
# Existing Section 1: Route 33 from Route 130 to Hickory Corner Road



# Candidate Section 2: Route 33 from Hickory Road to Airport Road



# Candidate Section 3: Route 33 from Airport Road to Summit Street



# Circulation Improvement Program



Recommended Circulation Elements	Benefits	Implementation (Lead/Support)	Timeframe
<b>Route 33/Airport Road Intersection Improvements</b>	Addresses poor intersection geometry		
Signalized Option	Alleviates existing congestion	NJDOT / Municipality	Early Action
Roundabout Option	Alleviates existing congestion and adds gateway feature	NJDOT / Municipality	Early Action
<b>Airport Road Extension</b>	Improves access to/from Route 130 Improves access to development parcels	NJDOT / Municipality	Early Action
<b>Route 33 Roadway Section</b>			
Between Hickory Corner Road and Airport Road	Provides left-turn access on/off Route 33 with median	NJDOT / Developer	Medium Term
Between Airport Road and Summit Street	Provides left-turn access on/off Route 33 with median	NJDOT / Developer	With Development
<b>Multi-use Path Network</b>			
Along Route 33	Improves multi-modal accessibility	NJDOT / Developer	Medium Term
Along other roadway / greenway corridors	Improves multi-modal accessibility	Municipality / Developer	With Development
<b>Route 33/Summit Street Intersection Improvements</b>	Addresses poor intersection geometry	NJDOT / Municipality	Medium Term
<b>Road A</b>	Provides local access to gateway/water feature area	Developer	With Development
<b>Road B</b>	Provides local access to new businesses/parking	Developer	With Development
<b>Road C</b>	Provides improved access to businesses/High School	BOE / Developer	Long Term