

Broad Street West Update

February 11, 2019

PREPARED BY TOPOLOGY FOR THE CITY OF SUMMIT

AGENDA

- 1 Introduction**
- 2 Redevelopment Process**
- 3 Community Outreach Findings**
- 4 Market Findings**
- 5 Next Steps**



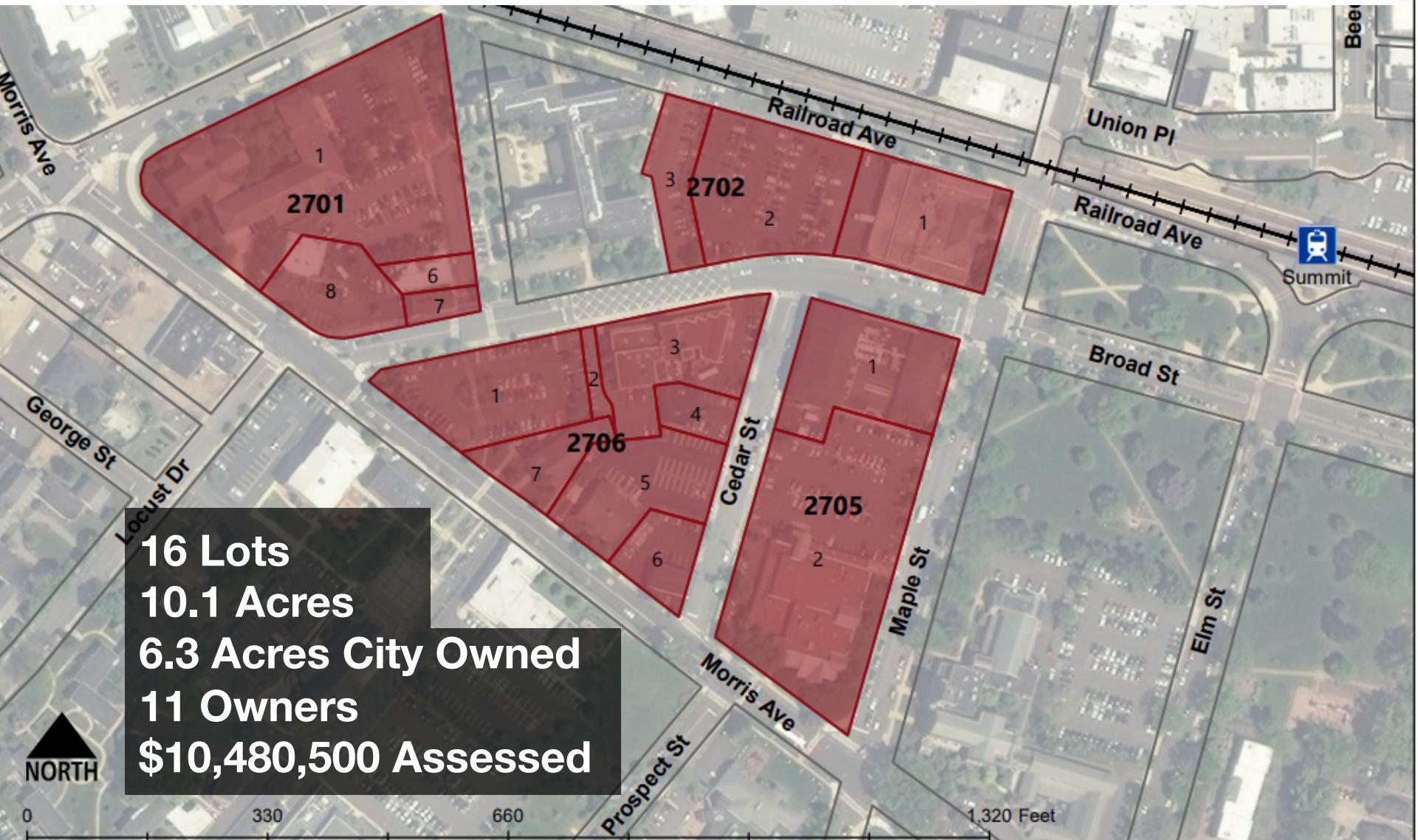
1. INTRODUCTION

Topology

- **City Redevelopment Planner**
- **Managing the Planning Process tailored to Summit's needs and objectives**



1. DESIGNATED REDEVELOPMENT AREA



2. REDEVELOPMENT PROCESS



Initial Resolution: Governing body directs Planning Board to undertake study – May 2, 2017

Investigation Map: Delineates the boundaries of the proposed redevelopment area

Preliminary Investigation: Analysis of study area and recommended course of action – September 15, 2017

Designation: Governing body resolution designating the redevelopment area adopted - November 13, 2017

Planning: Policy and regulatory framework for redevelopment.

Plan Adoption: Ordinance adopting the Plan as an amendment to Zoning

3. OUTREACH PROCESS



Public Forum: March 2018



City-wide Surveys: Spring 2018



Stakeholder Meetings: April 2018



High School Outreach: April 2018



Train Station Table: May 2018



Interviews with Market Experts: Summer 2018



Meeting with Property Owners: Nov 2018



3. PUBLIC FORUM

- **Major Concerns:**
 - **Congestion + movement in/around downtown**
 - **Pedestrian experience (Safety, Mobility)**
 - **Safe Railroad crossings**
 - **Parking supply + location**
 - **Complimenting existing downtown**
- **Demand for:**
 - **Entertainment Options**
 - **Evening activities (Bars, Dining, Movie Theater)**
 - **Options for teens and children**
 - **Seasonal Events, Music and Festivals**
 - **Diverse Range of Housing Options**

3. CITY-WIDE SURVEYS

- **Public Spaces:**
 - **Prefer landscaped public spaces with more seating**
 - **Desire for more events and outdoor markets**
 - **Clear preference for traditional architectural styles**
 - **Strong support for inclusion of sustainable features**
 - **Strong support for public gathering places**
 - **Expanded library and YMCA**
- **Retail:**
 - **Most demand for: grocery store, movie theater**
 - **Go out of the City to places like Morristown, Westfield, and Berkeley Heights**

3. STAKEHOLDER MEETINGS

- **Difficulty with parking and opportunities for parking structures**
- **Difficulty with traffic circulation along Broad Street and Morris Avenue**
- **Discussed local market concerns re: housing and retail**
- **Desire for more flexible outdoor space Library and YMCA could program**
- **Broad Street West property owners also expressed interest in better pedestrian connections to train station and downtown**

3. HIGH SCHOOL OUTREACH

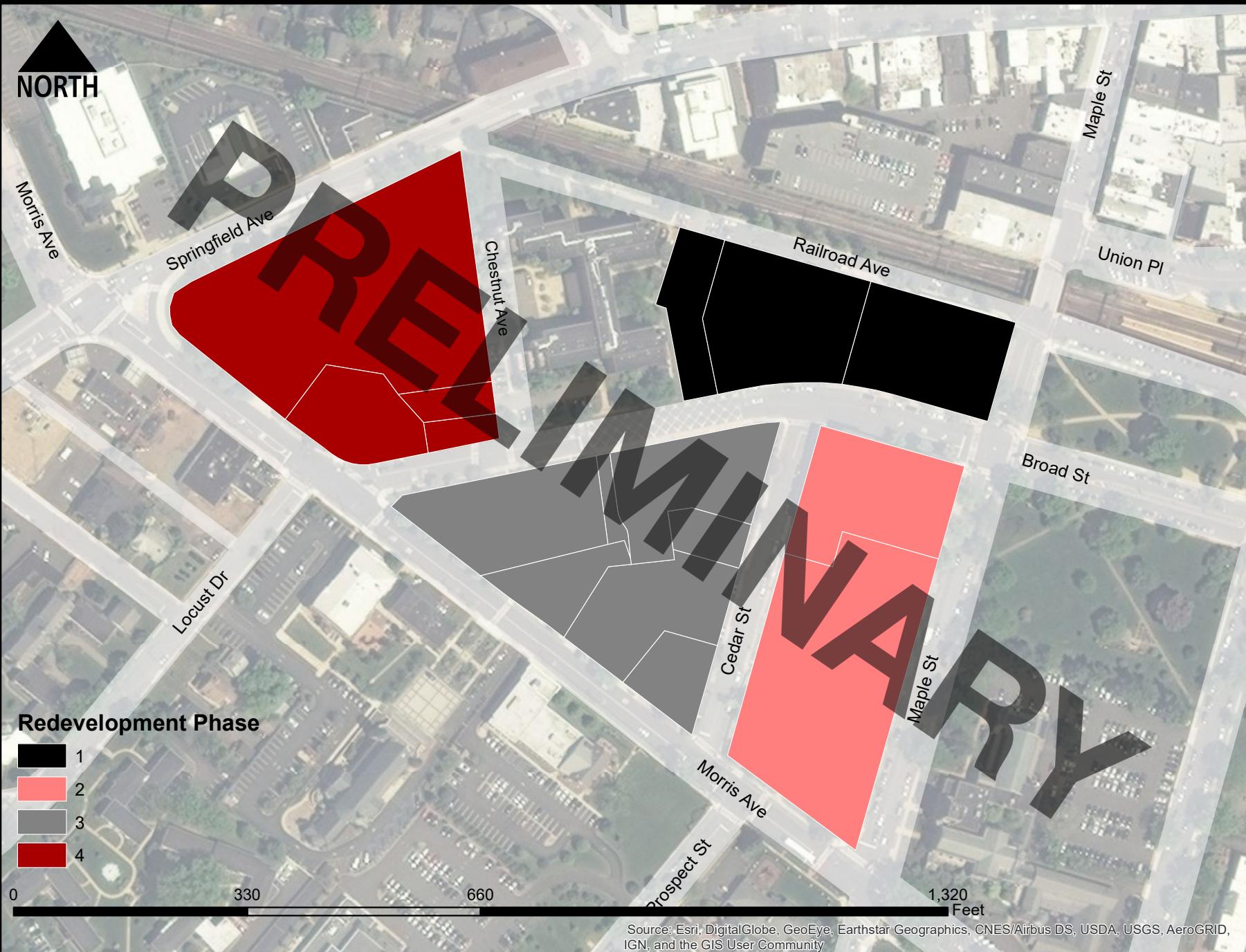
- **Major Themes:**
 - **Pedestrian experience + safety**
 - **Green design & sustainability**
 - **Open space amenities**
 - **Dog parks**
 - **Skatepark**
 - **Seating and gathering places**
 - **More entertainment and nightlife**
 - **Events and Festivals**
 - **Movie Theater**
 - **Arcade**
 - **Diversity of retail options**

4. MARKET FINDINGS

- **Core Principles for Proposals:**
 - **Incorporate Civic Engagement**
 - **Pedestrian-Friendly Streets**
 - **Car Circulation + Traffic Issues**
 - **Quality Architecture**
 - **Sustainability**
 - **Open Space**
 - **Equitable Development (Affordable Housing)**
 - **Support Existing Downtown**
 - **Increase numbers of residents in downtown**

4. MARKET FINDINGS

- **Things to Note:**
 - **Connections to the Green + downtown**
 - **Small market possible**
 - **Interest in adaptive reuse**
 - **For-sale and rental possible**
 - **Office is a strong opportunity**
 - **YMCA + Library seen as assets**
 - **Public property focus**
 - **Experience retail a must**
 - **Phasing with focus on public property key for success**



5. NEXT STEPS



Public Outreach: January + February 2019



Draft Redevelopment Plan Review: February + March 2019



Planning Board Review: April 2019



Common Council Public Hearing: May 2019



ID + Publicly Vet Potential Projects: Summer 2019



Finalize Development Proposals: September 2019



Earliest Possible Construction: Spring 2020

Questions?