Prospect + Ferris Redevelopment: Q+A

Updated May 10, 2022

What is redevelopment?

For full background on redevelopment, including when and why it's used, and where it's been applied in Westfield, please refer to the redevelopment page on the Town website: https://www.westfieldnj.gov/redevelopment.

What are redevelopment plans and redevelopment agreements and why is Westfield considering them now when it has not in the past?

Redevelopment plans and agreements are tools provided to municipalities in New Jersey through the Local Redevelopment and Housing Law.

Redevelopment plans are site or area specific zoning codes that municipalities put in place to ensure that development projects effectuate a community's vision for its future. They are typically far more extensive than traditional zoning ordinances as it relates to design standards and public improvement requirements.

Redevelopment agreements are the contracts that municipalities enter into with redevelopers after a redevelopment plan is adopted. They, like redevelopment plans, require adoption by the Town Council. Redevelopment agreements set the terms for the redevelopment and often include detailed design documents, impact analyses, and other project specific documents.

In recent years, Westfield has used these tools to exercise greater control over development. Recently approved redevelopment plans and agreements show how they have been used to Westfield's benefit. The South Avenue Redevelopment Plan, which governed the use of the Westfield Crossing project, for example, will result in a new open space that would not have been created without redevelopment, while the Handler Redevelopment Plan permitted the creation of a vertical farm that would not have been permitted under traditional zoning.

While Westfield only began using redevelopment powers in recent years, these tools have been used widely across a broad spectrum of communities for many years. A few of the other municipalities that are using redevelopment tools to shape land use outcomes include Princeton, South Orange, Cranford, Bernardsville, Summit, and Morristown.

What is the Prospect + Ferris Redevelopment Plan?

The Prospect + Ferris Redevelopment Plan (the "Plan") was prepared by the Town's Redevelopment Planner to govern the land use of the three adjacent properties at the corner of Prospect Street and Ferris Place. The redevelopment plan was adopted at the December 7, 2021 meeting of the Mayor and Council with no dissenting votes. The Plan calls for development

of the site with up to 64 apartments, up to 1,000 square feet of retail or café space, underground parking, and the preservation of the 18th century home at 112 Ferris Place and its reuse as an educational and cultural amenity space. The Plan includes detailed standards to inform site and building design.

What is the current status of the project? When will final decisions be made and will stakeholders have opportunities to voice our views before such decision?

The Redevelopment Plan requires a Redevelopment Agreement between the Town and the redeveloper before the redeveloper can make an application to the Planning Board. This Redevelopment Agreement requires authorization by a Resolution of the Town Council. The Plan requires several documents to be attached to the Redevelopment Agreement to assist the Council in their evaluation of the project. These include a Traffic Impact Study, architectural drawings, and documents related to the protection and reuse of the historic structure on the site.

It is anticipated that the Council will vote on the Redevelopment Agreement in the coming weeks. In the meantime, resident concerns and questions are being addressed at in-person meetings, Town Council meetings, by phone, and by email. Please reach out to your Councilperson and/or the Mayor if you would like to discuss the project. This effort to listen to the community has been ongoing since last year.

In addition, the Council and Town Administration have worked to address existing parking, congestion, and safety issues in the neighborhood. This includes adopting Ordinance 2022-12 on April 26, 2022 and making advances with Trader Joes to redesign their parking lot.

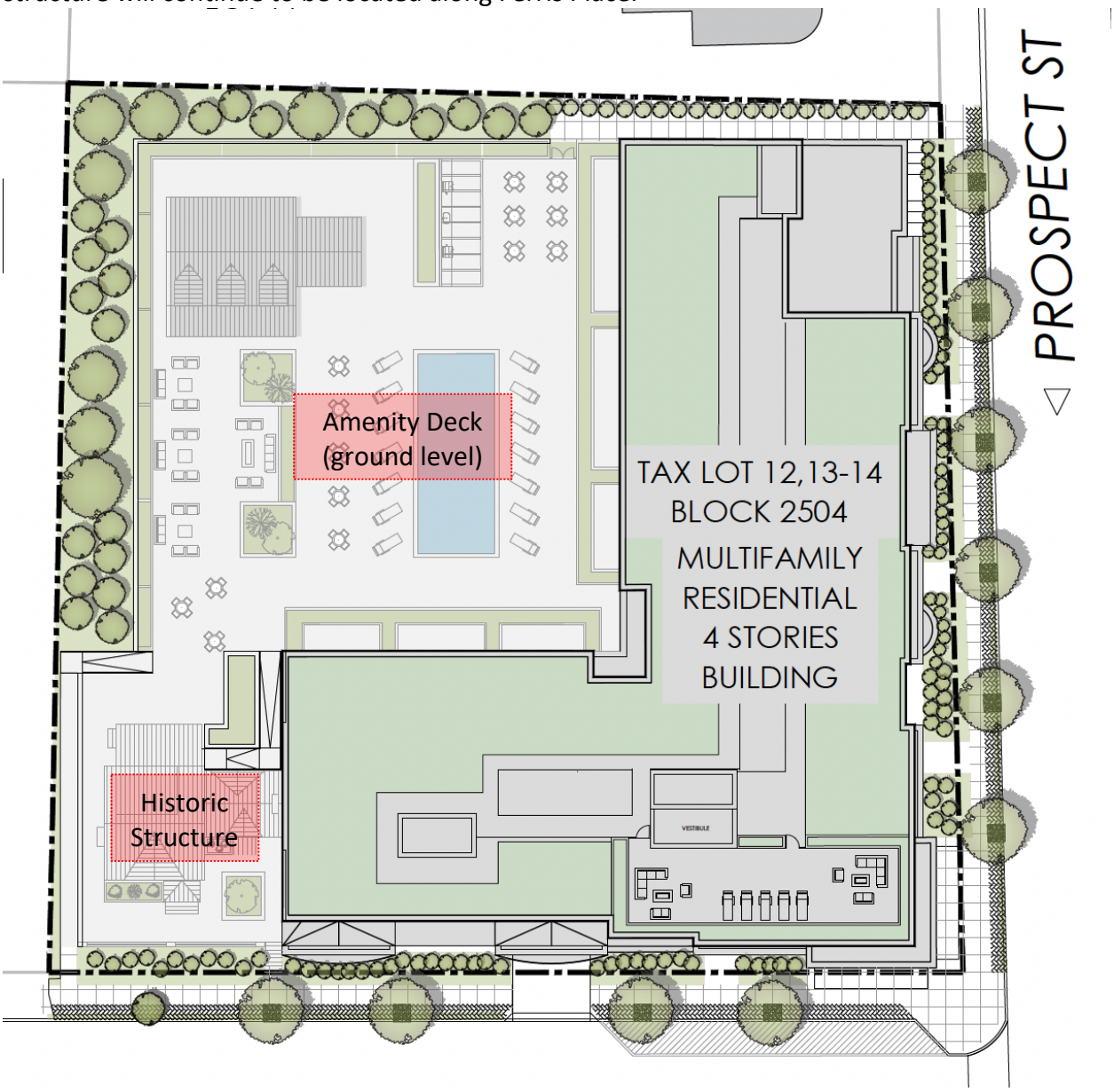
After the Redevelopment Agreement, the next formal opportunity for public input would come when a site plan application is reviewed by the Planning Board. The Planning Board's review of the application would take place at a public hearing. Public notice would be given for that hearing via publication of a notice in the local newspaper and mailing of notice via certified mail to all property owners within 200 feet of the properties subject of the application. The Planning Board review would include many detailed project elements that are beyond the scope of the Redevelopment Agreement (stormwater management, lighting specifics, floor plans, etc.).

After Planning Board approval the redeveloper would be required to seek and secure construction permits.

What does the proposed project consist of?

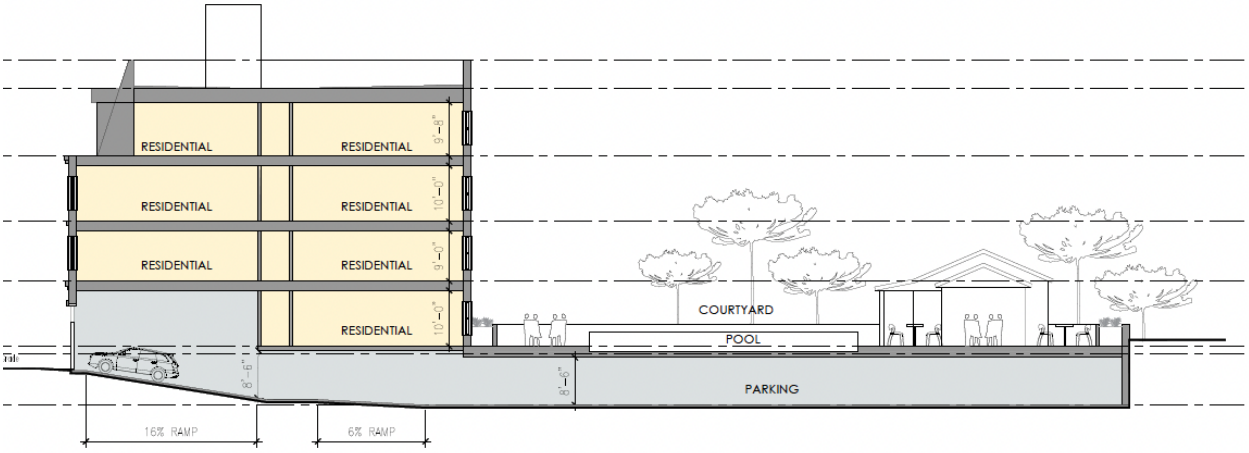
The project, commonly known as the Sophia, is proposed to include 64 apartments, a 500 square foot retail area, and an underground parking level with 96 parking spaces. The Mills-Ferris-Pearsall home at 112 Ferris Place will be preserved and reused as an educational and cultural amenity space.

The plan below shows the conceptual layout of the project. The building fronts along Prospect Street and Ferris Place and there is an amenity deck at the ground level in the rear. The historic structure will continue to be located along Ferris Place.



Conceptual layout of the project

Parking for the project will be located underneath the building and amenity deck. The relation between the parking level and the surrounding grade is shown in the section below. The design allows for parking to be hidden from view, while at the same time allowing for an open amenity space including a courtyard and swimming pool within the rear yard area.



Conceptual building section showing relationship between parking, street, and amenity area

Why did the Town choose this location when there are so many other options for a new building downtown?

In recent years, the Town Council, Administration and Planning Board have taken numerous steps to encourage investment in downtown Westfield. These steps have included overseeing the preparation and adoption of the Master Plan Reexamination and the Unified Land Use and Circulation Element of the Master Plan; declaring a Town-wide Area in Need of Rehabilitation; declaring properties as Areas in Need of Redevelopment; and adopting Redevelopment Plans.

While the Town has worked to invite investment and prepare a cohesive approach to growth and the needs of the community, the Town does not develop its own projects. Instead, the Town guides the interest of private entities regarding potential opportunities, and then works to mold these projects and control the process to create a project that benefits the community. The process for developing the Prospect + Ferris Redevelopment Plan and evaluating the Sophia is consistent with this approach.

During preparation of both the Master Plan Reexamination and Unified Land Use and Circulation Element of the Master Plan, the Town looked holistically at the downtown area. A complete assessment was undertaken with the downtown broken down into different sub-areas, each of which had their own unique characteristics. One of these sub-areas was the Elm Street sub-area. Besides Elm Street, this sub-area also includes properties along Prospect Street and the northern side of East Broad Street, and Elm Street. The properties regulated through the Prospect + Ferris Redevelopment Plan are included within the Elm Street sub-area.

The properties' location relative to the Central Business District Zone District, municipal parking, commercial uses, and multi-family housing were some characteristics which led to their inclusion within the Elm Street sub-area. When combined with the properties being underutilized and being under common ownership, a recommendation was made in the Unified Land Use and Circulation Plan that they be redeveloped in a way that would further the Town's community vision and goals and objectives. They have not been "spot zoned", but rather identified as being part of the Elm Street sub-area of the downtown, and their development should be consistent with that recommended in the Master Plan for the sub-area.

The Unified Land Use and Circulation Element of the Master Plan made several recommendations for development within the Elm Street sub-area, including four-story mixed-use developments, active ground floor uses, and upper story residential uses which would add to the economic vitality of downtown. The Redevelopment Plan, and the proposed Sophia project, are consistent with these recommendations.

What was the process for reviewing and evaluating the project? Were there changes made during the evaluation process?

Several meetings were held with Town stakeholders prior to introduction and adoption of the Redevelopment Plan. These meetings are summarized below:

- July 2020: Property owner met with Town representatives and Historic Preservation Commission ("HPC") members.
- August 5, 2020: Property owner met with Town representatives and Historic Preservation Commission members.
- May 12, 2021: Property owner met with Historic Preservation Commission members.
- July 7, 2021: Courtesy project concept review at Planning Board Site Plan Review Committee.

These meetings, as well as extensive input by the Town's professional team, resulted in numerous significant changes to the project design.

The image below is the initial concept for The Sophia, a multifamily residential development project which entailed a 5-story brick building with 71 apartments and 150 parking spaces. The garage entrance was located on Prospect Street. The historic house at 112 Ferris Place was to be dismantled with only certain components retained and incorporated into the new structure.

Earlier rendition of the Sophia

After input from Town officials and members of the Westfield Historic Preservation Commission (July/August 2020), the developer began to explore the request that the entire house at 112 Ferris Place be retained as part of the project. In these design concepts, iterations of which are shown below, the building remained five stories (four residential above one parking level) and the 112 Ferris Place house was retained and relocated to a podium at level two on top of the parking level. The building's exterior design was revised to incorporate lighter façade elements and an atrium corner feature. The northern edge of the building along Prospect Street was reduced to three stories, a feature which remains in the current design and is intended to create a transition along Prospect Street.

Earlier rendition of the Sophia

Earlier rendition of the Sophia showing 112 Ferris Place located on a podium

In 2021, the developer continued to work with the HPC. Additionally, Topology, the Town's redevelopment planner, began evaluating the project. The project underwent numerous additional revisions during this time.

Significantly, an analysis was conducted by the developer at the request of the Town regarding the feasibility of moving the parking below grade. While this change markedly increased the cost of the project, it was deemed to be feasible. This design change allowed the building to be scaled down to a 4-story building with 64 apartments and 96 parking spaces. With the parking fully

below grade, the design for the 112 Ferris House was enhanced as the house would now be situated at street level.

Besides the location of parking, numerous other design changes were made during this time, some of which were the result of comments made by the Planning Board subcommittee in July 2021. These included the elimination of three- bedroom market rate units, the addition of retail at the corner of Prospect and Ferris, the introduction of residential stoops along Prospect Street, converting three of the apartments into live/work units, and a new green roof. Some of these design features are reflected in the renderings below.

View at the corner of Prospect and Ferris including pedestrian bump-out and retail location

View along Prospect Street including direct-entry residential units

View along Ferris Place showing location of Mills-Ferris-Pearsall home

What are the benefits of this project to the community ?

The project, which is being developed without a long term tax exemption, will result in several public benefits. These include preservation of the Mills-Ferris-Pearsall home, a mid-18th century building; conversion of the Mills-Ferris-Pearsall home into a new educational and cultural amenity; diversification of the Town's housing options; creation of up to 10 units of affordable housing; the introduction of new residents to the downtown area that can support existing and future businesses; and an improved streetscape including a new bump-out to enhance the Ferris Place pedestrian crossing.

The Redevelopment Plan allows for a building height of 4 stories or 50 feet in height. How does this compare to other buildings in Westfield?

The permitted height in the Redevelopment Plan is generally consistent with many other buildings throughout Town.

Property	Height
Arcanum Hall	51 feet to the top of turret/3 stories
Savannah	48.5 feet from grade at the corner of the building nearest East Broad Street/4 stories
62-70 Elm Street	48 feet/4 stories
Westfield Arms	50 feet/5 stories
Carleton Arms	52 feet/5 stories

As part of the design work leading up to the Redevelopment Plan adoption, the Town also required that the 4th story of the new building be set back from the street to minimize its visual impact.

Aren't 64 apartments too many for this site?

The Town carefully considers permitted densities when looking at zoning requirements. While 64 apartments may seem like a lot, it is actually a lower residential density than the Westfield Arms just a bit further up Prospect Street. Although Westfield Arms has 40 apartments, its residential density is about 90 apartments per acre, whereas the Prospect + Ferris project would be about 67 apartments per acre.

Other recent projects in Town have been approved at lower residential densities per acre in a way that might make the Sophia seem like a larger project than it actually is. The Westfield Crossing project, for example, includes densities of up to 37.77 units per acre, the Bentley at 501 South Avenue is built to a density of roughly 25 units per acre, and the Parker at 339 West Broad Street is roughly 58 units per acre. Using units per acre as a single measurement of density, however, can be misleading because it does not account for several important factors.

Building design is one important factor to utilize when evaluating the characteristics of development as it can have a dramatic impact of the appearance of scale and massing of a structure. At the Sophia, there are a number of design elements that promote compatibility of the project with nearby properties and help it to visually fit in with the neighborhood.

One factor is how parking is provided on the site. At the Sophia, parking will be provided underground, allowing above grade levels to be used for productive purposes and for the creation of a significant amenity space in the rear, rather than an asphalt parking area. Underground parking in the manner contemplated is a best practice for projects in and around downtowns but is often cost prohibitive.

At Westfield Crossing, 501 South, the Parker and many other recently approved projects in Westfield, parking is provided via a mixture of surface spaces and podium spaces built into the ground level. Because above grade areas are being used to accommodate parking, less of the site remains for productive uses. Buildings designed in this manner will have a lower units per acre than buildings where parking is underground and above grade spaces are reserved for more productive uses than just parking cars. Relying solely on units per acre as a measure of density does not account for this nuance.

Relying solely on units per acre also does not account for the types of units in a building. If a building has larger units, it will have fewer units per acre than the same building with smaller units, despite appearing exactly the same from the outside. From this perspective, the units per acre of the Sophia is being driven up by the fact that the unit mix as proposed is heavily slanted towards one and two bedroom units (65% one bedroom and 31% two bedroom). Consider this in comparison to the Bentley, where the units are almost exclusively two and three-bedroom, or the Savannah, which is comprised entirely of two-bedrooms. The units per acre for these sites, 25 and 45 respectively, are as much an expression of the size of apartments as they are the massing of the building.

An alternative metric that can be used to evaluate the density of a project is comparing the amount of fully above grade building area to the size of the property. This ratio can be more effective than units per acre to gauge how big a building might "feel," and accounts for variables above like unit size. Using this metric, the Sophia is in line with many recently approved or constructed projects in Westfield:

- Savannah, 111 Prospect Street [1]
    - 89,528 SF on a 32,716 SF property
    - Ratio: 2.74
- Parker, 339 West Broad Street
    - 46,780 SF on a 22,950 SF property
    - Ratio: 2.04
- Sophia, 201 Prospect Street
    - 76,845 SF on a 41,653 SF property
    - Ratio: 1.84
- Bentley, 501 South Avenue
    - 85,488 SF on a 51,403 SF property
    - Ratio: 1.66

Units per acre, of course, does have some value and can be appropriately used to evaluate whether a project is responsive to the needs of residents. In each appropriate evaluation of this type, the Sophia is more than adequate.

Projects, for example, should provide adequate amenity spaces for residents. The Sophia features extensive amenity spaces. Consideration should be given to traffic impacts associated with new units. Extensive traffic analysis has occurred as part of the due diligence for the Sophia. Units should be large enough to provide comfortable homes for their residents. The units at the Sophia are appropriately sized.

While these considerations show units per acre has some value when assessing a project, relying solely on this measure of density, particularly when discussing massing and urban design, can be, as outlined above, misleading.

Why does the Redevelopment Plan allow for retail or café space?

The Town's Master Plan recommends that any redevelopment plan for downtown Westfield take into a consideration the potential for ground floor retail uses at appropriate locations. The inclusion of retail or café space on the project site will tie the development in with the remainder of the downtown by encouraging pedestrian movement from the core downtown area to the site and its cultural amenity space, as well as from residential areas north to businesses at the bottom of Prospect Street or East Broad Street. The plan limits the total square footage of retail and café space to 1,000 square feet.

[1] Basement levels are not included in these calculations.

Is the proposed front yard setback appropriate for the location and size of building proposed?

Setbacks were carefully considered during the Redevelopment Planning process.

One key element when developing setbacks was the guidance of the Master Plan. As noted, the Community Form element in the Master Plan identifies the property as being part of the Elm Street sub-area. In the Master Plan, this area is described as "an extension of the core downtown," and it is noted that "existing uses and building forms in the Elm Street area indicate that future development in the area can accommodate four-story mixed-use developments that have similar design characteristics of the existing buildings." Buildings in this sub-area, like in many areas of downtown, are built close to the street. The proposed building is consistent with other buildings in this sub-area found on Prospect Street, Elm Street, and East Broad Street.

A second key element when developing setbacks was the design of properties near the site. The proposed building type is also not inconsistent with other sites in its vicinity, like Trader Joes, where parking is only set back roughly 10' from the curb, or the Savannah and 112 Prospect Street, where the buildings are only set back roughly 10' from the curb.

A third key element in developing setbacks is the impact on the pedestrian experience. The proposed project is designed to create an enhanced streetscape for pedestrians. This includes a minimum sidewalk width of 12', street trees, street furniture, lighting, and plantings. These streetscape features are intended to, in conjunction with the proposed setback, promote pedestrian activity. It is worth noting that while the minimum sidewalk width is 12', the actual setback in many places will significantly exceed 12'. At the corner of Ferris and Prospect, for example, the building is proposed to be set back roughly 17'.

A fourth key element when considering the proposed building setbacks is the way the building meets the street level. This factor will affect how a building feels as you walk by it. The Sophia was designed with this factor in mind. Direct entry units are located along Prospect Street with stoops to create a residential feel. The façade is varied and articulated to create points of interest. At the corner of Ferris and Prospect, the lobby/retail area is designed with large storefront windows. Design features such as rooflines, upper story setbacks, façade projections and recesses, and plantings at the building's foundation all reduce the appearance of building massing at the street. These features will work in conjunction with the proposed setback to create an active pedestrian environment that fits contextually within surrounding area.

View along Prospect Street showing building articulation, upper story stepback, and other architectural features.

How does the coverage proposed compare to other areas?

The adjacent districts that permit mixed-use development, the CBD and GB-1 zones, do not contain maximum coverage restrictions. It is worth noting that the proposed project provides for an open terrace area containing seating and a swimming pool. Approximately 55% of the site is occupied by the fully above-grade principal structure, clubhouse, and historic home.

During the Master Plan Reexamination, didn't Westfielders view multi-family housing unfavorably?

The Master Plan Reexamination noted that, "While residents are in favor of housing affordability and recognize the need for smaller sized housing units such as apartments, the multi-family residential housing type is not desired." The Master Plan further explains, however, that residents are more in favor of mixed-use developments and that Westfield should encourage mixed-use developments. Survey respondents on average had the second highest positive approval ratings for mixed-uses behind single-family development. The Prospect + Ferris Redevelopment Plan calls for a mixed-use project that includes residential units, retail space, and an educational and cultural amenity.

In addition to combining uses in the same building, mixed-use developments are typically pedestrian-oriented places with uninterrupted pedestrian connections and public amenities. This may be one reason why in Westfield, mixed use buildings are perceived more positively by the public than multi-family apartments. The Sophia, in accordance with the Redevelopment Plan, is designed to provide an attractive pedestrian environment.

How does the parking requirement for this development compare to nearby developments?

Parking requirements for The Savannah, The Parker, The Claremont, and 440 North Avenue, were based on the NJ Residential Site Improvement Standards and are as follows:

Unit Size	Parking Requirement
1 bedroom	.8 spaces per unit
2 bedroom	1.3 spaces per unit
3 bedroom	1.9 spaces per unit

Using the standards above and the currently proposed unit mix, the project would be required to provide 63 parking spaces.

The Redevelopment Plan, however, includes a residential parking requirement of 1.5 spaces per unit. This equates to 96 parking spaces required for the 64 dwelling units possible under maximum permitted buildout. The parking requirement of 1.5 spaces per unit is actually slightly higher than the Master Plan transportation consultant's recommendation of 1.35 spaces per unit. The consultant recommended this figure after an analysis of downtown parking ratios in similar transit-oriented development communities in New Jersey, reports from NJ Transit, the Institute of Transportation Engineers, and Urban Land Institute.

Is there data on how many cars residents who live in nearby redevelopments actually have? How does the Sophia compare?

As part of the Unified Land Use and Circulation Element of the Master Plan, the Planning Board's transportation consultant examined parking utilization at multifamily projects in and around downtowns. Projects surveyed included the Claremont (333 Central), the Savannah, and a number of developments in other communities such as Cranford, Metuchen, Berkeley Heights.

Adjusted for unit occupancy, the average parking utilization across projects was 0.98 parking spaces utilized per unit. For Westfield projects, the utilization at the Claremont was 1.16 spaces utilized per unit and the utilization at the Savannah was 0.91 spaces utilized per unit. The parking inventory provided at the Sophia exceeds these figures by a comfortable margin, which will allow for parking to be made available for the historic center, visitors to the building and service provider vehicles.

How will the historic structure be utilized? Will there be parking underground set aside for this space?

The Redevelopment Plan set forth a two-step process for establishing the specific programming of the cultural space. This process was designed to account for the varied nature of educational and cultural spaces.

First, the Plan included land use parameters for the space. It requires it to be a non-profit facility with accessibility to the public at regularly scheduled hours or by appointment. The Plan also prohibits the space from being used to host private parties or special events.

Second, the Plan required that any redeveloper submit a Historic Reuse plan for the space, "which shall identify, at minimum, cultural and educational activities which will take place in the House, potential partners for programming and operating the House, and plan for public accessibility (i.e., hours of operation and procedure for making appointments)." This Reuse Plan is required to be an attachment to any Redevelopment Agreement.

The property owner has prepared a draft Historic Reuse Plan for consideration in accordance with the requirements of the Redevelopment Plan. In order to account for the time needed to identify a suitable and capable operator to ensure that the site is effectively reused, the draft Reuse Plan commits the property owner to negotiating and executing an agreement for a period of no less than ten years with at least one local, experienced, and reputable non-profit or government organization to conduct programming of cultural and educational events in the historic structure. Parking needs for the site can be addressed as a component of this agreement, which will be subject to review and approval by the Town.

What sustainability features are proposed to be included in the project?

The project as proposed will feature numerous sustainability and green building elements. These include: a green roof; locally sourced construction materials; a High Albedo White Roof to reduce heat island effect; Energy Star compliant building envelope, insulation, windows, doors, HVAC, and appliances; low flow plumbing fixtures; LED lighting; EV charging stations; bicycle parking and storage; and rainwater harvesting. Collectively, the green features included with the building are anticipated to make it eligible for LEED certification.

What about impervious surface and surface water management? Will existing stormwater and drainage infrastructure be negatively impacted?

The Prospect + Ferris Redevelopment Plan requires the project to comply with the Town of Westfield's stormwater management ordinance. This ordinance (General Ordinance No. 2208) was revised in 2021 to comply with the latest NJDEP standards.

Generally, the ordinance and NJDEP standards mandate that the post-construction runoff hydrograph cannot exceed the pre-construction runoff hydrograph. The development cannot be

approved if this minimum standard is not met. As a result, the existing stormwater infrastructure and drainage patterns cannot be negatively impacted. Detailed review of stormwater management to ensure compliance will take place at the Planning Board.

How will deliveries be accommodated?

The Redevelopment Plan required the redeveloper to seek the creation of an on-street loading zone on the north side of Ferris Place. This loading zone will accommodate deliveries, as well as pick-up and drop off. Implementation of this loading zone is subject to the approval of the Town Council and amendment of the corresponding ordinance.

How will visitor parking be accommodated?

The Redeveloper proposes to reserve a maximum of one space per unit for residential uses. The remaining spaces would not be reserved and could be available for flexible use, including visitor parking. As noted previously, the proposed parking inventory for the site exceeds the demand in other projects analyzed by the Town's parking consultant during the Master Plan process.

Where will garbage and recycling for the building be stored?

Concept plans for the Sophia include a trash and recycling room at the basement level.

What parking is set-aside for the retail?

Due to the small size of the retail space, the Redevelopment Plan does not require any dedicated parking for this use.

Does the project have to follow the Town's historic preservation guidelines?

Yes. As per the Redevelopment Plan, "any application made to the Planning Board in furtherance of this Redevelopment Plan shall follow the procedures of the Historic Designation and Preservation Ordinance of the Town of Westfield in accordance with the property's historic status at the time of application to the Planning Board."

Will on-street parking be permitted on Prospect Street in front of the building?

No parking is permitted on the southwest side of Prospect Street between Cowperthwaite Place and East Broad Street. The new plans will not alter this.

Where will construction vehicles park during the construction?

As part of the project construction, a staging plan will be worked out with the Building Department, Town Engineer, and Police Department. Given the scope of the project,

construction vehicles will need to be stored off-site once the foundation is completed. The Redevelopment Agreement allows the Town to rigorously enforce these restrictions.

How are traffic concerns being addressed?

The Redevelopment Plan required a Traffic Impact Study ("TIS") be completed for the project. The purpose of the study is to assess impact on traffic patterns and determine if additional infrastructure improvements will be necessary because of development. As a requirement of the adoption of the Redevelopment Plan by the Town Council, this study must be completed prior to adoption of any Redevelopment Agreement and any necessary mitigating measures are to be incorporated into the Agreement.

As per these requirements, the property owner's engineer, Stonefield, prepared a TIS. The TIS analyzed the project's impacts on the following intersections:

- Ferris Place and Prospect Street
- Ferris Place and Clark Street
- Prospect Street and East Broad Street
- Clark Street and North Avenue[2]

The TIS analyzed data collected over a number of months, including traffic counts taken on six separate days between October 2021 and April 2022. The TIS, which includes findings related to the project impacts, is available here:
https://www.westfieldnj.gov/DocumentCenter/View/3751/Stonefield-Traffic-Impact-Study-42622

Rather than simply accept the findings of the redeveloper's engineer, the Town requested that its own traffic engineer, WSP, conduct a detailed review of the study and its methodology, and issue comments as necessary. WSP's comments are available here:
https://www.westfieldnj.gov/DocumentCenter/View/3750/WSP-Review-Memo-42622

The TIS and corresponding review process were presented by Stonefield and WSP at the Town Council meeting on April 26, 2022. WSP and Stonefield's presentation is available here: https://www.westfieldnj.gov/DocumentCenter/View/3752/Traffic-Study-Presentation-Town-Council-Meeting-42622 . The presentation also includes other efforts the Town is taking to address pre-existing traffic issues on Prospect Street.

[2] This intersection was not required in the Redevelopment Plan but was added at the request of Council.

How can this redevelopment be considered in the absence of the anticipated plan for redevelopment at the other end of Ferris Place (ex-Lord & Taylor property)? Are we looking at another large scale 4-5 story building on that site in a few more years just a block away?

During the Master Plan process, the Planning Board anticipated the potential development of both the Prospect and Ferris properties and Lord & Taylor properties in an effort to assess the potential impacts of development on circulation in downtown Westfield. This process is generally referred to as a "buildout analysis." While a specific plan for the Lord & Taylor properties has not yet been created, the Master Plan anticipated the Lord & Taylor property would be redeveloped with a mix of office and residential use with potentially a greater number of stories than the rest of downtown Westfield.

The Planning Board and its consultants used the assumptions for both the Prospect and Ferris properties and Lord & Taylor properties, as well as other sites throughout downtown, to conduct the buildout analysis. The buildout analysis took into account existing development and possible future redevelopment under a higher than likely scenario. These "highest potential growth" scenario figures were then used to project potential transportation impacts and are included in the ULUC appendices under the "Downtown Traffic Model" heading. The description emphasizes that the buildout scenario is "higher-than-likely".

Under this scenario, the model found that delay at intersections would increase as expected, but that most still had adequate capacity to accommodate the "highest potential growth" scenario. Exceptions are the intersections of North Avenue and East Broad Street and South Avenue at the traffic circle. As such, if the "highest potential growth" scenario were to occur, these intersections would require improvement.