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APPENDIX A

Parking Plan Element

**Westfield,
New Jersey**

Westfield Master Plan Re-Examination Parking Planning Plan Element - FINAL

November 22, 2019



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Introduction

Timothy Haahs and Associates, Inc. (TimHaahs) was retained as a sub consultant to H2M by the Township of Westfield to develop the Parking Plan Element of the Master Plan Reexamination.

The TimHaahs' team has participated in meetings with Westfield Representatives, reviewed any related parking information as it pertained to the development of the Parking Plan, and attended community meetings to obtain information directly from Westfield citizens and stakeholders regarding parking in the downtown.

Parking Comments from Residents Ordered by Significance:

1. Parking Structure – Overall, the community is divided on this issue as to the need of a structured parking facility downtown and the comments from stakeholders have been largely mixed. Whether or not the town needs a parking structure and the location of such structure is a challenge to address.
2. Many residents believe that “Westfield does not have a parking problem, but rather a walking problem”, as stated at every community meeting throughout this process. It is noted that Westfield needs better connectivity and a more pleasurable walking experience to encourage residents to park a little bit further (or skip the drive altogether if possible) and walk downtown.
3. Commuter Parking – Everyone seems to be in agreement that the waiting list for commuter permits is far too long. Additional comments pertain to the commuters taking over residential streets.
4. Residential Parking – The issue of no overnight parking for residents in the downtown is something to address, as well as the need for a downtown expansion of the Residential Permit Program (RPP) for on-street parking. Residential streets are being parked by both commuters and high school students on a regular basis in certain areas.
5. Patron / Employee Parking – As is prevalent in many downtowns, employees lock up some of the most valuable and convenient on-street parking spaces creating a perception that there is not enough retail / restaurant parking for patrons, in part due to Westfield's parking waiver.
6. Overall, the community seems to agree that more parking is needed, just not in what capacity (i.e., structured parking or reconfiguring the current parking inventory to angled parking) or the location of additional parking. The idea of reconfiguring existing spaces to be angled parking was brought up multiple times.
7. Parking Enforcement – Residents have noted that more enforcement is needed on the residential streets and that for safety reasons, the speed limits need to be more heavily enforced within Westfield.



TimHaahs' analysis for Westfield's Master Plan Reexamination identifies smart growth parking planning and management strategies and practices to “right size” the amount of parking for new development, as well as effectively utilize and manage existing parking assets. We have provided recommendations to improve downtown parking operations and strategies with the intent of accomplishing the following:

- Centralizing parking operations into a single responsibility center to improve planning operations, to better accommodate existing downtown business activity and future growth;

- Maximizing the utilization of existing parking assets and sharing parking between complementary users to mitigate the amount of parking to be developed;
- Providing increased convenience and a higher level of parking patron comfort with upgraded wayfinding, communication information and parking facility improvements; and,
- Outlining developer mandated strategies to reduce parking requirements including unbundling parking fees, incorporation of car share services, and opportunities to implement bicycle or other alternative transportation options.



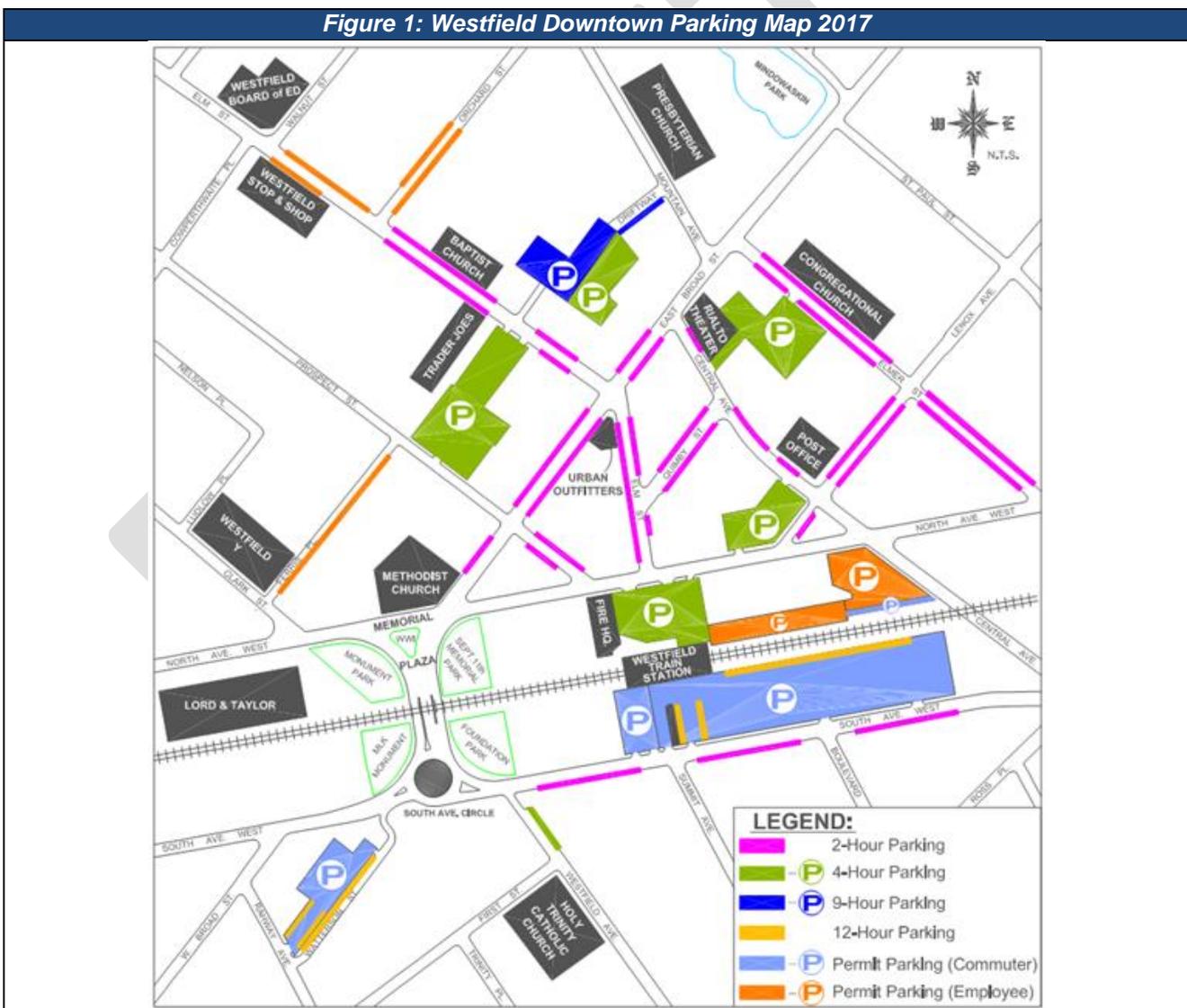
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Westfield’s Public Parking Supply and Occupancy - June 6, 2019

The following section of the report outlines the existing on-street or lot parking supply, payment types, time limits and enforcement hours in downtown. Westfield Township’s existing parking supply is as follows:

- There are public parking spaces on 11 different streets in the downtown area and eight (8) lots, payment methods of these spaces and lots consist of both meters and pay stations.
- There are approximately **1,877** public parking spaces within the downtown.
 - Approximately **358** on-street spaces, to include both metered and permitted spaces.
 - Approximately **1,519** parking spaces within the lots, to include commuter permits, daily permits and metered spaces.
 - There are **684** commuter parking spaces in Lots 3 and 6 (commuter), **199** employeee parking spaces in Lot 8 (employee), and **636** public parking spaces for patrons.
- The M2Pay payment option is available throughout the whole city.

Figure 1 represents the downtown parking supply both on-street and for the lots in Westfield.



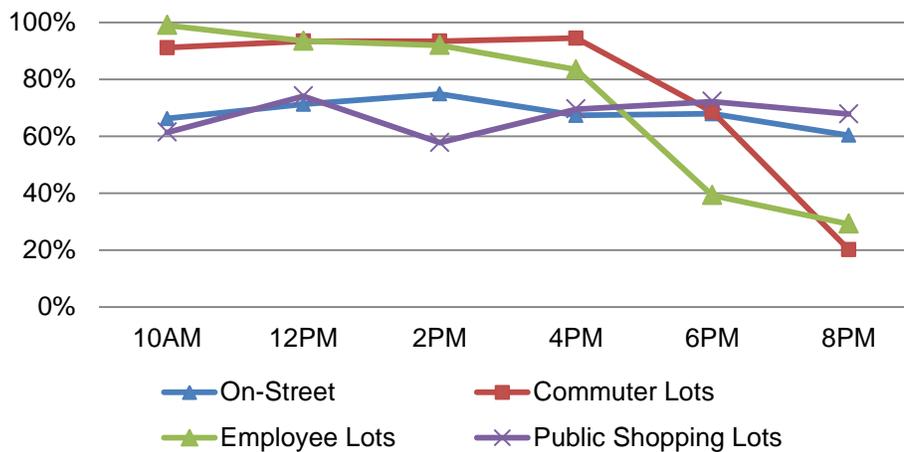
Source: The Township of Westfield, 2017

Parking Occupancy Demand refers to the amount of vehicles parked in parking spaces at a particular time of day. TimHaahs conducted observations and parking utilization counts on **Thursday, June 6, 2019, from 10AM through 8PM**. During these counts and observations the weather was temperate for the time of year and there were no precipitation or conditions that would negatively impact parking demand or utilization. **For reference, the detailed data tables for our parking occupancy counts can be found in Appendix B of this report.**

The overall peak parking demand for on-street and off-street was **1,551 spaces or 83% occupancy**, which occurred at **12PM**. **Table 1** illustrates the total parking demand and occupancy from 10AM to 8PM during this period. The line graph represents the trend of parking demand for the on-street and off-street parking.

Table 1: Overall Parking Demand Summary, Thursday, June 6, 2019

Parking	Supply	10AM		12PM		2PM		4PM		6PM		8PM	
On-Street	358	237	66%	255	71%	268	75%	241	67%	243	68%	216	60%
Commuter Lots	684	623	91%	639	93%	639	93%	646	94%	469	69%	138	20%
Employee Lots	199	197	99%	186	93%	183	92%	166	83%	78	39%	58	29%
Public Shopping Lots	636	390	61%	471	74%	367	58%	442	69%	459	72%	431	68%
TOTAL	1877	1447	77%	1551	83%	1457	78%	1495	80%	1249	67%	843	45%



Note: Yellow highlighted the peak occupancy throughout the day or occupancy above 85%.

Source: Timothy Haahs and Associates, Inc., 2019.

Parking Demand Summary

The overall peak parking demand for on-street and off-street was **1,551 spaces or 83% occupancy**, which occurred at **12PM**.

- Peak on-street parking demand was **268 spaces or 75% occupancy**, which occurred at **2PM**.
 - On-street parking was broken down by time limit and type as follows: 2-hour limit, 4-hour limit, 9-hour limit, 12-hour limit and employee permitted spaces.
 - On-street parking demand in the 12-hour parking spaces on Watterson Street remained full with **100% occupancy** from **10AM to 4PM**.
 - The 2-hour parking spaces on East Broad Street and Quimby Street remained near or above full capacity throughout the day with **90% to 115% occupancy**.
- Peak off-street parking demand in the public lots was **1,296 spaces or 85% occupancy**, which occurred at **12PM**.
 - Off-street parking demand in the commuter lots (Lots 3 and 6) remained close to full with **91% to 94% occupancy** from **10AM to 4PM**.
 - Off-street parking demand in the employee lot (Lot 8) remained close to full with **99% to 92% occupancy** from **10AM to 2PM**.

- Off-street parking demand in Lot 7 (a public shopping lot) remained close to full with **87% to 98% occupancy** from **12PM to 8PM**.
- Parking occupancy in the lots was higher than the on-street parking occupancy from **10AM to 4PM**.
- However, from **6PM to 8PM** parking occupancy in the lots was lower than the on-street parking occupancy, likely because parking enforcement ends at **6PM**.

Parking Management and Smart Growth Parking Strategies

A comprehensive parking strategy for a municipality includes assessing parking needs, setting common goals and including solutions that address both supply and demand objectives. A well-managed and operated municipal parking system promotes the free flow of traffic and pedestrian safety, enhances residential quality of life, provides convenient parking to support local businesses and generates adequate revenue to cover operating costs, facility improvements, and future parking and economic development. Given the finite parking resources in Westfield - it is critical to effectively manage and maximize the utilization of existing parking assets to enhance the overall downtown public parking system while applying smart growth parking strategies. This includes opportunities to improve operations and efficiency, increase convenience of parking for patrons, coordinate both on-street and off-street parking pricing, encourage the delivery of parking information and wayfinding, and improve the user comfort of downtown parking resources.

The future of parking has never been a hotter topic than it is today. With the rising popular demand for Transportation Network Companies (TNCs) or ride hailing services (i.e. - Uber/Lyft), and the potential development of autonomous vehicles, the discussion about how much parking is needed in a downtown to meet the future development needs is front and center. In addition, many communities like Westfield are presented with multiple alternatives to single occupancy vehicles, such as mass transit, Bike Sharing, Electric Scooters, Car Sharing, etc. and it may be likely that the younger people living in Westfield have less affinity towards car ownership. While supporting and promoting alternatives to single-occupancy vehicles (SOVs) and ultimately reducing the need for parking is an undoubtable smart public policy for Westfield, providing adequate and convenient parking is critical to support its growth and economic vitality.

A primary strategy, focus, and benefit of smart growth and TOD is planning for and creating places and lifestyles that are much less dependent on single-occupancy vehicles. However, as we plan, and develop new smart, transit-oriented communities, we must be mindful of the enduring dependence on the automobile. So while an overriding goal of smart growth and TOD is creating vibrant places that are less reliant on the automobile, the reality is that the automobile must be accommodated – just in a better planned, intelligent, and efficient manner.

Outlined herein are various strategies to maximize the utilization of existing parking assets and coordinate the delivery of parking services to support Westfield’s economic development.

A. Parking Administration and Management

Virtually all municipalities recognize the importance of providing adequate parking for residents, visitors, shoppers and people employed within their communities. However, not every municipality realizes the importance of integrating all aspects of providing public parking within the framework of a “parking system”. Westfield should continue to take steps towards developing a centralized parking operation in which all the assets are controlled and managed by one entity be it a Parking Department, Parking Utility, or Parking Authority. **Currently in Westfield, key elements of the parking system are somewhat decentralized:**

1. Various parking functions are performed by a Parking Division of the Police Department under the direction of the Parking Division Director within the Township government.

2. The Parking Division Director is also responsible for handling some of the traffic bureau responsibilities within the Division as well vs. only handling parking.

When parking functions are not consolidated under a single-responsibility center, no single department or manager has the full authority to plan, supervise, and operate municipal parking services. As a result, there is less proactive planning, performance analysis, and control of the entire parking system and operations. The truly effective way to provide parking services to municipal residents and the public at large is via a unified parking system. Treating parking as a single-responsibility center in Westfield may mean taking it out of the jurisdiction of the Police Department to be its own entity or department, as opposed to it being a division of the Police Department. The goals of a unified parking system are to centralize parking administration and management including:



- a. Communication of the mission, goals and objectives of the parking system.
- b. Parking planning for existing needs and new development.
- c. Establishment of a single point of responsibility.
- d. Regular assessment of parking demand and utilization strategies.
- e. Creation and monitoring of parking guidelines and policies / ordinances.
- f. Ensuring consistent parking enforcement.
- g. Providing proper maintenance of parking facilities, signage and equipment.
- h. Commitment to customer service and staff training.

There are three (3) types of government entities that manage and operate parking systems within the state of New Jersey: Parking Authorities, Parking Utilities and Parking Department / Bureaus. Each of these entities has their own set of strengths and weaknesses.

Parking Authority

In 1948, the Legislature of the State of New Jersey adopted N.J.S.A. 40:11A et. seq. commonly known as the “Parking Authority Law”, which authorized municipal governments to create an independent parking authority. A parking authority has the same geographic boundaries as the Township which created it, but is “a public body corporate and politic and a political subdivision of the State (of New Jersey)”. A NJ parking authority has 5 commissioners who are appointed by the governing body of the municipality (Township council or Township commissioners) for staggered five (5) year terms, or 7 commissioners with two (2) mayoral appointments and five (5) governing body appointments. A parking authority may employ an executive director, attorney, parking consultant, engineer, accountant, auditor, financial advisor and any other professionals and staff necessary to manage and deliver parking services to the Township’s residents and the general public.

NJ parking authorities have significant statutory authority. N.J.S.A. 40:11A-6 grants parking authorities the powers necessary to carry out and effectuate essential government purposes. Furthermore, parking authorities may: exercise eminent domain (condemnation powers) if given to it by the Township council, buy, sell and / or lease property as a lessee or lessor; construct mixed-use development projects and parking facilities; borrow money; issue bonds; mortgage or otherwise encumber its assets; enter into contracts; and retain earnings. Because parking authorities fund their operations from revenue derived from parking user fees rather than through real estate taxation, and board members traditionally are appointed from the business community, parking authorities tend to be operated like a business. Parking authorities are often conscious of the fact that annual expenses should not exceed parking revenue. Surplus annual revenue is retained to pay for new parking equipment, operational software, parking facility maintenance and replacement repairs and to purchase real estate or build new parking facilities. Parking authorities traditionally have generated revenue surpluses at year end or have accumulated financial reserves through retained earnings that, local municipal governments may prefer be utilized for taxpayer relief and be transferred to the municipality’s general fund.

A parking authority can also develop “projects” that include parking facilities, retail, office, commercial and residential components. Projects by the authorities are exempt from municipal land use and zoning (Same as Board of Education and County projects) which allows greater flexibility in land use options for the authority and for potential Public-Private Partnership projects. An authority also has the ability to purchase, lease and sell real estate not subject to State NJ municipal building and grounds regulations which allows the authority to choose development partners and leverage to create development opportunities. The authority allows for Public-Private Partnership (P3) opportunities with the ability to select development partners through an RFP/RFQ process, which is the same process that can be used for ‘Areas in Need of Redevelopment’.

The state of New Jersey has approximately thirty (30) parking authorities including Elizabeth, Metuchen, Morristown, Trenton, West Windsor, Dunellen, Newark, South Orange, East Orange, and New Brunswick.

Parking Utility

A municipality, as an alternative to a parking authority, may operate a parking utility. A parking utility, properly organized, has a number of the strengths of a parking authority: an executive officer; operating budget and debt service separate from the municipality; ability to generate annual surplus revenue and retain earnings; and the utility’s function is strictly limited to providing public parking.

Considerations associated with a parking utility are: limited independence; chief executive usually reports through the town administrator / manager or CFO, or the town manager also functions as the CEO of the Utility; the local governing body retains jurisdiction over rates, fees, capital projects, operating budget, personnel; and parking revenues in excess of annual operating expenses generally are turned over to the municipalities general fund. The establishment and adjustments to parking fees and rates must be approved by resolution or ordinance of the municipal governing body. A concern with the parking utility is that excess parking revenues generated by the parking utility are often not reinvested by the municipality back into the parking system. Consequently, some parking utilities may not have the resources to improve the parking system. In addition, utility employees are municipal employees and may be subject to civil service restrictions and municipal collective bargaining agreements. A parking utility does not have the power of condemnation and eminent domain, which must be exercised by the governing body of the municipality. A parking utility does not have the statutory authority to pursue mixed-use development projects. The municipal redevelopment agency would have to be utilized for the development of a parking mixed use project. Both a positive and negative related to a parking utility is that the municipal governing body maintains control of the parking entity thereby placing parking planning and decision-making within the municipal approval and political process. In some municipal environments, parking management and planning can become a political issue rather than a planning issue, which may affect a parking utility’s ability to proactively pursue public parking improvements.

There are multiple parking utilities within the state of New Jersey including Hoboken, Bayonne, Hackensack, East Brunswick, Old Bridge, Perth Amboy, Summit, Ridgewood and Princeton.

Parking Department / Bureau

Parking departments and bureaus are the least independent government entity for managing and operating municipal parking resources. A parking department / bureau can stand alone and be on par with other municipal departments; DPW, Clerk’s Office, Tax Collector, etc. Alternatively, it can be a subsidiary of a large department such as; Police, DPW, Administration or Finance.

The advantage of a parking department/bureau is the direct control over operations exercised by the Mayor as the chief executive of the municipality. All parking fees and revenues, absent a bond agreement to the contrary, are deposited into the Township’s general fund and are available for any and all municipal expenses. The disadvantage of a parking department / bureau is that the parking entity competes with other municipal departments for budget approval and operating funds. The parking department may not retain annual excess parking revenue in a capital account. Any indebtedness incurred by the municipality to fund parking improvement is counted towards the town’s debt Cap ceiling. The establishment and adjustments to parking fees and rates must be approved by resolution or ordinance of the municipal governing body. There are some

well managed municipal parking departments within the state of New Jersey, including Red Bank, Cranford, Asbury Park, and Westfield.

In summary, regardless of the choice of parking management entity, Westfield should continue to centralize parking operations under a single responsibility center with the support of the mayor, town council, senior administration, and the downtown business community. Included in the assessment would be the identification of all Township personnel and outside contractors involved in providing municipal parking services, the evaluation of the costs and benefits of centralizing personnel and services under the supervision of one department, a “single-responsibility center”.

Parking Advisory Committee

In addition to implementing parking as a single responsibility, we recommend the formation of the **Westfield Parking Advisory Committee**. This committee would meet on a regular basis and include representatives from Westfield’s Parking Department, downtown residents, business owners, BID representatives, Chamber of Commerce members, and landlords, etc. The purpose of the committee would be to meet on a regular basis to review, discuss, and identify parking issues or concerns with the intent of directly addressing problems and making recommendations and improvements related to both on and off-street parking and formulating policy related to overall transportation and parking programs.



The Parking Advisory Committee is an excellent forum for coordinating the necessary interaction and communication between Westfield’s municipal leadership, the downtown and local stakeholders, and parking management personnel. The Parking Advisory Committee would provide the Town of Westfield with a forum and communication link to identify parking issues and field complaints, thereby potentially reducing the amount of Town Council meeting time dedicated to parking problems.

Event Parking Management Plan / Process

The effective management of special event parking has become increasingly important to municipalities and Town Centers seeking to foster economic development generate activity for local businesses and enhance the vibrancy of the community. Special events, such as Westfield’s Spring Fling or Festifall, often serve as an introduction of the Town to new future customers and residents and the parking experience must be positive to ensure that they come back. As a result, providing adequate parking and transportation services for attendees is an important component of municipal parking management to ensure that there is an adequate and convenient supply of parking to meet the demand generated by special events. The effective management of event parking also improves the overall image of parking in Westfield and encourages patrons and visitors to return for future events, dining experiences and entertainment. Accordingly, it is important that Westfield continues to coordinate the provision of parking resources for major downtown events. Components of a special events parking management plan and associated policies include:

- Define special events as all events in the downtown that would necessitate a significant change in the normal parking and traffic patterns and regulations;
- Require all sponsors of special events to proactively request parking and transportation arrangements;
- Establish the Parking Department, a sole department responsible for special events parking;
- Identify parking facilities for special events parking and overflow areas for regular permit holders; and,
- Develop a special events parking plan outlining the necessary facilities,



manpower, supervision, signage, traffic control, and standard operating procedures for the collection of event parking fees.

RECOMMENDATIONS: Parking Administration and Management

The Township of Westfield's Parking Division of the Police Department currently oversees the public parking in the downtown. We would recommend the following for Westfield's parking and administration management:

1. Consider consolidating their parking system into a centralized, single-responsibility center, specifically for parking administration and management of Westfield's public parking resources.
2. Consider forming the Westfield Parking Advisory Committee to field and address comments, concerns, and challenges associated with the public parking in Westfield.
3. Establish an event parking management plan and associated policies to ensure adequate parking and transportation services to meet the parking demand generated by special events.

B. Parking Permit Management

One of the major parking issues cited by Westfield residents during the open house community meetings is related to the parking permits. Issues cited include the length of the waitlist for commuter permits, the lack of available parking on residential streets due to commuters and high school students taking up the spaces during the day, the need for overnight parking in the downtown for residents, and the need for cheaper business (employee) permits.

Commuter Parking Permits

Commuter parking is a current challenge in Westfield, even with the availability of commuter parking permits. Presently, a commuter permit in the Main Lot (Lot 3) is \$696.00 per year and \$420.00 per year in the Satellite Lot (Lot 6). One of the concerns heard throughout community meetings was regarding the length of the waitlist for commuter permits. Currently, it is an estimated 3-year wait to obtain a commuter parking permit for the Satellite Lot located at Rahway Avenue and Watterson Street and an additional estimated 2-year wait to get a commuter parking permit in for the Main Lot at the Train Station for a total wait of approximately five (5) years. As a result of the lengthy waitlist commuters will hold onto their permits even if they no longer need them because permits are not easily accessible, and commuters without permits are finding free parking on the surrounding residential streets, limiting the available parking during the day for residents.



Employee Parking Permits

Another parking challenge is associated with employee parking permits. With more convenient on-street parking spaces and the availability of free parking after 10AM in the Main Lot, employees opt to occupy these valuable spaces as the alternative to purchasing an employee parking permit. Township officials and residents alike have cited concerns over the employees locking up the valuable on-street spaces and feeding the meters throughout the day. Westfield's Parking Division Director has pointed out that many parking violators are employees and that meter feeding is not as proactively enforced in the 4-hour spaces as it is at the 2-hour spaces. Currently, there is no wait for the employee parking. With the employee permits, a permit holder has the option to park in any employee designated location on a first come, first serve basis. Employee permit parking is located along North and Central Avenue (Lot 8) as well as at the orange bagged meters on Orchard Street, Ferris Place and Elm Street; permit parking is enforced M-F from 9AM to 4:30PM. Most days, Lot 8 consists of approximately 25 empty parking spaces. However, if a new employer comes to Westfield, this will likely decrease. The employee permit parking is priced at \$600 annually and \$300 semi-annually, these rates can be prorated based on the month of purchase and quarterly permits are available. One of the employee parking lots consisting of approximately 90 parking spaces has been turned into a commuter lot. However, if employee permit parking demand increases, additional spaces will be required in order to accommodate both the commuters and the employees.

Residential Parking Permits (RPP)

Certain Westfield streets are designated as “Residential Permit Parking Zones”, these streets are marked with signs that pose restrictions on general parking and allow for residents without off-street parking to park their cars on-street with the display of the special permit. Residential Parking Permit Programs are often used as a parking management tool to better regulate on-street parking in neighborhoods and communities that are adjacent to high parking generators, such as the Westfield Train Station. Neighborhoods and communities that are located in proximity to these parking generators are likely susceptible to spillover parking effects with demand from nonresidents. Typically, the parking spillover occurs prominent during weekday hours while people are at work. The fee for this permit is currently priced at \$10.00 annually. However, residential units in the downtown area have limited parking and are not allowed to park on-street overnight. Although a “Nite Owl Permit” allowing downtown residents to park overnight M-Sat from 4:30PM to 9:00AM for \$120.00 annually is available for purchase in Lots 4 and 8, the prohibition of overnight parking in the downtown is an inconvenience to downtown residents. The reason given for this ordinance is for safety and aesthetic reasons in addition to street sweeping.



Commuter Parking Permit Rates

Like any commodity, parking should be priced based on the level of demand, to help cover the costs of providing parking services and to generate revenue to support downtown parking improvements, alternative modes of transportation, and other municipal enhancements deemed appropriate. That said, and given that the parking is predominately restricted to Westfield residents, the parking rates must be reasonably priced. Timhaahs researched comparable transit municipalities with similar downtown commuter train station parking permits to compare to Westfield’s parking permit rates. **For reference, a table displaying comparable transit municipalities’ downtown commuter parking permit rates is located in Appendix C of this report.**

Permit pricing for transit municipalities ranges from the low end of \$460 per year in a Metuchen to the high end of \$2,100 per year in New Brunswick. Out of the seven (7) municipalities surveyed, including 26 transit lots and one (1) parking deck, the average permit price for residents is approximately \$1,200 per year. Westfield currently charges \$420 to \$696 per year for a permit (only offered to Westfield residents).

RECOMMENDATIONS: Parking Permit Management

The Township of Westfield presently faces parking challenges related to the parking permit management within Westfield. TimHaahs would recommend that Westfield consider the following modifications to its permit parking:

1. Consider implementing a commuter permit parking for the on-street parking spaces that commuters are presently occupying on residential streets.
2. Consider changing the time that Westfield allows parking free of charge in available parking spaces located in the Main Lot from 10AM back to 12PM to increase parking revenue and deter employees from utilizing these convenient parking spaces. These spaces should be made available to downtown patrons.
3. Consider increasing the price of both commuter parking permits and daily parking permits. The additional revenue can be used to fund parking, micro transit, parking demand initiatives and other downtown improvements.
4. Consider lowering the price of employee permits to be significantly less than the price of commuter permits and sell them on a monthly basis to promote utilization and alleviate on-street meter feeding.

5. Consider implementing a Residential Permit Parking allowing residents to park their cars on-street overnight in the downtown. This permit should be restricted to times that do not conflict with downtown businesses and the time limits should be strictly enforced.

C. Parking Enforcement

Fair and consistent enforcement of parking regulations is critical to the free flow of traffic, vehicular and pedestrian safety, and parking turnover to support local residents, retailers and merchants. Inconsistent enforcement is detrimental to the parking program as it catches people unaware and provides the impression that parking enforcement is unpredictable, arbitrary and capricious.

The current Parking Division operates under Westfield Township’s Police Department. The division consists of three Parking Enforcement Officers (PEOs) or “Traffic Specialists”, which is one employee less than the four PEOs employed in 2017. In addition to parking enforcement, the PEOs collect the revenue from the meters and provide traffic control. The division issued 12,336 parking tickets in 2018, down over 50% compared to 2017 when 23,306 tickets were issued.

Parking fee noncompliance can be directly related to two (2) major factors: A belief that metered spaces are not enforced and the lottery factor, “I’ll take my chances on getting a ticket”. It is important that the general public understands that PEO enforcement activity is vigilant and consistent. PEOs should have 1-hour enforcement routes in the CBD area and other areas of transient paid parking environments. Residential Parking Permit zones can usually be enforced every two to four hours, unless they are adjacent to commercial areas. Commuter parking lots can be enforced once in the morning and once in the evening. An afternoon enforcement following morning rush hour (10AM) can also be applied to ensure that a day tripper does not sneak into the lot. In NJ, PEOs should be performing on average consistent enforcement at the following standards:



- One (1) summons per 8 to 12 minutes or 5 to 8 summons per hour
- 40 to 60 summons per day
- 200 to 300 summons per week
- 10,000 to 15,000 summons per 50 weeks per year

These capture rates are directly related to the amount of parking regulated territory that a PEO can effectively cover in a 1-hour period. Enforcement zone circuits that are less than one (1) hour can cause the public and merchants to claim that the municipal government is lurking and looking for violations as a revenue source as opposed to a means of parking regulation or fee compliance.

With increased growth in the number of visitors, patrons and businesses, curb management and parking availability will be a growing concern. One of the most difficult aspects of parking operations is enforcement. It is important to ensure that there is a regular level of enforcement to promote adherence to the variety of parking regulations and time limits throughout Westfield. This is especially important in the downtown where competition for the curb via TNCs (Uber / Lyft) and package deliveries are increasing.

On–street parking is often the most convenient parking in a downtown and the appropriate turnover of these highly convenient spaces is critical to providing access to Westfield’s downtown businesses. In Westfield, on-street parking is used by patrons of multiple retail and commercial establishments. The on-street parking downtown and anywhere near the Train Station is restricted to 2-hour parking 10AM and 6PM, Monday through Saturday. However, we believe that due to the shortened enforcement hours, these spaces are regularly utilized by retail business owners and employees, thereby reducing the availability of the most

convenient spaces intended for retail/restaurant patrons. The low turnover and high occupancy of these convenient spaces often presents the perception that there is a lack of convenient parking in downtown.

As of 2017, the enforcement hours for Westfield’s on-street meters are set at 10AM to 6PM, Monday to Saturday. Since 2001, Westfield has decreased the enforcement hours on two separate occasions. To increase on-street parking availability, later enforcement of the convenient on-street meters Thursday through Saturday should be considered to promote additional turnover by dissuading downtown residents and employees from monopolizing the spaces in the late afternoon / early evening, thereby making more parking available for dining and retail patrons. An extended enforcement period will also help aid in greater curb management for delivery trucks in the downtown.

RECOMMENDATIONS: Parking Enforcement

1. Consider enforcing the high demand parking spaces in the downtown on a consistent basis throughout the day to ensure that parkers are abiding by the time limit, thereby turning over the spaces more frequently and creating more available parking for patrons visiting the downtown.
2. Consider enforcing meter feeding at a consistent level on both weekdays and Saturday’s.
3. Westfield should consider extending enforcement to 9PM, Thursday through Saturday evenings to dissuade employee parking.

D. Parking Fees

Critical to municipal parking planning and management is the proper regulation and pricing of on-street and off-street parking. Public parking is a valuable municipal asset that must be effectively managed and priced, particularly within Central Business Districts (CBD), to help ensure that the most convenient parking is available to support local retailers, restaurants and businesses. On-street parking provides quick and convenient access to businesses located on busy streets and is often preferred by users or patrons in comparison to off-street parking lots or garages. Accordingly, a goal of the on-street parking is to promote high turnover of the parking spaces due to its greater convenience and the ability to provide multiple uses of the same space. To accomplish increased turnover, a basic parking management premise prescribes that on-street parking should be priced at a higher rate per hour than off-street parking lots or garages in order to dissuade longer term parkers from monopolizing the on-street spaces. As such, charging appropriate rates for the on-street spots is an important strategy to promote turnover and push long-term parkers to off-street lots or garages. Most U.S. cities and towns undervalue the price of on-street spaces and keep it cheaper than off-street parking spaces believing that the lower cost of on-street parking is beneficial to local merchants and businesses. Unfortunately, the low cost of on-street parking has multiple negative effects including:

1. It encourages long-term parkers to monopolize the most convenient on-street spaces and often times, it is the employees and business owners that are parking in the most convenient spaces right in front of

Important Benefits of Increasing On-Street Parking Rates

1. Parking management experts and researchers have determined the ideal parking occupancy rate for on-street parking in a CBD area to be around 85%, which leaves roughly one to two spaces available per block so that cars no longer have to circle the block “cruising to find parking, (Shoup, 2011). If on-street parking is priced appropriately, there will be fewer cars cruising in search of parking, and thus less traffic congestion.

2. If prices are higher, drivers will park for a shorter amount of time, increasing the turnover rate, and thus enabling more cars to use the curb spaces. The availability of convenient on-street parking is critical to the local retailers whose customers often need quick and convenient access or they will likely choose to shop at another location or neighboring downtown area.

3. Some CBD employees will find alternative parking when meter rates increase allowing more customers access to on-street parking. Using parking fees to dissuade longer-term parkers will improve access for downtown patrons and ultimately contribute to the economic well-being of local businesses.

4. On-street parking rates also need to be increased on consistent intervals to cover the increasing costs associated with managing, administering and maintaining the on-street parking system including revenue collection, equipment purchase and repairs, and the associated

- businesses. This situation prohibits customers and patrons from accessing these convenient spaces.
2. It creates a high level of occupancy of these spaces, often requiring patrons to cruise the area in search of parking contributing to traffic congestion.
3. This high level of occupancy also contributes to illegal parking in loading zones, bus stops, and other prohibited areas which forces trucks and busses to double park, thereby further increasing traffic congestion.

Underpriced and overcrowded on-street parking creates problems except for those lucky drivers who manage to find a cheap space, while most other drivers cruise to find an open space wasting both time and fuel, further congest traffic, and pollute the air. There is always a concern that implementing a higher fee for on-street parking will dissuade customers to shop and/or dine in the downtown. This is a legitimate concern, but the benefits of fee parking, both in terms of better regulating the public parking supply and generating income to support future parking facilities and downtown improvements, is an effective strategy to improve access to the Westfield's downtown businesses and support continued development. In general, businesses and their customers are more likely to support parking management strategies if they can see a direct impact and experience for themselves the benefits of improved access and mobility brought about by progressive parking management strategies. **For reference, a parking fee schedule for comparable transit municipalities' on-street parking rates is provided in Appendix D of this report.**

Free Parking for 15 Minutes

A popular pricing strategy that can be seen throughout many downtowns is to offer free parking for the first 15 minutes, Westfield currently allows for this as a "grace period" in regard to enforcement and writing parking tickets. However, Westfield residents have stated that the free 15 minutes can be a bit confusing, as it is not applied automatically in the lots but it is automatically applied at the street-meters. This strategy encourages turnover and allows people who are running quick errands quickly to avoid having to pay for a space they do not intend to stay for long.



Progressive Pricing

An additional option related to on-street parking fee adjustments is Progressive Pricing of the parking rates. Progressive Pricing can help promote the proper utilization and turnover of the convenient on-street parking supply by providing a reasonable fee for the shorter, desired time limits of the space, but then dis-incentivizing long-term stays at the space by progressively increasing the cost fee associated with each additional hour spent at the space. Progressive pricing typically starts by charging an appropriate rate for the first or second hour, and then the rate increases with each hour the person parks in that spot past those first two hours. Progressive pricing can be implemented in areas with relaxed time limits. By charging a higher hourly meter rate for each additional hour, short-term parking is encouraged and turnover increases, while providing flexibility and convenience to users. To achieve this occupancy rate, towns increase the cost of parking or reduce time limits in areas with occupancy rates higher than 85% and decrease the cost of parking or increase time limits in areas with occupancy rates lower than 85%.

RECOMMENDATIONS: Parking Fees

1. Continue to offer free 15-minute parking as a convenience to residents, however, that the process to obtain the free 15-minute parking in the lots be advertised in a way that is clearer for parkers, i.e. a dedicated sign on-street for parkers to better understand and obtain the free time allotted.
2. Consider implementing progressive and demand-based pricing strategies in high demand areas of the downtown to promote turnover of the parking spaces and discourage employees from taking prime parking during the day.

E. Parking Technology and Equipment

The reliability and convenience of parking equipment and technology is a critical component to a successful parking program. Parking technology is used to maximize the use of existing assets and increase the efficiency with which the parking system is utilized.

Westfield presently uses multi-space meters and pay-by-cell applications (MPay2Park), as well as the following:

- The on-street meter inventory consists of **230** metered spaces with **140** single-head T2 meters that serve two spaces; these meters are a little over two (2) years old and have been received well among parkers.
- There are **24** pay stations located within the Westfield lots.
- MPay2Park came with the pay stations; MPay is part of Westfield's enforcement software, T2.
- The pay stations call out to the MPay App and the palm street meters are also integrated with MPay technology as well.
 - Residents have voiced concern with the MPay2Park stating that it is not user-friendly and that there should be a better pay-by-cell technology implemented.
- The current permitting software technology used in Westfield needs to be upgraded as it is from 2003 and written primarily for police work.
 - Every morning, one of the PEOs goes to Lot 3 to sell daily permits by hand to Westfield residents.
 - Ticket sales open at 6AM and there is usually a line of cars waiting.
 - **50 to 60** daily permits are sold each morning.



License Plate Recognition (LPR) Equipment

Given that most of the parking enforcement in Westfield is for commuter, business and residential permit parking, the Township should evaluate the benefits and the return on investment of License Plate Recognition (LPR) enforcement and a virtual parking permit system. The existing enforcement of on-street and off-street permit parking is labor intensive with challenges during inclement weather, there are often issues with lost or fraudulent permits, and the permit system has recurring costs related to the purchase and issuance of new permits. With LPR and a virtual parking permit system the permit parker would simply register their license plate and enforcement staff would use LPR cameras attached to an enforcement vehicle that would read license plates and compare them to the permit database.

In addition, LPR is effective in monitoring and enforcing time limit parking, which would help free prime downtown parking spaces often occupied by local employees. The LPR enforcement technology uses digital cameras and lasers to perform vehicle recognition (size, shape and color) and combined with accurate GPS, automatically detects and notifies the PEO of unmoved vehicles or vehicles that are parked on-street or in a lot without a valid permit or in a space beyond the permitted time. Parking enforcement productivity increases significantly with LPR enforcement systems allowing enforcement regardless of weather conditions and expediting the enforcement of time limitations since manual “chalking” is no longer required. This efficiency provides the PEO more time to perform other enforcement or downtown ambassador activities. Some additional advantages of LPR systems are:

- The system is capable of tracking vehicles with outstanding tickets, fines, warrants.
- Simplifies enforcement in commuter lots with license plate registration.
- Allows enforcement officers to monitor time limits and prohibits moving into an adjacent space.
- Allows a small enforcement staff to cover a larger area.

The costs of LPR have dropped to a reasonable rate recently and given the manual nature of Westfield's existing enforcement, an LPR system can be a cost effective way to undertake enforcement. For a system

equipped with one LPR vehicle, the permit management software, warranties and other necessary equipment, systems can range from \$50,000 to \$65,000 plus annual warranty and maintenance costs.

Outdated traditional paper permits are costly, time consuming and are becoming ineffective. Paper permit programs are also inconvenient, requiring residents or permit holders to come to Town Hall, fill out applications and then wait for permit approvals. For PEOs, paper permits can be a nuisance to enforce.



Electronic Permitting System / Digital Permitting System

Electronic or digital permitting system technologies help address these issues and change the way a community administers parking permits. Electronic permitting uses a set of computer-based tools and services that help automate and streamline the parking permit process. A digital system can utilize a single software tool to track permits and enforcement or it may use a wide array of task-specific tools to perform multiple functions. Most electronic permitting software can be integrated into the larger, municipal-wide electronic management systems, creating a more seamless process for the administration and the enforcement of commuter, employee and residential permits. This software stores permit information in a database that can then be used and updated by multiple municipal parking department personnel. Parkers can apply for digital parking permits online. Approvals can also take place online in a matter of minutes, as the application's information can be instantly verified and approved using the software's database. Online parking permit submissions and payment features are on standard options and they save time for parkers. PEOs use LPR technology to enforce the permits at a faster rate because all permits are license plate based. This also benefits the parker because the permit cannot get lost or stolen. A digital parking permitting system can also improve customer service and staff efficiency, enhance quality, and make parking operating funds more cost-effective.

RECOMMENDATIONS: Parking Technology and Equipment

1. Westfield should meet with LPR and digital parking permit system providers and solicit a firm budget estimate to implement an LPR / digital permitting system technology based on Township enforcement requirements and compare the capital and recurring costs of the system versus the existing manpower, administrative, and permit costs associated with the current enforcement and permit issuance system.

F. Parking Communications

Enhance Parking Program Communications and Information

A common problem experienced by municipal parking systems is that there is little effort expended to communicate and promote the mission, assets and functions of the parking system. Westfield should continue to enhance its parking communications program to inform its residents, downtown merchants, employees, shoppers, commuters, and the general public on how the entire Westfield parking system operates. The communications program should coordinate all parking information under a single "brand" and address the need for consistent enforcement and the value of the limited parking assets.

Westfield's parking website has a wealth of information and should consider adding information pertaining to frequently asked questions (FAQ's) related to parking, the reasons and rationale for parking enforcement and time limits, as



well as links to off-street parking information. The Township can look to the parking website for Norwalk, CT (www.norwalkpark.org), as their website mentions an app specifically pertaining to parking problems, concerns and comments and to the Parking Authority website for Hartford, CT (<https://hartfordparking.com/>), as their website contains real-time traffic information and live traffic conditions for parkers. Utilizing social media outlets such as Facebook and Twitter are also a cost-free strategy to connect with the public and convey information and updates related to Westfield’s parking. The Miami Parking Authority uses social media outlets to communicate to the parking public regarding events, promotions and timely information regarding the parking program or situations that may impact local neighborhoods.

The objective in promoting a parking system is to transform what can often be perceived as a negative image into a positive one. The parking communication program should include the following:

- A clearly defined brand, including mission and vision, and messaging platform regarding Westfield Parking.
- Consistent visual identity across all mediums, including logo, fonts, color signage and web/social media presence, uniforms, collateral material, enforcement and informational documentation, etc.
- Presence of a unified website that includes the following, at a minimum:
 - Contact information, including email and phone numbers
 - Complaint, maintenance issues and general inquiry forms
 - Information/tutorials on use of parking equipment/technologies (i.e., multi-space meters, PARCs, pay-by-phone app)
 - The proper use of social and new media (i.e., Facebook, Twitter, LinkedIn)

Linking to Downtown Businesses – Another opportunity for dining and entertainment patrons of the downtown is to establish a “linking” program with local restaurants, shops and venues. A linking program offers downtown businesses with access to custom parking widgets for placement on their websites. Through the parking link on the businesses’ website, patrons can conveniently connect to Westfield’s parking information for the parking lots and obtain information regarding rates, location, hours of operations.



Waze – Waze is a GPS navigation software that works on smartphones and tablets with GPS and offers voice navigation, real-time traffic, and other location-specific alerts. The Waze advertising platform can provide patrons using Waze to access downtown Westfield with parking information with the intent to drive customers to the underutilized lots or parking spaces when visiting the downtown.

Parking Wayfinding and Lot Signage

As Westfield is aware, proper wayfinding and signage program can greatly improve access to parking resources. Wayfinding is a comprehensive signage system in a standardized format that clearly communicates the location of parking and various destinations. A strong wayfinding system will help reduce vehicle traffic and extraneous vehicular circulation. An ineffective parking and wayfinding signage system may contribute to a perception that there is lack of convenient public parking when in fact there are multiple lots conveniently located to serve downtown businesses. Westfield should enhance its new signage and wayfinding system using the universal “P” for parking as follows:



- Replace the old parking wayfinding signs with new signs that prominently display the universal “P” for parking and aesthetically complement the Westfield downtown character. These signs should be installed at key vehicular approach locations, notifying parkers of the direction to public lots.
- The new signs at the public lots should be modified to eliminate other information and solely communicate the universal “P”, the name of the lot and the type of parking available.

- The lot identification signage should be consistent with the new signage system, reduce visual clutter and present the improved aesthetic character of the downtown area.

Upon discussion with Westfield’s Town Administrator, Westfield currently seeks to rebrand their wayfinding, mapping and marketing for parking operations in the near future. To be effective, the signage and wayfinding for a parking system must be clear, concise, and simple. While the creative designer may desire an aesthetic statement, plain is far better than fancy, particularly for traffic direction.

The signage system should include the following:

- **Trailblazer signs** located on streets leading to the downtown, these signs show where parking can be found.
- **Site signs** located at the parking lots, these signs describe the type of parking available.
- **Parking rate signs** located in proximity to the parking space, these signs provide hourly, daily, and monthly rates.

Real-Time Parking Occupancy Signage

Digital Guidance and Signage Systems are increasingly used to provide real-time space availability to parking patrons. With these systems parking occupancy is monitored in real-time and displayed on digital signage mounted at the entrance of the parking facility/lot. These signs alert parkers to the space availability in the lot before entering. The information can also be displayed on the Town’s website allowing patrons to check real-time availability from their mobile phone before their arrival to downtown. These systems enhance the customer experience as well as improve the wayfinding in and around the parking lots resulting in less vehicles circulating in search of an open space thereby reducing visitor frustration and vehicle emissions.

In 2017, the City of Newark, Delaware implemented digital signage similar to this in their lots through a PILOT Program as a way to make parking more convenient. The City also displays this parking information through an interactive parking map on their website (<https://cityofnewarkde.maps.arcgis.com/apps/webappviewer/index.html?id=2db339cc672a49cf84dfe0d57503f255>).



RECOMMENDATIONS: Parking Communications

1. Continue to enhance its parking communications program to inform its residents, downtown merchants, employees, shoppers, commuters, and the general public on how the entire Westfield parking system operates. The communications program should coordinate all parking information under a single “brand” and address the need for consistent enforcement and the value of limited parking assets.
2. Consider updating the parking section of their website to include information pertaining to frequently asked questions (FAQ’s) related to parking, the reasons and rationale for parking enforcement and time limits, as well as links to off-street public parking information.
3. Consider adding a “linking” program to their website as a way of linking downtown businesses with downtown parking information.
4. Consider exploring a Waze advertising platform to provide patrons using Waze to access downtown Westfield with parking information with the intent to drive customers to the underutilized lots or parking spaces when visiting the downtown.
5. Consider updating signage and wayfinding systems that are simple and convey a distinct Westfield brand. All public parking should be easily identifiable to a first-time visitor without creating any confusion about who may or may not park in a given location, we recommend using the universal “P” signage.
6. Consider implementing electronic occupancy count signage in high demand, downtown shopper lots.

G. Downtown Connectivity to Parking and Pedestrian Walkability

As many residents mentioned during the open house community meetings, “Westfield does not have a parking problem, but a walking problem”. To encourage access to parking, Westfield should enhance pedestrian pathways and access from the public parking lots to downtown destinations. These primary lots are located behind the retail and restaurant destinations on Main Street and are not easily accessible by vehicle or foot.



Creatively enhancing these linkages can be as simplistic as adding a vibrant, attractive mural or colorful LED lights to transform an unremarkable or seemingly unsafe underpass or an alleyway and create a sense of place. The “Yes!” mural on an underpass in Dumbo, NYC adds color and vibrancy to a once dull underpass. The City of Birmingham, Alabama used a series of rainbow LED lights to completely transform a once dark underpass into an eloquent work of art. These enhanced underpasses and linkages create a greater sense of connectivity and safety for pedestrians and contributes to Westfield’s sense of place. Enhancing the walkway/underpass on Central Avenue and East Broad Street will enhance the connectivity between North Avenue and South Avenue.



RECOMMENDATIONS: Downtown Connectivity to Parking and Pedestrian Walkability

1. Consider designating certain alleyways as linkages to the downtown, installing vibrant and prominent signage, and enhancing alleyways and underpasses with lighting, murals, and other creative placemaking strategies to create a sense of vibrancy and safety. This will likely encourage broader utilization of these downtown linkages and promote walking and biking in the downtown.



Parking, Mobility and Transportation Demand Management (TDM) Strategies

Parking in a city or town has a real impact on how the greater transportation and mobility systems within the area function and in turn, TDM policies directly impact parking resources. Appropriately priced, well-managed parking for both on- and off-street parking can work in tandem with other TDM strategies to produce desired incentives and results including managing parking demand and providing additional services and programs to users and customers. Alternative mobility can be utilized as a helpful tool to reduce parking demand, especially in an area with mass transit as an alternative to owning or driving a car. These services reduce parking needs and raise awareness of alternative mobility. Making transportation options such as car-sharing, ride-hailing and bike-sharing readily available is an important component of managing parking demand.

A. Car Share Programs

Car sharing programs allow commuters, residents and employees in transit-served areas (who may not want or need to own a vehicle or a second vehicle) to access one when needed. Integrating car sharing into downtowns or new development projects is an effective strategy to reduce parking requirements and provide residents, commuters, and employees with a vehicle. Car sharing is highly effective in reducing the need of car ownership, especially when combined with accessibility to mass transit.



Several cities in the United States have implemented on-street car-sharing programs on a Township-wide basis. Hoboken, New Jersey and Hertz Global Holdings became the first corporate-Township partnership when their car-sharing program debuted in summer of 2010. The program 'Corner Cars' is a pool of vehicles made available to residents who sign up that are shared so that they're used as often as possible. This means that instead of owning a car, residents share a pool of cars with other residents. The program has enjoyed widespread success, providing residents with the ability to rent from a fleet of vehicles on an hourly basis and park them in specially designated spaces throughout Hoboken.

B. Bike Share

In recent years, bike-share programs such as LimeBike or Jersey Bike have become largely popular in more walkable communities as an alternative to driving. Companies provide public bicycles for people to use on an "as-needed" basis without the costs, maintenance, storage and responsibilities that come with owning a bike, creating a market for people who would not otherwise ride a bicycle. These programs rely on a system of self-service bike stations that allow users access through a mobile app to rent a bike by the use of a membership or a credit card. The user is then able to ride the bike to their destination and park the bike in a convenient location. LimeBike offers a dockless bike-share program, cutting out the need for a bike rack altogether allowing users freedom and flexibility in picking up bikes wherever they are available and then leaving them at the user's end destination. For dockless programs, users simply unlock the bicycle with their smart phone through the app, pay for the ride, and then park and lock the bike from their phone once more when finished.



Places such as Hoboken and Jersey City are among the many cities that have adopted a bike-share program. The Hudson Bike Share system launched in Hoboken, NJ in 2015, a system of 250 bikes and 29 stations grew to 560 bikes and over 65 stations with over 20,000 members logging over 300,000 rides by 2017 (jerseydigs.com/udson-bike-share-coming-five-new-nj-cities/). The Borough of Keyport and the Borough of Metuchen both implemented dockless bike-share programs through LimeBike.

C. Electric Scooters

Similar to bike-share programs, many companies and municipalities are beginning to introduce electric scooters (E-scooters) available for rental as an alternative form of transportation, especially for the "last mile". Similar to the bike-share, the user simply downloads an app in order to scan a scooter's barcode to rent their ride, however, unlike the bike-share programs, the user can just leave the scooter on the pavement at their destination for another person to rent.

On May 20, 2019, Hoboken launched a six month PILOT program for a scooter share program in May as Governor Murphy signed the new law, S-731, authorizing low-speed (no greater than 20 miles per hour) e-scooters and e-bikes in NJ. The law regulates these alternative modes similarly to that of the standard bicycle. Hoboken currently has 300 electric scooters available for rental to both residents and visitors; in the first week

alone the program saw over 21,500 rides which is a global high for LimeBike. However, with the high ridership came reports of traffic and safety violations resulting in the creation of a regulatory ordinance to include a fine schedule of up to \$500 and/or loss of riding privileges for repeat offenders. Riders and renters are supposed to be licensed drivers for safety reasons and riders are meant to ride them on the streets in bicycle lanes while wearing a helmet. These E-Bikes run on rechargeable batteries and are meant as a mobility option that reduces traffic congestion, pollution and noise. **For reference, two sample ordinances for EScooters are provided in Appendix E of this report.**



D. Municipal Ride Hailing Programs

Transportation Network Companies (TNCs), sometimes known as ride-hailing services such as Uber or Lyft, are companies that match passengers with drivers via websites and mobile apps. TNCs are examples of the sharing economy and shared mobility. Ride-hailing services are now a significant alternative to owning or driving a car and have reduced certain parking needs.

The City of Summit located in Union County, NJ currently has a program with the ridesharing provider, Lyft. This program provides those Summit residents who already have parking permits with subsidized rides to the Summit Train Station. Drop offs at the train station run from Mondays to Fridays starting at 5AM and ending at 11PM. As of November 2018, the program expanded from 250 to 300 participants. Residents pay \$2.00 per ride and Summit subsidizes the remaining balance. This program has been successful in helping to alleviate parking congestion in municipal parking lots and garages near the train station. The cost to the City is approximately \$200k/year.

It is our understanding that Westfield has already reached out to Lyft to further explore this option, as mentioned by the Town Administrator. Both Uber and Lyft offer ridesharing options where commuters and / or residents can carpool with others in one trip which makes it that much cheaper. Westfield can explore the possibility of offering Uber/Lyft subsidies for residents and commuters who are willing to use ride hailing services.



E. Parking and Mobility Management for Major Employers and Residents

Mobility Management, or Transportation Demand Management (TMD), refers to strategies and programs that give priority to public transit, ride-sharing and non-motorized modes of transportation. Companies are able to use these programs to promote sustainable mobility systems (i.e. carpooling options or discounts for mass transit use) for their staff as a way of reducing the number of vehicles on the road and parking demand. The purpose of the management programs is to encourage employees to make greater use of green transport modes to promote sustainability.

Strategies can include improving transportation diversity, providing incentives for users to change the frequency, mode, destination, route or timing of their travel, and reducing the need for physical travel through mobility substitutes or more efficient land use. Parking and Mobility Management is becoming a more common solution to a variety of transport problems because of the low costs and the multitude of benefits that come with it. Westfield can work with major employers in the town to encourage the implementation of these programs as a smart growth strategy for current and future development.

Princeton University offers a range of benefits to their faculty and staff that chose alternative modes of transportation to commute to work each day, these incentives are part of the Revise Your Ride Program. The program is an important element of Princeton University's strategic priorities as a way to reduce single occupancy vehicles (SOV's) on campus. The program offers enhanced incentives to participate in one of five TDM programs with cash incentives for doing so: bike/walk, carpool, vanpool, rail reimbursement, and free NJ Transit bus pass. In addition to these programs, the following benefits are also included: Enterprise CarShare options, a guaranteed free ride home, and single commuter parking passes for an average of three days per month in specified lots.

“Drive Less” Campaign (Aspen, Co.)

Back in July 2015, the City of Aspen, Colorado hit record breaking numbers as over 33,000 vehicles crossed Castle Creek Bridge, in a city with a total population of only 7,162 people in 2015, (aspentimes.com). Being a premier downtown destination may have helped attribute to this vastly large number. Many locals expressed their concerns and frustration with how bad the traffic situation had become. Aspen then set out to encourage people not to drive their vehicles by launching a “Drive Less” Campaign. Efforts to reduce driving were encouraged by paid parking, bike sharing and pushing public transportation alternatives.

Participants take an online pledge and then select the free perks for pledging to drive less. Perks offered in the Aspen program include an RFTA (Roaring Fork Transportation Authority) value card, a car2go (a car share program) membership fee waiver and carwash coupons. In addition to these perks, any person who signs the pledge is then automatically entered into the Drive Less program's weekly prize drawings, with the grand prize being a getaway to Denver, Co.

In addition, by pricing their parking at appropriate rates, the City of Aspen was able to help push higher turnover for parking spaces which in turn increased business volume and parking revenue. The additional parking revenue generated is used to fund the alternative transportation methods such as bikeshare, carpooling and door-to-door shuttles to help with the “Drive Less” Campaign.



F. Periodic Parking Assessments

As Downtown land use changes and the downtown population and business activity changes, actual parking utilization should be regularly assessed. These assessments will help determine future parking demands and assess the adequacy of the future parking supply. Westfield should undertake periodic parking assessments, either on an annual basis or every other year, to determine the actual utilization of existing public on- and off-street parking assets. This will provide accurate data related to parking demand and availability that can inform future decisions and strategies related to parking management and the potential need for additional parking resources.

RECOMMENDATIONS: Parking, Mobility and Transportation Demand Management (TDM) Strategies

1. Consider exploring a car share program as an option for alternative modes of transportation to help reduce the overall parking demand in the downtown.
2. Continue to explore bike share and EScooter options for alternative modes of transportation. These are good “green team” initiatives that will likely help reduce the overall parking demand in the downtown.

3. Continue to explore the option of implementing a municipal ride hailing program, whether it be a “guaranteed ride home” program or Uber/Lyft subsidies, for Westfield residents and employees who opt to not drive to the train station.
4. Consider incentivizing parking and mobility management for major employers through the implementation of similar programs to Princeton University’s “Revise Your Ride Program” or the City of Aspen’s “Drive Less” Campaign, encouraging employees to leave their cars at home.
5. Consider implementing a “Drive/Park Less” program that incentivizes residents to utilize alternative modes of transportation in the downtown.
6. To fully understand actual parking utilization, perform periodic parking assessments in and around the downtown on an annual basis to maximize existing parking assets, to the greatest extent possible, and plan for future parking needs.

Planning For New Parking Facilities

A. Right Sizing the Parking Facility

Determining the appropriate amount of parking for downtown activities and new development can be a challenge to navigate. If there is too little parking offered, patrons, residents and employers / employees will get frustrated and may end up parking on-street anyway or may go somewhere else entirely. If there is too much parking, there are unnecessary expenses added to the cost of development.

Parking is Expensive - Parking is costly to construct, both in terms of real estate and capital costs, and if too much parking is required, the economic feasibility of a given project is negatively impacted. A typical surface parking stall costs between \$4,000 and \$8,000 to construct (not including the value of the land) and a structured, above ground parking space in central NJ can cost between \$20,000 and \$30,000 per space depending on a variety of factors.

Parking Takes up Land - Parking requires a significant amount of space, typically between 300-320 square feet per space for an efficient parking facility, and requiring too much parking can negatively impact the ability to achieve the dense, walkable, pedestrian friendly, downtown environment.

Excess Parking Impacts Housing Affordability and Availability – The cost to purchase land and build parking for a residential project is passed along to tenants of the development in the form of increased rent and, in some cases, onerous parking requirements can kill a project altogether thereby limiting the amount of new housing in a particular municipality or area.

Parking Has Environmental Impacts – Too much property dedicated to parking increases the amount of impervious surface associated with a project and contributes to storm water run-off. Free ample parking also encourages more automobile use and dissuades alternative modes of transportation such as, walking, biking, and mass transit.

However, inadequate parking for a project has negative consequences such as forcing project residents to cruise in search of a spot and potentially inundate nearby on-street parking in the adjacent residential areas.

Establishing Appropriate Ratios – Criteria for Reduction

Determining the appropriate amount of parking for a development project requires flexible standards based on the analysis of the characteristics, nuances, and location of the project and the implementation of best practice, parking management strategies that influence parking demand. Each development project is distinctive when it comes to parking planning and there are many factors to consider when determining the right amount of parking including:



- The target market for the development
- Existing vehicle ownership in the given area
- Population characteristics (i.e., total population, total households, etc.)
- Availability of on-street parking
- Availability of other proximate parking resources that could be shared
- Accessibility to mass transit and other alternative modes of transportation
- Mixed-use nature of the development project and surrounding area
- Availability of amenities within walking distance of a project (shopping, dining, etc.)
- Parking pricing (unbundled or bundled with the rent)
- Walkability of the area (walk score)
- Bikeability of the area (bike score)
- Parking and Mobility Management
- Contingency-Based Planning
- Use of a PILOP or Shared Parking

Unbundle Fees

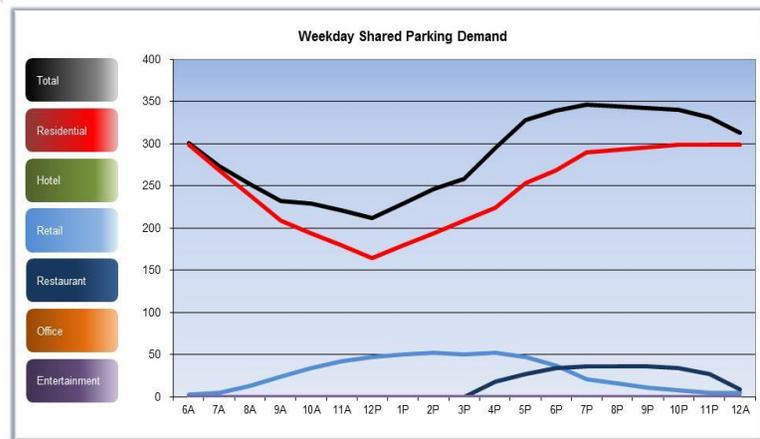
Most zoning laws and development standards require significant parking requirements to accommodate the anticipated needs of the development program. And often the costs associated with parking are included as part of their rent, regardless of actual needs. This practice reduces the affordability of housing and commercial space and often negatively impacts the economic viability of the project by requiring more parking than is needed. This is especially true in developments with proximity to mass transit where residents may forego owning a car. Accordingly, parking fees in smart growth projects should be unbundled – allowing opportunities for renters who do not utilize parking to pay a lower rate than those who do and thereby disincentive the use of parking. It is important to note that with unbundling fees, there is the probability that residents will seek park on adjacent downtown streets to avoid the fee and potentially create spillover parking problems for nearby residents. This situation can be addressed with consistent enforcement and Residential Permit Parking.



Shared Parking

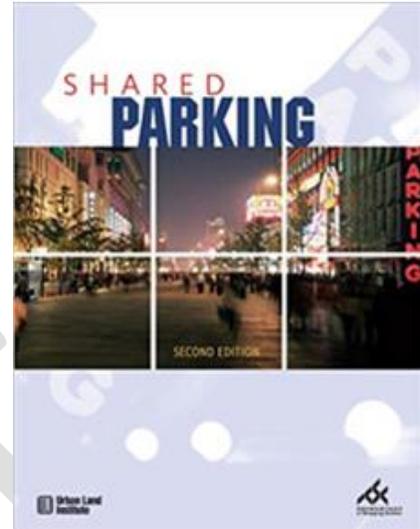
Westfield as a Shared Parking Clearinghouse

According to the Urban Land Institute (ULI), “Shared Parking is defined as parking spaces that can be used to serve two or more individual land uses without conflict or encroachment”. The mix of land uses typical in a downtown provide meaningful opportunities for shared parking. The utilization of the same parking space by multiple user groups (i.e., parking for commuters during the day, and residents or retail patrons in the evening and weekends) maximizes the use of parking resources, reduces the amount of parking to be built, and if parking fees are charged, financially supports the facilities’ capital and operating expenses. The mix of land uses in downtown Westfield offers opportunities to share parking resources.



It may be a challenge to establish formal agreements between developers or land owners who have excess parking capacity and potential permit parkers to institute shared parking. However, to facilitate agreements between downtown developers / owners and permit parkers, Westfield could serve as a “clearinghouse” of available parking. In this capacity, the Township could obtain parking availability data from private owners as a way to create and maintain a database regarding the availability of parking for lease in all private parking facilities in the Downtown. This information would be available to prospective businesses seeking parking and potential developers wishing to secure parking for new projects. Westfield could work with parking owners to facilitate standard parking lease terms that would identify the owners of the parking resources and thereby potentially provide a meaningful parking resource for Downtown Westfield that would otherwise sit empty at certain times of the week.

While the coordination and administration of sharing parking assets may pose an bureaucratic challenge for Westfield, BoxCar, an integrated commuting company that enters into agreements with local property owners with excess parking and marketing those spaces to commuters, is operating in Westfield and is providing underutilized parking resources to commuters.



Westfield’s Shared Parking Ordinance

Currently, Westfield’s Master Plan already outlines that shared parking agreements between properties should be encouraged in the P-1 and P-2 Office Zones and the GB-3 Retail Business Use Zones. The Master Plan also states that office/apartment uses are not permitted to reduce the amount of parking available to shoppers and retail merchants in addition to containing ordinances in regard to shared parking as follows:

- Subsection F of § 17.02 (Minimum number of off-street parking and loading spaces): subject to the provisions of § 17.03A (location of parking), which shall control any owners of property in the multi-family residential or non-residential zone districts, may provide the required number of parking spaces by participating in a joint parking program involving two (2) or more multi-family residential and/or non-residential uses on the same or separate lots, provided the plans for such a joint program shall have been approved by the Board, and provided further that the number of parking spaces shall equal the collective parking area requirements of the participating properties to be serviced, unless the applicant demonstrates, and the board agrees, that the times of peak parking demand for the various uses are and will remain sufficiently different so as to warrant a lesser number of parking spaces (RSIS), [Amended 5-11-1999 by Ord. No. 1734].
- § 17.03A (General Location of Parking Areas): Non-residential zone districts. In all non-residential zones, required parking shall be furnished on the same lot as the principal building, structure or use; provided, however, that up to fifty (50) percent of the required number of parking spaces may be located on other property owned by the applicant, or under a joint parking program agreement, in a non-residential zone so long as such parking spaces are located within five hundred (500) feet of any customer entrance way to the principal building, structure or use as measured along the normal pedestrian route between the parking and the entranceway to the principal building, structure or use (RSIS).

Westfield’s Parking Waiver

To encourage growth in the Downtown District, Westfield currently has a parking requirement waiver put in place for new businesses coming in. The parking requirement waiver allows for businesses that need a certain amount of parking to develop without getting the board’s approval, previously the requirement was five (5) spots or less. In the last two years (2017 and 2018) the town has voted to expand this parking waiver: in 2017 the waiver increased from five (5) parking spaces to 10 parking spaces and then it increased once more in 2018 from 10 parking spaces to 20 parking spaces. This means that anyone applying to open a business

that requires 20 parking spaces or less does not need the board’s approval; anyone who needs over 20 parking spaces must go to the board and get a variance approved. Essentially, this parking waiver allows businesses to have zero parking for their patrons, adding to the current parking challenges in Downtown.

RECOMMENDATIONS: Right Sizing the Parking Facility

1. Consider requiring developers to unbundle parking fees with any new development projects and charge appropriate, market-based parking fees that do not incentivize and subsidize car and parking utilization.
2. Continue to use shared parking as an effective strategy to help reduce parking requirements for future development in the downtown and centralize that facility to serve multiple projects.
3. Consider applying appropriate parking ratios that reflect the presence of mass transit, the mixed-use, dense nature of downtown development, and the availability of goods, services, and amenities in a walkable environment.
4. Consider a less flexible parking waiver for new development to help mitigate existing parking assets and ensure adequate parking in the downtown. Consider these waivers to require contribution to a PILOP fund.
5. Consider requiring a reevaluation of ‘required parking’ for use change requests to be conducive to the needs of the business change.

B. Parking Facility Design

Any new public parking facility will act as the gateway to the community, the first and last impression that a person has of their experience in Westfield. It is important to design the facility as a place that is more than just somewhere to park. Mixed-use integration should be considered to the greatest extent possible and may include restaurants, retail or even residential development. The facility should be planned and designed as a people generator in a location that sees a lot of foot traffic. It should include attractive walkways that connect people to downtown with high-quality graphics, signage, and information to create a user friendly environment. Security and technology options need to be considered and designed with user convenience in mind, in addition to architectural elements such as stair and elevator towers. Even seemingly small details like lighting levels and paint color need to be considered in detail, as this facility is a representation of the quality of the community as a whole.

Parking planning and design considerations to be evaluated when planning for structured parking include:

1. The structure’s proximity and integration with proposed development sites;
2. The structure’s proximity to the NJ Transit station and downtown businesses;
3. The ability of facility to accommodate various parking demands thereby improving its financial viability;
4. The efficiency and number of spaces yielded given the constraints of the various sites;
5. The vehicular and pedestrian circulation and walkability within, to and from the facility; and
6. To the greatest extent possible, opportunities to incorporate retail and commercial elements into the facility to create street level vibrancy and complement the downtown.
7. Design parking with residents and patrons in mind, to create attractive, welcoming, safe and user-friendly facility.
8. Incorporate sustainable parking design principles to reduce environmental impacts and long-term operational costs.
9. Provide bicycle storage and lockup locations in new projects to further incentivize residents to give up their car and parking.
10. Ensure proper parking management to maintain and maximize the use of parking assets.



Parking Facility Financing Tools

Structured parking is often necessary and expensive resource to build for both the public and private sector as part of a development project. In most small to medium sized urban environments structured parking does not generate a profit for private developers and must be subsidized by rents from other components of the developer's project; retail, office, entertainment venues, and residential units. The government has various ways of financing structured parking that may be more favorable than commercial lending sources available to a private developer. Consequently, the government's decision to finance is a critical element of successful government led redevelopment planning. Unlocking the redevelopment potential and value of well-located municipal parking lots can be done in a number of ways.

1. Standalone garages can be developed to act as a centralized public parking resource financed by the government. A standalone garage can act as a redevelopment catalyst and encourage private sector development and rehabilitation of existing area commercial and residential real estate located within the garage's area of influence.
2. Mixed-use garages financed by the government entity as developer, with commercial retail or service leaseholds available on the ground floor. Mixed use garages can be built with additional office space located on liner floors above grade and office, restaurants or residential on the garage's roof, available for occupancy by government and or private tenants.
3. Public/Private Partnerships (P3s) projects where the government entity sells the parking lots development rights to a private developer, in support of a development project that is favored by the government. In a full P3 the government will participate in the financing and operation of the project's parking component.



A. Revenue Bond Financing

Project Financing

One of the most common methods of raising capital for parking garage construction is revenue bond financing. Revenue bonds are an effective choice when the parking garage being constructed will be charging fees for parking. The net income from the parking garage is pledged toward repayment of the bonds.

If the annual projected net income of the project is sufficient to cover the annual debt service payment on the bonds and the operating costs, the project can likely qualify for bond financing. In these cases, the hourly, daily, and monthly fees are normally set at levels that will generate income in excess of debt service and operating costs. Such conditions exist in dense urban areas with high parking demand and existing high parking fees, such as New Brunswick or Hoboken. With a revenue bond financing, in addition to the capital and soft costs of the project, other costs that are typically included in the amount of the overall bond issue are bond issuance costs, a one year debt service reserve fund, and an initial contribution to the capital reserve fund to address future capital repairs.

Parking System Financing

If the annual projected net income of a parking project is not sufficient to cover the annual debt service payment on the bonds, additional sources of revenue are needed to pay debt service and operating costs. Because these conditions often exist within municipal parking systems, some revenue bond financings for new projects are supported by the net revenue from the entire parking system. In this case, the additional revenue to support the project is dedicated from the net revenue of other parking facilities or on street meters and in these scenarios the hourly, daily, and monthly fees are normally set at levels to ensure that there is adequate net revenue generated from the entire parking system to support the financing. Such conditions exist in many urban and suburban centers throughout New Jersey where parking fees are charged for parking.

B. Revenue Allocation District (RAD) Financing Act

The Revenue Allocation District Financing Act, generally known in other states as tax increment financing, allows a municipality to pledge the increase in taxes resulting from a redevelopment project to the repayment of bonds issued to finance all or portions of the project. For example, if a parking facility were required to leverage private development, the municipality may pledge to support the debt issued to finance the construction of the parking facility. The RAD statute applies to redevelopment areas as defined in the Local Redevelopment and Housing Law. It permits a municipality to create a revenue allocation district that may consist of properties in an area not to exceed 15 percent of the total taxable property assessed in the municipality (this may be increased to 20 percent by approval of the Local Finance Board) as part of a Redevelopment Plan approved by the governing body of the municipality. The municipality essentially takes a financial snapshot of the revenue allocation district, which fixes the preexisting level of taxes continued to be collected and distributed by the municipality for local, school and county taxes based on the normal allocation. The revenues collected within the RAD through PILOTs, special assessments, or other specified payments are earmarked for the Revenue Allocation District. All new revenues can then be committed as part of the revenue allocation financing plan to pay off debt needed to finance infrastructure or other space improvements that, but for the RAD, would not be undertaken.

C. P3 Financing

A public/private partnership can be a valuable financing tool when it comes to building a structured parking facility. Through joint development and public/private partnerships (P3), municipalities and other public entities can innovatively and cost effectively meet parking development, operations and long-term maintenance requirements. These arrangements often combine multiple stakeholders, and may include joint development by public agencies as well. Through P3 and public /public partnerships, the skills and assets of both the public and private sector (or multiple public agencies) are utilized to develop facilities jointly for the parking public.



To plan and undertake a successful P3 to construct parking and other development, the municipality should conduct a Rational RFP / RFQ developer selection process and select an experienced and qualified development team. The zoning and parking requirements for the proposed project should be in place and be set at appropriate levels to maximize the value of the real estate asset. The negotiations with the selected developer partner should be an “open book” process where both sides understand the associated costs, revenues and expenses of the project. To ensure that the project meets the municipality’s visions and expectations, the project should have set milestones and development / operation / maintenance standards. In addition, should these standards not be met, there should be clear cure and default provisions in the developer agreement. In sum, a successful P3 occurs when the municipality’s and the development partner’s interests are aligned.

D. Additional Municipal Tax Assessment

A municipality may levy an “additional” assessment upon private property in proximity to a parking facility (lot/garage), for a period of up to 20 years, in order to repay the expense of land acquisition, hard construction and soft development costs associated with building a parking facility and the cost of parking equipment. New Jersey Statute 40:56-1 et. seq. regulates local improvements made by municipal governments and the imposition of an assessment upon real estate in the vicinity thereof, based upon the proportionate benefits derived by private property. Parking facilities are specifically identified in NJSA 40:56-1.1 & 1.2 as local improvements for which an additional assessment may be imposed by a municipality. NJSA 40:56-1.1 states as follows:

“Any municipality may undertake, as a local improvement, the work of providing facilities for the parking of motor vehicles by the acquisition and improvement of real property and by the construction of buildings and

structures. Any such acquisition may be by purchase or lease and the parking facilities may include equipment, entrances, exits, fencing and other accessories necessary or desirable for the safety and convenience of the parking of motor vehicles.” NJSA 40:56-1.2 further states that an additional assessment may be made by the municipality “in furtherance of any project of a parking authority” pursuant to said parking authority law”, or “in connection with the creation of a parking authority”. Funds for the public parking facility may be appropriated by the municipality from the annual tax budget as a capital improvement or funded by bond anticipation notes or permanent bonds.(NJSA 40:56-13 & 35). Upon completion of the construction of the public parking facility, all costs associated with the financing, public advertising, engineering, land acquisition and construction (hard & soft costs) of the local improvement must be detailed and certified by the municipality/parking authority to the local assessment officer (NJSA 40:56-24), or to a general board of assessment if such a board has been created by the governing body. (NJSA 40:56-21 to 23).



E. Guaranteed versus Stand-Alone

When the municipality or another public entity with taxing powers resolves to subsidize debt-service payment shortfalls in times when the project revenues fall short, the revenue bonds are known to be guaranteed or backed. Because of the additional security that is realized from this pledge, the bond ratings are generally higher and the cost of borrowing - the bond interest rate - is generally lower. When the only source of income that is pledged to pay debt service is the revenue of the project or the revenues of the project plus other parking facilities in the system, the bonds are known to be stand-alone.

F. Payment in Lieu of Parking (PILOP)

The high cost of providing surface or structured parking facilities in urban environments, i.e. land acquisition, soft cost, development fees, and construction hard costs often effect project feasibility and result in developers requesting waivers from municipal parking requirements. A municipality which adopts an ordinance that implements a program for a Payment In Lieu Of Parking (PILOP) offers a developer the option to pay a fee for each waived parking space, in lieu of providing the number of parking spaces required by local land use ordinance. The municipality utilizes the PILOP fee to maintain or construct a public parking facility available to the users or occupants of the development project, as well as the general parking public. For years, municipalities have used PILOP initiatives as a way of allowing new development to proceed without providing all or some of the required parking on the development site. PILOP programs can be a valuable tool for promoting new development, especially with the presence of mass transit where residents and employees of the downtown have the option of an alternative mode of transportation.

The PILOP fee is generally calculated based on the per-space cost of constructing surface or structured parking. Depending on the location and type of parking, this fee can range from as little as \$3000 per space in smaller towns with abundant and inexpensive land for surface parking, to over \$25,000 in more dense areas where structured parking is required due to land costs and the desired development density. The benefits of a PILOP program include the reduction of over building parking facilities, encouraging shared parking, saving valuable land for other uses, and creating a fund for future parking development and maintenance or to support parking strategies. PILOP programs exist around the country with different ways to finance the in-lieu costs developers must pay. These typically depend on the fiscal needs, liquidity and desires of each municipality. Some variations on methods to collect payment include:

- Lump sum payment
- Annual installment payment
- Combination of both upfront and installment payments
- Guaranteed monthly permit sales/ payments

Westfield should create a PILOP ordinance with a dedicated fund for revenues and then reinvest these revenues in a parking trust fund dedicated to expanding the public parking opportunities throughout the CBD and the township. Funds contributed to a PILOP fund can be used for the following:

- Acquire simple fee or other interest in land, and other real property for parking purposes
- Construct, maintain, operate, lease, manage, or otherwise provide off-street parking facilities for public use
- Provide public information to enhance parking utilization including publicity campaigns, signage, and other informational devices
- Coordinate plans for parking facility improvements and expansion with public transportation plans and operations in the vicinity, particularly joint facilities that might be operated in connection with transit stations and any feeder services
- Fund parking studies and professional fees for feasibility analysis, design and construction of new facilities

The benefits of adopting a PILOP program include:

- Developer flexibility
- Public parking facilities can be shared by multiple users (private parking facilities are often restricted to users generated by the owner’s development project)
- Consolidation of multiple small and single user parking facilities, into a larger strategically located public parking facility
- Reduction or elimination of parking variances granted by a municipality
- Creates a level playing field, where all developers contribute to and share public parking
- Provides a funding mechanism for public parking improvements and facilities

Table 2: PILOP Parking Fees in Other NJ Municipalities

Municipality	PILOP
Union Township	\$500
Asbury Park	\$15,000
Fort Lee	\$20,000
Hackensack	\$2,500 - \$9,000
Metuchen	\$5,000
Rahway	\$5,000

RECOMMENDATIONS: Design and Financing

1. If structured parking is built in the future, implement appropriate parking design strategies:
 - Design parking with residents and patrons in mind, to create attractive, welcoming, safe and user-friendly facility
 - Incorporate sustainable parking design principles to reduce environmental impacts and long-term operational costs
 - Provide bicycle storage and lockup locations in new projects to further incentivize residents to give up their car and parking
 - Ensure proper parking management to maintain and maximize the use of parking assets
 - Incorporate mixed-use at the grade level, if possible
2. Consider appropriate financing strategies for new development:
 - Revenue Bond Financing for project financing and parking system financing
 - Revenue Allocation District (RAD) Financing Act
 - P3 Financing
 - Additional Municipal Tax Assessment

- Guaranteed versus Stand-Alone
- Payment in Lieu of Parking (PILOP) - Create a PILOP ordinance with a dedicated fund for revenues and reinvest revenues into a parking trust fund dedicated to expanding the public parking opportunities throughout the CBD and the Township

Master Plan Re-Examination Parking Recommendations Summary

#	Parking Recommendations Summary
Parking Administration & Management	
1	Form the Westfield Parking Advisory Committee to meet on a quarterly basis to field and address comments, concerns and challenges associated with the public parking in Westfield
2	Consolidate parking management responsibilities to a single-responsibility center
3	Establish an event parking management plan and associated policies
Parking Permit Management	
1	Institute a commuter permit for on-street parking spaces on residential streets presently used by commuters
2	Increase the price of commuter and daily parking permits and dedicate additional revenue to parking demand strategies
3	Lower the price of employee permits and sell them on a monthly basis to promote utilization and alleviate on-street meter feeding
4	Allow residents to park their cars on-street overnight in the downtown via permit
Parking Enforcement	
1	Provide consistent enforcement the high demand parking spaces in the downtown to promote turnover
2	Extend enforcement to 9PM, Thursday through Saturday evenings to dissuade employee parking
Parking Technology and Equipment	
1	Implement a License Plate Recognition System (LPR) for parking enforcement
2	Implement an electronic / digital parking permitting system for parking permit administration
Parking Fees	
1	Continue to offer free 15-minute parking as a convenience to residents but provide clearer directions to parkers so that they better understand and can obtain the free time allotted
2	Consider implementing progressive and demand-based pricing strategies in high demand areas of the downtown
Communications and Marketing	
1	Continue to enhance the parking communication program in Westfield, coordinating all parking information under a single “brand”
2	Update the parking section on Westfield’s website to include information pertaining to frequently asked questions (FAQ’s) related to parking, the reasons and rational for parking enforcement and time limits and links to off-street public parking information
3	Add a “linking” program to the parking section of the website to link downtown businesses with downtown parking information
4	Explore the implementation of a Waze advertising platform
5	Update signage and wayfinding systems that are simple and convey a distinct Westfield brand replacing the existing parking wayfinding signs with new signs that prominently display the universal “P” for parking

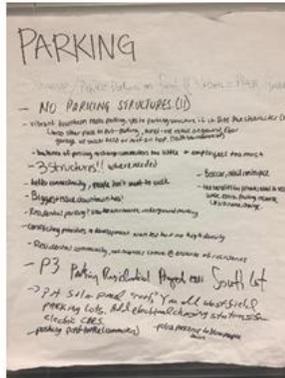
6	Implement electronic occupancy count signage in high demand, downtown shopper lots
Downtown Connectivity to Parking and Pedestrian Walkability	
1	Designate certain alleyways as link as linkages to the downtown and enhance alleyways and underpasses by installing vibrant and prominent signage, lighting, murals and other creative placemaking strategies to create a sense of vibrancy and safety
Parking, Mobility and Transportation Demand Management (TDM) Strategies	
1	Continue to explore options and implementation of alternative modes of transportation, i.e. car share, bike share, EScooters, etc., to help reduce the overall parking demand in the downtown
2	Consider implementing a municipal ride hailing program for Westfield residents and employees who opt to not drive to the train station
3	Incentivize parking and mobility management for major employers through the promotion of similar programs like Princeton University's 'Revise Your Ride Program' or the City of Aspen's 'Drive Less' Campaign to encourage employees to leave their cars at home
4	Consider implementing a "Drive/Park Less" program that incentivizes residents to utilize alternative modes of transportation in the downtown
5	To fully understand actual parking utilization, perform periodic parking assessments in and around the downtown on an annual basis
Right Sizing For New Parking Facilities	
1	Encourage developers to unbundle parking fees and charge appropriate, market-based parking fees that do not incentivize and subsidize car and parking utilization
2	Utilize shared parking as an effective strategy to help reduce parking requirements for future developments in the downtown and centralize the facility to serve multiple projects
3	Apply appropriate parking ratios that reflect the presence of mass transit, the mixed-use, dense nature of downtown development, and the availability of goods, services, and amenities in a walkable environment
4	Consider a less flexible parking waiver for new development with contribution to a PILOP fund to help mitigate existing parking challenges
Design and Financing	
1	<p>If structured parking is built in the future, implement appropriate parking design strategies:</p> <ul style="list-style-type: none"> • Design parking with residents and patrons in mind, to create attractive, welcoming, safe and user-friendly facility • Incorporate sustainable parking design principles to reduce environmental impacts and long-term operational costs • Provide bicycle storage and lockup locations in new projects to further incentivize residents to give up their car and parking • Ensure proper parking management to maintain and maximize the use of parking assets • Incorporate mixed-use at the grade level, if possible
2	<p>Consider appropriate financing strategies for new facility development:</p> <ul style="list-style-type: none"> • Revenue Bond Financing for project financing and parking system financing • Revenue Allocation District (RAD) Financing Act • P3 Financing • Additional Municipal Tax Assessment • Guaranteed versus Stand-Alone • Payment in Lieu of Parking (PILOP) - Create a PILOP ordinance with a dedicated fund for revenues and reinvest revenues into a parking trust fund dedicated to expanding the public parking opportunities throughout the CBD and the Township

Appendices

Appendix A: Stakeholder Comment Notes from the Public Outreach Community Meetings

Figure 2: Westfield Community Workshop Parking Comments, March 21, 2019

3. Parking



Parking concerns include:

Downtown Parking Concerns

- Biggest issue downtown has!
- **No parking structures** – does not want Westfield to be like Cranford, some think it ruins the character of Town, and some bought homes in Westfield *because* there was no parking structure
- **Yes to parking structure if it fits the character** – Vibrant downtown needs parking, no other place to put parking, mixed-use retail on ground floor, garage structure with soccer field or turf on top, possible location for garage is South train station lot
- Need better parking connectivity, people don't want to walk

Commuter Parking Concerns

- Remove/replace parking in front of train station = make a Plaza/Green
- Waiting list for commuter parking still too long
- Balance of pricing – charge commuters too little and employees too much
- P3 parking residential project S. lot
- Boxcar rents from the Church lot

- Tax benefits for private retail to sell/lease extra parking resource – ordinance charge
- Residential streets are being over-parked by commuters (on N. Ave past Tuttle and as far west as West Dudley Ave.) – enforcement!

Employee Parking Concerns

- Employees are taking up the parking in the downtown
- Central lot has open space → educate employees on this resource for parking

Residential Parking Concerns

- Nowhere for downtown residents to park overnight
- New apartments should have underground parking
- Conflicting priorities – development wanted but no high density
- Westfield is a residential community, not a business community (i.e., residents needs/wants should come first before the idea of a vibrant, economic, business centered downtown)

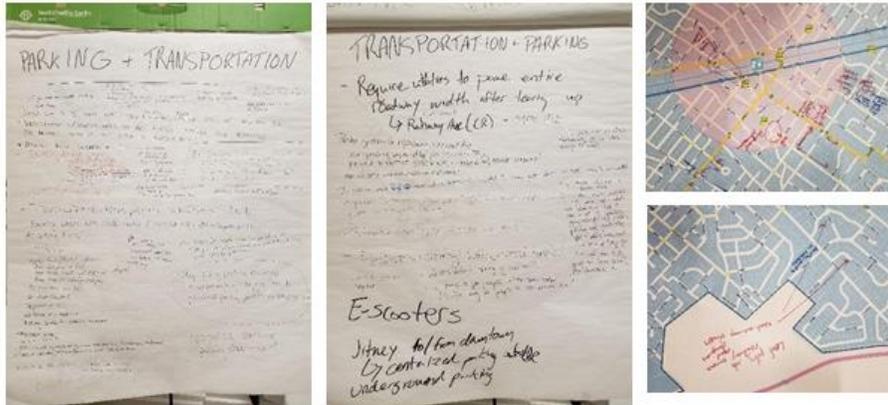
Other Parking Concerns

- Put solar panel "roofs" on all Town lots. Add electric charging stations

Source: Timothy Haahs and Associates, Inc., 2019.

Figure 3: Westfield Community Workshop Parking Comments, April 3, 2019

2. Transportation & Parking



Transportation & Parking concerns include:

Parking

- **Need more parking especially for commuters**
- 3-5 year wait for commuter parking
- A jitney to get people to the train station?
- **Parking deck needed!!**
 - with turf fields on top level!
 - for retail & commuter
 - more pressure on NJ Transit
 - with multi-levels and mixed-use developments

if deck, street (free) parking on Elm St. must be limited to 2-hour & resident only to push free loaders into decks
- Potential deck locations
 - Behind Baron's Drugs
 - Trader Joe's parking lot
 - South side Train Station
 - North side train station lot (adj. to Central & North Ave.
 - behind movie theatre
 - one-level deck at Lot #7
 - one-level deck at Lot #2
 - one-level deck at Lot #8
- Require any new parking be matched with green infrastructure
- Consider stacking parking structures
- Stop giving parking variances to businesses (new) – require them to purchase parking permits for employees
- Hillside – narrow parking on both sides
- Elm, between Cowperthwaite and E. Dudley: People parking, no time restriction
- Clark St., parking on both sides, very narrow

Transit

- **NJ Transit 1 seat ride**
- Jitney to/from downtown – centralized parking outside, underground parking
- NJ Transit one seat service, more late-night trains, gateway
- Think of commuters who use Garwood as closest station for train

Bicycle

- Need more bike racks – train station, covered, downtown, at parks
- Add bike lanes on E. Broad
- A safer way for people to bike around town?
- Want to see E-scooters

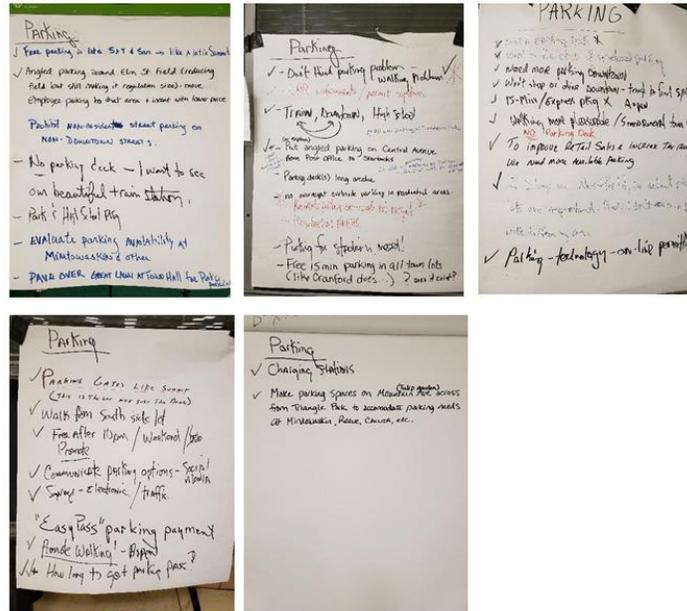
Pedestrian

- School crosswalk
- Controlled crosswalks
- Need better system for repaving sidewalks
- Re-set bluestone sidewalks – work with home owners!
- Better sidewalks, especially adding where there aren't any (Sycamore going into Garwood)
- Carleton, between Ross and Fairfield – sidewalks = poor condition
- I love our downtown. Fortunately, I am close enough to walk.
- I like to walk throughout downtown. I like that I can get all over on foot once I've parked.
- Streets are bike/pedestrian safe

Source: Timothy Haahs and Associates, Inc., 2019.

Figure 4: Westfield Community Workshop Parking Comments, April 24, 2019

3. Parking



Parking concerns include:

Downtown Parking

- 15-min/express parking
- Free 15-minute parking in all town lots (like Cranford does...)
- Need a **parking deck**
- Parking deck(s) long overdue
- Need more parking downtown
- No parking deck
- Promote free parking after 10pm and on weekends
- Free parking in lots Saturday and Sunday, like a lot in Summit

- We need more available parking
- Positive feedback for existing angled parking on Prospect
- Put (or explore) angled parking on Central Avenue from Post Office to Starbucks
- **Angled parking** around Elm St. field (reducing field but still making it regulation size) move employee parking to that area and incentivize with lower price

- Won't shop or dine downtown – tough to find parking spot
- Shared parking study
- I shop in Westfield, retail parking, lots are important. But I don't mind a walk to/from my car.
- Parking gates like Summit (this is the lot not just the deck)

Train Station Parking

- No parking deck – I want to see our beautiful train station
- How long to get parking pass?

Walking & Parking

- Don't think parking problem – walking problem!
- Walking more pleasurable/Snow removal town wide
- Walk from South side lot
- Promote walking – Aspen

Resident Parking

- Prohibit non-resident street parking on non-downtown streets
- **No overnight curbside parking** in residential areas; residents parking on-street at night; residential areas

Parking Systems / Enforcement

- LPR enforcement / permit system
- More technology like online permitting
- "Easy Pass" parking payments
- Communicate parking options via social media
- Signals – electronic/traffic
- Charging stations
- Training of PEO's

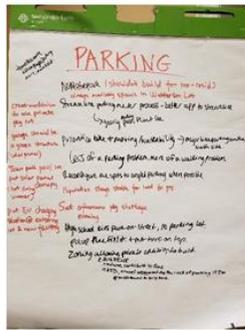
Community Facility Parking

- Evaluate parking availability at Mindowaskin and other
- High School parking
- Add a one-way pull-in on Dorian Rd. in front of WHS for drop off, pickup
- Pave over great lawn at Town Hall for Police parking.
- Park parking
- Add some parking at Tamaques Park
- Parking for Kehler stadium need!
- Make parking spaces on Mountain Ave (Tulip Garden) across from Triangle Park to accommodate parking needs at Mindowaskin, Reeve, Church, etc.

Source: Timothy Haahs and Associates, Inc., 2019.

Figure 5: Westfield Community Workshop Parking Comments, April 29, 2019

3. Parking



Parking concerns include:

Downtown Parking

- Use the BOE tennis courts and field for employee parking, move field
- Watterson lot always has parking, especially in the PM
- Extend Lot #5 (behind Rialto)
- Put electric vehicle charging station at existing lot and new facility
- Only real parking shortage is on Saturday afternoons/evening, never trouble finding a spot at other times
- Reconfigure the spots to angled parking where possible to maximize number of spaces
- Less of a parking problem, more of a walking problem
- Westfield does not need to be like Metropark (shouldn't build parking structure for non-residents)
- Garage should be a green structure (solar panel)

Parking Technologies & Training

- Allow private entities to build via a PILOP program: allocation fee to offset user-paid fees in the downtown
- Streamline parking meter process – better app to streamline

- Yearly parking pass - flat fee at all lots
- Lot #4 used to be gated, would be ideal location for "pay on exit" using centralized kiosks or digital reader
- Create mechanism to use private parking lot

Community Facilities & Parking

- High school kids park on-street (they have no dedicated parking lot) so commuters and high schoolers compete for on-street parking
- Pave the fields at High School and put structured turf fields on top
- Put solar panel canopy (hot during summer) at Town Pool parking lot

Miscellaneous

- Population stays stable for last 60 years
- Prioritize bike and moving (walkability): put major bike parking on the North Side of train station (currently most is on the South side)
- Lord & Taylor has too many parking lots

Residential Parking

- New/S. Elmer/South Ave - Apartment

Source: Timothy Haahs and Associates, Inc., 2019.

Figure 6: Westfield Community Workshop Parking Comments, April 30, 2019

Parking

- Need handicap spots in downtown, not just in parking lots
- Need additional 5-10-minute parking availability in front of stores
- Understand the benefits of a parking garage
- **Need more downtown parking**
- Make the South Side Train parking lot into a 2-3 story garage
- Electric charging stations needed

Source: Timothy Haahs and Associates, Inc., 2019.

Appendix B: Weekday On- and Off-Street Parking Demand Data

Table 3: Weekday On-Street Parking Demand By Time Limitation, Thursday, June 6, 2019

Type	Supply	10AM		12PM		2PM		4PM		6PM		8PM	
2-Hr	287	201	70%	220	77%	231	80%	200	70%	207	72%	200	70%
4-Hr	15	7	47%	7	47%	7	47%	10	67%	15	100%	3	20%
9-Hr	4	2	50%	2	50%	3	75%	2	50%	4	100%	3	75%
12-Hr	18	18	100%	18	100%	18	100%	18	100%	15	83%	6	33%
Employee	34	9	26%	8	24%	9	26%	11	32%	2	6%	4	12%
TOTAL	358	237	66%	255	71%	268	75%	241	67%	243	68%	216	60%

Note: yellow highlighted the peak occupancy throughout the day or occupancy above 85%.

Source: Timothy Haahs and Associates, Inc., 2019.

Table 4: Weekday On-Street Parking Demand By Street, Thursday, June 6, 2019

Street Name	Type	Supply	10AM		12PM		2PM		4PM		6PM		8PM	
South Ave West	2-Hr	36	29	81%	23	64%	28	78%	20	56%	24	67%	13	36%
Orchard Street	Employee	20	0	0%	0	0%	1	5%	3	15%	0	0%	1	5%
Ferris Place	Employee	14	9	64%	8	57%	8	57%	8	57%	2	14%	3	21%
Driftway	9-Hr	4	2	50%	2	50%	3	75%	2	50%	4	100%	3	75%
East Broad Street	2-Hr	51	46	90%	49	96%	51	100%	41	80%	57	112%	48	94%
Quimby Street	2-Hr	26	26	100%	29	112%	30	115%	27	104%	30	115%	30	115%
Lenox Avenue	2-Hr	16	16	100%	16	100%	16	100%	11	69%	8	50%	12	75%
Watterson Street	12-Hr	18	18	100%	18	100%	18	100%	18	100%	15	83%	6	33%
Elmer Street	2-Hr	56	24	43%	31	55%	34	61%	26	46%	12	21%	24	43%
Central Avenue	2-Hr	14	10	71%	13	93%	12	86%	13	93%	11	79%	13	93%
Elm Street	2-Hr	73	38	52%	47	64%	46	63%	48	66%	51	70%	46	63%
Prospect Street	2-Hr	15	12	80%	12	80%	14	93%	14	93%	14	93%	14	93%
Westfield Avenue	4-Hr	15	7	47%	7	47%	7	47%	10	67%	15	100%	3	20%
TOTAL		358	237	66%	255	71%	268	75%	241	67%	243	68%	216	60%

Note: yellow highlighted the peak occupancy throughout the day or occupancy above 85%.

Source: Timothy Haahs and Associates, Inc., 2019.

Table 5: Weekday Off-Street Parking Demand in the Public Lots, Thursday, June 6, 2019

Lot	Supply	10AM		12PM		2PM		4PM		6PM		8PM	
Lot 1	212	106	50%	144	68%	12	6%	114	54%	126	59%	177	83%
Lot 2	71	70	99%	46	65%	56	79%	59	83%	70	99%	69	97%
Lot 3	549	511	93%	533	97%	537	98%	526	96%	380	69%	120	22%
Lot 4	142	91	64%	103	73%	103	73%	88	62%	72	51%	78	55%
Lot 5	112	61	54%	90	80%	108	96%	95	85%	100	89%	10	9%
Lot 6	135	112	83%	106	79%	102	76%	120	89%	89	66%	18	13%
Lot 7	99	62	63%	88	89%	88	89%	86	87%	91	92%	97	98%
Lot 8	199	197	99%	186	93%	183	92%	166	83%	78	39%	58	29%
Total	1519	1210	80%	1296	85%	1189	78%	1254	83%	1006	66%	627	41%

Note: yellow highlighted the peak occupancy throughout the day or occupancy above 85%.

Source: Timothy Haahs and Associates, Inc., 2019.

Appendix C: Transit Municipalities’ Downtown Commuter Parking Permit Rates

Table 6: Transit Municipalities’ Downtown Commuter Parking Permit Rates

Municipality	Population (2017)	Lot #	Resident \$	Non-Resident \$	Daily Parking \$	Payment Enforced
Westfield	30,433	3	\$696/yr	No Parking	\$5/day	M-F until 10AM
		6	\$420/yr	No Parking	NA	M-F until 10AM
		8 (employee)	\$600/yr	NA	NA	M-F until 4:30PM
Cranford	24,439	1	\$600/yr	\$600/yr	NA	Weekdays and Evenings
		2	\$600/yr	\$780/yr	\$0.50/hr	24/7
		3	\$600/yr	No Parking	NA	M-F until 6PM
		4	NA	NA	\$6/day	M-F until 6PM
		5	\$600/yr	\$600/yr	NA	M-F until 6PM
Elizabeth	130,215	1	\$1,800/yr	\$1,800/yr	\$10/10 hrs	24/7
		3	\$1,800/yr	\$1,800/yr	\$12/10 hrs	M-Sun until 5PM
		4	\$1,800/yr	\$1,800/yr	\$12/10 hrs	24/7
Metuchen	14,349	7, 11	\$460/yr	\$460/yr	\$5/12 hrs - Lot 7	M-Sat 24/7
		3	\$1,000/yr	\$1,000/yr	NA	M-Sat 24/7
		4, 5, 6	\$1,000/yr	\$1,000/yr	\$5/12 hrs	24/7
		8	\$460/yr	\$1,000/yr	NA	24/7
Morristown	19,037	1, 3	\$1,200/yr \$1,920/yr - premium package	\$1,200/yr \$1,920/yr - premium package	\$6/day	24/7
		2	\$1,200/yr \$1,920/yr - premium package	\$1,200/yr \$1,920/yr - premium package	\$6/day	M-Sat until 7PM
New Brunswick	56,910	3	\$2,100/yr	\$2,100/yr	\$22/day	24/7
		4	\$1,920/yr	\$1,920/yr	\$20/day	
Rahway	30,131	Deck	\$1,200/yr	\$1,200/yr	\$12/24 hrs	24/7
		F	\$1,020/yr	\$1,020/yr	NA	24/7
		H	\$1,020/yr	\$1,020/yr	\$7/12 hrs \$9/24 hrs	M-Sat 24/7
		Street	NA	NA	\$7/14 hrs \$10/24 hrs	24/7
Woodbridge	101,965	1, 2, 3, 4	\$480/yr	\$480/yr	\$3/day - Lot 4	M-F until the evening

Source: Timothy Haahs and Associates, Inc., 2019.

Appendix D: Transit Municipalities’ On-Street Parking Rates

Table 7: Transit Municipalities’ On-Street Parking Rates

Municipalities	Population (2017)	On-Street Rate
Westfield	30,433	\$0.75/hr
Elizabeth	130,215	\$1.50/hr
New Brunswick	56,910	\$1.50/Hr -1st and 2nd hour \$2.00 - 3rd hour \$3.00 - 4th hour \$4.00 - 5th hour \$5.00 - 6th hour \$6.00 - 7th hour \$7.00 - 8th hour
Hoboken	54,379	\$2.00/hr-\$3.60/hr
Fort Lee	37,907	\$1.00/hr - Zone A \$0.50/hr - Zone B
Montclair	39,227	\$1.00/hr
Rahway	30,131	\$1.00/hr
Cranford	24,439	\$0.50/hr
Summit	22,323	\$0.25/15-minute (15-min ONLY Express Meter) \$0.50/hr (3-hr, 5-hr, 12-hr meters) \$1.00/hr (90-min meters and paystations)
Morristown	19,037	\$1.00/hr
South Orange	17,001	\$0.50 - \$1.00/hr
Metuchen	14,349	\$0.50/hr
Somerville	12,418	\$1.00/hr (3-hour limit)

*Note: Municipalities are displayed by total population (2017) from largest to smallest.
 Source: Timothy Haahs and Associates, Inc., 2019.

Appendix E: Electric Scooter Sample Ordinances

Sample Ordinance 1 for Electric Scooters – Hoboken, NJ

ELECTRIC SCOOTERS IN HOBOKEN – APPLICABLE RULES AND REGULATIONS

Several state and local laws govern electric scooter usage in Hoboken. Specifically, local ordinances regulate electric scooters in the following ways:

- Where to ride: E-scooter users are required to ride in the street and are permitted to ride in the city’s bike lanes and on multi-use paths. All e-scooter users must yield to pedestrians and other slower-moving street users.
- Where to park: E-scooters must park at either bike racks or on the sidewalk in the furnishing zone (the area of the sidewalk closest to the curb that provides space for items such as bus shelters, benches, street trees, and utilities). The City, in partnership with electric scooter operators, is gradually

implementing designated scooter parking areas in the street or daylighting space at inbound legs of intersections. Never park a scooter where it obstructs pedestrian access on sidewalks or at crosswalks. Any scooters parked in this area pose a safety hazard and limit mobility for pedestrians and people with disabilities and will be removed.

- Riding on the sidewalk: E-scooter users are prohibited from riding on the sidewalk.
- Speed limits: All e-scooters must obey a speed limit of 18 MPH.
- Age restrictions: All e-scooter riders must be 18 years or older.
- One rider per scooter: Only one person can ride an e-scooter at a time.
- Rental restrictions: The terms of agreements with e-scooter share companies (Lime and Ojo) require that all rentals must be made by the rider of the scooter.

The use of helmets is strongly encouraged.

Sample Ordinance 2 for Electric Scooters – Memphis, TN

The City of Memphis, TN has already drafted a “Shared Mobility Ordinance” in June of 2018 to address bicycles, electric-assist bicycles, or electric scooters. A portion of the ordinance is shared below and the full ordinance can be found at www.memphistn.gov. The Ordinance was drafted to “establish rules and regulations relating to the operation of and regulation of bicycle, electric-assist bicycle, and electric scooter sharing programs” as follows:

WHEREAS, pursuant to Article 40 Section 353 of the Memphis City Charter, the City Council shall have the power to pass, for the government of the City, any ordinance not in conflict with the Constitution or laws of the United States or of the State of Tennessee; and

WHEREAS, the City Council has the power to pass any ordinance regulating the assessment, levy, and collection of all City taxes not inconsistent with the provisions of the Constitution and the laws of the United States and the State of Tennessee; and

WHEREAS, the City Council finds that this ordinance is not inconsistent with the provisions of the Constitution and laws of the United States and the State of Tennessee; and

WHEREAS, the City seeks to promote shared mobility in the short and long term to promote greater connectivity, access, and quality of life and recognizes shared mobility is essential to improve air quality, reduce motor vehicle traffic, and promote equitable and accessible systems of transportation; and

WHEREAS, the City Council finds it is in the public’s interest to establish policies and procedures for bicycle, electric-assist bicycle, and electric scooter sharing programs to improve mobility options while protecting health, safety, and general welfare of individuals and the community at large.

NOW THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF MEMPHIS, that the findings and recitations set out in the preamble to this ordinance are found to be true and correct and they are hereby adopted by the City Council and made a part hereof for all purposes.

BE IT FURTHER ORDAINED that the various sections of this ordinance are severable, and that any portion declared unlawful shall not affect the remaining portions.

APPENDIX B

Master Plan Reexamination Report Survey Results

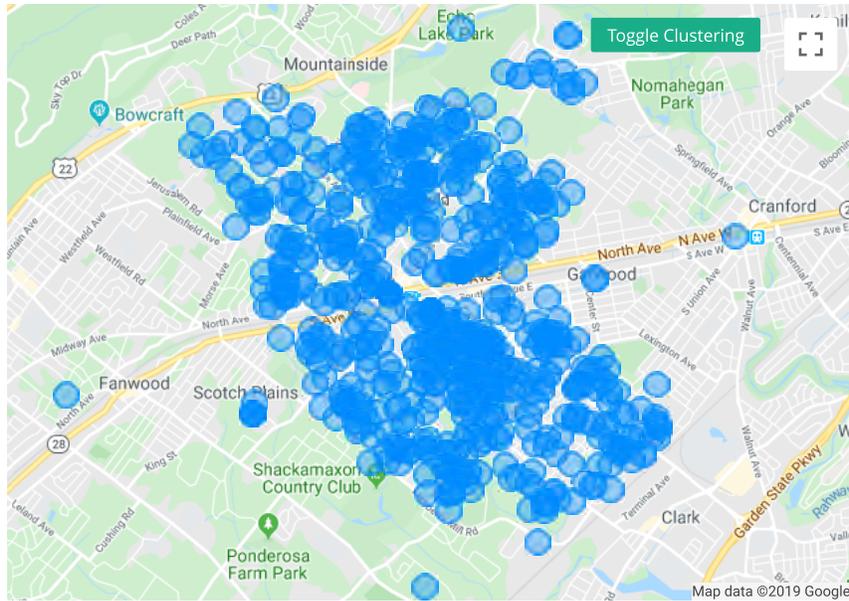
Westfield Master Plan Reexamination Report Survey Results

Project Engagement

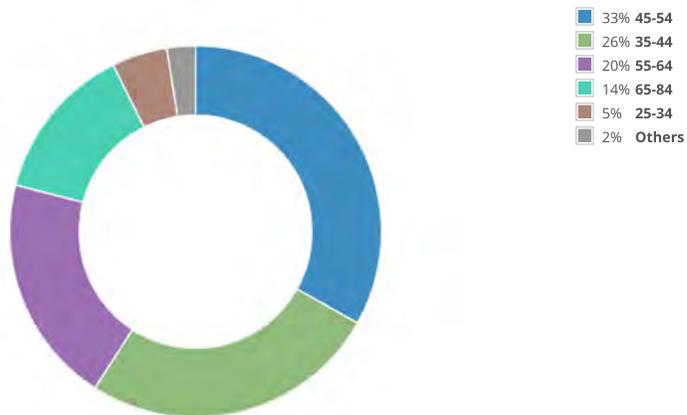
VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS
3,947	792	66,868	4,566	288

GENERAL QUESTIONS

1. Where do you live?

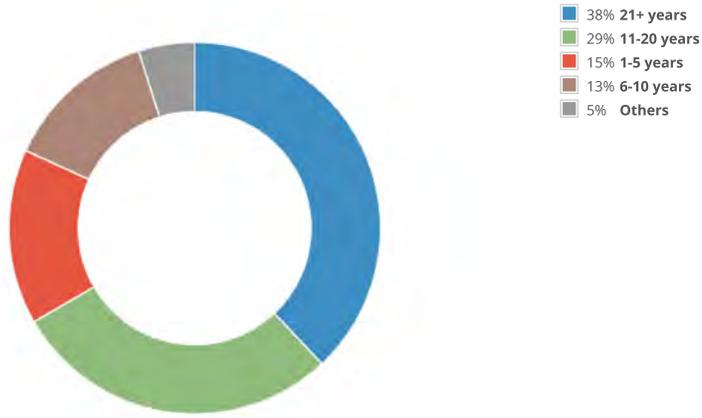


2. What is your age?



724 respondents

3. How long have you lived in Westfield?

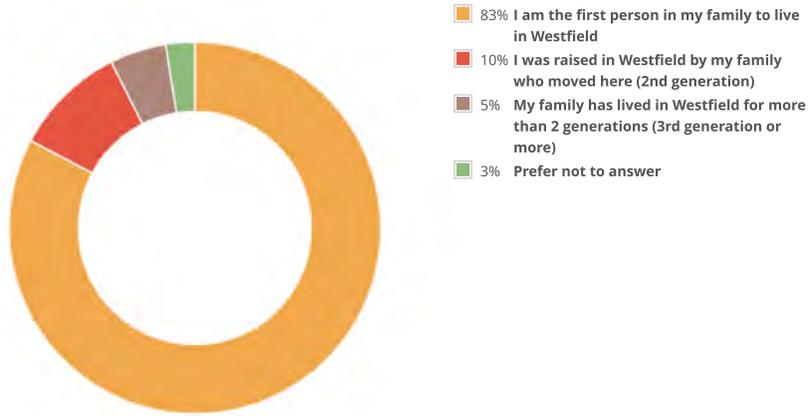


737 respondents

4. If you have moved to Westfield in the last 20 years, what are the main reasons for it? (Select all that apply)

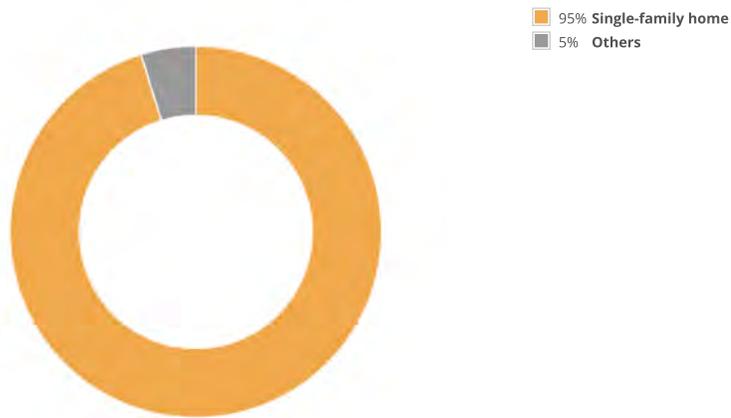
82%	Quality of school system	438 ✓
70%	Downtown	375 ✓
54%	Character of community	290 ✓
51%	Quality of life	270 ✓
48%	Availability of train	256 ✓
32%	Found a home I liked	173 ✓
26%	Close to family/friends	138 ✓
16%	Grew up in town or nearby	83 ✓
16%	Access to highways	83 ✓
14%	Close to where I work	75 ✓
10%	Availability of bus	53 ✓
4%	Other (Please explain in the comments)	23 ✓

5. Which of the following statements best describe you and your family's history in Westfield?



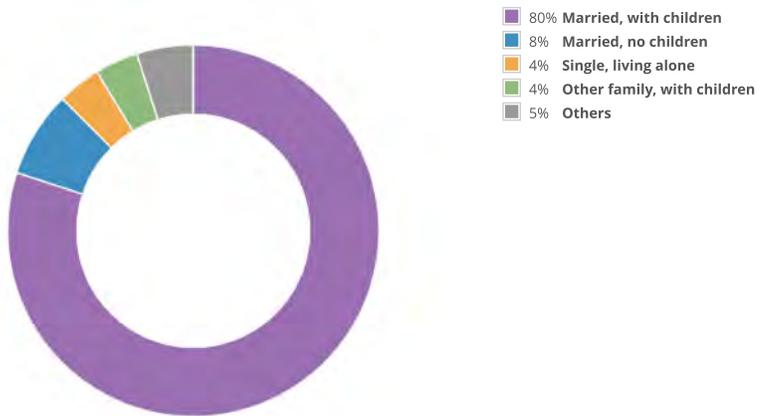
673 respondents

6. What kind of home do you live in?



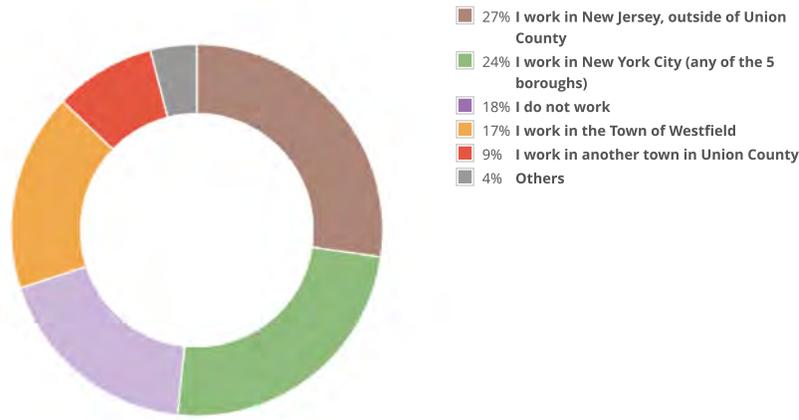
691 respondents

7. Which family arrangement best describes you?



691 respondents

8. Where do you work?



693 respondents

VISION QUESTIONS

1. What is the first thing that comes to mind when you think of the Town of Westfield?

- What happened to Westfield. I moved here from 2 towns away because growing up I always dreamed to raise my kids in Westfield. Now I am just looking to get out
- Used to be a great downtown and great school, not sure anymore
- Beautiful homes, great school system, safe neighborhood; Beautiful homes, great school system, safe and friendly town to live.
- Great downtown area, beautiful homes
- Beautiful neighborhoods with tree-lined streets and well-maintained homes in top school district.
- Downtown
- Good schools
- Wish it has better places to eat or coffee time late afternoon
- Great downtown, neighborhoods with character, welcoming feel
- The picturesque image on the postcard is a facade... you can't see the congestion and traffic, nor the homes and developments built far too large for their lots, nor the lack of open space, nor the vacant storefronts. The character of this town is changing in the name of greed.
- Love this town for raising kids, but not sure how long we will stick around due to the cost of living.
- The historical downtown area, beautiful neighborhoods, tree lined streets, great schools, competitive athletics, high property taxes, parking issues.
- nice town - too expensive - needs change. great schools - nice parks - nice restaurants - downtown needs revitalization. It is like a campus in a way. I am happy i moved here
- Sadness of our lost history due to almost zero preservation efforts and of the character that Westfield was long known for. Too much anger instead of trying to bring all residents together. An us & them mentality that seems to be spreading. A lack of civility and respect for a way of life that many envied...too much effort & energy spent on parties/events that become a distraction from the work of
- I think the town has great potential but just isn't getting the investment or quality bars and restaurants that people really want.
- Change...what is happening to the landscape of this beautiful town?!?
- Great schools. Nice downtown, but too many vacant stores. Beautiful old homes, but too many tear-downs tainting streets. Citizen complaints about parking. Commuter complaints about lack of a one-seat ride to NYC.
- Downtown, safety, good school system
- Arrogance
- Quaint
- Beautiful town with lovely tree lined streets and homes, but it is very pricey to live here
- Great schools and community to raise a family
- Positive people, caring community
- Great place to raise a family. Nice downtown.
- The downtown area and the Beautiful older homes.
- Lack of parking and deteriorated sidewalks, streetscape downtown.; History, downtown, walkability.
- Good schools, vibrant downtown, beautiful older homes. But, lack of commuter parking, large homes being built on small lots and lack of well placed commercial development to support taxes are all concerns.
- Main Street community
- Small town USA
- Still a nice place though taxes are very high. Character is changing with very large houses replacing those that have been here for many years.
- Beautiful Victorian Train Town
- Expensive
- Lovely historic and architecturally diverse homes that are now being torn down thus destroying the character of this town. Historic Preservation was always at the forefront in Westfield but now, builders have been allowed to destroy the character of this town with shoddy construction, carbon copy crap out of builders catalogues and over densely

- Government that should be concentrated on repairing our infrastructure, honing our spending and lessening our tax burden.; Charming, traditional special place
- Great community
 - Idealic suburban town, located in a central area with access to the big cities, ocean, mountains, farms, industrial areas, and parks; safe surroundings and family oriented community; Top rated schools and athletic programs
 - Walkable town with historic homes with lots of character. Great shopping and dining, great schools and nice parks/open spaces.
 - I loved Westfield in the day, but it may be time to go.
 - Quaint streets with charming homes that have character, combined with a beautiful downtown.
 - Overrated, seriously overcrowded school system that is resting on laurels earned long ago and does not deliver value for money to taxpayers.
 - Snobs! Honestly, the people here are so pretentious and entitled. It's been very hard to make friends.
 - Disappointing. Bad schools, bad NYC commute, no good restaurants and overpriced.
 - Nice family town.
 - Family oriented, community involvement, caring people
 - Attractive downtown
 - Variety of things to do and easy to get to places around NJ. Centrally located
 - downtown shopping area
 - Historic- old fashion side walks, trees, historic homes and downtown.; Historic; The historic feel of the town, including the trees, sidewalks, downtown and parks.; The historical feel, old trees, sidewalks and downtown. Kids walking and riding bikes to school.
 - losing its small town, hisotirc character bit by bit.; losing its small town, historic character
 - "small town/village meets urban" - but it's changing and getting out of balance
 - Walkable downtown ; Walkable downtown.
 - Expensive
 - The downtown
 - typical lily white NJ affluent town
 - Great neighbors, safe streets, and a real sense community
 - Over-taxed. Every year there seems to be a justification for those taxes as going to our schools, and while my children are thriving, I see the same for nearby towns with far (far) lower property taxes. Downtown is suffering and needs help- We are over-building.
 - It is a pretty town with a lot of charm and very family oriented.
 - School systems ; School
 - Safe
 - Families
 - Good Community and walkable downtown, but in trouble of evolving and keeping up with changing tastes and demands (as compared to Cranford for example)
 - school
 - Downtown
 - A nice town that is existing on its laurels - needs to catch up to surrounding towns.
 - Great school system
 - While the past 15 years here in town have been an overall good experience, I feel that constructed homes. The downtown needs to leverage its historic nature by improving its character through sustained investment in the streetscape of downtown. Parking is an issue that needs to be resolved in a manner that works with the historic nature of downtown but still facilitates more shoppers coming to our stores. Landlords must be part of the solution by keeping rents affordable rather than just allowing stores to sit empty. Space is a commodity and stores won't come if rents are too high especially when surrounding towns are charging less even given their improved transit access.
 - Terrific school system and community-building organizations. However, the town is getting too crowded and the cost of living (especially housing and taxes) is too high.
 - Fantastic downtown with great shops, restaurants, activities, and a great community.
 - Schools and downtown
 - A community in which we feel comfortable
 - Safety
 - A vibrant community with great schools and character that is in need of some revitalization and energy.
 - downtown
 - 1. A downtown that's in walking distance to many homes. 2. PSE&G's initial horrific plan of 69kV transmission lines along residential streets, and the still very concerning plan of them on South Avenue. Nothing is more important than protecting the safety of our residents. 3. Challenges with NJ Transit, and no foreseeable one-seat ride during peak hours is discouraging. 4. A community that attracts many volunteers because Westfield is a special place.
 - Great schools and charming downtown
 - downtown and schools
 - Solid family town, great place to raise kids. Close to many things. Too many teardowns! Building apartments, homes, townhomes on every empty square foot of land.
 - Community
 - When I think of WESTFIELD I think of good schools and a nice downtown. It has become more than that, it has become a community of caring friends. A place where everyone wishes the best for each other.
 - A place for my family to become part of a vibrant and diverse community, and for my children to grow up and learn how to be kind, thoughtful, and interesting adults
 - Great downtown with lot of stores, restaurants and culture that needs to progress to the 21st century to be more affordable, accessible, sustainable and technology friendly.
 - Beauty
 - Lack of unique stores and parking difficulties
 - Community
 - Attractive downtown but it seems to be dying. A direct train to Manhattan is desperately needed. The parks are a great resource and must be kept and well managed.
 - Good schools; Downtown/Schools
 - safety - great people - beautiful town - public areas
 - Westfield is a strong community of talented and caring citizens. We raised our family here, made lifelong friends, and our children received an excellent education. I plan on staying in Westfield and hope to see the

- we're becoming more and more of an homogeneous bubble. We're mostly upper middle - to upper class families and already have the things we need - which means we have lots of spare time (compared to families with lower income). On the positive end of the spectrum this allows us to do good things for our community and for others (there is a lot of volunteer activity) This free time also means we have time to obsess about smaller things which can turn us into complainers. Things like a torn down house or a less-than-perfect soccer field become big issues. It would be nice for everyone to take a step back to be grateful for what we have and to put things in perspective.
- The first thing i think of is my childhood. I love Westfield but I feel like I belong here less and less with each passing year. The charming homes around me are becoming McMansions, the drivers are getting more rude and aggressive, and the shopping in town has become mostly unaffordable for me. I wish it could transport back to how I remember it when I was younger. As others have said, I avoid downtown unless necessary due to the crazy traffic. We mostly dine and shop in neighboring towns that have more variety and are more affordable.
 - safe
 - Hypocrisy. The current batch of village idiots that is running the town are incompetent.
 - Pretentious
 - a lively downtown. great schools, parks, and sports
 - Rich, expensive, highly rated schools
 - A great town -- with a vibrant downtown, great schools and a nice down to earth feel!
 - Wealthy suburb that needs to upgrade
 - A beautiful residential area/housing, vibrant downtown, great schools & great traditions, commuting suburb of NYC
 - What happened to my town! I have lived in Westfield for over 65 years we have gone from a town with economic diversity, a fine downtown, good schools and great programs for children, to one where most families cannot afford to live or leave when the last child graduates from the high school. Until we do something about the unreasonable cost of living in Westfield we will continue on our present trend of empty stores downtown and children who grew up in town and would like to return cannot afford to do so.
 - Nice downtown, lovely older homes, great schools, are the reasons that I love Westfield, but I am concerned about the overdevelopment that is destroying the character that makes Westfield special.
 - Large trees being cut down by developers
 - I avoid the center of town except as absolutely necessary. Parking is awful. Street maintenance is terrible especially on Rahway Ave. The schools are very good. The churches and temples are very active.; Traffic in town is awful and the streets are very poorly maintained
 - First and foremost, a residential town (not a city!) with a strong community spirit and volunteerism. Great schools and a very nice downtown. Agree with prior comments that overdevelopment, including required low income housing (overlay zones..etc.) will have a detrimental effect on our quality of life. We cannot continue to increase housing downtown revitalized and the community continue to thrive.
 - Good schools, nice downtown
 - Attractive family oriented community with good schools and parks.
 - Good schools!
 - My hometown.
 - A great town full of pride, a wonderful community feel, and terrific place to raise a family with high quality schools
 - Great schools, lots of activities for kids, vibrant downtown, high cost of living, overdevelopment.
 - Nice downtown, good schools, older homes with character.
 - Childhood memories of places and friends - A lovely town that is rapidly changing by loss of open spaces, old homes, and increased traffic - There seems to me less of a "mix" of generations and types of people than in "the old days" ! Still find most people friendly and helpful.
 - Beautiful community (including colonial style homes, big trees, lots of green space, quiet, top-notch schools, accessible town, great parks.
 - Young, commutable town but growing quite rapidly
 - Community
 - walkable downtown
 - What has happened to this once beautiful quaint town that everyone wanted to live in, raise kids in and stay here forever. Westfield has become a transient town. Let me buy my house get my kids through the school system and I am out of here
 - We moved to Westfield for its location, strong community values to raise our children, and an above average school system. We love our downtown and frequently shop and dine whenever possible.
 - Our downtown, the level of volunteer engagement among our residents, our schools. As a 25+ year commuter, however, the decline in the train experience is a growing concern.
 - nice parks and downtown.
 - Beautiful character
 - Dense
 - High housing prices
 - Bustling downtown
 - Destruction of an affordable town with a good educational system.
 - Great school system, great sense of community, family oriented.
 - Nice downtown, tree lined streets, colonial homes. The kind of suburb that kids can ride their bikes and free range safely.
 - I love the charm of the neighborhoods, especially the ones that haven't been redesigned by today's builders.
 - Nice downtown. Why did they take down all the trees downtown (and elsewhere)? Lovely homes. Great school system. I feel a real sense of community here.
 - Nice downtown but with many open stores. Not much park space.
 - Strong community, excellent schools, nice people
 - Schools, downtown, NYC transportation, involved community, sports, diverse housing
 - The first thing that I think of NOW is the continuing and growing vacancies downtown. The first thing i thought of over 40 years ago when I moved here was its

- density, population and traffic, and remain residential. We're not Montclair or Morristown. On the present path, we'll lose much of what we so enjoy about this town.
- Exceptional school system that includes teachers, curriculum and athletics.
 - The character of the downtown and neighborhoods. How this is a family oriented town with many residents that volunteer in various clubs, committees, and organizations.
 - Overcrowding, depreciation/failure to adapt the downtown shopping district and ignoring the development of the south side of the town
 - We moved to WF 22 years ago because of the vibrant downtown. We did not want to live in a parkway town. I have been disappointed over the loss of vibrancy of the downtown in recent years but am thrilled about the master plan and the inclusion of the residents. This is a new thing over the past year and I love it.
 - High taxes
 - Classic family town. Village style downtown which draws people to live here and shop here.
 - Great Schools; Safe; Too Many People; Too expensive to stay once children are done with the school system
 - beautiful colonial town, nice downtown, good schools
 - Taxes are very expensive but it is a nice place to live
 - Changing
 - walkable town
 - Has unmet potential to be a great town; divided North/South; pretentious.
 - great downtown, safe, easy commute, nice parks
 - Not the town I moved into 20 years ago. The dynamic of the community is changing and Westfield has become a victim of it's own success.
 - Our downtown. It was a big draw for our family when we moved here. It has served our children well as they were growing up. I hope our community will continue to look for ways to keep it thriving. Until recently, I would have said the schools, but our youngest with our youngest graduating this year, the schools are no longer the primary reason we live here.
 - Although we have a downtown and access to the city by train, it is very difficult to get around without a car, and even students who live near the high school prefer to drive. We need safer alternatives for people who want to walk and bike.
 - Small community where everyone knows each other and until recently, supported each other. ; Community where people know each other and get along. I used to feel it was a town that supports one another, but now I am to sure I agree.
 - I think of the downtown. I've always loved the "Main Street USA" feel of it, although I think it's important to update and make it a more viable shopping destination. I think of a safe place for my kids to grow up, with good schools, and nice homes. A picturesque town.
 - It is home but with horrible streets (roads)
 - We first came to Westfield because it's on a train line that goes into NYC, had a downtown, and reputedly good schools. I didn't drive at the time so I appreciated being reputation --including beauty,vitality of Westfield and excellent schools.
 - Community, history, downtown.
 - Family friendly
 - Nice community and downtown, good schools; Good schools, nice community and downtown; Good schools, nice community, nice downtown
 - Walkability
 - Excellent schools, homes with character, struggling downtown, government concerned with publicity not people.
 - Great community for our family, close to family and have met many wonderful friends - school experiences have been excellent for our kids. It has been disheartening to see how builders have responded to the real estate opportunity and have torn down so many houses and put up new homes with double garages facing the street - really has damaged the character of many streets, 5 tear downs and new homes on our small block alone. Seems that there is no control over the builders and what they can do.
 - Quality.
 - Attractive, walkable neighborhoods with tree-lined streets.
 - A nice town which struggles with meeting or exceeding expectations of its ever-demanding residents.
 - Charming downtown and great schools within striking distance of the shore and NYC
 - Safety, nice downtown area to shop, eat, walk around, good schools, beautiful homes and landscaped areas. People care about the town.
 - Great school system with a downtown area.
 - One of the reasons we moved here was the downtown which was then thriving. Tree lined streets.
 - Safe town with a great character and good schools.
 - Lovely town but too many vacancies. Wish there were more charming shops and restaurants with ability to serve a drink. love being able to walk to down town though.
 - Family friendly community with beautiful homes, downtown and good schools. It also has challenges with downtown, development (anything goes) and is not business or resident friendly.
 - Exclusive town with high quality everything
 - The downtown, but also the proximity to NYC
 - Boring downtown. We have such a great downtown area but the businesses don't provide what would make it more lively.
 - Friendly community
 - Small town feel is being destroyed by over building, people wanting to turn our Town into a metropolis. I'm not against change , but I don't see these changes as being for the better. Please don't allow another hideous looking apartment buildings like 333 Central. I do like some of the new places setting up business. I am disappointed in people who continue to compare Westfield with other towns, saying why don't we have this or that.
 - Great downtown
 - great place to raise a family
 - Nice downtown, affluent, but has become complacent. While other towns around us build and thrive our infrastructure and quality of business/restaurants become stale and wane

- able to walk to shopping and parks. Further, every street after tree-lined residential street was filled with beautiful houses, each with their own character.
- It has an actual downtown, the kind one imagines every small town might have, a downtown that the residents gladly use and appreciate--this in opposition to a sprawl of hideous strip malls (like much of NJ).
 - Since I've lived here my entire 43 years, I still think of Westfield as a Norman Rockwell painting, that hometown feel. It has progressed throughout the years, but with that losing some of the good hometown vibe.
 - Where to start incredibly high taxes, privileged teachers who are overpaid, no parking, now a political mayor and her administration - too many new condos, poor traffic that's getting worse oh and industry leaving
 - Wonderful sense of community and the access to restaurants and a walkable downtown
 - Downtown. There aren't too many other places I can think of (besides usual suspects like Cranford and Morristown) that have a downtown like ours.
 - community and downtown; it's a family town
 - Family oriented town
 - Traditional, family oriented town.
 - Great downtown! Active community with Decent schools (could be improved), Ok Commute (getting worse by the day).
 - Vibrant downtown that needs vision for its retail (and mixed use!) future, as the macro trends affecting retail at a national level must be acknowledged, understood and addressed wisely.
 - Not just a town but a true community
 - Love the downtown concept and older vibe of Westfield. Worry the town is becoming outdated and not keeping up with the times. Would like to see more atmosphere and variety around town. A little bland with less energy than surrounding communities like Cranford. ; Pleasant
 - Family friendly
 - Its a very family-oriented town and a great place for my kids to grow up
 - Sadly, look at all the empty store fronts but great restaurants and park areas
 - The downtown community filled with a good mix of local businesses and corporations
 - Family oriented community! Nice parks, excellent schools, lovely houses
 - There are lots of caring families here
 - First things: picturesque traditional town center with high-quality CBD; gracious as well as economically diversified residential neighborhoods; socioeconomically harmonious demographics; academically sound (if tax-costly) public schools; rail connection (however presently flawed) to NYC; effective and responsive political governance with high degree of broad public participation.
 - Mindwaskin park
 - Soaring taxes; Declining downtown. Soaring taxes
 - Good school system, active community, close to NYC, great neighborhoods
 - Family oriented; nice downtown within walking distance
 - Gentrification ; Lack of diversity
 - Walkability and downtown charm
 - Local tourist town with great food and independent shops
 - Great downtown. Great schools.
 - great place to raise kids
 - Great schools and community
 - Residents are full of themselves, schools are intense but prepare you well for college, and sports are competitive
 - Families, great schools, downtown, community ; Families, schools, downtown, walkable, lack of diversity, more new construction less charm, w/more duplexes and apartments our schools will become overcrowded, my kids are at RIS & WHS so overcrowded schools may not be realized by my family but still it's inevitable when building up to cram more people where single family homes and businesses previously existed.
 - Safe convenient family oriented
 - Great schools, Nice downtown, Family-friendly, sense of community
 - Nice town with good schools and friendly neighborhoods.
 - great school system, awesome downtown, wonderful community, beautiful old homes with wrap around porches
 - Residents tend to think they're more special than others.
 - Great schools and a downtown that could be the best in the state but parking is a nightmare for people and probably drives people away
 - Great community where my kids and family will thrive in all aspects of life (education, sports, health, religion, social, etc.)
 - Home! A great place to raise a family!
 - Good community and welcoming town
 - A town we can be proud of. Sure it isn't perfect, but we are striving to better our town all the time.
 - Downtown
 - Pretty town with good schools and sense of community
 - Great schools in a walkable town
 - Great place to raise children. Wonderful school system. Amazing friends and neighbors - the network of people in our lives is the reason we stay. High taxes - re-evaluation seems subjective and without consistency - taxes will be the main reason we end up moving out when our children finish high school.; Great place to raise children. Amazing friends and neighbors - the network of people in our lives is the reason we stay. High taxes - re-evaluation seems subjective and without consistency - it will be the main reason we end up moving out when our children finish high school.
 - Wonderful vibrant downtown and excellent schools. Engaged and involved community. A great place to raise a family.
 - Great downtown. Centrally Located. Great community.
 - Good schools, decent shopping, no bars
 - A vibrant downtown
 - Great town to live in, with lousy parking
 - Community, Family, Friends
 - High taxes; bad parking; the roads are not salted in the winter while adjoining towns are salted, business come and go with regularity, the mayor has made incredible promises that are going nowhere.
 - Traffic, downtown restaurants, I love when the kids are on vacation and the town quiets down. How the builders are ruining the

- Beautiful neighborhoods; but getting too crowded, and too hard for retailers to stay in business.
- Affluent residents. Crappy commute.
- Pretty town and family friendly
- Tree lined residential streets with charming homes
- Downtown, old homes, tree lined boulevards
- Old homes with lots of character, a place people know of and aspire to live
- wonderful downtown. Great community
- Walking downtown with my family
- Nice place to raise a family
- Nice walkable downtown , many parks, good schools, but has turned into a more congested and crowded town.
- Historic, beautiful, peaceful, family-friendly
- Pretty downtown but the people aren't as friendly as I thought they would be.
- Ideal town to raise a family and a safe environment.
- Family community
- friendly walkable downtown
- Nice downtown, good schools, good housing stock. No diversity - upper income bias
- Suburbia, suburbs of NYC
- Character...family oriented...educated residents
- Nice suburban town with lots of shopping and restaurant options downtown
- Nice downtown and good community
- Community and downtown
- Friendly community, excellent school system with a pretty downtown
- Quaint Victorian town with a "real" downtown, very good school.; Quaint Victorian town with a real downtown and a great school system.
- walk to downtown, beautiful classic old homes, not mini mansions; walk to downtown, classic homes not mini-mansions
- Community
- Safety.; Safety
- Wonderful community of people who care about their town. Westfield is a large town but has always had a small town feel. I worry that this is changing with overdevelopment. Yet, our downtown is not vibrant and has been slowly trying to come back while neighboring towns are flourishing.
- That it offers a lot of amenities but it comes at the price of high property taxes.
- It is a family-oriented community with good school system and great location to rest of NJ and NYC.
- mean parking vultures giving tickets
- Downtown - which definitely needs a facelift
- School system is great with small town feel
- character of the town. Not enough housing diversity. Everything is over a million
- Community
- FAMILY, FRIENDS, WESTFIELD IS HOME; FAMIL, FRIENDS HOME
- Family friendly town with good schools and safe neighborhoods
- Safe
- good schools and safe
- Strong sense of community
- Great place to raise a family
- Good schools
- Friendly people
- Rich town
- Downtown
- Good Schools, nice downtown, decent commute to NYC.
- Great downtown
- Awful parking situation.; total parking nightmare. i avoid shopping in westfield.; total parking disaster
- Great schools, upscale living
- Downtown
- Family friendly, downtown, affluent residents, charming neighborhoods, tree lined streets (less and less)
- Family
- Potential. Westfield has not quite lived up to it's full potential downtown, or in its sense of community. Things seem to be slowly changing for the better in both respects.
- Lively downtown. Good schools. Family oriented.
- Great town that needs to keep up with the times
- Great schools, nice downtown, good place to raise a family
- Great downtown, welcoming community, good schools
- Our wonderful, walkable downtown
- The downtown area, particularly Broad St.
- School system, athletics, downtown
- I love the downtown and I'm happy we're working hard to fill all the vacancies. I
- Cute downtown. Good restaurants. Great schools.
- community, family, great schools, walkable town, perfect size, big enough to meet new friends daily, small enough to bump into the ones you know .
- Great schools, community, downtown area
- Great downtown, schools and community
- Convenient downtown shopping, great schools.
- Nice downtown and good schools.
- Great Schools, Great Downtown
- Home for 27 years.
- Hone

2. What do you most like about living in, working in, or visiting the Town of Westfield?

- At the moment, just location
- safe neighborhood, good schools, great community
- Walkable downtown area
- We have loved raising our family here. Our neighborhood was the best choice for our family 18 years ago. McKinley Elementary was the best, nurturing environment -- we walked to and from school together every day. And, we were so lucky that our house was walkable distance to elementary, intermediate and high school! For half of our
- I like being in a town with a walkable downtown that has shopping and restaurants; I like the quiet neighborhoods and the close proximity to family.
- Older houses, historic neighborhoods and downtown. Train access.
- Beautiful town, nice downtown access to public transportation.
- Downtown
- I love the charm and feel of this lovely town and my wonderful neighbors. Westfield has managed to capture something so many of us

- time here, one of us has commuted via the train. It's currently a mess, but it was a big selling feature "back in the day" -- and we've taken advantage of our proximity to the train line for social reasons -- not just work -- too.
- Convenient location to highways, shopping (Lord & Taylor and local stores) and restaurants. Good Town services (police, fire, library), access to medical care and community based cultural activities (theater, choral groups, volunteer organizations).
 - Walking everywhere except downtown.
 - Downtown, parks, safety
 - SAFE town, excellent school system.
 - The sense of Community is great. And when I worked in town I appreciated getting to know even more of the residents. love the downtown area -- but wish more storefronts were filled.
 - The shopping and dining downtown, the historical/colonial look feel of the town/neighborhoods, walkability, accessibility to NYC
 - access to NYC - that is absolutely key and needs improvement. Walkable downtown - needs better parking - but that is key. I thought schools were very good. Met very nice friends. I like the Y
 - Being able to walk to town, not being a transit village but a small community, not having town look like an amusement park or mall. Used to love the large sense of community, but that has been replaced by divisiveness and disruption.
 - My kids, wife and I are happy here because of the community and great neighbors we have.
 - Centrally located, easy access to diverse areas yet the perfect picture of suburbia
 - Proximity to NYC and the Newark airport, but still feels like a small town. No need to travel far for most anything you could need/want.
 - Being able to walk to town and get a bite to eat.
 - Quaint streets with charming homes that have character, combined with a beautiful downtown.
 - Proximity to a nice downtown with shopping, dining and entertainment options.
 - The beauty of it. It's a beautiful town and it's not too big. It's also very safe.
 - Sense of community
 - Safe and beautiful area with good schools
 - "Walkable, lovely neighborhoods, caring neighbors"
 - Having many good dining and shopping options in the downtown
 - Centrally located
 - the shopping and the beautiful tree lined streets
 - Walking, riding my bike, the parks and the downtown
 - former small town; wish it was a small, safe town but it is losing that
 - 1) A walkable downtown where I can find things I need and string a lot of errands together or meet friends. 2) An active community with plenty of people passionate about the town and will to work on it 3) Beautiful historic houses 4) Ability to walk to a train and get to NYC, 5) great schools.
 - School system, parks
 - The overall prettiness of the town
 - for the most part a friendly safe town
 - I like our location because we are only one block away from the town pool which has long for in these increasingly impersonal days: a sense of the quickly vanishing small town, hometown America.
 - Nice to walk around. Particularly like Brightwood Park.
 - I like the public schools and the availability of a nice downtown.; I like the public school system and the availability of downtown.
 - Safe town, good schools and a downtown that has a historic heart.
 - Terrific school system, community organizations, wonderful neighborhoods that at by a large an easy walk to the great downtown.
 - Great downtown, great people/neighbors, great schools, doctors are also right in downtown area. Charm and character of the old homes as well.
 - I like the downtown, good choice of restaurants. My kids can walk downtown. I like Tamaques park. Since my kid plays Ultimate Frisbee I would like to see more time allotted for this sport in town. Also, given all of the concern over power lines, I think it is beyond time for Westfield to turn to alternative energy such as solar power. We should be covering all parking lots with solar absorbing panels. This will help alleviate our needs for power and also will be a revenue stream.
 - Our location adjacent to Mindowaskin Park
 - Its location, so proximity to NYC, EWR, the beach.
 - Good community orientation, with neighbors who are friendly and respectful, and a good Downtown
 - downtown and good education system
 -
 - Downtown
 - Schools and downtown
 - Lots of families.
 - It's a vibrant, family oriented community
 - Westfield is a cute town, with pretty homes and a nice downtown.
 - My neighbors—lots of dual income families, many kind and interesting people to get to know
 - Sense of community, values and shared responsibility to continuously improve. Also love the parks and green space.
 - Walkability, good food shopping, lots of social choices, great place to raise kids, wonderful schools
 - I like the school system and all that is offered to the children
 - Safe environment, beautiful parks and mature tree-lined streets. Sidewalks throughout the town make pleasant safe walking opportunities
 - Downtown, schools and community.
 - Everything available for daily living + recreation opportunities
 - The town is beautiful and walkable. I want to be able to continue to walk to shops, restaurants and town events.
 - Nice neighborhoods where people know each other. Appealing downtown where you likely bump into friends and acquaintances when out and about .
 - Progressive, diverse community. I love the character of our down town.
 - The parks
 - My friends and neighbors who live here with me

- been a great asset to our family and our children growing up and now for our grandkids.
- It has (had?) the perfect balance of a quiet, green community, along with a thriving downtown. When I tell people I live in Westfield they say "wow, nice."
 - I like the proximity of everything. I like that my kids can walk around their neighborhood and town and have that little bit of adolescent freedom. I like that there are so many like minded people who want the best for their families, take pride in their properties, etc..
 - Downtown
 - We may not be rural in any sense, but I still love the quiet, the relative lack of traffic, and the small town feel of the downtown. Guess I lived in NYC too long.
 - Beautiful town
 - With children, it is easy to live here. All the sports seasons roll into each other and the next thing you know it's years later.
 - Great neighbors, attractive neighborhoods, positive environment
 - community with lots of kids
 - Great school system and a strong sense of community participation.
 - good place to raise kids - good schools, downtown, parks, extra curricular programs
 - It's pretty, safe and home - we have roots here.
 - I like that my kids have had a great education, a walkable town and a place to go after school.
 - Parks, playgrounds, downtown, walkable/ sidewalks
 - I live and work in town. I love how downtown is walkable from nearby neighborhoods, I love jazz night, and i love our local movie theater!!! I feel very safe here.
 - It has been a wonderful place to raise our children - strong educational system and lovely neighbors.
 - Relatively safe. Times are changing definitely sure the current mayor has no clue about maintaining our quality of life. ; It USED to be a wonderful place. We are getting less and paying more. Current leaders are wholly unqualified and unprepared
 - Nice birds
 - "Single seat commute, and lower taxes ; the downtown "
 - I've made friends and a life here. It's close to many highways for transportation.
 - My family and I love living in Westfield. We love our neighborhood, we love our friends and neighbors, we love the schools (I have 3 in public schools), we love the downtown, we love the proximity to NYC for commuting, we love convenience to shopping/highways/etc. and most importantly we love our home!
 - Access to downtown and variety of stores. We need more parking and less congestion. Would like to see it be more bike and pedestrian friendly.
 - Wonderful neighbors & community, nice walkable downtown, great sports programs for the kids, nice access to pools & clubs. Convenience to NYC.
 - Proximity to Newark Airport and surrounding towns, but congestion, especially in Westfield, is doing away with this advantage.
 - Being able to walk places, especially downtown, and seeing familiar faces everywhere I go.
 - There is a certain pride living in this town, the sense of community is strong here
 - Safe town, good schools, picturesque, a place where my girls can experience their "wonder years."
 - Love the community and feeling of community you get from the kids walking to schools, the beautiful downtown, the green space, and the amazing schools. You get a real sense of being part of a great community.
 - Small town
 - Sense of community
 - good schools, walkable to town, railway, parks, downtown shopping area, memorial pool, lots of trees and greenery, summer Jazz nights
 - Not sure anymore.
 - We enjoy living in Westfield because of it's downtown charm, community centric neighborhoods, solid school system, and child friendly sports activities.
 - The shared sense of community - and I enjoy bumping into friends and acquaintances in our downtown stores and restaurants.
 - walkable downtown, good parks that have a variety of uses, responsive government, and involved population
 - Downtown area (movie theater, food, cafes, gyms, personal services, clothing.
 - Beautiful homes, access to NYC, the shore, mountains, great schools.
 - Close to family and friends. Ability of my kids to be able to walk to their schools as they were growing up. Easy access to downtown.
 - Schools, downtown, sense of community.
 - Safety. I feel safe downtown, I feel safe letting my children play out of sight. I feel like there is a sense of community.
 - I like that I can walk downtown, eat dinner, go to a movie, play some games and walk home!
 - Good schools.
 - Nice town, wonderful people, excellent schools
 - We live close to town and enjoy walking to the Y, shopping, dining and movies (when a movie of quality is offered -- most are offered in Cranford). The schools have been great and we have made friends for life. It is a family oriented town; however, housing and activities for senior citizens are lacking. I feel safe and admire the lovely (older) homes which provide character to the town. The new park at Mindowaskin is a huge improvement. Wonderful for children.
 - Good schools, ability to walk into town, churches, neighborhoods, sports.
 - Like-minded families, walkable downtown, variety of shops and restaurants
 - Walkable to downtown.
 - The Town Center. I like to see it thriving and would like to patronize my Town Merchants but most have gone.
 - Schools, friends and neighbors met.
 - Great town, great schools - vibrant downtown though we need some help to keep it vibrant - appreciate the focus of the new administration
 - Beautiful place with a walkable downtown.
 - Attractive, safe neighborhoods, strong schools, walkable downtown, train station.
 - Downtown
 - Convenience and the ability to walk or bike to town from home

- Convenient shopping
- St Helen's; My house. Close to family.
- It's a beautiful town filled with a people who truly care about making the town better.
- Friendly neighbors, walkable to town, strong school system.
- Colonial homes with tree lined streets
- My new friends that I have met that are so involved in the revitalization of the town.
- Schools are good
- Families, sense of community.
- I really appreciate how great the schools are and how safe the town is. I also appreciate the train station and close proximity to the Parkway.
- walking into town, easily get into NYC, beautiful parks, great schools
- My family is nearby
- Here for schools and family.
- how pretty it is with all the trees, flowers, etc
- The people on my side of town are pretty great. Community and support.
- The small town feel, yet still has an urban-feel downtown which I love
- Great downtown shops and restaurants, wonderful school and a community that generally cares about their neighbors.
- The proximity to NYC/Beaches, the walkability, the character of the homes, and the sense of community.
- Great schools and nice neighborhoods.
- Bein able to walk places and see people I know
- Neighborhood, neighbors.... safe place, great town for my kids to grow up. Downtown
- Safety
- The friends we've made here and the quality of life that comes with this particular mix of residential, commercial, and green space. There's also the pride of ownership evident everywhere.
- The downtown has solid bones (though faces the challenges coming from technological-cultural change that every downtown faces) and, most importantly, the living tissue around those bones is the hustle and bustle of people really using the town center. Hopefully it won't be reduced to the skeleton of a downtown.
- The schools and families I've met throughout the years.
- House retains its value - I've lived here for 25 yrs and I like it less each yr. traffic is brutal, i pay a ridiculous msg for my small living space, too many new condo, at times the cops are harassing people and get away with it- What else?
- Wonderful community to raise children (endless activity options and a quality educational system)
- Convenience of shops in town and in the surrounding areas. I fortunately live close enough to town that these shops are within walking distance, as is the train.
- i like the access to many supermarkets, and the stores downtown. i like the surrounding towns and restaurants too. i like the community within Jefferson school.
- Have met great people , in a beautiful place to raise a family
- A peaceful quality of life in our neighborhood, with a vibrant downtown just one mile away, and convenient to highways (and EWR) for commuting and traveling
- Downtown, safe area, schools, summer events (jazz night) and flings...
- Great schools, downtown area, character homes, train, not a bad drive to beaches.
- Pretty, walkable town.
- Walkable downtown, safe, and good schools. The neighbors I've met since I've lived here have created a wonderful neighborhood feel.
- beautiful town Safe. good schools for the very top students and the ones who need the most help, but average for the average student; access to downtown, shopping (though that is dwindling), access to public transport (though it has deteriorated), people are nice
- I love having a core downtown. Safe, friendly neighbors, schools are nearby.
- A larger town with a small town feel due to local schools
- "Walkable town, that's why I
- Love it!"
- The sense of community. Westfield often feels like a big village.
- Sports programs
- I like the small town feel. I enjoy walking downtown and visiting the many stores, especially on free parking days.
- Downtown, schools, community
- neighbors and neighborhood. Schools, downtown, commutability.
- The community and downtown
- It's character and sense of strong community ; Small town feel and it's beautiful
- Very good schools. Charming older homes & sidewalks in most neighbourhoods. Active community activities, churches, temples. Wonderful restaurants and stores. Easy access to the parkway.
- access to downtown, people, schools
- Great schools and community
- Good downtown, beautiful town
- Convenient, everything is very accessible.; Families, schools, downtown, walkable,
- great combination of schools, religious organizations, walkable downtown, access to good restaurants, multiple ways to get to city, Newark for entertainment and work
- great schools, nice downtown, train station, safe, family-friendly
- great neighborhoods, good schools
- I love the community feeling of our town and being able to walk to downtown and all the schools.
- Accessibility & location--within an hour one can be in NYC, at a beach, in the mountains or on farmland. Perfectly centrally located to so many things to do & see.
- Being able to walk into town
- Warm community with like minded families focused on a safe environment to learn and grow.
- It's a great community. I've met so many great people living here. My kids have so many opportunities for enrichment.
- Good schools, safe suburbs, being able to walk to town and good area to raise children with being close enough to the city.
- The homes are interesting and beautiful. And there is an active downtown - there are signs of busy, bustling LIFE everywhere here.
- Downtown restaurants ; Downtown restaurants.
- Pretty town, walkable access to downtown, schools and parks from many parts of town

- I like that the Town of Westfield actually has a "town center" - a walkable place to meet, run into neighbors and friends, go shopping, be entertained and grab a bite to eat.
- Sense of community and civic pride. A vibrant and very convenient downtown.
- Availability of downtown as a community gathering space, great schools, idyllic streets.
- Pretty, convenient, safe
- Safe and great schools
- Beautiful, safe town with great schools
- Neighbors, playgrounds, safe and walkable downtown, easy access to NYC
- Close to so many other great towns and cities
- Love the downtown area!
- Nice downtown
- Preservation of and even appreciation in value of home; pleasant strolling throughout neighborhoods; convenience and quality of the CBD.
- Walkable town, charming older homes, large trees
- My neighbors. A once vibrant downtown
- welcoming community and attractive downtown
- Nice people; nice restaurants; family activities
- Safe, clean, walkable
- Living close to downtown & being able to walk to train and food shopping etc
- Very nice downtown.
- It's safe for my children.
- Very quiet with good people
- Great place to raise a family
- Love the downtown. Old homes, tree lined streets and the character the history of the town creates
- Walking to the parks, round the neighbourhood, seeing friends and going into the downtown
- The downtown environment, shops and access
- I feel safe in town and I enjoy the shopping places and restaurants
- I loved living here from the 1980's to around 2008. The constant teardowns with accompanying trucks, noise, and the turnover of stores to almost all chains has lessened my enjoyment.
- I like the walkable neighborhoods and distinctive, historic homes, the downtown, train access to NYC, and the many families here.
- Downtown, schools, proximity to NYC
- Pleasant streets, good schools
- Walkable downtown, good commuting options to NYC, good schools
- Proximity to friends/ family in neighboring NJ towns, promise of downtown area.
- Education, downtown shopping and low crime rate
- Good schools, close community, nice downtown
- Downtown Westfield and possible direct train to NYC in the near future.
- I can walk to downtown Westfield and Garwood. My street is full of other kids the same age as my children
- Wonderful downtown area, safe place to raise a family and great school system.
- Our home is walking distance to town and our children were able to walk to all three schools.
- walk to vibrant downtown, of late, not so vibrant though
- Downtown sidewalks
- Combination of great schools, walkable town with many amenities - stores, restaurants
- Convenience - everything I need is within a short drive or walking distance. Community - many incredible organizations and people.
- The great downtown restaurants and shops. I almost never need to leave. The quality schools and programs for kids.
- Beautiful downtown. Great character.
- Lots to do nearby ; Pretty town with lots to do nearby
- I love walking to downtown and easy access to the train (though NJ Transit is certainly not as pleasant as it could/should be).
- Great residential neighborhoods, well-maintained. Very picturesque, unique downtown area, with a nice choice of restaurants - but not what it used to be for waking around on a summer's evening - character of stores has changed for the worse - not like the old John Franks days.
- Walkable downtown area
- My neighbors and people generally
- Restaurants. Schools, safe place to be
- Community
- Nice town, high quality neighbors
- Centrally located
- good schools and safety
- "The sense of community"
- Older historic town with big old trees and a good downtown. Safe for kids. Good schools.
- public transportation options and vicinity of large parks (watchung Reservation, South Mountain Reservation, Tamaques Park)
- Vibrant downtown area that I can walk to
- Nice town to live in
- Love the downtown area and being able to walk to it. I'm happy with the schools and the sense of community I feel here.
- We have lived in Westfield 14 years and have loved the school system. We are happy with the downtown although more and more empty stores is disturbing. Westfield is lacking a family restaurant / bar similar to Scotch Plains - Darby Road or Cranford's many restaurants / bars. Adam's is great but not family friendly. The liquor license situation is ridiculous.
- I used to like walking around and shopping. Now not so much. Stores out of business due to high rent. Parking is awful.
- Wonderful community. We are Chinese American and enjoy the diversity of friendly neighbors we have come to know since moving here last year.
- Strong sense of community!
- The vibrant vibe
- Having a downtown area and a train station centrally located is great
- Walkable downtown and fun, family-friendly activities. Warm and welcoming with a great sense of community.
- So many amenities available without having to leave town
- Nice walkable downtown, great community feel, great schools
- Walkability to downtown, shopping and dining options
- I love our downtown
- The great schools, downtown, and the close knit friendships we've built
- Safe, great schools, downtown,
- A true community feel
- Downtown.

- Community, the wonderful library, people take care of their property and gardens.
- The community.
- Great schools and families .
- Downtown and access to NYC, that there's always something to do with our family (eat, shop, play). I feel safe and part of a social network of neighbors.
- I wish I had a lot to say, but my appreciation is in the past, not the current status
- There's a great laid back vibe and a true Americana feel.
- You get to know most if not all parents with same and/similar school-age kids and that with my small business I can grow with just referrals from previous clients
- I like that the new mayor is trying so hard to turn the town around after years of neglect.
- Great community
- I live close to town and love walking to the stores and shops in town
- Downtown
- Beautiful homes, mature trees.; Absolutely beautiful town with lovely architecture and mature trees.; Beautiful location. Lovely architecture, flowers and trees.
- Access to downtown and sidewalks
- Walkable downtown with lots of shopping options, although there were many more in recent years. Lots of parks and area to walk
- Sense of community and great downtown
- Safe, pretty community with good neighbors, fabulous houses of worship, and great schools
- It's a safe beautiful town. Nice people, convenient stores and restaurants.
- the ability to walk everywhere, to town, shopping, eating, library, pool, schools, bus, train
- It is a community that cares about its citizens. It is great to have a downtown that provides places to eat, gather and shop.
- Vibrant downtown with a great sense of community
- Getting to know neighbors and families of my students.
- Walkable downtown.
- The schools. Town needs more and better athletic facilities
- Schools, restaurants, parks.
- Our neighborhood and friends
- Great downtown
- Library, Pool, Parks
- Great schools, access to parks, shopping and restaurants downtown
- Good restaurants, reasonable shopping opportunities including nearby towns, a good school system and population diversity.
- Save, beautiful community and great schools
- Nice restaurants, safe for teens to hang out.
- Beautiful safe good schools
- great schools -wonderful place for families - safe-
- I like that it has a great community spirit
- Energy of downtown and school system
- I love running into neighbors in town, I like knowing business owners and feeling like we are all a part of the community. I love that my kids can walk to and hang out downtown. I love the high quality schools
- Safe town with great school
- Downtown
- Walkable downtown, great schools, multiple excellent towns abutting each other with plenty of restaurants and bars to enjoy
- Walking to school and town

3. What are 3 words you would use to describe the Town of Westfield?



5. Rate the following issues/trends affecting Westfield

	Very important	Important	Somewhat important	Not at all important	Neutral/No opinion
Parking at the train station	31% Very important	33% Important	24% Somewhat important	6% Not at all important	6% Neutral/No opinion
Parking in the downtown	52% Very important	25% Important	17% Somewhat important	5% Not at all important	1% Neutral/No opinion
Affordability of housing	27% Very important	31% Important	27% Somewhat important	11% Not at all important	3% Neutral/No opinion
Residential teardowns/intensification of building coverage on residential lots	49% Very important	22% Important	17% Somewhat important	9% Not at all important	3% Neutral/No opinion
Traffic	34% Very important	33% Important	28% Somewhat important	4% Not at all important	1% Neutral/No opinion
Bicycle and pedestrian safety	46% Very important	30% Important	19% Somewhat important	4% Not at all important	1% Neutral/No opinion
Condition of parks and recreational facilities	57% Very important	31% Important	10% Somewhat important	1% Not at all important	1% Neutral/No opinion
Preservation of historic homes and neighborhoods	39% Very important	29% Important	23% Somewhat important	6% Not at all important	2% Neutral/No opinion
One-seat passenger rail service to Manhattan	68% Very important	17% Important	10% Somewhat important	3% Not at all important	3% Neutral/No opinion
Redevelopment of underutilized parts of Town	34% Very important	34% Important	18% Somewhat important	9% Not at all important	4% Neutral/No opinion
Availability of goods and services downtown	48% Very important	34% Important	15% Somewhat important	2% Not at all important	1% Neutral/No opinion
Environmental quality/protection	41% Very important	34% Important	19% Somewhat important	5% Not at all important	2% Neutral/No opinion
Universal access for people with different abilities	28% Very important	37% Important	25% Somewhat important	7% Not at all important	3% Neutral/No opinion
	22% Very important	28% Important	24% Somewhat important	6% Not at all important	21% Neutral/No opinion

592 respondents

COMMERCIAL/MIXED USE QUESTIONS

1. What are the top 3 qualities that make Westfield attractive for new business/development?

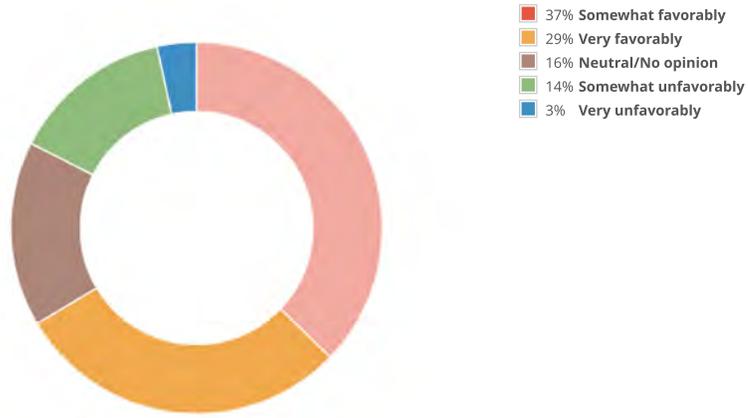
- Well located, solid downtown, Great Mayor and Town Council Members
- Upscale clientele, walkable downtown, friendly
- Educated workforce - affordable rents - transportation options
- Attractive business and commercial areas. Parking and dining options
- Ease of parking, pedestrian access, reasonable rent
- downtown foot traffic, no real nearby mall drives traffic to local stores, it's an upper class community
- Shops/restaurants downtown, schools, accessibility to NYC
- access to customers who can pay; accessibility
- 1. Character of the neighborhoods & downtown (walkability to Schools, trains and downtown) 2. our reputation of stability (which is teetering), our affluent population - 3. Our resistance to not being the same cookie cutter town makes us stand out as a community that cares - we should mimic New Canaan CT and other cities that do not give in to this mentality. Westfield is worth saving.
- walkable downtown
- Affluent town, family oriented, centrally located
- disposable income of those living in close proximity to town, access to public transportation, other existing businesses in town.
- I don't know. New businesses need customers, but if products are priced higher to cover rent, then I don't buy.
- Access to affluent local residents as consumers. Parking for those customers. Public safety.
- Pedestrian friendly downtown, customer wealth, proximity to city
- Great downtown, affluent customer base, accessible to other communities
- Restaurants encourage people to stroll through town before/after eating. Mix of chain stores and mom-and-pop stores.
- Affluence; responsive government; magnet for non-residents
- Costumers parking and events
- be a stooge for the developers, huh?; lower the taxes so rents don't have to be so high
- High density of affluent potential customers. Train access. Historic downtown is a destination.
- Wealthy potential clientele, close to train station, walkable downtown
- High income residents, nice downtown
- upper income population. pro business attitude downtown.
- foot traffic, on street parking and low crime in the area.
- Other businesses, affluent resident, centralized downtown
- "The town should have better ways to handle parking for workers and visitors to town. The change to Prospect street seems win-win. Perhaps more streets down town can be one way and offer a few more spots. The police need to spend more time and energy having cars follow the rules than walking to check parking meters. There are so many speeders and violators its crazy. Perhaps if they issued more traffic tickets that budget would go up and they wouldn't need to depend upon the parking fine budget as much.; Good
- High end clientele, supportive community, kindness among neighbors.
- Town owned surface parking lots, ripe for redevelopment. Amazing possibility for transit-oriented development. New leadership in Town Hall that cares about a vibrant downtown.
- Vibrant downtown, town employees who are helpful in the process.; Vibrant downtown, helpful town employees.
- Economy, clientele, atmosphere
- Parking, safety, charm
- Availability of customers. Ability of those customers to park near the business and buy. Rent versus other areas nearby. Too many restaurants that are very similar to each other.
- I am not sure. I think that it is expensive. We need to be more creative to attract businesses.
- "Above average income residents, charming and pedestrian friendly town
- Lots of available high-value customers, look and feel of the downtown, availability of space.
- Downtown area, good schools, great community / people
- Parking, community events,
- Location, economic demographics, availability of qualified employees
- Downtown area itself. Growing population (I think) with new developments. I can't think of a 3rd.
- Foot traffic friendly Downtown, community with high disposable incomes, already established and successful business attracting shoppers
- 1. Many residents can walk to downtown 2. Visiting downtown is part of every-day family life 3. Residents care about Westfield and love living here
- walk about downtown, people have \$, next to train
- next
- Foot traffic; Foot traffic , lots of activity
- Foot traffic, parking, events that bring people downtown.
- Really great local consumer base, supportive community of other business owners
- "1) Large downtown
- 2) Street traffic
- 3) Wealthy and tech savvy residents"
- Foot traffic, Rent, Peoples desire for the unusual, things you cant get on Amazon
- Mix of restaurants, stores and services
- "Direct train to NYC
- Free and more parking
- Lower rents and taxes"
- Affordability, Easy Parking, Foot Traffic; Customers, downtown area and ease of ingress/egress
- "1. Viable active downtown
- 2. Lower rents so stores do not close
- 3. Parking"
- Foot traffic, easy parking, clientele.
- Character of the town, good client potential and defined downtown area
- "Good foot traffic volume, affluent residents and shoppers, special events (like sweet sounds downtown).; Pro: A good amount of foot traffic in an attractive downtown. Pedestrian areas with benches and flowers.
- Con: An oligarchy of greedy landlords make leasing and opening a business way too painful.

- demographic for any business that is selling to kids, teenagers, 35-55 year olds (male and female).
- Foot traffic - people have the ultimate desire to go downtown. the desire for businesses is there.
- Good customer base in terms of income - to live here you have to make a decent salary and most likely shop and eat out."
- Affluent customers. Need school system to stay on top
- walkable downtown, socioeconomics, location in Union County
- "high foot traffic
- high net worth consumers
- stable and safe community"
- Good pedestrian zone, parking, responsive town government.
- Location to NYC, Newark airport and major highways
- Vibrant downtown and residents with high incomes.
- Amount of disposable income of residents, walkable downtown, accessibility from other towns
- Residents support town businesses and want them to be successful.
- Location, public transportation
- lower taxes/rent, more foot traffic, safety
- Residents have disposable income, proximity to other businesses, proximity to other towns
- Upscale/affluent town; Large town (30k population); Accessible (our downtown is a 10 min drive or less for the entire town); Walkable
- Wealth, attractive downtown, centrally located in union county
- town demographics, friendly business community, vibrant downtown
- Lower taxes, downtown foot traffic, free parking
- Attractive downtown, high-income residents, walkability
- Population is well educated. Town center is compact even though parking is awful.; I have no idea
- well-located business district, residents with lots of spending potential and business-friendly municipal government
- High rents relative to surrounding towns, resident incomes, families
- Population and pedestrian friendly downtown
- "Train
- Upkeep of properties
- Compact downtown ; Train, compact downtown, upkeep of all neighborhoods ; Trainline, restaurants, exceptional upkeep of property"
- Well to do community, accessible downtown, families
- "Village style, walkable downtown
- Strong disposable income base
- Excellent reputation "
- Foot traffic downtown is plentiful; It's an attractive downtown area (however that is diminishing as stores can't afford to stay); it's safe
- VIBRANT DOWNTOWN, ENOUGH PARKING,
- Customer availability, walkability, safety
- Attractive downtown, Safety, Customers.
- pedestrian-friendly, location, variety of other businesses already in place
- Train, downtown, accessibility
- downtown generates foot traffic, proximity to NYC and transportation (EWR), safe for
- The town should loosen up on liquor licenses, which is an inexpensive way for the town to make a restaurant more enjoyable and profitable. "
- other successful business in town, anchor stores like TJ's and L & T, walkability of town
- Vibrant downtown, convenient geographic location, good transportation options
- Affluent downtown demographic, flexible spending patronage, downtown charm.
- Parking, modern office/retail space, sufficient connectivity
- wealthy population, pedestrian access, and other attractive stores.
- Wealthy residents, walkable downtown
- Parking, Variety, Self-Driving Cars
- Flow of traffic (foot and car), people with money to spend
- Already have a downtown presence, economic status of residents as potential customers or clients, accessible from highways
- foot traffic, ; Plenty of parking if people are willing to walk 4 minutes!, Foot traffic on weekends, plenty of available buildings/store fronts to be rented.
- People with money to spend, nice surroundings,
- Potential customers, desirable downtown.
- I would assume that a potential business would not be attracted to a downtown dotted with vacant storefronts. A new business offering adult clothing/services and dining would want to see steady foot traffic from affluent adults and families. More parking would also attract new business.
- Parking, affordable rents, labor force.
- Affluent residents, walkable downtown, centralized downtown
- Need to Improve: Affordable lease opportunities, parking is needed, marketing otherwise business will continue to leave.
- convenient and centralized downtown, diverse business offerings, ability to build customer relationships
- Attractive potential customer segments, pedestrian friendly and destination worthy downtown, access to public transit
- Access to affluent. Reasonable access to NYC.
- Attractive downtown, train line, safety.
- Well established, successful businesses, local owners
- "affordable rent, pedestrian access, parking
- Train, economic status of customers, defined downtown
- Local businesses, Safer downtown, Safer streets with more street lights and crossings
- Walkability; Actual downtown feel; proximity to patronage
- Pedestrian friendly downtown. Affluent customers. Location.
- High income customers
- Walkable downtown, people I know do shop/eat locally, known town
- Walkable downtown; fairly affluent residents; currently a business friendly administration
- Population
- Walkable downtown, affluent community, proximity to NYC
- affluent community, walkable downtown,
- Affluent community, parking downtown, cache of the town
- Accessibility to the city, attractive downtown, historic buildings to modernize

- customers/employees
- demographics, location and access to potential customers
- Demographics, brand visibility, parking.
- Access to the city, downtown, young families
- wealthy consumers, walkable downtown, great potential
- Density, affluence, the people are already here, just build it and more will come.
- It has a Downtown, it's accessible, Lord and Taylor
- Walkability, notoriety, affluence.
- reputation of the town, downtown, affluent shoppers
- foot traffic , customer base, affluent community
- Character of the town - for drawing in clients and/or making them feel safe and secure; Amenities - like restaurants & bars to entertain clients, places to grab lunch and coffee, services like dry cleaners, for employees; and PARKING.
- Vibrant downtown, Active community, Great food options
- Location, downtown vibrancy, community
- Built in market of foot traffic
- More modern office space, better variety of businesses and stores, better parking,
- Potential customers, downtown
- Location, clientel
- Good economy, family orientated, town wants reasons to stay and shop/east local
- location, location, location
- Westfield is an affluent community. The downtown increasingly has 'destination' stores like Warby Parker and the Farmhouse Store.
- Lower taxes, better rent, control over competition for same services.
- Affluent demographics; attractive street-scape; absence of gotcha parking and traffic traps.
- Are there any???
- With enough \$\$\$\$ you can build whatever you want
- customer parking, active downtown community, safety
- People, parking, future
- Location, safety, cleanliness
- Town services and school system for employees families. Strong community with active downtown.
- "I have office space in Westfield but it has nothing to do with my customer base being here.
- In terms of development, we should be adding density downtown near the train station to help with property taxes and also to help support downtown retail. It would also bolster the Town's argument for a 1 seat ride. "
- "Good people
- Nice store front
- Busy downtown"
- Location, train station,
- "Downtown with lord and Taylor and Trader Joe's anchor stores. Central
- Location off parkway and route 22"
- Dining and shopping options, workforce availability, train station
- Foot traffic and the amount of possible sales to be made
- People who care about their town
- Affluent population, proximity to many customers, unique downtown properties
- Economic status of customers, good location, walkability of downtown
- better parking, better way to pay for parking spaces, create outer loop in downtown for cars leaving inner loop for walking; assistance to teach retail how to dress windows
- Downtown area, affluent customers, train station
- Residents who can actually afford to shop and go out to restaurants, bars, entertainment. Near other communities that have the same types of residents who would travel to Westfield to do so. Walkable downtown.
- easy parking, good foot traffic, vibrant downtown
- "Affluent residents.
- Foot traffic.
- DWC"
- Walkability, demographics, central location within the town
- Affordability of rent. Parking for customers and employees. Foot traffic.
- Easy downtown that attracts people to it so retail and restaurants
- A downtown that's easy to navigate for pedestrians, surrounded by other upscale businesses. a beautiful environment
- Affordable rent, pedestrian foot traffic and therefore parking availability.
- profitability, parking, vitality of downtown for residents and as a destination downtown
- Parking, rent, disposable income of residents / visitors
- Pedestrian traffic, location, young families
- Young families, wealth, close to other areas
- Affluent customers, vibrant downtown, walkability
- Good public transportation. Affluent customer base. Competent, honest town management.
- pedestrian friendly downtown
- Right now it is not attractive, that is why business come and go on a regular basis.
- People with cash to spend, low rent, parking
- Strong community. Money to spend. Safe
- VIBRANT DOWNTOWN, AFFLUENT RESIDENTS , PROXIMITY TO NYC
- Customer access, business friendly ordinances, affordable property
- customers with \$ to spend, walkable
- Consumer base, attractive downtown, local support services
- Demographics
- access to wealthy residents, safe from crime
- complementary businesses, reputation, parking
- variety, parking, mixed use to keep the downtown active after 5pm
- Solid customer base, well-established downtown area
- Customer base, affluent customers, location
- Parking! Lower Rent. Parking
- Free parking
- Quality of people frequenting town, walkable downtown, mix of restaurants and retail
- Location, customer access, customer wealth
- Plenty of customers, active community, loyal
- Large population, customers that want to shop local, easy accessibility for non-resident customers
- Affluent. Walkable. Desirable. - Although I think these qualities change depending on the business. For example, a bigger business that needs large office space would not find

- Affordable rents and parking for visitors and store owners.
- Location; Reputation ; Clientele with disposable income;
- Affordable rent, available and convenient parking
- Train ride, quality of life, diversity of shopping and dining
- Attractive town for young professionals, access to transportation, vibrant downtown
- Potential customers, downtown area, proximity/ accessibility to other communities
- Income of residents, residents who utilize downtown, affordable rent
- Disposable income, active community with families, stable
- Purchasing power, Age mix, atmosphere (vibes)
- Customer accessibility, community, affluence
- Beautiful downtown, easily accessible to Route 22 and GSP and affluent neighborhood.
- affluent population
- Shopping population, rent parking
- More available parking.
- the people who live in this town want amazing restaurants, shopping and places to spend their day!
- Downtown does attract pedestrian traffic to support retail. Can't provide other as there are more negatives than positives.
- Rent and lease length, quality foot traffic (here for the day, shopping destination), quality of store peers (can't be a bunch of dollar stores)
- old reputation but it is slipping away,
- Affluent population, walkable downtown, reputation of downtown among neighboring towns
- Low rent, easy access to downtown, foot traffic to business
- More customers downtown to attract and retain businesses. Availability of parking.
- Upper middle class residents that can afford your business, well known location and well promoted
- Income level of residents, amount of traffic from other towns, aesthetic of downtown
- We need more variety other than Italian pizza places. It's very expensive to rent space downtown and Parking is a huge issue for business who can't get the foot traffic to support high rents
- Parking, accessibility, affordable
- It's a walkable town, it's visually appealing, and it's easily accessible to people traveling from another town.
- these qualities attractive, however, a restaurant would.
- Upscale , walkable , downtown
- Accessibility to the city, good mix of retail and dining, pedestrian traffic downtown
- We have a great mix of big and small businesses in our downtown, from L&T, Trader Joe, StopNShop to mom and pops.. We have great events throughout the year, we have great experience businesses which you can't get through an online purchase
- Affordable rent, plentiful parking, support of town officials in working with them to create their vision while abiding by code and laws.
- Upscale clientele, reputation, downtown.
- strong downtown. people who like to use downtown rather than walk the malls. variety of ages with different tastes
- Disposable income, rental value, continuing influx of new residents into town
- Foot traffic in downtown, income per capita, storefront availability due to high vacancy
- Purchasing power, rent affordability, foot traffic
- Affluent customer base, mix of shopping, dining, etc., administration friendly to economic development
- Access to affluent consumers
- Access to labor pool, schools, downtown
- Social economic group - youth - shop distribution
- Taxes, reasonable lease/real estate, parking
- 1. Reduce needed parking requirements for a business. 2. Reduce parking requirements for a business. 3. Reduce parking requirements for a business.; 1. Reduce parking requirements. 2. Reduce parking requirements. 3. Reduce parking requirements.
- Prioritise on small business and provide perks to them for landing in Westfield Downtown.
- Customers, parking, you should ask them.
- liquor licenses, cheaper rents, trolley to take people around
- Shoppers with lots of disposable income, a walkable downtown, good reputation
- Tax, customers, and good downtown
- 1) Thought Westfield has been around for a while, it's considered hot, young, fast-growing town in terms of NY Suburb towns in NJ. 2) The growing community is quite affluent as well. 3) Still a lot of room for growth
- rent, accessibility, maintenance
- Pedestrian friendly downtown, availability of well-to-do customers and clients, geographically well defined downtown area
- wealth of residents, other business, location; Wealth of residence, train, location

2. Generally, how do you view the potential for new office, retail-only, or mixed-use development in the Town of Westfield?



554 respondents

4. What do you think are the major benefits to new construction in the Town (Select all that apply)

51%	More economic activity/support for existing local businesses	277 ✓
48%	Increased tax base	259 ✓
44%	Attract new business	238 ✓
28%	I do not think there are major benefits related to new construction	152 ✓
27%	Improve overall aesthetics in Town	146 ✓
13%	New population	73 ✓
12%	Increased use of train station	64 ✓
3%	Other. Please explain in the comments	16 ✓

5. What do you think are the major challenges related to new construction in the Town?
(Select all that apply)



LAND USE QUESTIONS

1. What development strategies should the Town most focus on encouraging?

	Strongly Encourage	Encourage	Neutral/No opinion	Discourage	Strongly Discourage
Attract major employers into the Town	36% Strongly Encourage	39% Encourage	19% Neutral/No opinion	5% Discourage	2% Strongly Discourage
Redevelopment of existing buildings/areas around the downtown	48% Strongly Encourage	39% Encourage	10% Neutral/No opinion	3% Discourage	1% Strongly Discourage
Restoration of existing residential homes	43% Strongly Encourage	29% Encourage	24% Neutral/No opinion	2% Discourage	1% Strongly Discourage
Promote new residential development within and near the Downtown	14% Strongly Encourage	24% Encourage	23% Neutral/No opinion	28% Discourage	12% Strongly Discourage
Cultivate high-tech sector businesses	26% Strongly Encourage	33% Encourage	35% Neutral/No opinion	4% Discourage	2% Strongly Discourage
	17% Strongly Encourage	27% Encourage	42% Neutral/No opinion	8% Discourage	6% Strongly Discourage

527 respondents

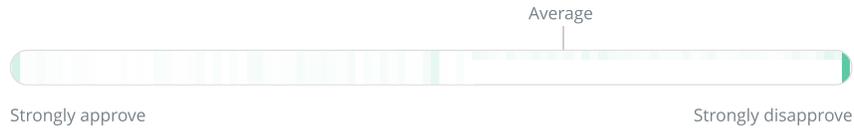
Single-family



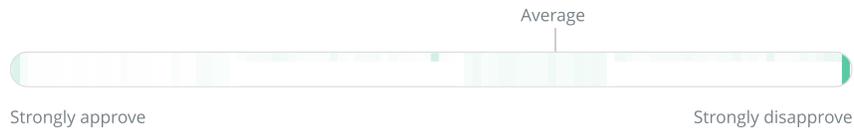
Duplex



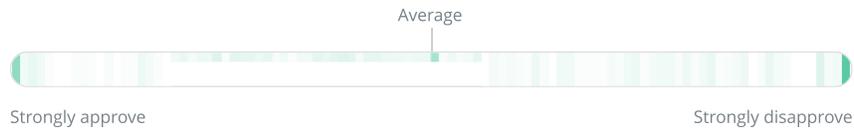
Apartment/Condominium



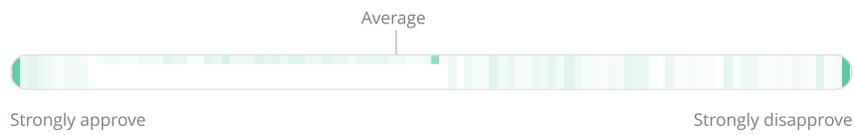
Townhouse



Senior housing (of any kind)



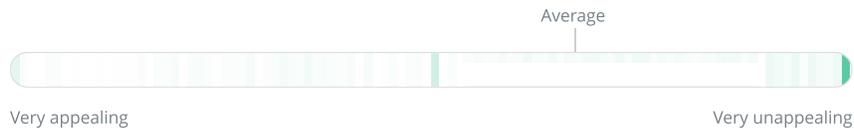
Mixed-use



Affordable housing (of any kind)

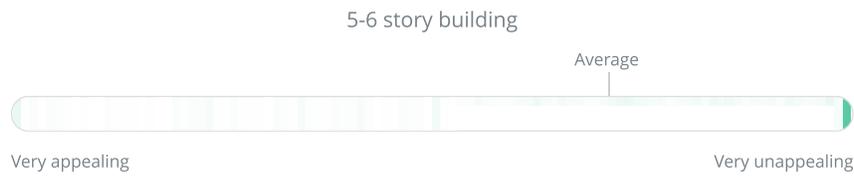
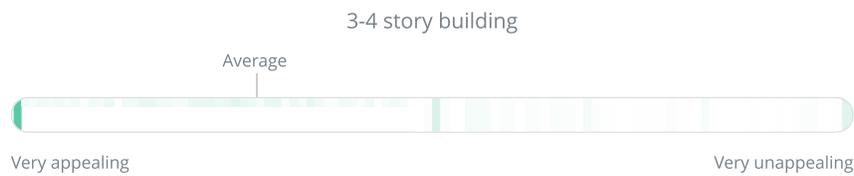


1-story suburban



1-2 story built to sidewalk





2. Generally, how do you view the potential for new office, retail-only, or mixed-use development in the Town of Westfield?

37%	Somewhat favorably	206 ✓
29%	Very favorably	162 ✓
16%	Neutral/No opinion	89 ✓
14%	Somewhat unfavorably	78 ✓
3%	Very unfavorably	19 ✓

3. If you answered favorably or unfavorable to Question #2, why do you view new development that way?

- I don't think we need more, i think what we have could be better.
- Need to focus on maximizing use of current spaces. Not sure how mixed-use development can help the town
- It may help us retain the stores in the downtown area and attract others to shop.
- not too many incentives to bring in new kinds of businesses
- Repurpose before building new - mixed use just means more congestion
- Not enough parking to increase potential
- Concerns about what new development will look like (size, appearance) and if it will create more traffic and parking issues
- we are cramming people into the limited space that is Westfield. and as we have open retail space downtown and in other pre-existing buildings what's going to fill the new spaces? Do we really need more office space? And if we do how about using some of that income be used to lower residential taxes.
- We need new business to invest in our community, expand the tax base, but we would need to improve our infrastructure and there are limits to overcrowding.
- Our town needs to adapt and grow as needs change technologically. Populations are going up everywhere and we need to provide enough housing for everyone as well.
- Overcrowding!
- Important not to have empty storefronts
- New development in town may be needed to attract new businesses in downtown
- The place where we live is also becoming the place where we work thank you to a rapid internet connection. I do not know how 5G will change our lives but it should be considered when planning for the future of Westfield. We are also less than 30 minutes drive to Newark airport which is a wonderful selling point for executives that need quick and easy access to international travel.
- Need to be in a strategic location where parking and traffic can handle
- With more people than ever shopping on-line, our downtown is going to need to expand beyond the traditional retail-only model in order to keep rental space occupied. Unfortunately, Westfield does not have a hospital employing thousands of people (Summit) or significant office buildings (Morristown) that provide a ready supply of

- get rid of parking police and build a garage - you are driving people away - we need business ratables
- Too many changes, most not in the character of building or rhythm that Westfield was always known for. Hate that oversized homes and buildings are shoehorned into smaller spaces. Just because you can doesn't mean you should.
- I would like to see an increase in small business owner presence while striking a balance between retail, office and other uses at an affordable price!
- I think the town needs to be creative in how the existing building space in town is used. Perhaps upper floors can be used for office space, and lower floors for retail. But at the current rate of business closures, anything in a storefront is better than nothing at this point.
- It is unfavorable because the rents are too high.
- We need to fill empty spaces
- need more mom and pop restaurants, not big chains
- we have so many empty storefronts - need to attract businesses to fill them
- We need to have growth and responsibility grow with the times
- strong attempt to revise regulations to encourage new ventures; like changes in alcohol regulations
- businesses are not looking for office space....people work remotely from home. Don't overbuild with empty office space.
- If there is the right mix of stores, people will come. Rents in Westfield are too high for new entrepreneurs to come here though. Until that reputation changes, we are probably in trouble as old-school retail is on the retreat.
- We already have a lot of empty storefronts. We don't need more.
- Do not want the town to look like many of the inner cities in the state.
- Fill the empty spaces first. and absolutely positively DO NOT build up, No office building, no commercial parks
- I feel like the businesses for office use should exist on the outskirts of town as most of them do now. Then town is a short walk for lunch. Town should have places to get kids, teens, and adults clothing and shoes. Town should have a place to buy kids gifts. Town should have things to do - like yestercades, movies, AR workshop, Urban Sewciety, etc.. Town should have breakfast, lunch and dinner spots. I don't see how having more businesses is going to help the retail spots. We don't want a town full of restaurants and workers.
- If downtown rents are astronomical then alternate retail sites are needed
- Need to maintain and draw offices and headquarters into town ... part of why Summit is successful
- I'd like to see retail, don't think we need more mix use
- I don't want new development that isn't shopping. When I walk downtown I want to be able to go into stores, not just walk past office space.
- Something needs to be done to ensure all the empty stores are filled once again. Maybe re-developing this space will happen.
- shoppers. In order to maintain the vitality of our downtown, it will be necessary to attract businesses who will employ people who will then shop in our retail spaces and dine in our restaurants.
- Improved mixed use buildings offers options for both older and younger individuals to be in town when you don't need a hard.
- parking is too expensive for small business - limits ability to hire part-time people, no deli for lunch
- As a mixed used homeowner, I love that I can live and work at the same place that allow me to take care of my kids without significant travel time.
- We need more businesses to create more customers for the downtown.
- Commercial landlords may continue to charge exorbitant rents and we have MORE empty stores.
- It opens up options for the town to bring in business revenue which Keeps property taxes down but it could potentially change the whole look and feel of our walking downtown area
- I think we have to renovate what we have, not go larger or more urban.
- I answered favorably because there's so much empty space and the potential for development is good; however, the consistent vacancies in town give me some hesitation because there is clearly a reason why so many businesses are not coming here - and that will need to be addressed.
- Because we need a balance of commercial development to help with taxes.
- Rent is too high. Chain stores have consistently driven out mom and pop venues because landlords want higher rent. Parking is a nightmare.
- Retail or office would pay taxes and not put added load on the schools. Anything new added should include more parking rather than applying the concept of "we have enough parking already".
- I think that some of the redevelopment has been good for Westfield.
- It is critical to leverage our historic structures for today's retail environment and also to potentially change the nature of the businesses that go into these structures. We don't necessarily need new structures if creativity is used in leveraging the existing historic structures that we have.
- Landlords must be either incentivized or penalized for keeping retail space vacant for too long periods of time.
- No need for new space when many office and retail spaces are vacant. However many existing spaces would benefit from significant upgrading.
- For the ongoing health of the town and its community.
- No new space to develop. Make better the space we have.
- Where? The downtown is already too crowded unless you use current vacant space
- We have to have a new business model, that is forward thinking.
- Need to help local stores reduce their utility bills by promoting community solar initiatives.; If there's parking and accessibility, the town has a lot of potential for mixed-use development.

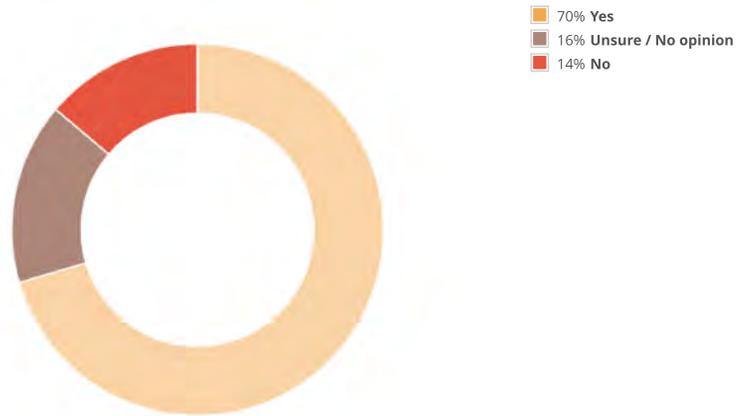
- multi use is fine, as long as ground floors remain retail only- mostly restaurants/sports bar/micro brewery/wine bar/entertainment venue. A physical therapy business taking up a huge space, in one of our most attractive businesses does not bring in new foot traffic to the area
- Not sure I understand the question. Would prefer new businesses utilize existing, empty, space before building new spaces.....also prefer retail spaces more
- I think what Cranford and Fanwood have done looks great and has added a lot of vitality to their town in addition to new restaurants, more parking and more foot traffic due to apartments. We don't want to go crazy but adding 1-2 of these mixed use developments would be a welcome addition. The key is to make sure they are attractive, unlike the 333 Central building which is not attractive at all.
- New development brings more foot traffic to town and business also brings taxes and is good for our future
- High cost of doing business in Westfield. Also, the proposed development. i.e. parking deck, would ruin the charm (?) of the downtown.
- On-line shopping has made it difficult for stores to survive, and parking is always an issue.
- This shouldn't be a priority for Westfield. First and foremost, Westfield is a residential community with schools, parks and small downtown. We shouldn't have to add new offices, retail-only or mixed use development, at the expense of additional traffic to the detriment of residents quality of life. No part of Westfield touches Route 22 or GSP, and adding additional offices or apartments to South or North Avenue would only serve to increase traffic and population.
- I enjoy the continuous development/ improvements to the town. It's a sign of progress and investment in the town as a whole.
- It is important that we focus on filling existing empty storefronts and apartments already built or being build before we invest in new structures. I believe that there will be an oversupply of mixed-use buildings with apartments when all of these planned ones are built. I also do not believe that taxpayer dollars should be spent on private enterprises such as these -- we should assist in drawing developers to town through the DWC, but that's it.
- We need businesses to keep the daytime foot traffic buzzing ; We need new business to jerk the town going
- There's plenty of open spaces available
- I'd like some of the retail back...Staples and Panera were welcomed conveniences. It scares me that retail chains as big as the two I mentioned can't afford to be in our town.
- ALOT OF PEOPLE COME INTO WESTFIELD TO SHOP AND GO TO RESTAURANTS. GOOD SOURCE OF POTENTIAL CUSTOMERS
- The costs for small businesses to enter town is too high, and the bureaucracy excessive.
- I think entertainment will drive new development in our town. We should re-establish ourselves as a dining destination for central NJ, which we've been in the past. Towns like Somerville, Cranford and
- There are too many vacancies downtown. I don't think a new development will help to fill those store fronts
- Downtown seems moribund, needs revitalization
- Any new businesses in town should make the town more vibrant and spread the tax burden.
- We need business downtown
- Members of the community want businesses in town and will support them if they meet a need or fit a niche.
- Some of the new commercial development is an aesthetic improvement to neglected areas, however, I am concerned about the character of the downtown area or immediate vicinities being overwhelmed with structures lacking in architectural harmony with Westfield's colonial roots. To have new construction when so much is empty is a concern.
- Parking is difficult for employees, and is not free.; Parking is too difficult for employees at a prospective business. I opened my office in Scotch Plains instead of Westfield.
- Too many open spaces
- For the downtown to remain vibrant we need to capitalize on flexible options that maintain its charm and usefulness for residents.
- Not sure what is being asked - I do believe Westfield currently offers limited, modern office space with parking options nearby.
- I want to have an economically diverse town but too many apartment buildings are going up near the train station and they are still expensive. The population density will increase traffic and the school population.
- Tear down small buildings near train and build low rise condominiums with parking
- As the convenience of online shopping has increased not sure what type of business can survive as a brick and mortar store. However I think the town is trying to address this so I have a somewhat favorable outlook now.
- Fill existing storefronts before adding new
- At this time, there are too many vacant storefronts which would concern a new developer. It would be apparent that foot traffic by potential customers is largely comprised of groups of teens at this point. Parking options are limited. By the way, I think the reconfiguration of parking on Prospect Street (near Rockin Joes) and across from the Post Office were great decisions.
- New development is likely to overwhelm existing downtown and occupy much needed space.
- Concern that office space would add to traffic - though if we can address that with a good plan, and leveraging mixed-use projects to make downtown more affordable for appealing retail/restaurant businesses then I'm open to it.
- There are open spaces that suited for this type of development.
- Due to the market and state laws, development cannot be stopped, only managed. Smart development keeps a town economically healthy.
- Some skepticism from prior plans, residents resistance, NJ's lack of creative financing
- Rent too high (not even mall stores can make it), staled and maybe dead Stop and Shop.
- We have a lot of spaces in our downtown, and the turnover rate is high/there are a lot of empty spaces. I'd prefer to see the existing

Morristown have been making strides in this area, and are taking the reins.

- I look at it 2 ways. We have enormous potential downtown if we can fix the parking situation. Unless we can do that, I don't like our chances.
- The downtown should be any town's heart. Westfield is one of the few places in NJ that has the gift of such a legacy. We need to tend to it, acknowledge that commerce has changed but also build on the legacy. There is plenty of under used space that could be converted into something useful and new. Life changes fast in today's world, so whatever is built, should be made with adaptability and sustainability in mind. (e.g. no 50's era auto showrooms or roller rinks that can only serve one purpose or be knocked down to re-use). Spending money on expanding and repairing downtown can pay big dividends in the future. People from all over the area come to Westfield on a Friday night or Saturday, just because it's a place to walk around and see life happening. (They could get the sort of food and products we sell elsewhere; they come for the bit of 'agora,' marketplace feel that people crave in the U.S.)
- There aren't enough affordable apartments in this town, and by affordable I don't mean Mt. Laurel but for a single, working, childless millennial with student loans to be able to afford. I would want to see more mixed use buildings with housing that can bring in more people like me and provide us with options to stay in the future.
- the foot traffic will help downtown thrive; it would add more revenue and customers
- I can't see where we have much available space to be developed without detrimental impact on congestion and traffic. I am for new office, retail or mixed-use development, but I am saying the potential for it is very limited due to lack of suitable real estate to make it happen.
- Mixed use and tax-base diversification are KEY to the future vibrancy of the town
- I view it very favorably, though I'm not overly optimistic. Office space downtown is subpar and expensive. I wanted to relocate my office here but didn't find any space that was Class A or affordable
- We need to fill out empty store fronts.
- A lot of opportunity
- Question is unclear. I prefer retail only. Mixed use will do the town in.
- Potential for retail and office space are obviously compromised in a major way and probably permanently by trends in online consumerism and professional telecommuting, and unavoidably in-person services such as medical practices and athletic facilities are likely to flourish better outside of CBDs, but Westfield's very attractive CBD has an edge in growing its already well established dining spaces and in creating new arts and performance spaces (even a professional... NOT community... theater space, for instance).
- Downtown is dying
- there seems to be a lot of empty places that could be filled BEFORE needed to add additional new offices/retail
- New development is being established for commuters, which takes business away from space go to better use than to start developing more.
- Too many apartments not enough recreational facilities. Why does it take so long for new businesses to open/why are we making it so hard. Get rid of parking cops. They are ruining the town.
- Good for the tax base, good for job opportunities for all
- The mixed use space seems very dated and lacks character. Esthetically speaking
- Towns made by retail
- I'm not sure I understand what you are asking. I do not want our small downtown turned into a metropolis. Some people try to compare our town with other towns. We are not like those towns. We are a small town. Please keep it that way.
- Rent is so expensive downtown that few places can stay in town for more than a few years. We have empty store fronts for months to years at a time because new business cannot afford to come to Westfield.
- If the downtown becomes more office, medical, and less retail, entertainment, restaurants/bars the downtown loses vitality becomes a less desirable place to come and shop or hang out. It will just become an office park.
- We can't seem to fill the spaces that are already available, why would we need new buildings spaces
- Vacancy seems high
- I am favorable- accidentally hit the wrong answer.
- There is available retail space and the parking options are improving. There are also more events drawing people to town.
- New development brings in new non-residential tax base, plus more demand for stores and services downtown that residents benefit from.
- So tired of hearing people cry about traffic and new developments. Total non-issues.
- Inadequate public parking and, evidently, high rents, considering the vacancies.
- Stop building apartments and bring in businesses
- No real plan on place.
- NEED INNOVATION TO REMAIN A DYNAMIC COMMUNITY
- There is too much development and not enough oversight
- There is plenty of room to revitalize parts of town, but focus should be on filling existing vacancies and attracting/supporting stable tenants as opposed to rezoning new areas.
- very little space available for new office development
- empty stores and the downtown starting to look like a ghost town should be a priority. why are all the retail businesses fleeing?
- Not enough info. We need to fill existing business.
- Bringing in outside money to invest in our town only helps us as residents
- Need to balance the mix of office space so that downtown doesn't lose its charm. However, office space is necessary to help diversify the tax base.
- More pedestrian traffic and a more desirable and bustling downtown
- More office mean more downtown patrons
- I think rents are high bc there are too few landlords and parking is an issue for

- Westfield.
- See my comment above
 - Good for the downtown
 - Need to bring in more eatables and people downtown.
 - Help support the tax base and fill the downtown
 - Business want to be in town, but find lots of obstacles
 - The town has become too congested- apartments across from the Tennis Club, the apartments in Central/South Ave, the building on W. Broad/Rahway Ave, and further development on Westfield Ave/South Ave. all are contributing to major traffic, increased cars, and more people needing more services.
 - Bringing more workers and shoppers into town will help existing businesses and lead to a vibrant, lively downtown scene that encourages more people to come to town for shopping and entertainment.
 - I'd prefer retail/business space without residential rentals that increase population density
 - Bc need convenient parking to attract use of business
 - Cannot attract new businesses (office users) unless parking structures are built
 -
- customers and owners/employees.
 - I think parking is an issue as well as the current number of empty store fronts.
 - More destinations is always good
 - Potentially lower taxes for residents and more convenient access to retail and new employers
 - Parking needs to be improved or businesses will move away.
 - Helps to diversify tax base.
 - offer possibility of diversification
 - Parking requirements for a business are too high.
 - Rents too high compared with comparable towns
 - Would like to see more mixed-use to support retail and restaurants. Employees dining out, etc
 - I think as long as we keep the development outside of residential areas and within downtown limits and we are bringing in business that add value to our residents and/or community I'm all for new businesses and more development
 - Westfield must evolve as the world evolves, and this includes providing for the housing needs and desires that are popular today, along with providing for commercial uses that are new in today's world.
 - We need it to be a vibrant community and uphold level of residents and schools

4. Should local codes require green building construction techniques (i.e. Leadership in Energy and Environmental Design - LEED) such as high efficiency heating and cooling systems, green roofs, and other green infrastructure such as rainwater harvesting and on-site re-use? Currently, the Town has no such requirements for new construction.



521 respondents

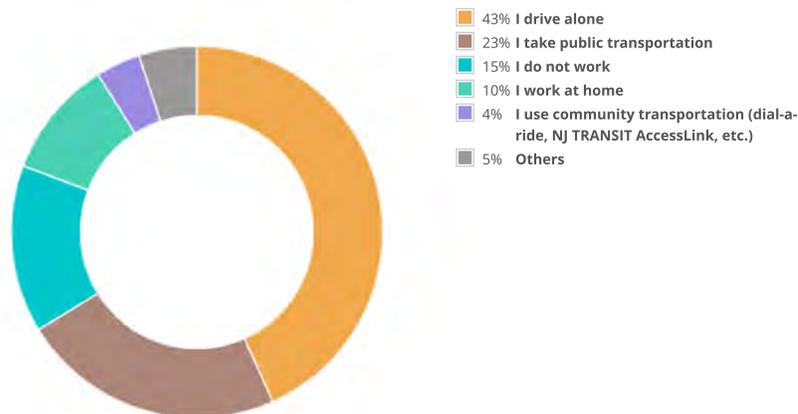
5. How satisfied are you with recent land use and development changes in the following parts of Town? Please provide feedback as to why you may feel this way.

	Very satisfied	Satisfied	Neutral / No opinion	Unsatisfied	Very unsatisfied
Teardown of homes replaced by larger homes on the same size residential lot	4% Very satisfied	21% Satisfied	16% Neutral / No opinion	28% Unsatisfied	31% Very unsatisfied
Subdivision of larger lots into multiple single-family lots in residential neighborhoods	1% Very satisfied	6% Satisfied	11% Neutral / No opinion	29% Unsatisfied	53% Very unsatisfied
Mixed-use construction next to the Fire Department Headquarters (former site of The Office)	13% Very satisfied	35% Satisfied	35% Neutral / No opinion	11% Unsatisfied	6% Very unsatisfied
Multi-family building on Central and South Avenue (3333 Central Avenue)	6% Very satisfied	20% Satisfied	21% Neutral / No opinion	31% Unsatisfied	22% Very unsatisfied
Mixed-use building on South Avenue and Westfield Circle (formerly Pan Am Cleaners)	9% Very satisfied	23% Satisfied	32% Neutral / No opinion	18% Unsatisfied	17% Very unsatisfied
Multi-family building on Rahway Avenue (formerly car wash site)	6% Very satisfied	21% Satisfied	23% Neutral / No opinion	29% Unsatisfied	21% Very unsatisfied
Affordable housing zones on North and South Avenue	7% Very satisfied	16% Satisfied	38% Neutral / No opinion	17% Unsatisfied	22% Very unsatisfied
	- Very satisfied	10% Satisfied	60% Neutral / No opinion	5% Unsatisfied	24% Very unsatisfied

511 respondents

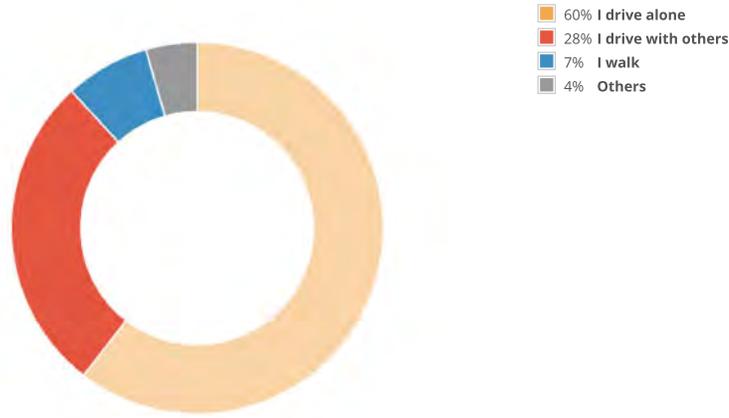
CIRCULATION QUESTIONS

1. How do you usually travel to work?



515 respondents

2. How do you usually travel to other places? (school, shopping, entertainment, etc.)



516 respondents

3. In your opinion, which of the following is true? (Select all that apply)

51%	Driving in Westfield is safe and easy	255 ✓
50%	Walking in Westfield is safe and easy	247 ✓
34%	Taking public transportation is safe and easy	167 ✓
29%	None of the above is true	142 ✓
14%	Bicycling in Westfield is safe and easy	69 ✓
2%	Traveling in Westfield as a person with limited mobility is safe and easy	10 ✓

4. Are there reasons why you may feel that any of the transportation modes listed in Question #3 are not safe or easy?

- Traffic is too fast and dangerous and Trains are not as convenient as they would be, pedestrians are not given proper respect.
- Traffic has increased significantly and is only going to get worse when that horrible building on the corner of Broad and Rahway (where the car was used to be) opens.
- People drive too fast; pedestrians jay-walk and don't pay attention; lack of sidewalks on central avenue; traffic lights not regulated well (tough to make a left at busy corners); pedestrians don't always wear reflective clothing at night
- The congestion makes driving, walking, and biking impossible. And because restaurants can have outdoor seating, pedestrians sometimes walk in the road instead. Also, when people do not mind the crosswalks and cross willy-nilly in the middle of the road, expecting cars to stop, accidents occur (one happened in front of me).
- traffic volume and attention span of drivers (cell phone) and they also do not care - and that light at north and e broad needs a left arrow heading south - traffic backs up for miles.
- Train is not good. Late and crowded and stopping before NYC and changing is not good. Bicycles have a hard time because of the streets
- The train is brutal. Not Westfield's fault.
- Sidewalks are a major issue. The old slate sidewalks are a mess and major fall risk for many people. A big deterrent to walking. I walk a lot and am very careful but you have to be staring at the ground as you walk so you don't trip
- Crossing mountain avenue in the dark is very dangerous even at a pedestrian crossing. Better lighting and signage would help
- There are no bike Lanes, a lot of sidewalks have overgrown trees and bushes blocking them. Homeowners don't take care of their sidewalks.
- Biking is dangerous in most communities in the US, as our roads aren't built to accommodate it. This town is very walkable, but drivers need to be more aware of pedestrians.
- Westfield is much better than many other places . However, most transportation problems occur because of population

- Drivers in town are crazy...too concerned with themselves to care about other drivers or pedestrians. Public transportation requires a change in Newark, which is not always safe at night. The sidewalks in residential areas are a disaster for anyone, let alone someone with limited mobility. No bike lanes and too many cars for bikes to safely be on the road.
- NJ Transit is a nightmare - not the town's fault. Pedestrian crossings should be better marked like the one at the South Avenue lot. And people drive entirely too fast in 25 MPH residential zones. Police should be ticketing more.
- No one can drive in this town (and state). Every mode of transportation is dangerous. We need bike paths as well.
- no sidewalks, no lighting on the sidewalks, no traffic lights at 4 way intersections, too much traffic on Central avenue
- "I also walk and ride my bike (only one answer registered in question 3) I am unaware of public transportation within town.
- ; Not much public transportation available within town. Only one answer registered, but I also walk and ride my bike throughout town.
- this is car centric society. Have tried to cycle and it was awful. No place to lock bikes
- There are no safe bike lanes or way to bike safely in Westfield. People drive too fast and too aggressively in Westfield - they frequently blow through the stop signs and ignore crosswalks. There is no downside for them at present for this behavior.
- The train is a disaster and an insult to commuters. Driving is okay in some places but too many distracted drivers and dangerous intersections. Also poor lighting. I can't believe that after the tragedy in Central Avenue a few years ago in which a high school girl was killed, that the town has not improved the lighting on Central near Clark.
- Handicap parking is terrible. Add in the fact that food delivery drivers and others have no respect for handicap parking.
- no
- no one obeys traffic laws. I'm teaching my 16 year old to drive and we pretty much avoid town as it's so jammed most of the time. Biking, yikes, no one cares about bikes and no paths for them. Walking around town is mostly safe as long as you stick with the main crossing areas the cars do mostly yield to pedestrians.
- Yes. I think traffic enforcement -- including speeding, unsafe driving, etc. -- is inadequate. I see countless examples of speeding by younger drivers who ARE residents of Westfield. I think it would be a fatal error to ignore the extent to which people's perceptions of relative traffic safety is central to the fundamental character of a town. If I do ever leave, it will probably be the sight of some 17 year-old speeding around in Daddy's BMW that does it.
- Intersection of Lenox and Central is dangerous as a pedestrian. Drivers are struggling to drive safely in the circle. Drivers also switch lanes haphazardly on Broad Street. Drivers are not yielding to pedestrians.
- Because the train stops in Newark. Newark isn't the safest city in NJ.
- roads have many potholes making biking difficult and dangerous.
- density and lack of obeying the traffic rules, especially when traveling by bike or walking..
- Biking is extremely dangerous. We need bike lanes and better driver awareness! It would help so much if more kids felt safe biking to school - decreased traffic. Walking is also not safe with the lack of sidewalks on many streets.
- No cell phone use while driving is not enforced in town. Also, no bike paths or lanes.
- No bike lanes through town. Drivers are too aggressive and very light enforcement by police.
- Bicycling is very dangerous in Westfield. It should be encouraged bike lanes and more police enforcement of speed tickets.
- Sidewalks are horrible. People do not stop for pedestrians. Train system has many issues.
- Very aggressive drivers running red lights, poorly lit streets, no bike paths on streets.
- no bike lanes, aggressive motor traffic
- The main roads are not safe for bicyclists.
- No bike lanes
- More bike and pedestrian lanes would be helpful.
- Biking to town is rough, especially with kids!
- Traffic, People driving too fast and too many people on their phones.
- Some corners without traffic lights are scary to ride bicycle thru
- People don't obey crosswalk lights and signs. Kids almost get run over at busy intersections. The circle needs better policing for those who run the yield signs as if they're not there. Biking in town is not an option at all, very unsafe.
- No
- The traffic has increased to a point where it is a hazard and an inconvenience.
- Crossing downtown Westfield, including going through the circle, requires dealing with considerable congestion at certain times of the day. Travel by bicycle is OK when avoiding downtown - cross the tracks at Crossway Place, not downtown.
- Not a lot of safe biking areas, some areas are tough for walking/crossing
- Bicycling is probably not safe in many of the more crowded parts of town. I'm not sure if bike lanes would help the problem however (that may cause more traffic possibly).
- Too many enormous cars, small roads, walking and biking in Westfield is dangerous. People are distracted, sports practices start too early to allow people to get there without speeding. Parking nearly everywhere is difficult. People are distracted.
- Dangerous for pedestrians and those with limited mobility.
- MObility access and safety is poor
- Traffic is getting worse, and speeding is getting worse
- Public transportation into NYC is extremely challenging - physically and mentally. Not being able to have a parking spot at the train escalates this. There is a lot of congestion on West Broad Street and poor visibility with so many parked cars on the street.
- Too many cars and congestion on the little roads around our homes. Sizewalks are broken, shrubs, trees, weeds block the sidewalks. Everyone is in a rush driving to make kids activities on time, that oftentimes

- There is not enough parking downtown to make it easy.; Parking is difficult downtown.
 - "Lack of parking
 - Transfer in Newark"
 - I think people want what is nearly impossible to achieve. We live with others... one can't expect to be able to have easy access to everywhere... it's as if they expect to be able to get around as if they're the only ones allowed on the streets. I find Westfield very easy to get around except for very specific times. Don't drive near one of our schools during drop off and pick up. Don't expect to get through downtown quickly during normal business hours. Expectations need to be kept realistic.
 - Drivers are complete insane. I don't feel safe crossing the street because even if someone stops for me, another car will speed around and try to pass. Walking and driving while exiting the train station parking lot on the north side is out of control. People don't clear their sidewalks so it's hard to walk in bad weather. Sidewalks are bumpy and dangerous in the dark.
 - The train station - see what its like at 6:30 am when people are trying to buy daily parking stickers.
 - "The drivers in westfield are animals. They speed, do not stop, tailgate you name it..
 - Bike lanes are a horribly idiotic idea in a suburban area. If you want a bike lane, move into the city"
 - "Driving- try making a left onto North Ave from Elmer St during rush hour- especially if cars are coming out of the strip mall across the street.
 - Walking- people illegally trying to cross North Ave from the train station is very dangerous. There needs to be a walk sign that crosses over Central Avenue on the South side of North Ave.
 - There needs to be a crosswalk near the Westfield Diner.
 - Public Transportation- until we get 1 seat commute, public transportation wont be safe. Anytime there is a risk of getting stranded in Newark Penn at night, or having to use the restroom at Newark Penn, there is always an element of danger.
 - Bicycling- the same dangers I mentioned as walking. "
 - Mostly driving or walking is safe and easy, but traffic can be very bad, road closures are seemingly random and without notice and many drivers don't pay enough attention to what they are doing. Crossing majors roads, even at crosswalks, is difficult.
 - I think there is too much speeding in Westfield. And when combined with distracted driving, it can cause dangerous intersections and roadways. I think our Police need to enforce the speed limit more aggressively. We also need to be careful about too much building adding too many cars to are currently congested streets. Some intersections like South/Central, West Broad/Rahway; East Broad/Central are getting pretty crowded
 - The sidewalks are not in good shape or are incomplete. There is no respect for bike riders and the traffic is horrible.
 - It's not set up for safe pedestrian use. Cars speed everywhere, lack of good visibility at night. Town is too congested. Need more 4-
- they don't yield to pedestrians. Leaves are unsafe in November too.
 - Westfield is too congested for safe walking, driving or biking in the downtown area
 - Biking is crazy, drivers are distracted. Walking requires care when crossing streets. Drivers must be extremely careful because cars are crazy and rushed in huge cars. Would be great if there were trolleys to downtown. How cute would that be!!
 - "1) Bicycling - no bike paths, need for schools and to bike to train and bus station.
 - 2) Walking - not enough walking paths, many sidewalks are not maintained, not enough marked street crossings"
 - We need more 4 way stop signs, need to create zones for leaf pickup, driving in the fall is dangerous because insufficient lighting and leaf piles
 - Driving around Westfield can be difficult based on traffic
 - Some places are safe for walking but others such as North Ave are not and should be improved. Crossing Central ave at the North ave intersection is unsafe.
 - No bike lanes, NJ Transit is the worst
 - no
 - No designated bike lanes. People drive too fast around traffic circles. Many multi-road intersections with unclear pedestrian crossing patterns
 - Connect county and town parks with bike lanes!
 - The pedestrian crossings on the outskirts of down town are unsafe particularly where east broad meets north ave - as they are in the process of turning cars lack visibility of people on the crossings and are often going fast to make the lights. These crossings are often used by parents with young children going to Wesley Hall School. Also the crossings to mindowaskin park.
 - You could get killed walking in this town
 - Drivers going too fast and distracted on phones - results in danger for pedestrians and bikers. NJT experience is sub-par
 - Cars try to hit runners
 - No bike lanes, sidewalks, or ease of public transportation. Drivers have no regard for bikers. Walking in some neighborhoods have no sidewalks. Making it difficult to walk for an able bodied let alone someone with mobility issues, disabilities or aging concerns.
 - People are always in a hurry!
 - Some corners are very dangerous but have no lights or stop signs. Also many people drive way too fast on roads.
 - When a traffic light turns red, 9 out of 10 times, I see at least 2 cars go through the light. I am not referring to a driver waiting to turn, but rather a driver who intentionally goes straight through a red light. There needs to be cameras or more police at main intersections. Drivers who are careless and feel that they are entitled and above the law see no detriment to their unsafe decisions.
 - Drivers have become aggressive and speed. Drivers must Be cautious while driving in town.
 - crossing South Ave from train station is still dangerous - gotten better with new pedestrian light but often don't trust cars will stop. Do not feel comfortable having kids ride bikes between North and South side

- way stop signs. Almost been knocked down in a pedestrian crossing too many times. Drivers in this town need to be educated. Too much speeding.
- Individuals on bicycles and walkers in Westfield are their own worst enemy. They jay walk (check out the area in front of the Y on Clark Street) and ignore red lights and stop signs. When the Westfield police start enforcing the law these modes of transportation will become safe.
 - People drive too fast, and often don't want to stop for pedestrians, or make room for cyclists.
 - Too many cars on roadways. Drivers do not practice safe driving
 - Traffic snarls through the town. Pedestrians cross wherever they want to.
 - There are no designated bike lanes; not enough of pedestrian safety measures; handicap parking is not designed to easily accommodate persons with disabilities.
 - Traffic is getting worse and worse -- not only in Westfield but in surrounding towns that feed into here. As more and more apartments and condos are built here and in surrounding towns, traffic will only get worse
 - People driving in Westfield are impatient and disrespectful
 - Biking and walking seems dangerous at times especially during rush hour
 - Trains are horrible and should be more disability friendly
 - It's all relative. Safe and easy are too strong of a description for any of the above. They are all doable, but the sheer volume of traffic, which is only getting worse, makes each mode of transport less safe and easy.
 - Many Westfield drivers are distracted. Congestion on Central Ave has increased tremendously in the time that I have lived here. The hawk light was a ridiculous solution to crossing the street.
 - NJ Transit is a wreck. However that is a State issue, not a Town issue.
 - Westfield drivers have become more aggressive in recent years with more instances of flagrantly ignoring rules of the road such as stopping at an intersection when a light has turned yellow or turning right on red even though there is a posted sign prohibiting such; this makes pedestrian street crossings more dangerous .
 - Central Avenue is a dangerous road. Multiple accidents and deaths have occurred. Something should be done to make that road safer.
 - Switching trains in Newark is never safe or easy. Safety is a major concern when doing so late at night. Unfortunately, it is necessary when taking the train to Westfield.
 - Drivers have no respect for other drivers, taking turns, etc when they do not have the right of way. Many drivers do not yield to pedestrians in cross walks. To be fair, many pedestrians do not look before crossing streets, distracted by cell phones. We need stricter enforcement of driving laws.
 - People drive too fast. Not enough incentive to slow down. No bike lanes.
 - Biking is very scary without paths and the traffic, there are have been bad accidents to cyclists.
 - Train service to the city is hard. very hard. Re: driving, my one complaint would be the busy streets, too dangerous with fast cars, distracted drivers
 - Bicycling is difficult because many drivers are aggressive and speed. Not much the town can do.
 - Distracted drivers and pedestrians on cell phones while navigating unsafe sidewalks and crosswalks
 - "Crossing through town is a nightmare between 3-6 on weekdays. People drive too fast and the traffic circle is a mess. My husband is an avid cyclist. He goes out on the roads only early in the morning to avoid traffic and breathing in the pollution. Will not let my boys ride their bikes into town from the South Side.
 - Unsafe driving
 - Drivers not following traffic rules. Need more speed bumps. Need crossing mid block on East Broad between prospect and elm. Poor street lighting. Unsafe crosswalks. First street by the catholic school is in terrible shape.
 - We have poorly-placed traffic lights and stop signs (too many in places they're not needed and none where they are); roads are not well lit; there are no bike lanes. There is nowhere NEAR enough parking for our public transportation AND without a 1-seat train commute, public transportation is extremely painful.
 - Drivers are all for themselves. I am on high alert and walk and drive defensively at all times.
 - Train to NYC is not easy. Transfers, delays, etc it's such a hassle
 - lack of sidewalks, lack of train parking permits
 - Drivers are too fast despite the 25mph speed limit. Commuting the last mile home is the real issue — train station pick up is insanely crowded in the parking lot. It's a wonder no one hasnt yet been seriously hurt
 - Driving in Westfield is an absolute nightmare. There are so many dangerous intersections with unclear signage leading to possible accidents daily. Pedestrians rarely use sidewalks in downtown/cars don't stop for pedestrians at sidewalks causing further danger and confusion. Road conditions themselves are unsafe for drivers.
 - NJT rail access needs to be improved
 - Distracted driving and rushed driving is everywhere and not unique to Westfield. But it is in Westfield. People need to slow down, pay attention to driving and be courteous to everyone on the road, whether in a vehicle, bicycle or walking.
 - The town is generally too crowded to make getting anywhere "easy"; some drive too fast and distracted to make walking & biking really safe.
 - There are no bike lanes so it's very unsafe. Too much traffic driving in Westfield
 - No designated bike paths, no experience with disabilities.
 - Limited visibility at certain intersections. Distracted driving. Traffic backups on Prospect because of people taking laps of Trader Joe's parking lot.
 - Public transportation would be easier if parking was easier- it's not easy to navigate where you can and cannot park etc. let alone not enough parking for train or bus transportation from town; Not easy to take the train or bus because of parking - it's not clear

- quality of roads. Should have all roads in town graded on quality, (A - F), and then start fixing up the F-rated roads first and work our way up toward the A's.
- The roads are getting too crowded with more apartment/condo construction and Westfield being a cut through for people from garden state to rt22 makes our roads quite unsafe
 - Until the pedestrian crossing signs and lights were installed at South and Boulevard, I felt I was risking my life just about every time I set foot on the street. I'm also ever watchful at the intersection of South, Central, and Ross as well as North and East Broad both as a pedestrian and driver. Too many cars going too fast and coming from too many directions make them scary.
 - Drivers, drive with the assumption that all laws are in their favor and that bicyclists and pedestrians are annoying interlopers. This fact leads to the bizarre situation that people ride their bicycles on sidewalks in Westfield. In every state I've lived in that is illegal (and probably is here, though I've never seen it enforced) for obvious safety reasons (running down pedestrians, jetting unexpectedly from sidewalk into a busy intersection to get to the next sidewalk regardless of traffic). So bicyclists are scared of roads, but then behave like cars on sidewalks. At the bottom of the pyramid, pedestrians are just in danger everywhere (odd considering how litigious people can be, you'd think the town would see some financial peril in under enforcement of the rules of the road). Fortunately, I have no disability that limits mobility, but goodness, it cannot be safe for such people.
 - Walking in Westfield has always been a little frightening. I grew up being afraid of crossing streets downtown. I am always very cautious even now.
 - bikes are not safe in town
 - some of the busiest streets have no room for bicycles.
 - Walking in MOST of Westfield is safe and easy. However, crossing in crosswalks downtown is often treacherous due to distracted drivers and people not obeying traffic signals.
 - "1) Public Transportation is not safe and easy - it is a joke. The bus station on Rt 22 is not maintained and crossing 22 in the dark is unsafe. The train does not offer a better option with the commute taking 2hrs each way on some days.
 - 2) Driving around town sometimes feels like a game of frogger. There could be many more stop signs - including the intersections at Lawrence & Dudley and Clark & Dudley, Mindowaskin Park entrance on Mountain Ave. Roads are poorly maintained with pot holes, the gas company digging up lines and not adequately repaving, new construction leaving nails all over the roads...
 - 3) Walking around town isn't always safe either, crossing in front of Urban Outfitters or in front of the Y on Clark St are both dangerous. The lack of street lights doesn't help at night.
 - 4) Biking is difficult too, with all of the potholes you can't ride in the street, but there aren't always sidewalk and some of the ones that are there are not flat and often have tree limbs popping up, cracked or jutting up
 - Potholes on the road make it unsafe for driving and bikes. Sidewalks are pretty bad as well, making it harder to safely walk.
 - traffic causes gridlock downtown, NJTransit is a joke--unreliable, unaccountable, unchecked, multiple serious bike accidents in town over the years -- need serious overhaul of a safe streets program or else it will continue
 - Blatant disregard for red lights. People speeding on residential streets like Boulevard or Lawrence. No regard for cyclist safety.
 - I wish there were bike paths/lanes - especially on busy streets
 - Traffic can be dangerous for bike riders, pedestrians and those with limited mobility - if not paying attention.
 - The pedestrian walkways are a nightmare for drivers. They run out in front of your car giving you little chance to stop because they know the rules favor them. Put in some blinking light in the roadway; make pedestrians hesitate before they begin to cross
 - Distracted drivers
 - have you ever seen pedestrians crossing North Avenue near the Y in the morning. Cars traveling towards Lord and Taylor will go around someone turning on to Clark Street and not notice the car is slowing not for the turn but because commuters are attempting to cross. I've seen 2 near hits. That entire part of North Avenue after the light should be a single lane
 - Traffic patterns in/around downtown are very poorly designed (e.g., stop signs on Lawrence Ave.). Access to bus stop at 22/Lawrence Ave. (technically in Mountainside but used by many Westfield residents) during winter is often treacherous.
 - motorists do not frequently stop for pedestrians or cyclists. there is not much bicycle parking available around town, downtown specifically. there is often doubleparking or idling in town that can make the area by the train station difficult to navigate. lights on north avenue have made crossing safer by the school and lord and taylor though the lights by tuttle are not always heeded by motorists.
 - The turn out of the northside train station is confusing. Nobody knows what to do. People are also confused at the traffic circle. There is no sign heading south on Central under the tracks to let you know what lane you can go straight in.
 - No bike lanes and no bike sharing.
 - Too dark to walk/bike at night. Need more street lights.
 - Walking across E. Broad and Prospect street is a little scary with small children
 - Too much traffic vs pedestrian/biking safety.
 - Public transportation, specifically NJ Transit, is unreliable. And there is little alternative to driving to the station. Streets are dark if you walk home at night.
 - The train is safe, but not easy at all.
 - Nothing is easy about NJ Transit - it is a disaster.
 - Driving in downtown is not easy. Traffic lights need to be improved and the traffic circle needs to be eliminated.
 - People with limited mobility
 - No bike lanes in town, drivers are too fast/aggressive and there is ZERO enforcement of traffic laws in town...cars fly

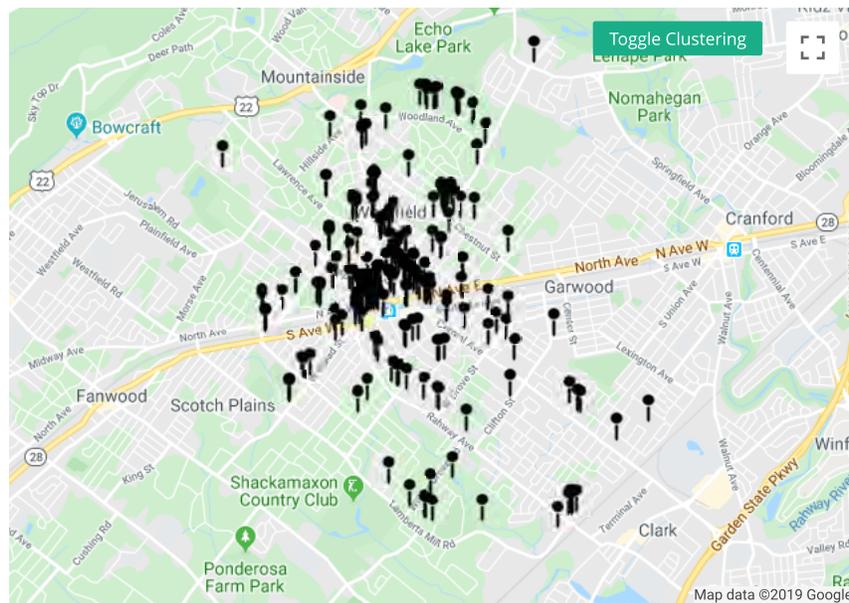
making it difficult for bikes and strollers alike!"

- Streets are dark ... no bike paths on streets ... stop signs can be hard to see
- I'm a biker and I have almost been hit many times while riding. Traffic is bad for driving during peak hours
- Mostly distracted drivers
- Bicycling in Westfield is not safe. Too many ignorant drivers not aware of cyclists. Driving in many areas is not safe for drivers or pedestrians, i.e., intersection of Prospect and E Broad is an accident waiting to happen, intersections of S Euclid and E Broad as well as West Court and E Broad are terrible during rush hours.
- Walking can be unsafe... some neighborhoods lack sidewalks or have poorly maintained sidewalks. Some intersections are dangerous for crossing - esp. the one at Grove and Rahway! Walking downtown is dangerous due to distracted or aggressive drivers!
- Travel in Westfield is hazardous. Distracted drivers.
- train does not offer direct access to NYC. also crowded at peak hours.

though crosswalks, stop signs and ignore 25 mph speed limits. A town this larger and thriving demands bike and jogging lanes...dissuade driving in town for safely walking or riding into town...solves part of the parking problem too.

- Traffic circle is dangerous
- Too much traffic, people in a rush, no bussing to schools makes many drivers during busy times
- Drivers ignoring speed limits, drivers constantly on mobile phones, there should be more enforcement
- NJ Transit is a disaster, which is not Westfield's fault
- Very dark st night, pedestrians are not careful and drivers are not looking out for pedestrians. Would never bike in town. School zones are a nightmare with parents flouting the rules and eschewing common courtesy.
- "It s not safe to walk on Rahway Ave between Dorian and Shackamon on the Stoneleigh Park side.; Walking along Rahway Ave behind Stoneleigh Park is not safe.
- ; Walking on Rahway Ave behind Stoneleigh Park is not safe. "
- The whole bus system and where the stops actually are get very confusing to me

5. Are there intersections or other locations where you feel unsafe, either as a driver, pedestrian, or bicyclist? Please provide the reason why in the comments section



6. How should Westfield improve mobility throughout the town? (Select all that apply)

63%	Improve biking and walking conditions	292 ✓
59%	Add more parking in the Downtown	270 ✓
48%	Add more streetscape amenities (benches, lighting, bike racks, etc.)	221 ✓
43%	Improve transportation technology (traffic lights, dynamic message signs)	196 ✓
35%	Improve access to the train station	161 ✓
26%	Partnerships with ride-sharing services (Lyft, Uber, etc.)	118 ✓
21%	Make it easier to drive around	95 ✓
16%	Provide alternative transportation options such as bike shares/e-scooters	75 ✓
14%	Increase accessibility/mobility for people with limited mobility	65 ✓
13%	Provide wayfinding signage to identify key destinations	59 ✓
5%	Other. Please comment below.	25 ✓
4%	Advocate for new bus routes (Comment below where you would like to see this)	20 ✓

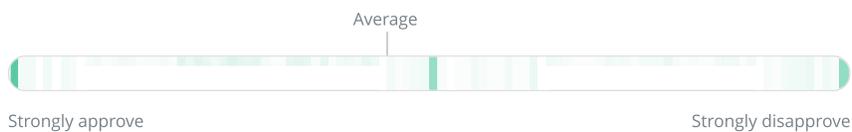
Parking structures in the Downtown



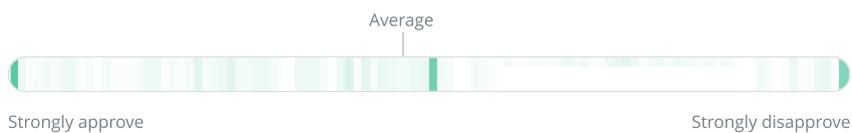
Bicycle lanes



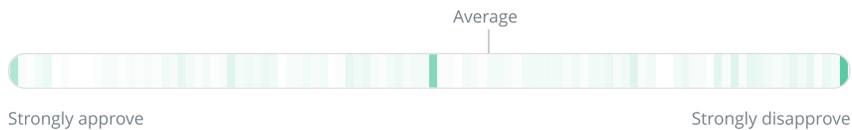
Bike share



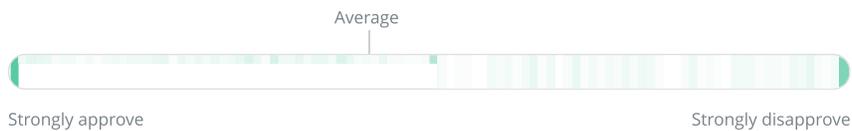
Electric Vehicle (EV) charging stations



Parking space reservation system



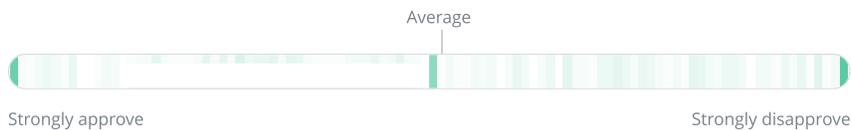
Curb extensions at crosswalks



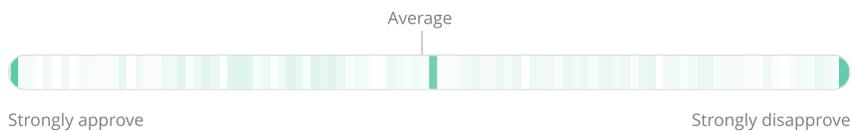
Pedestrian-only street



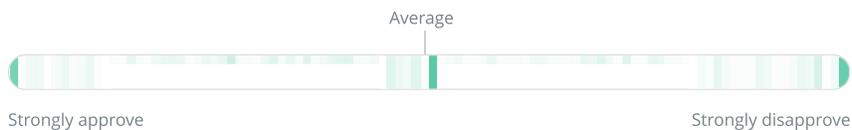
Downtown/Train Station valet parking stations



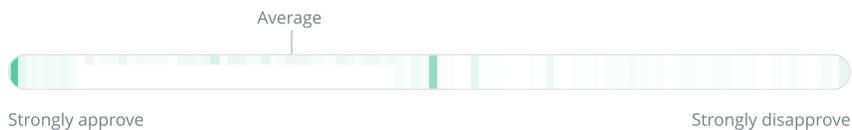
One-way streets



Reverse-angle parking



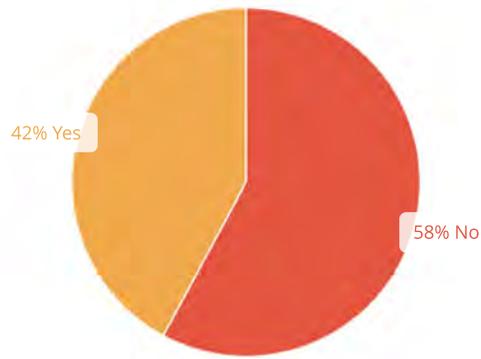
Ridesharing partnerships to the train station



Town-wide jitney service

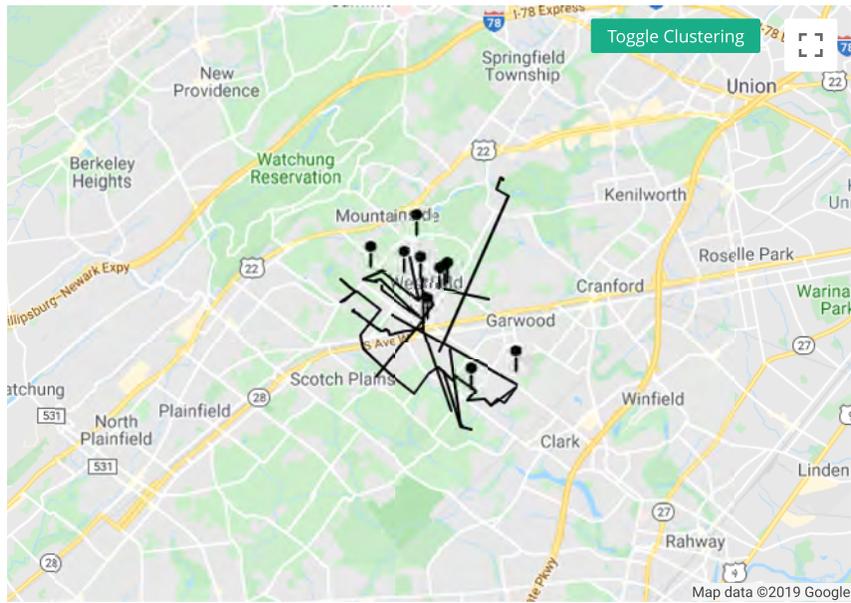


8. Do you ride a bicycle around Westfield?

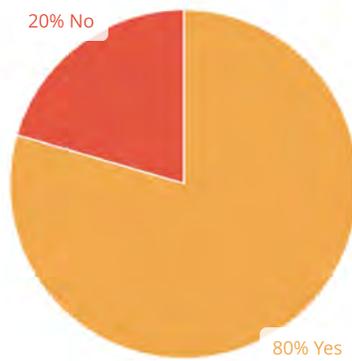


489 respondents

9. If you answered YES to Question #8, where do you ride from/to?



10. Do you use the Westfield Train Station?



493 respondents

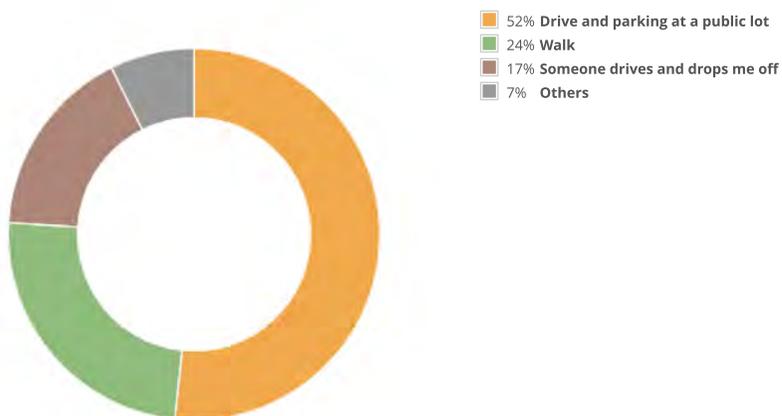
11. If you answered NO to Question #10 and do use the train, do you use another train station as an alternative?

34%	Rahway	28 ✓
33%	Other. Please comment below	27 ✓
23%	Newark Penn Station	19 ✓
20%	Metropark	17 ✓
12%	Secaucus Junction	10 ✓

12. If you answered YES to Question #10, please choose the following reasons you use train service from Westfield Station (Select all that apply)

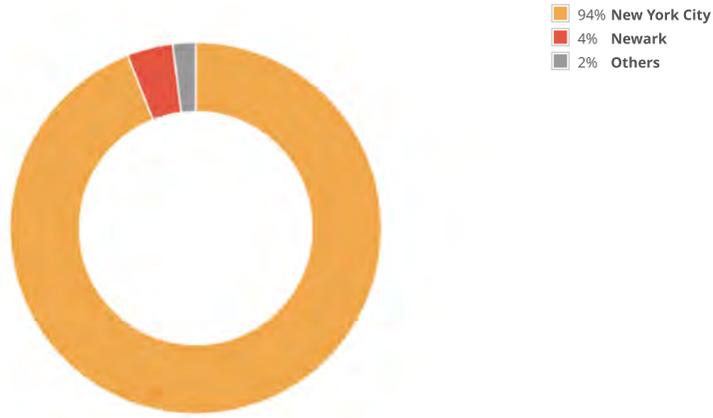
69%	To go to an entertainment venue or event	261 ✓
50%	Work	189 ✓
44%	To go out at night in another town/city	169 ✓
20%	To visit a friend or family	77 ✓
13%	Shopping	49 ✓
3%	To access healthcare services	13 ✓
1%	Other. Please comment below	5 ✓
1%	School	2 ✓

13. If you answered YES to Question #10, how do you usually get to the train station?



395 respondents

14. If you answered YES to Question #10, what is your usual destination?



401 respondents

15. If you answered NO to Question #10, why do you not use the station? (Select all that apply)

44%	Lack of one-seat ride to Penn Station	55 ✓
33%	Lack of parking	41 ✓
31%	Don't have a reason to use the train for any purpose	38 ✓
22%	Frequency of service	27 ✓
19%	Reliability of NJ TRANSIT service	24 ✓
12%	Destination does not meet needs/too many transfers to reach destination	15 ✓
7%	Time of service	9 ✓
4%	Cost of parking	5 ✓
4%	Other. Please comment below	5 ✓
3%	Location of station	4 ✓
1%	Safety/security around station	1 ✓

16. Which days/times do you typically park in the Downtown?

	Weekday	Saturday	Sunday
Morning (before 10am)	42% Weekday	33% Saturday	25% Sunday
Mid-day (10am-2pm)	31% Weekday	39% Saturday	30% Sunday
Afternoon (2pm-5pm)	25% Weekday	40% Saturday	35% Sunday
Evening (after 5pm)	34% Weekday	43% Saturday	23% Sunday
All day (at least 8 hours)	53% Weekday	25% Saturday	22% Sunday

498 respondents

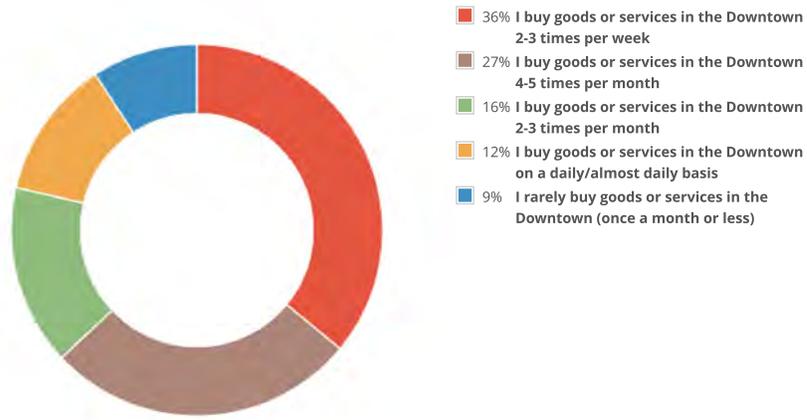
17. In your opinion, what is your perception of parking in Westfield?

	Excellent	Good	Neutral / No opinion	Fair	Poor
Availability of parking in the Downtown	4% Excellent	23% Good	6% Neutral / No opinion	34% Fair	33% Poor
Parking space locations relative to your intended destination	3% Excellent	33% Good	12% Neutral / No opinion	33% Fair	18% Poor
Communication of where parking is located	6% Excellent	32% Good	30% Neutral / No opinion	19% Fair	13% Poor
Cost of parking	11% Excellent	32% Good	22% Neutral / No opinion	23% Fair	12% Poor
Ability to pay for parking	13% Excellent	40% Good	18% Neutral / No opinion	18% Fair	11% Poor
Security of parking lots	16% Excellent	49% Good	25% Neutral / No opinion	7% Fair	2% Poor
Condition of parking lots/spaces	12% Excellent	55% Good	16% Neutral / No opinion	14% Fair	3% Poor
	8% Excellent	16% Good	58% Neutral / No opinion	11% Fair	8% Poor

479 respondents

ECONOMIC DEVELOPMENT QUESTIONS

1. In a typical month, how often do you shop in downtown Westfield?

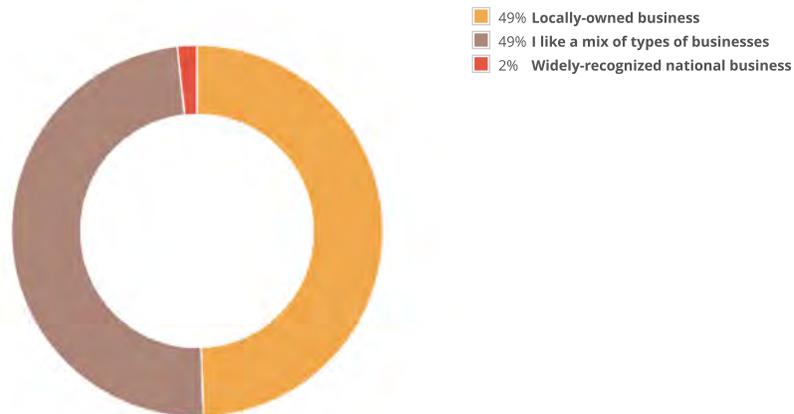


478 respondents

2. Which of the following statements are true? (Select all that apply)

93%	I eat at Westfield restaurants	438 ✓
84%	I shop at Westfield retail stores	394 ✓
68%	I attend Downtown Westfield Corporation events such as Jazz Fest, Spring Fling, etc.	319 ✓
65%	I go to entertainment establishments in Westfield (bars, arcade, theater, etc.)	305 ✓
56%	I go to health and beauty services in Westfield (salons, barber, etc.)	261 ✓
32%	I go to fitness services in Westfield (gyms, martial arts, yoga, etc.)	149 ✓
21%	I go to professional services in Westfield (accounting, lawyer, etc.)	97 ✓
9%	I go to Westfield cultural facilities (museum, galleries, etc.)	44 ✓
2%	Other. Please comment below	8 ✓

3. Generally, where do you prefer to shop, eat, etc. in the Downtown?



467 respondents

4. In your opinion, Westfield could use more: (Select all that apply)

61%	Entertainment establishments	278 ✓
57%	Restaurants	258 ✓
49%	Retail stores	225 ✓
35%	Community gathering spaces	161 ✓
35%	Cultural facilities	160 ✓
7%	Other. Please comment below	32 ✓
7%	Professional services	31 ✓
5%	Fitness services	25 ✓
2%	Health and beauty services	10 ✓

5. Generally, what is your opinion on the following development trends?

	Strongly approve	Approve	Neutral/No opinion	Disapprove	Strongly disapprove
Marijuana retail stores	8% Strongly approve	13% Approve	21% Neutral/No opinion	17% Disapprove	40% Strongly disapprove
Microbreweries/distilleries in the downtown	47% Strongly approve	32% Approve	14% Neutral/No opinion	3% Disapprove	3% Strongly disapprove
Rooftop bars/lounges	56% Strongly approve	28% Approve	10% Neutral/No opinion	4% Disapprove	2% Strongly disapprove
Micro-apartments (less than 400 square feet)	4% Strongly approve	13% Approve	30% Neutral/No opinion	27% Disapprove	26% Strongly disapprove
Live/work lofts (a residential unit that also consists of a commercial/office component that is utilized by the occupant)	12% Strongly approve	27% Approve	41% Neutral/No opinion	12% Disapprove	8% Strongly disapprove
Co-work spaces	20% Strongly approve	37% Approve	35% Neutral/No opinion	5% Disapprove	3% Strongly disapprove
Sustainable development / low-impact design requirements	27% Strongly approve	30% Approve	33% Neutral/No opinion	5% Disapprove	4% Strongly disapprove
Ground floor offices in the downtown	9% Strongly approve	28% Approve	32% Neutral/No opinion	21% Disapprove	10% Strongly disapprove
Rooftop gardens	48% Strongly approve	38% Approve	11% Neutral/No opinion	3% Disapprove	1% Strongly disapprove
Rooftop residential terraces and patios	43% Strongly approve	33% Approve	18% Neutral/No opinion	6% Disapprove	1% Strongly disapprove
	21% Strongly approve	12% Approve	58% Neutral/No opinion	- Disapprove	8% Strongly disapprove

472 respondents

6. If Westfield was to permit a marijuana retail store in the Town, which areas for a store would you find acceptable? (Select all that apply)

53%	I would not find a marijuana retail store acceptable in any location	239 ✓
37%	Other commercial areas outside the Downtown	170 ✓
19%	Downtown	85 ✓
1%	Other. Please comment below	5 ✓

7. The business or kind of business you would most like to see in the Town of Westfield is:

- Nice wine bar, restaurants, retail
- Stores that allow variety of shopping venues ; Stores that attract locals to shop.
- SPORTS BAR with rooftop / open outside area as a bonus
- Adult clothing stores - few options for people over 40! A microbrewery is a nice idea as well.
- Restaurants with liquor license
- An affordable pub-style restaurant (Cranford has 3 or 4); Aadam's Tavern is too expensive for many people.
- locally owned shops where prices are fair and the quality is good. Achievable if rents were reasonable.
- An English/Irish pub with a big mahogany bar, fireplace, simple but good and inexpensive pub food, alcohol, don't need a reservation, a place for friends and family to gather.
- like the rooftop garden bar thing. other than italian restaurants - we have enough there. i think westfield is perfect for co-working.
- More diverse retail
- Sports bar, bbq, good bar
- School sports/Athletic store, School art galleries, pub/sports bar,
- sports bar, nightlife options for adults after 10pm on week nights, unique retail or services (paint your own pottery, etc.)
- Live music venue
- mom and pop restaurants with actual good food, record store
- More ethnic restaurants instead of pizza/sushi. And why would anyone think that our pizza places, diners etc are not family restaurants?
- Nice retail with great design.
- A bar or other cool space that young people would like. One thing I notice in Cranford is that it draws young people. Westfield is either middle aged parents or tweens.
- Hobby shop. Dungeons and Dragons, Pokemon etc. are making a comeback. It's something for the kids to do. Little shop of comics in Scotch Plains is a great example; Like the mix of brand stores and small shops but need to be realistic with e-commerce. Need other things to bring people into town. Outdoor dining (think the one way street that was recently turned into a parking lot. Ugh.) Yesterdcades is great... love to drop the kids there, then head over to a restaurant with my wife. Fresh produce store to pick something up on the way home from the train. True ethnic food... Spice Bazaar was a great addition. In fact... anything and everything other than "FOR RENT" signs is good!
- kid and teen clothing and shoes, home goods - stores like American Eagle, H&M, Hollister, Abercrombie, Vineyard Vine, Pottery Barn, West Elm, Williams Sonoma Home, Painting pottery, etc.
- Bars/restaurant
- pub, mini golf
- Sole proprietors
- Microbrewery
- Restaurant with liquor license that is also family friendly
- Affordable retail. Westfield is too high end for me to shop where I live
- Nightlife. Casual Neighborhood sports bar
- community space for youth/teens (any entertainment, even retail entertainment like Yestercades)
- More restaurants; Vineyard Vines; Children's shoe store; craft brewery
- Higher end restaurants like Summit House, bars, better retail (non chain)
- Bar / tavern with grille
- More diverse and affordable restaurants, small unique shops.
- More retail. Bring back the national chains
- Rooftop bar
- Microbrewery, Retail Store, Anything but more pizza
- bars and marijuana retail
- More varied/diverse types of restaurants
- locally owned
- Bars/restaurants and entertainment
- Dig Inn - healthy farm-to-table fast casual food; Naya Express - Middle Eastern fast casual food; upscale foodhall like NYC's Urbanspace; common areas to gather; children's game center like Brooklyn Game Lab in Park Slope
- Microbrewery with live music, sports bar, more family entertainment/gaming, community space for boy/girl scouts and other groups
- music venue
- Bar/lounge. A place you can meet friends for a drink
- The Rialto brings a lot of people to town. Can it be improved or get better known about or some other attraction/entertainment opportunity? Secondly the Stop and Shop store on Elm street must be expanded and upgraded
- Bar Restaurant
- more retail establishments, more coffee shops
- Art galleries, community spaces, restaurants, live music.
- Family friendly business. And a friendly sports bar type for parents to unwind.
- Sports bar (think Publick House), shared work spaces
- unique local stores, not big chains.
- Sports bar
- refreshment combined with work area
- A place for kids to hang out, better restaurants, a store like J Crew or Anthropologie
- Sports Bar, Wine and art, Music Lounge or Music coffee house
- More diverse offerings of restaurants, microbrewery, sports bar, lounge.
- A micro brewery would be fun
- Brewery or irish pub.
- Social gathering businesses with entertainment
- No more Italian restaurants. I am sorry to see the departure of Theresa's -- which was a reasonably priced restaurant with offerings that were not just Italian. I would especially like to see more restaurants for adults and offering musical entertainment.
- sports bar
- a small old school shoe repair store would fit a need - doesn't have to be in prime location; great casual bar - not pure sports bar but a place to grab a drink with friends, hear some live music, and catch a game
- Bar and Grill to watch sports
- casual bar
- Unique stores that sell home goods, children's clothes/shoes; ethnically

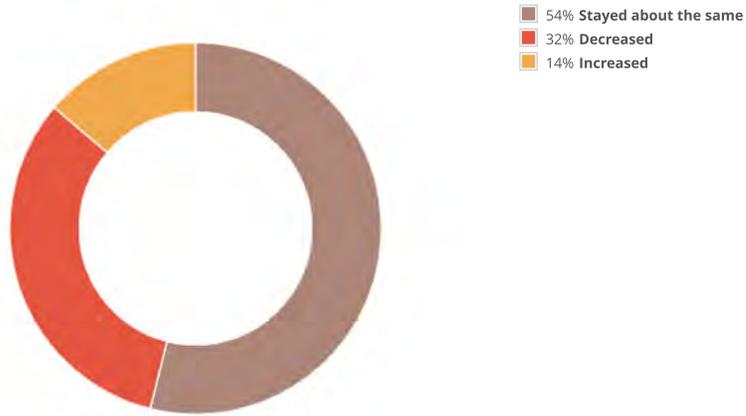
- Middle priced restaurants that have a liquor license
- A family friendly pub/restaurant (like Public House in Mountainside)
- Wine bar or Jolley Trolley type establishment. All we need to do is to look at Cranford for ideas. However, the problem is a lack of licenses for a bar and where would you put it? Some of the ideas suggested have already been tried in Westfield and closed. (Janie & Jack and making and painting pottery)
- More restaurants/bars
- sole proprietor
- Microbrewery, sports bar, community space
- Irish pub.
- anything that promotes community and unity
- BREWERY, A RESTAURANT, BAR THAT WOULD HAVE MUSIC OR ENTERTAINMENT AT NIGHT
- Microbrewery, butcher shop
- farm to table restaurants
- Sports bar
- nightlife/bar/lounge/microbrewery/classy music venue
- A retail tea shop. I love Mulberry House, but I'd also like a shop where I can go in and shop for bulk teas/coffees/accessories/gifts, and drop in to enjoy a hot or iced beverage/snack.
- More liquor licenses, the restrictions are absurd
- interesting restaurants
- Microbrewery
- More ethnically diverse restaurants
- Another place to have an adult drink and a conversation without toddlers everywhere. E basta cibo italiano. (Enough "italian" restaurants)
- Children/ teen retail store! Boutique clothing store for women
- sports bar, casual restaurants with liquor licenses, microbrewery
- SPORTS BAR!!!! Or just any bar. How sad is it that the Westfield PBA had to have a bar crawl IN CRANFORD because you can't do it in Westfield?! Think of the lost revenue to other towns.
- sports bar
- A REAL BAR
- Wine bar, tapas bar, any BAR that is young and hip and feels like a place you can just drop in with a friend.
- https://en.wikipedia.org/wiki/Conveyor_belt_sushi
- pub, community arts space, live music
- Clothing bar community space
- Sports bar
- A sports bar
- Upscale restaurants and bars. Retail chains. Popular sandwich shops and cafes mimicking NYC such as Pret a Manger or Pan e Quotidian. Unique bakeries. Family friendly restaurants.
- A professional theater
- pub/sports bar
- A family restaurant. Westfield always took pride in being a town to raise children. Now everything is being developed for the commuter, bar hopper or couples without children.
- Greater variety of restaurants, women's clothing.
- Clothing boutiques. Children and teen clothing
- Restaurants with a middle price point, other retail not nat'l chains
- Love a gastrobub or microbrewery, more upscale farm-to-table dining, upscale chains like serena & lily or janie & jack, maybe a kid-focused robotics, STEM, or theater arts place.
- Upcycled Furniture and art studios
- Sports bar with an atmosphere like the now gone establishments Jolly Trolley or Jeffries. Home style deli.sandwich restaurant similar to the former Robert Treat
- diverse restaurants.
- Micro-brew; Sports bar
- Microbrewery with farm to table food or food trucks depending on location. Would love to see this to revitalize South Ave.
- sports bar or upscale bar downtown.
- Rock climbing
- Public gathering and cultural destinations
- sports bar, kids shoes,
- Microbrewery, sports bar
- Sports bar, trendy bar
- unique, quality food and beverage businesses
- Craft brewery, craft distillery, casual restaurant with liquor license. Also unique stores for example, Just Jersey in Morristown.
- casual sports bar
- A community rec center
- Entertainmeny
- Butcher shop, pubs, restaurants, live music venue.
- Better retail stores and restaurants or high end bars
- Recreational - something that brings the community together - could be a restaurant or a service
- Restaurants
- restaurants with better food and atmosphere--similar to what Summit, Cranford, Millburn has many of.
- Brewpub
- Brewery and sports bar maybe beer garden
- Sports bar
- Bars, Restaurants with a liquor license
- Eceroice based businesses. I can buy what i need online. I shop in person for the experience.
- local businesses leveraging local resources. could be locally produced or owned/run by locals
- Business that provides something to do as opposed to something to buy. Events or destinations that keep the downtown vibrant after hours
- Pub
- Sports bar - Bar / Pub, Irish Pub
- Non-Italian restaurants, bar/pub
- Authentic Asian cuisine
- JCrew
- Microbrewery
- Pub, sports bar
- Wine bar
- A sports bar, a dessert bar
- Microbrewery, gastropub, upscale restaurant
- A normal bars, not a waste of space like Addams
- More diversity in restaurants, more entertainment options.
- Services and experiences. Kids museum. More diverse eating options (good Mexican, Ethiopian)
- Microbrew/tavern, music hall, more restaurants
- New York style deli.
- Diverse restaurants, community space
- Microbrewery, art gallery
- sport bar
- REI, unique retail, sports bar
- A real bar, with nice cocktails and a sophisticated vibe, a French patisserie, a Vietnamese restaurant, a South American restaurant, a Middle Eastern restaurant.

- collaborative workspaces
- Nighttime entertainment options for adults and kids
- Farm to table restaurants
- More restaurants, professional service businesses, a bar similar to Publick House
- Better restaurants
- Shoes
- good deli with whole foods

Enough pizza. A community gathering space like a beer garden with picnic seating, a gourmet food mall in an old warehouse building on North or South avenues

- Home decor/goods, sports bar
- small mom & pop stores/ boutiques, children's clothing
- high end clothing

8. In the last 3 years, has your shopping in Downtown Westfield increased or decreased? What are your reasons for it? Please comment below.



458 respondents

9. Do you think you will shop more or less in Downtown Westfield in the next 5 to 10 years? Why? Please comment below.



443 respondents

COMMUNITY FACILITIES QUESTIONS

1. In the last month, have you been to the following Town public facilities at least once?
(Select all that apply)

64%	Public Library	235 ✓
55%	Town Hall	202 ✓
39%	Conservation Center (1300 Lamberts Mill Rd)	144 ✓
12%	Police Station	45 ✓
5%	Other. Please comment below	17 ✓
2%	Westfield Historical Society (Reeve History and Cultural Resource Center)	9 ✓
2%	Miller-Cory House Museum	6 ✓

2. How would you rate the convenience of the following facilities?

	Very good	Good	Satisfactory	Neutral/No opinion	Fair	Poor	Very poor
Town Hall	29% Very good	32% Good	19% Satisfactory	14% Neutral/No opinion	3% Fair	2% Poor	1% Very poor
Conservation Center (1300 Lamberts Mill Road)	21% Very good	28% Good	16% Satisfactory	27% Neutral/No opinion	5% Fair	2% Poor	1% Very poor
Public Library	50% Very good	29% Good	11% Satisfactory	8% Neutral/No opinion	1% Fair	1% Poor	- Very poor
Miller-Cory House Museum	9% Very good	15% Good	9% Satisfactory	66% Neutral/No opinion	- Fair	1% Poor	1% Very poor
Police Station	21% Very good	30% Good	17% Satisfactory	29% Neutral/No opinion	2% Fair	- Poor	- Very poor
Westfield Historical Society (Reeve History and Cultural Resource Center)	8% Very good	10% Good	9% Satisfactory	72% Neutral/No opinion	- Fair	- Poor	1% Very poor
Other. Please comment below	7% Very good	2% Good	7% Satisfactory	81% Neutral/No opinion	2% Fair	- Poor	2% Very poor

428 respondents

3. How would you rate the level of service you receive from the following facilities?

	Very good	Good	Satisfactory	Neutral/No opinion	Fair	Poor	Very poor
Town Hall	23% Very good	29% Good	20% Satisfactory	23% Neutral/No opinion	3% Fair	1% Poor	1% Very poor
Conservation Center (1300 Lamberts Mill Road)	19% Very good	28% Good	12% Satisfactory	37% Neutral/No opinion	2% Fair	2% Poor	- Very poor
Public Library	47% Very good	29% Good	8% Satisfactory	14% Neutral/No opinion	1% Fair	1% Poor	- Very poor
Miller-Cory House Museum	4% Very good	8% Good	5% Satisfactory	82% Neutral/No opinion	- Fair	- Poor	- Very poor
Police Station	15% Very good	25% Good	15% Satisfactory	41% Neutral/No opinion	3% Fair	1% Poor	1% Very poor
Westfield Historical Society (Reeve History and Cultural Resource Center)	4% Very good	5% Good	5% Satisfactory	84% Neutral/No opinion	- Fair	1% Poor	1% Very poor
Other. Please comment below	4% Very good	3% Good	6% Satisfactory	81% Neutral/No opinion	- Fair	1% Poor	4% Very poor

419 respondents

4. What ideas do you have to improve the convenience or level of service you receive from these facilities?

- "Make the recycling center free to residents.
- And, I don't want to have to stick a sticker on my car. We could have an ID card or something else,
- automate more town stuff - share police services - we have alot of \$\$ spent there.
- Or to use the CC center for the Rec Center so many ask about and tag onto the Fanwood CC for a fee.; Drive thru window for book return and pickup, Extended hours/days for Library needed.
- Parking
- more accessibility of young kids to police (maybe do the police trading cards like mountainside did a few years ago), more police presence in residential areas- especially late at night.
- Parking meters in Noth avenue lot are often hard to read in sunlight and make 90 minute parking for lunch too difficult.
- at town hall additional parking needs to be planned, perhaps on the park road past the building....
- I will never, ever forget when, because of a relatively small library fine, we received a letter threatening collection. It was the only truly STUPID thing that has ever happened in 20 + years of living here
- polite police officers
- Greater on-line services to curtail parking constraint.
- More parking at town hall., all spots are taken up by the police cars
- Have another recycling center on the northside
- Better online options
- Have the conservation center pick up debris from curbside
- "Town Hall is like a morgue, gives an awful impression of Westfield.
- Better parking
- need more parking at Town Hall
- Automate more municipal services by putting them online - for example the process for filing for permits and variances.
- no opinion
- They seem to be just fine
- Town wide facilities needs to include recreation needs which is included in the Parks Survey however not clear and many may miss it altogether. Unless you know where to find it, it could be overlooked.
- Training in customer service for municipal employees
- All should have cultural sensitivity training
- Better parking at town hall and police station.
- New administration in town hall.
- None. I want less government and lower taxes.
- "Parking at town hall
- Better parking would be a great start. The last 3 times I went to the library, I had to park 2 blocks away.
- Automate ability to get licenses, pool passes, etc.; Allow credit card payments (it's 2019);

- Change the hours of the Conversation Center.
- Town Hall could have been friendlier
- Parking at town hall/police station
- It would be great to open up a satellite recycling center on the northside to increase Westfield's recycling rates for household items that can only be recycled at the Conservation Center like batteries, plastic bags, plastic toys, etc. It would be great to open up the Conservation Center more frequently during the spring/summer/fall
- Return police personnel to the downtown area, parking enforcement does not count. Question, where on the Northside is there a location for a recycling center? The town had limited recycling at the DPW site on North Avenue years ago but it was stopped as not practical. Any improvement must not increase our already very high tax rate.
- The handicap ramp to Town Hall has a bad curb; please fix it
- More parking at the Town Hall. 1 day after 5pm or 1 Saturday a month at the Town Hall and building department.
- no opinion
- We need more access to some large item garbage pickup.
- Better train library employees on customer service.
- The more services that can be put online, the better
- More racial diversity in our police and fire departments
- conservation center hours could be more clear
- The Conservation Center hours are erratic (and not consistent with what is posted online or on their own fence).
- It would be great if the library opened earlier!; The library should open earlier.
- Update buildings
- There seems to be an attitude among town employees that they don't need to pick the phone or return calls. I don't know if I have ever had someone pick up the phone.
- alternate recycling center location on north side and increase options/ability for electronics recycling
- How about a sign indicating where the Conservation Center is so everyone doesn't drive past it the first 3 times and try to make U-turns on Lambertsmille Road in the middle of the day? EXPAND THE HOURS IN THE WINTER NOW THAT IT HAS MORE RECYCLING SERVICES.
- Better web presence for many of these facilities would help. They are good in person.
- "Parking for the Town Hall needs to improve.
- A book mobile was a great thing when I was a kid and maybe that would be fun for the little kids. It came about 2x a month and it was something that brought out the neighbors. You got a chance to socialize and the kids were introduced to the library (on wheels). The experience was memorable."
- I'm not sure whether or not this includes the services through the DPW or if questions about their services will be included later, but I have a few comments. I know they all work hard, but some of the services have gone so downhill, such as the leaf pickup, that it has become painful. I have lived here 40 years and leaf pickup used to be excellent and now it's the worst it has ever been in terms of efficiency and neatness. Leaves are still blowing around and embedded in the pavement (never used to be that way), the streets are a mess after they are finished, because they don't get them all, and I haven't seen a street sweeper in years. I think leaves should be bagged. There is no consequence for residents leaving huge piles in the street long before the pickup time or worse just after the trucks come which allows them to blow all over everyone's yard. You used to be able to bag your leaves, call the leaf number and request pickup. Now if you bag leaves you must wait until the next pickup, but by that time the bags break open resulting in a mess. Please improve upon leaf pickup!! Something has to change. Fall used to be my favorite season.
- The conservation center needs to have more space for vehicles dropping off yard waste. While it is fantastic to have the additions of the recycling options there is very little space for dropping off yard/garden waste.
- Pass an ordinance that allows police to better address situations of underage drinking in town.
- I'd really like to see the library diversify their programming a bit. The Reeve House should be allowed to serve alcohol at their events so they can host event mixers that will draw a new demographic in.
- Basic service is good. One beef is road condition. For example, Rahway Ave past Clifton is in bad shape from all the utility work..
- More self service
- better hours for conservation center and more opportunities to recycle plastics, electronics, styrofoam, etc.
- With so many young families in town, having more facilities catering to children would be great!
- Parking at Town Hall or the police station can be challenging.
- Make the zoning / construction permitting process more transparent, hire zoning officials people who don't have favorite architects, and put the whole process online so you don't have to constantly call to see where your application is.
- Move conservation center somewhere more centrally located in town, use existing space for athletic field.
- Better security in city hall and better parking for residents
- More tech-savvy services like online

5. Are there any services or facilities that are not in the Town you would like to see added?

- RECYCLING at Memorial Pool, all schools, all municipal buildings, etc. Solar panels. Wind turbines. Also, the garbage truck is on our
- Recycling and garbage pick up for odd things. There shouldn't be a cost associated with needing to through out a few large items

- street every day of the week -- including weekends! Can't we do something about that?
- retool garbage - we do not need private collection 2x weekly and would love recycling more than every other week
 - Would love to see the Demoliation and Construction companies repair the quality of paving on the streets where they did work - the potholes are terrible
 - Some type of sidewalk assessment program that requires homeowners to repair, or the town repairs at the homeowner's expense. Better recycling options....only 1 & 2 plastics is so wasteful
 - Don't make people wait 4 years to get parking permit.
 - Quicker pothole repairs.
 - A way to dispose of "other" trash, even if with a fee, by driving it to a facility. I can't wait for one or two bulk pickups a year, and often have more than can be taken by my regular carrier, but not enough to warrant a bulk pickup
 - town wide garage sale weekend. then followed with a bulk pickup by the town.
 - 2-3 bulky pick up days per year.
 - a jitney going up and down Central and up and down North ave.
 - jitney
 - Free weekend parking
 - Better recycling downtown. Composting at Conservation center for people who don't want to use their own yards.
 - a large trash pickup or more frequent recycling
 - Restore the sidewalk repair match. Recycling in downtown Westfield and all parks; Residential composting; EV chargers in some/all parking lots; Reopen the coffee hut at the train station
 - Free parking on weekends makes sense. Leave garbage pickup alone. It is not broke, so it does not need to be fixed. Donot bring back the sidewalk replacement program. A large number of homeowners do not have sidewalks and would thus not benefit from the program. It would also be an insult to those responsible residents who have repaired their sidewalks without a contribution from tax revenue, but would benefit those who have not met their responsibility. At this time there is no need to add any services, we should first figure out how to provide the present level of services at a lower cost.
 - Get rid of private trash haulers.
 - Fix the awful streets. Explore shared services with neighboring towns. What about sharing expense of sidewalk repairs with homeowners?
 - Agree!
 - recycling
 - Continue with private (not town funded) garbage pickup twice per week. Consider offering bulk pickup in the spring that is paid for by the town. Bring back the joint sidewalk replacement program that was very popular in the past.
 - Bulky waste pickup once per year. Free conservation center. If the town is going to max out the tax rate each year, residents should feel like they are getting something tangible for their money aside from police once in a while. Taxes are high and you should be able to call ahead and request a pickup of say a mattress or carpet. We would expect that you would have the carpet recycling connections to make this a responsible disposal.
 - Composting, bring back full recycling
 - Garbage pick up should be continued 2x a week...there is a rat problem in town
 - Garbage pick up could be reduced to once a week and increase the recycling collection
 - Bring back annual bulk waste pick-up
 - Dog Park! Dedicated community center.
 - italian or jewish deli - with a few good things and not like a bodega
 - Change to leaf picku
 - More free parking please.
 - Yes, town wide trash and regular bulk trash service as part of our services like other towns do it!
 - Senior Center
 - year round municipal swimming pool
 - Have bulk garbage pick up more often, like 2 or 3 times per year. Also, more parking.
 - recycling in downtown, bus shelters, bulk trash pickup semi-annually ; more free parking would drive more foot traffic to downtown; downtown stores committing together to match Amazon prices (of course this would not be appropriate/feasible to all stores)
 - park or recreational area closer to town than Mindowaskin park.
 - Automate the building permit and variance process to make it more transparent and more responsive.
 - no opinion
 - Town should organize the garbage pick-up services - why do we have to suffer multiple company trucks on the same street causing noise and exhaust pollution and driving congestion. The current system is totally inefficient and terribly wasteful of resources. Many other towns do a much better service.
 - Fix the street infrastructure
 - Bulk pick up is a necessity.
 - Sports Bubble!
 - Live theater option downtown. (Have you seen Mondo space in Summit? Summit film society and drama groups use it for performances - and we always dine in Summit on those nights.)
 - Town parking permit
 - I would like to see more police walking around downtown. Talking to and getting to know the residents of all ages!
 - Increase ease of more solar power options.
 - Proactive town inspection of residential sidewalks that are dangerous and require correction of same.
 - More outdoor space. More greenery.
 - Can't we do a central garbage/refuse service, vs individually contracting for this across multiple providers? have to be losing out on efficiency. Also should bring back and retroactively adjust the belgian block curbing program - our street missed out on this and we had to pay full fare entirely ourselves to fix curbs while other residents benefited from the program in the past
 - Skating rink.
 - Parking, parking, parking
 - Semi privatized garbage removal - Too many companies come through the neighborhood every day of the week

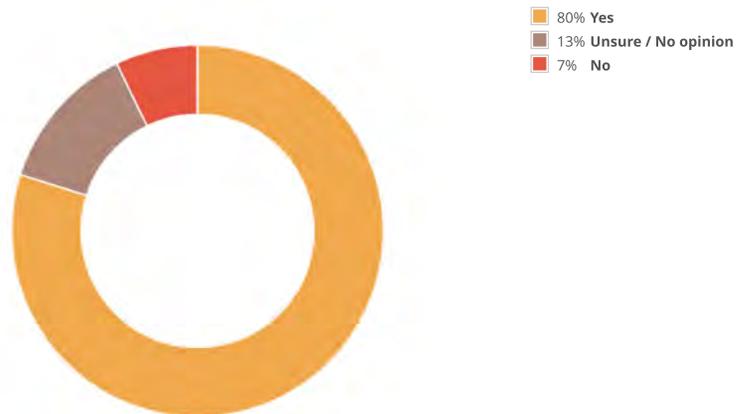
- and fire. Especially when other towns offer these services.
- A senior citizen center with transportation for the seniors
 - not that I can think of...
 - Large garbage pickup, full day kindergarten
 - On-street residential parking permits should be required but free for homeowners. I appreciate the 2hr restrictions for non-residents, but should not have to pay to park in front of my own home.; Downtown parking pass for residents (while maintaining time limits).
 - Town should provide pick up of garden greens (just like leaf collection) through spring-summer-fall
 - free parking on the weekends would be great.
 - landscape debris should be picked up. leaf pickup should not be done with front end loaders
 - Clean the garbage cans, and the areas around them in the downtown. They smell terrible in the summer.
 - 1)Recycling should be weekly. Composting. Annual free Bulk pickup. Tree inspection / Advice.
 - Town funded garbage pickup. Once per week is absolutely adequate.
 - Community center, arts center
 - We really don't need more services in this town. People need to live more independently not become more reliant on town government
 - recycling trash cans downtown and in parks. better electronics recycling options.
 - More frequent bulk garbage pick up. Composting and full recycling.
 - School buses, School Cafeterias, Town-run garbage clean-up; a multi-story parking facility where the train station parking lots are today!
 - Please improve upon leaf pickup! It's what causes me the most stress in town. It is a mess.
 - a senior citizen center.
 - Pick up leaves around the schools weekly - parking and pick up is dangerous when leaves are piled high. Joint sidewalk repair - share costs so all sidewalks are safe.
 - Allow residents to purchase downtown parking permits for daytime hours
 - More recycling
 - Sidewalk repair
 - Free weekend parking downtown would be great.
 - Downtown parking permits.
 - Better and more recycling.
 - Recycling pickup more often and of more materials. Recycling center where people/kids can earn service hours.
 - Fund trash collection with property taxes.
 - Improved signage at train station rail and bus stop showing actual time for waiting for train and bus to arrive.
 - Full day kindergarten
 - 15 minutes of free parking from machines (not just meters)
 - Better recycling in downtown.
 - arts center
 - Street and sidewalk handling of trash and debris . Businesses should be required to keep their store front area clear of trash. Sidewalk and road repair. Town wide recycling containers.

6. What additional technology services would you like to see the Town of Westfield implement? (Select all that apply)

53%	Free wi-fi in the Downtown	207 ✓
53%	Register and pay for parking permits online	206 ✓
51%	Submit building and other permits and pay permit fees online	200 ✓
49%	Report issues and request services through online form	192 ✓
46%	Advanced technology for parking	179 ✓
42%	More transparent budgeting data	163 ✓
36%	Sign up for meeting agendas and meetings to be emailed to you	143 ✓
26%	Bike share/e-scooters	100 ✓
25%	Electric vehicle charging stations	98 ✓
16%	Information kiosks in key locations	61 ✓
2%	Ability to use blockchain currency (i.e. bitcoin) to pay municipal bills	9 ✓
2%	Other. Please comment below	9 ✓

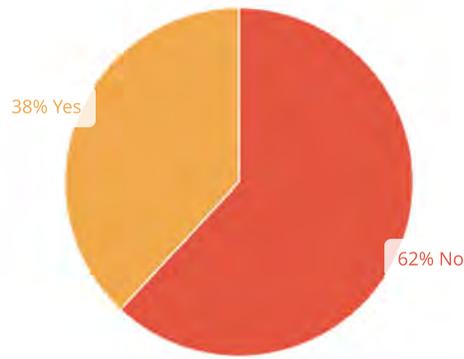
HISTORIC PRESERVATION QUESTIONS

1. Do you believe Historic Preservation is a worthwhile goal for the Town? Please comment below as to why you feel that way.



447 respondents

2. Are you aware of which buildings or neighborhoods have been designated as Historic Properties or Districts in the Town?



444 respondents

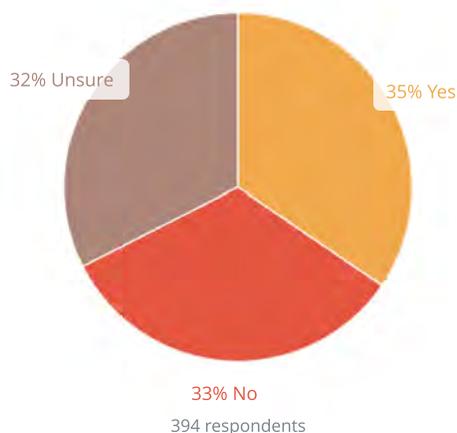
3. If you answered YES to Question #2, which ones?

75%	Reeve History and Cultural Resource Center - 314 Mountain Avenue	127 ✓
64%	Kimball Avenue Historic District	109 ✓
62%	Charles Addams House - 522 Elm Street	106 ✓
52%	Mindowaskin Park Historic District	89 ✓
19%	Charles Marsh House Museum - 614 Mountain Avenue	32 ✓
15%	Reichard House - 419 Boulevard	25 ✓
13%	Mattias Sayre House - 841 East Broad Street	22 ✓
12%	Ball-Platt House - 526 Wychwood Road	20 ✓
11%	Well House - 200 Woodland Avenue	19 ✓

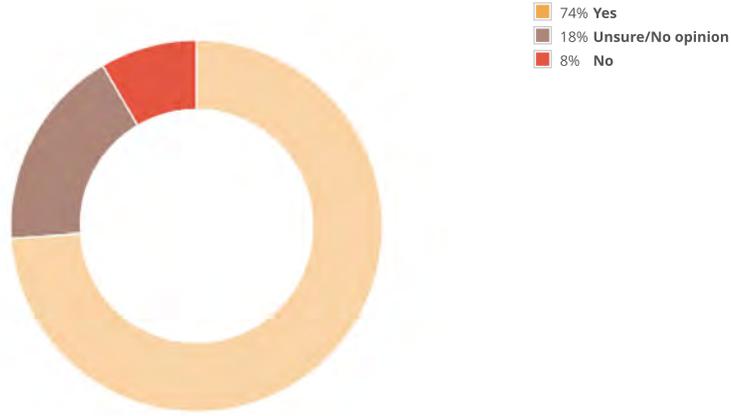
4. Are there buildings or neighborhoods which you think should be considered for designation as a Historic Property or District?

- Don't know enough about the properties listed above. Landmarking a building / property can put a burden on owners given all the restrictions for changing or updating a property. The designation needs to be updated to allow owners more control over what they want to do with their property.
- i have no opinion
- Absolutely
- should not be expanded beyond what currently exists
- Harrison Ave - with all it's porches
- i like when towns limit the crazy signage in their down towns. I like when towns are strict on the commercialized look. So for example the Starbucks in Cranford - it's super low key looking, yet convenient and everyone knows its there but there isn't a giant sign and it's fairly subdued.
- Boulevard, Lawrence.
- No, because it becomes an issue of upkeep.
- Probably some buildings in downtown Westfield
- I didnot see the Boulevard or Stoneleigh Park on your list. There are numerous churches that should meet the criteria. It might be a good idea to pursue this avenue before they follow the route of Saint Helen and tear their church down.
- North Euclid Ave, Gardens, Wychwood, Lenox/St. Marks neighborhood
- Walnut Street, Archanum Hall, Triangle Park, sections of Dudley, Pierson Clark House, 112 Ferris Place, Clark Park, Stoneleigh Park,
- Clark-Pierson house, Ripley Mansion, 961-1011 Rahway Avenue, 800 Willow Groce Road.
- Stoneleigh Park
- Not that I am aware of
- Boulevard
- Sears Roebuck Craftsman houses built around 1920
- A historic property designation severely limits the changes the homeowner can make to their own home which I feel is wrong.
- Dorian Road / Shadowlawn
- Dudley; Dudley ave
- Many neighborhoods and Downtown
- Wychwood
- Any house built before 1950 should be considered.
- general character of most neighborhoods should be preserved
- Why is so much of the survey focused on historic preservation. What is the agenda of the survey designers?
- no opinion
- don't know
- Yes. There are many beautiful homes and it would be a shame to lose them to developers.
- Yes
- The Gardens
- No
- No. Property owners' decision.
- Only if homeowner is in favor - should not do for a whole block if not unanimous
- Yes, but only on a voluntary basis by the property owner(s). Stonleigh Park, lower Boulevard, Dudley Ave across ffrom Clark Park, Walnut Street
- Preservation for the purpose of maintaining town goals is one thing... for the sake of history just blocks development.
- I checked all Historic houses, although I am not familiar with many of them.
- No. Move on.
- Stoneleigh Park
- Stoneleigh Park
- No
- Yes, my house
- highland
- Stoneleigh Park
- Stoneleigh Park
- downtown business district, Boulevard, Stoneleigh Park

5. Would you support designation of your property as historic if it met the criteria to be considered as such?



6. Would you support designation of publicly-owned landmarks? (i.e. Fire Department Headquarters, Mindowaskin Park, etc.)



415 respondents

Thank you for taking the Town of Westfield's Master Plan Reexamination Report Survey. Your input is incredibly valuable to us. If you would like to submit any other comments, you can provide it in the form below, or send an email to WestfieldMP@PublicInput.com.

No responses received yet

APPENDIX C

Community Engagement Materials



The Town of Westfield Master Plan
Reexamination Report
Community & Public Participation Summary for the
Stakeholder Visioning Workshop

Prepared By:



architects + engineers
practical approach. creative results.

Prepared Date:
February 11, 2019



Community & Public Participation

Purpose

This Master Plan Reexamination Report cannot be written, nor recommendations made without input from the people who live, work, and visit Westfield. Without valuable public input, this document will not accurately represent the wants and needs of Westfield residents. The Master Plan Team is working hard to obtain ideas, opinions, feedback, and concerns from the public throughout the year long Master Plan Reexamination process using “high touch” to “high tech” approaches, ranging from traditional workshops to online engagement. This collaborative approach will, no doubt, lead to community consensus on the future of Westfield.

Stakeholder Visioning Workshop

A Master Plan Reexamination Steering Committee comprised of Westfield community leaders will help guide the Comprehensive Plan process. The Steering Committee, upon their first meeting in December 2018, believed that input from several active Town organizations separate from public workshops would benefit the Master Plan Reexamination process. The Master Plan Team held an invite-only Stakeholder Visioning Workshop on Wednesday February 6, 2019 from 7pm to 9pm in the evening at Town Hall in the Community Room. Approximately 44 people attended the event from the following community groups:

- Master Plan Reexamination Steering Committee
- Board of Education (BOE)
- Downtown Westfield Corporation (DWC)
- Historic Preservation Commission
- Recreation Commission
- Green Team
- Senior Advisory Council
- Technology Advisory Committee (TAC)
- Tree Preservation Commission
- Union County Transportation Advisory Board
- Housing Commission
- Planning Board
- Access and Inclusivity Committee



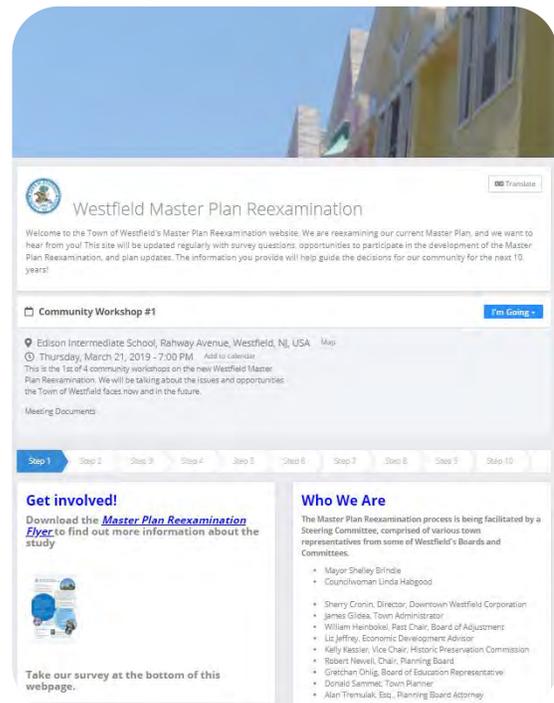
The Town of Westfield Master Plan Reexamination Report Community & Public Participation Summary for the Stakeholder Visioning Workshop



The workshop began with an introduction from Mayor Shelley Brindle and Jeff Janota of H2M Associates, the consultant preparing the Master Plan Reexamination Report and head organizer of the event. Erik DeLine and Nicole Venezia, planners from H2M, were also in attendance. Upon sign-in, participants were directed by H2M staff to sit at a specified table amongst their community group members. Mayor Brindle and Jeff Janota (H2M) explained the Master Plan Reexamination process and the purposes of the night's workshop:

1. To gain an understanding of each community groups' mission, challenges, and recommendations for better group functioning.
2. To understand Westfield's basic values, concerns, desired constants, recommended changes, and envisioned future.
3. To promote the Master Plan Reexamination public participation process by encouraging participants to be ambassadors to the Plan.

Erik DeLine (H2M) then explained the project's website, www.PublicInput.com/WestfieldMP and encouraged participants to take the online survey in their free time.





Workshop Part 1

The purpose of Part 1 of the workshop is to gain an understanding of each community groups' mission, challenges, and recommendations for better group functioning.



Part 1 of the workshop required each community group to answer questions regarding their specific group's needs and accomplishments. The questionnaire for Part 1 was distributed via email prior to the Visioning Workshop. While some groups sent in their answers prior to the stakeholder meeting, all groups discussed the questions and added to their responses at the Stakeholder Visioning Workshop. The Master Plan Team floated around the room during this time to help groups answer questions. Completed questionnaires from Part 1 of the Workshop are attached at the end of this report. The questions are listed below:

- 1. What strengths does your group have that may assist Westfield in your functions or other groups in the Town?**
- 2. What new initiatives has your group undertaken or plan to undertake within the next year?**
- 3. What challenges do you face that hinder you from doing the things you need to as an organization?**
- 4. What changes do you recommend in terms of policies or programs that may assist your ability to carry out your functions?**
- 5. What is especially important about your group's efforts that need to be communicated in the Master Plan Re-examination?**

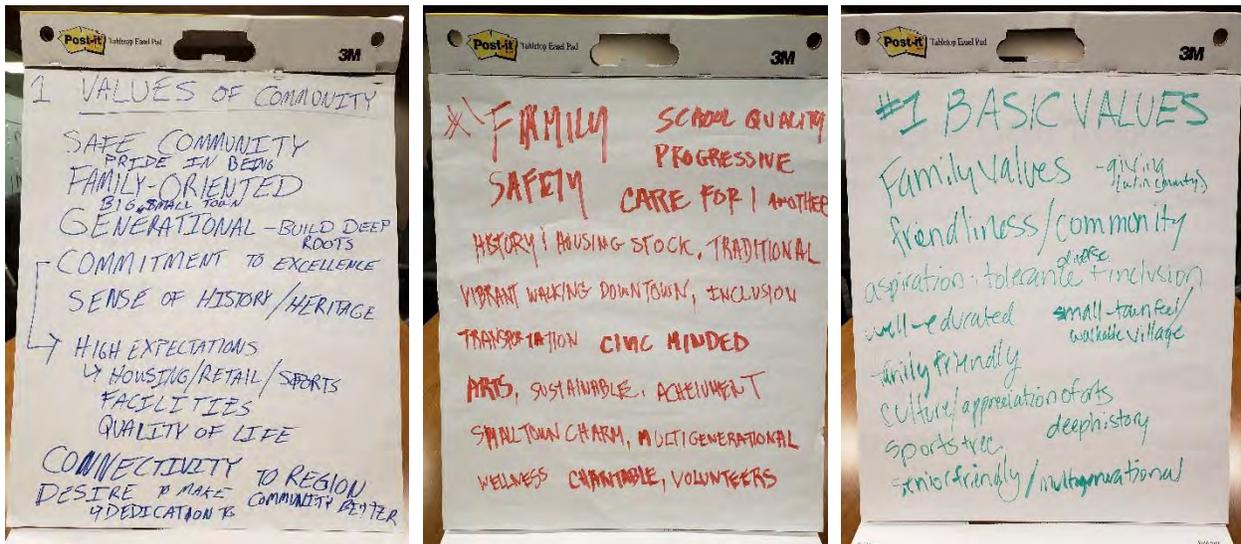


Workshop Part 2

The purpose of Part 2 of the workshop was to understand Westfield’s basic values, concerns, desired constants, recommended changes, and envisioned future.

Part 2 of the workshop required workshop participants to split up into three large groups of approximately 15 people each. Each group discussion was facilitated by an H2M staff member. Each group was posed with seven questions, of which the discussion outcomes are bulleted below:

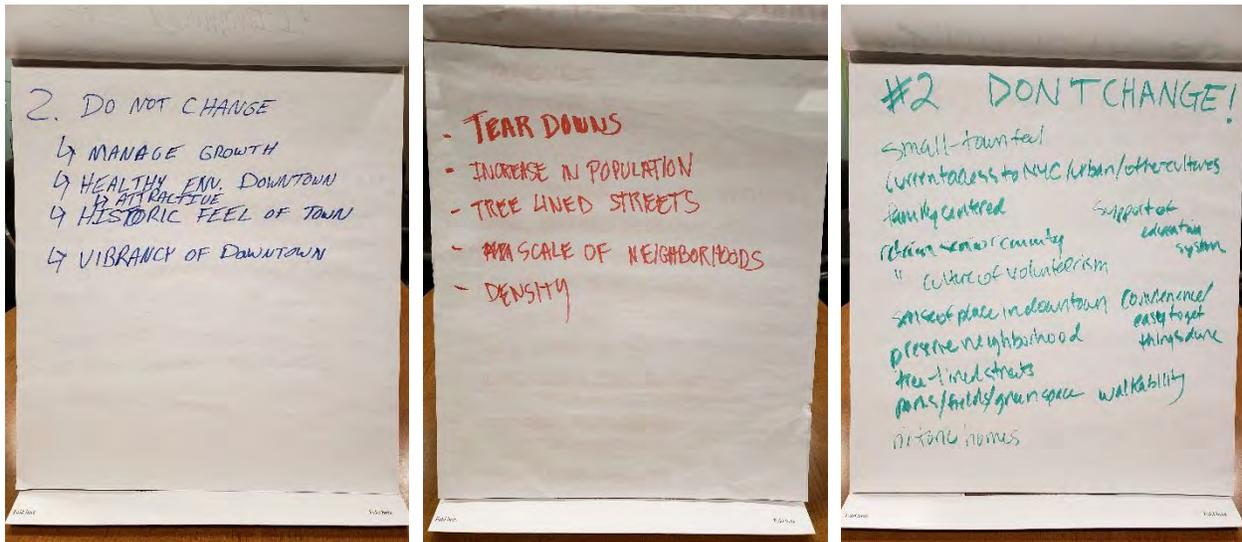
1. In your opinion, what are the basic values of the community?



The three groups identified the following **basic values** for Westfield:

- safe community (x2)
- family oriented (x3)
- multi-generational (x3)
- history/heritage (x2)
- commitment to excellence/achievement (x2)
- well educated
- high expectations
- connectivity to region
- desire and dedication to make community better
- vibrant, walking downtown (x2)
- transportation
- civic minded
- appreciation of arts/culture (x2)
- sustainable
- small-town charm (x2)
- wellness
- charitable/giving/volunteers (x2)
- sports and rec. (x2)
- friendliness/community

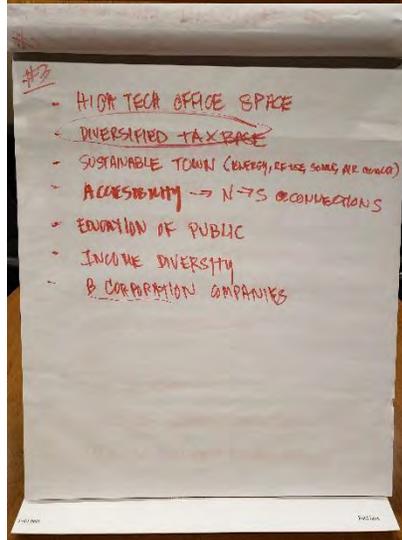
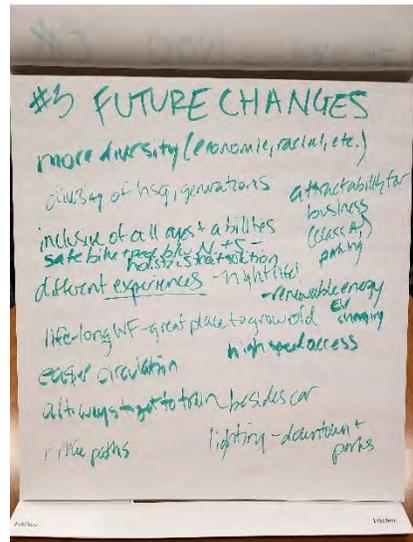
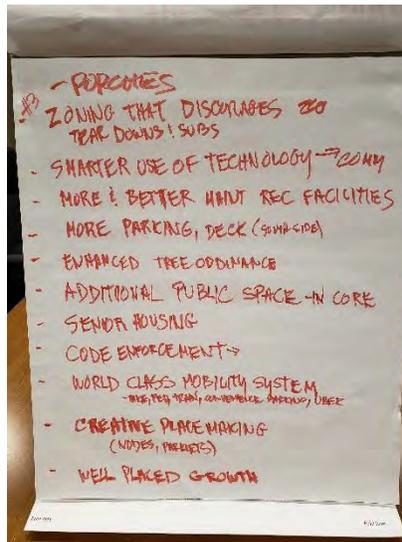
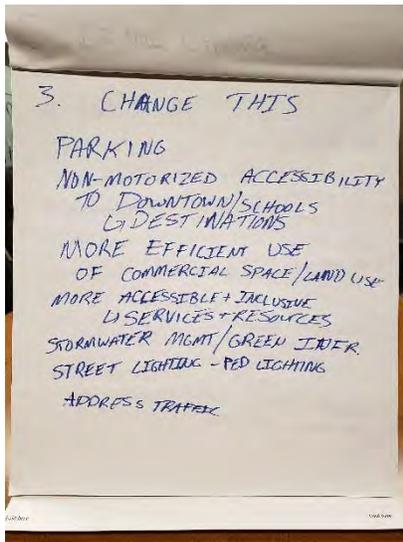
2. What do you value about Westfield that you do not want to see change?



The three groups identified the following **desired constants** for Westfield:

- downtown (x3)
- historic feel of Town (x2)
- tree lined streets (x2)
- scale of neighborhoods (x2)
- connectivity to region
- family centeredness
- walkability
- parks/fields/open space
- support of education system

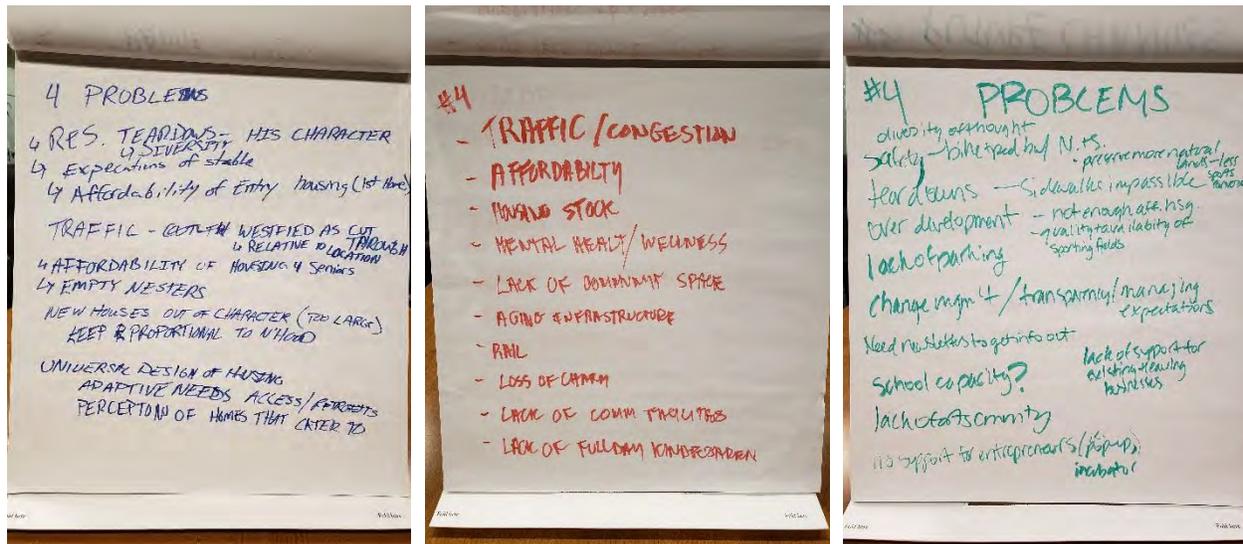
3. What changes do you want to see take place in Westfield in the future?



The three groups identified the following **desired changes** for Westfield:

- lack of parking (x2)
- better non-motorized accessibility to destinations (x2)
- better northside-southside accessibility connections (x2)
- address traffic (x2)
- more street lighting/ pedestrian lighting/park lighting (x2)
- better maintenance of recreational facilities
- better code enforcement
- more porches
- discourage tear downs
- more senior housing
- more housing diversity
- more efficient use of commercial spaces
- attract companies (x2)
- a more diversified tax base
- different downtown experiences
- more income diversity (x2)
- more racial diversity
- smarter use of technology
- be sustainable (x3)
- encourage life-long Westfield – a great place to live and grow old

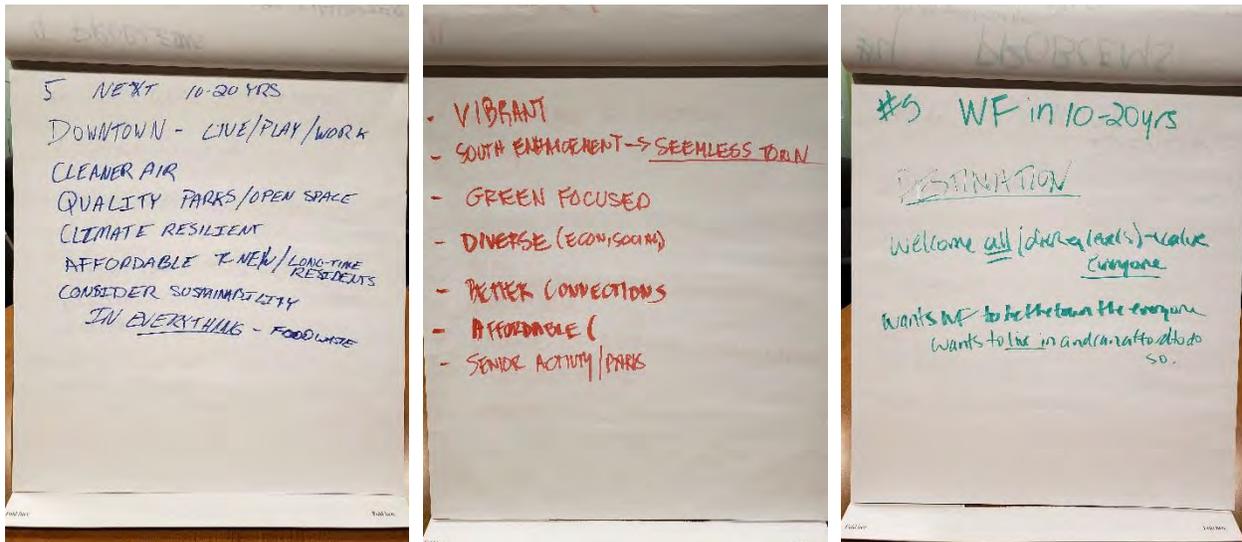
4. What problems do you perceive that concern you about the future of Westfield?



The three groups identified the following concerns about Westfield:

- over development
- residential teardowns (x2)
- new houses too large
- affordability of entry housing (x3)
- affordability of housing for seniors/empty nesters
- need housing that is adaptive to individual needs (elderly, disabled)
- loss of charm
- traffic/congestion/cut-through (x2)
- safety of bicyclists and pedestrians on northside and southside connectors
- rail
- lack of parking
- aging infrastructure
- lack of support for entrepreneurs
- governmental transparency
- lack of arts community
- mental health/wellness
- quality and availability of sporting fields
- lack of community space
- lack of community facilities
- loss of natural lands
- lack of full day kindergarten
- school capacity

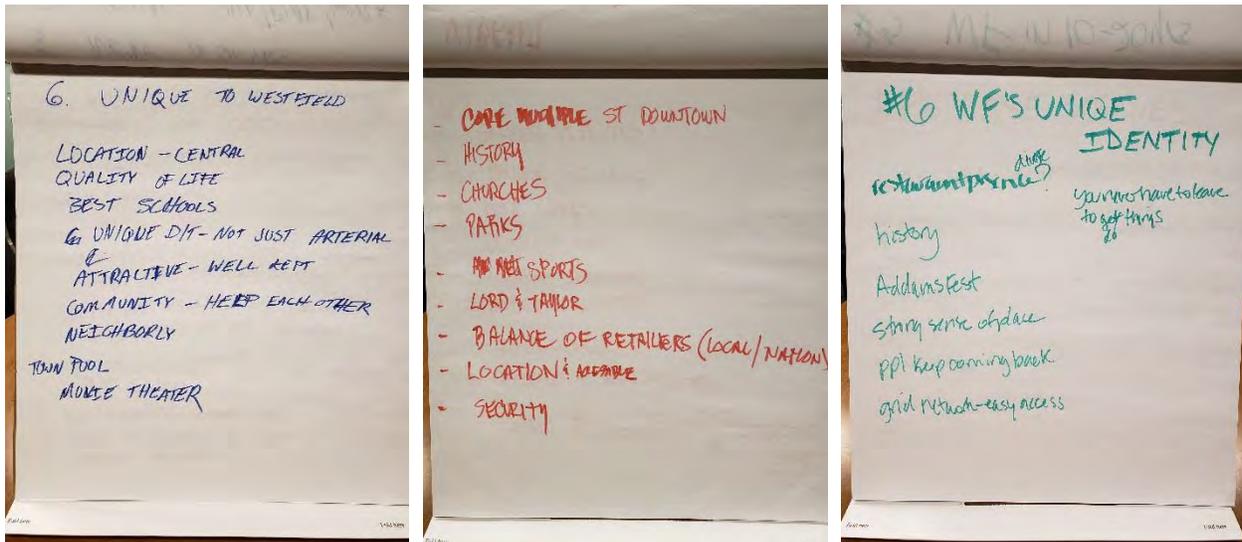
5. What do you want Westfield to be like in the next 10-20 years?



The three groups identified the following **desires** for Westfield in 10-20 years:

- downtown – live, play, work
- cleaner air
- quality open spaces/parks
- climate resilient
- affordable to new and long-time residents (x2)
- sustainable Town (x2)
- vibrant
- seamless between northside and southside
- economically diverse (x2)
- socially diverse (x2)
- destination
- be the Town everyone wants to live in and can afford to do so

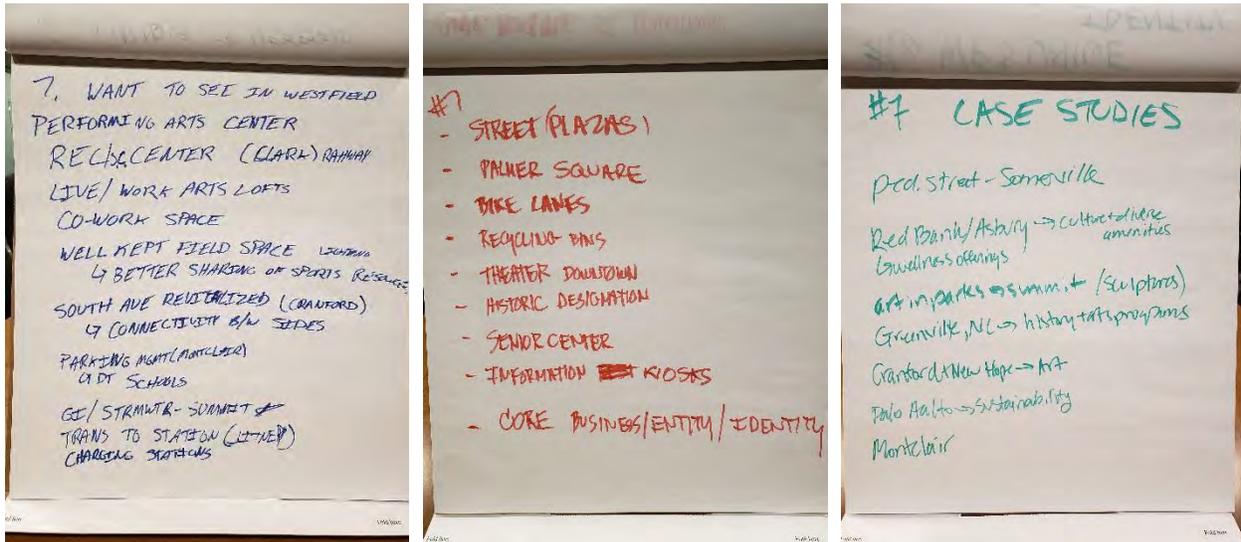
6. What is unique to Westfield not found anywhere else?



The three groups identified the following **unique features** of Westfield:

- central location (x2)
- quality of life
- best schools
- core downtown (x3)
- neighborly
- Town pool
- movie theatre
- churches
- parks
- sports
- Lord & Taylor
- balance of retailers
- security
- history
- AddamsFest
- strong sense of place
- people keep coming back
- grid network/easy access (x2)

7. Name something you saw in another community that you would like to be incorporated in Westfield.



The three groups identified the following **features** from **different communities/general wants** they believed Westfield could learn from/implement:

- performing arts center
- recreation center – Clark, Rahway
- live/work arts lofts
- co-work spaces
- well kept field space
- South Avenue revitalization - Cranford
- parking management - Montclair
- green infrastructure/stormwater - Summit
- transportation to train station/jitneys – Glen Ridge
- street/plazas
- Palmer Square - Princeton
- bike lanes
- recycling bins
- senior center
- information kiosks – NYC
- pedestrian street – Somerville
- wellness offerings – Red Bank
- culture & diverse amenities – Asbury Park
- arts in parks - Summit
- history and arts programs – Greenville, SC
- art – Cranford, New Hope
- sustainability – Palo Alto, CA



Next Steps

The night concluded with a verbal summary of each group’s discussions. The Master Plan team explained next steps, including a summary report of the night’s discussions – this document fulfills that deliverable.

The Master Plan Team again stressed the importance of each participant being an ambassador and advocate for the Master Plan Reexamination Report and its process by encouraging friends and neighbors to visit the project website, take the survey, and attend community workshops.

The Master Plan Team and Town of Westfield is hosting several public Community Workshops in the month ahead to continue outreach efforts. These events include:

- Thursday, March 21, 7-9pm: Edison School cafeteria
- Wednesday, April 3, 7-9pm: Town Hall Community Room
- Wednesday, April 24, 7-9pm: Edison School cafeteria
- Monday, April 29, 7-9pm: Town Hall Community Room
- Sunday, May 5: Spring Fling

In the fall, the Master Plan Team will hold Town-wide public meetings to discuss the draft of the plan and gain feedback on the Master Plan Reexamination Report’s draft goals, objectives and recommendations.



Town of Westfield presents: Master Plan Reexamination

The Town of Westfield is launching its **Master Plan Reexamination** to shape the physical, social, environmental, and economic future of the Town. The Master Plan Reexam will provide a framework for preserving the Town's character, ensuring its diversity, supporting investment, and promoting desired changes, and we need your help.



What is a Master Plan Reexam?

A Reexamination Report is a reassessment of a municipality's current Master Plan, which is required by law to be conducted at least every 10 years. The report documents what changes and problems have taken place since the last Master Plan, and identifies new recommended objectives and policies for consideration by the Town.

The last time the Town of Westfield drafted a full Master Plan was in 2002, and the Town last reexamined the Master Plan in 2009. The Master Plan Reexam is expected to be complete at the end of 2019.

Get Involved!

As part of the planning process, we are holding public meetings in Westfield, and spreading the word on the new project website. We are talking to residents, businesses, and other stakeholders about the issues you face. We want to provide an opportunity for you to share your ideas for the Town you want Westfield to become!

– that means YOU!

We're asking you to get involved so we can ask you the right questions, listen to what you say, build a deeper understanding of your community, and help you find ways to make it better.



The Reexam will result in revised **Goals & Objectives** & a new Town-wide **Vision Statement**

The Reexam covers the Elements of the Master Plan:

- Land Use
- Transportation & Parking
- Housing
- Downtown Economic Development
- Community Facilities
- Historic Preservation

Join Us at an Upcoming Community Workshop

- Thursday, March 21, 7-9pm at Edison Intermediate School Cafeteria
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& at the Spring Fling

- May 5th



Visit the project website & take the survey!

www.PublicInput.com/WestfieldMP



The Town of Westfield Master Plan Reexamination Report Community & Public Participation Summary for the March 21st Westfield Community Workshop



The Town of Westfield Master Plan Reexamination Report Public Participation Summary for the March 21st Community Workshop

Prepared By:



architects + engineers
practical approach. creative results.

Workshop Date:
March 21, 2019

Prepared Date:
April 1, 2019



Community & Public Participation

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This Master Plan Reexamination Report cannot be written, nor recommendations made without input from the people who live, work, and visit Westfield. Without valuable public input, this document will not accurately represent the wants and needs of Westfield residents. The Master Plan Reexam Team (H2M (*lead*) and TimHaahs) is working hard to obtain ideas, opinions, feedback, and concerns from the public throughout the year long Master Plan Reexamination process using “high touch” to “high tech” approaches, ranging from traditional workshops to online engagement. This collaborative approach provides community insight on the future of Westfield.

Community Workshops

A Master Plan Reexamination Steering Committee comprised of Westfield community leaders is helping to guide the Master Plan Reexam process. The Steering Committee, upon their first meeting in December 2018, believed input from several active Town organizations separate from public workshops would benefit the Master Plan Reexamination process. The Town of Westfield and the Master Plan Reexam Team planned six community workshops, four to occur in the beginning of the process to gather information and two additional meetings at the end to provide a “feedback loop” for residents.

The first public Community Workshop was held on Thursday March 21, 2019 from 7pm to 9pm in the evening at the Edison Intermediate School in the Cafeteria. Approximately 59 people attended the event.

The Master Plan Team and Town of Westfield is hosting several public Community Workshops in the month ahead to continue outreach efforts. These events include:

- Wednesday, April 3, 7-9pm: Town Hall Community Room
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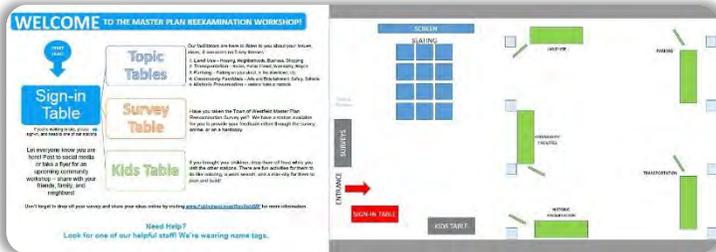


The Town of Westfield Master Plan Reexamination Report Community & Public Participation Summary for the March 21st Westfield Community Workshop



The workshop began with an introduction from Jeff Janota of H2M Associates, the consultant preparing the Master Plan Reexamination Report and head organizer of the event. Erik DeLine and Nicole Venezia, planners from H2M, were also in attendance. Also in attendance were Jim Zullo, Nan Chen and Emily Maciejak, the parking consultant.

Upon sign-in, participants were given a Master Plan Reexamination Report flyer and an orientation/room layout handout for the night's activities. While waiting to sign-in participants were asked to indicate where they lived in Westfield. Participants were then directed by team members to gather near the projector for a short introductory presentation.



Town of Westfield presents: Master Plan Reexamination

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A Reexamination Report is a reassessment of a municipality's current Master Plan, which is required by law to be conducted at least every 10 years. The report documents what changes and problems have taken place since the last Master Plan, and identifies new recommended objectives and policies for consideration by the town.

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As part of the planning process, we are holding public meetings in Westfield, and spreading the word on the new project website. We are talking to residents, businesses, and other stakeholders about the issues you face. We want to provide an opportunity for you to share your ideas for the Town you want Westfield to become!

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We're looking for you to get involved so we can ask you the right questions, listen to what you say, build a deeper understanding of your community, and help you find ways to make it better.

Join Us at an Upcoming Community Workshop

- Thursday, March 22, 7-9pm at Edison Intermediate School Cafeteria
- Wednesday, April 3, 7-9pm at Town Hall Community Room
- Wednesday April 24, 7-9pm at Edison Intermediate School Cafeteria
- Monday, April 28, 7-9pm at Town Hall Community Room

Visit the Spring Fling - May 5

The Reexam will result in revised Goals & Objectives & a new Town-wide Vision Statement

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- Land Use
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- Housing
- Downtown Economic Development
- Community Facilities
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Above: orientation/room layout handout;
Right: Master Plan Reexam Flyer



The Town of Westfield Master Plan Reexamination Report Community & Public Participation Summary for the March 21st Westfield Community Workshop



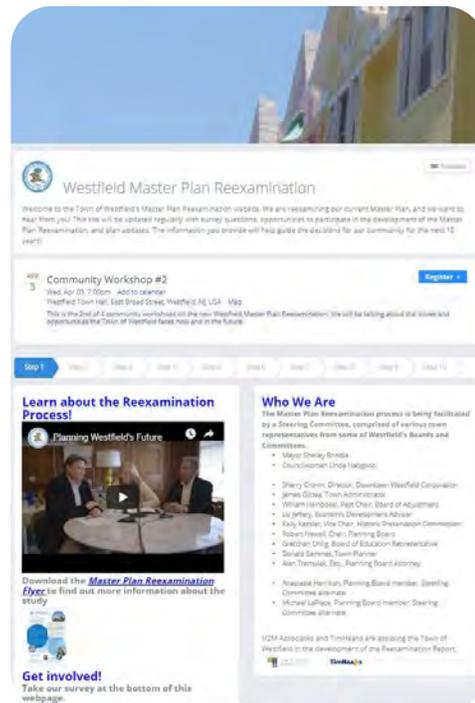
During the introduction, Jeff Janota (H2M) explained the Master Plan Reexamination Report and the purposes of the night's workshop:

1. To gain an understanding of Westfield community issues through the eyes of residents.
2. To promote the Master Plan Reexamination Report public participation process by encouraging participants to be ambassadors to the Plan.

Erik DeLine (H2M) then explained the project's website, <http://www.PublicInput.com/WestfieldMP> and encouraged participants to take the online survey in their free time. Erik also pointed out that the workshop included a survey table with laptops for online survey taking.

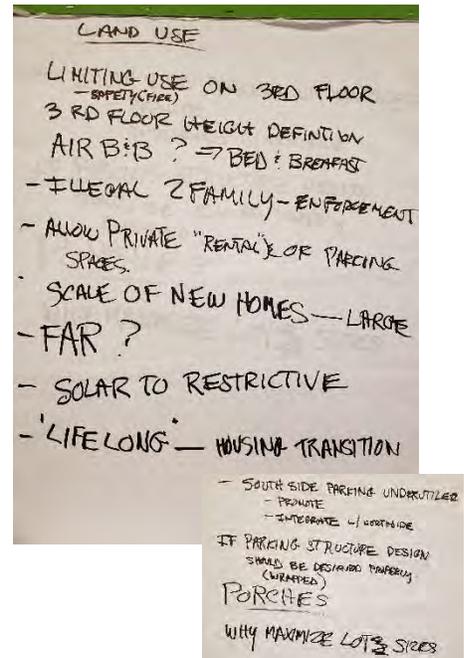
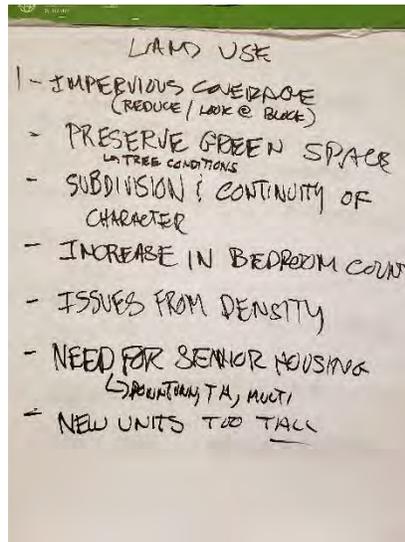
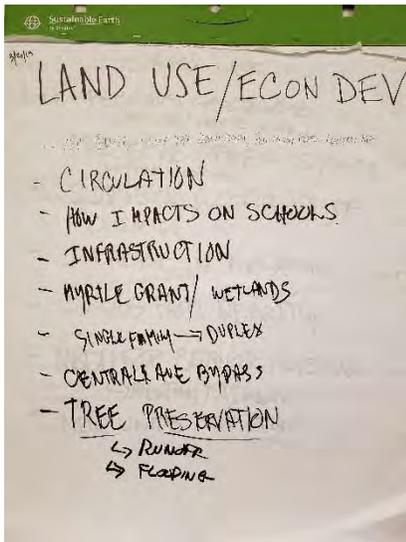
Interactive Portion

This interactive part of the workshop required workshop participants to join in conversation with the “topic table” facilitators broken out into (1) **Land Use and Economic Development**, (2) **Transportation**, (3) **Parking** (4) **Community Facilities**, and (5) **Historic Preservation** to express their opinions, ideas, ask questions, and state their concerns. Each Topic Table was equipped with a handout for participants containing a 3-4 bulleted list of topics that could be discussed and a handful of guidance questions to help kickstart the brainstorming/interactive participation process. Each “topic table” was facilitated by a Master Plan Reexam Team member. A summary of issues resulting from the March 21st workshop is listed on the following pages. **Bolded** items indicate popular or repeated sentiments.





1. Land Use and Economic Development



Land Use and Economic Development concerns include:

Land Use decisions have impacts on:

- Circulation
- Schools
- Infrastructure

Residential Concerns

- Single family conversion to Duplex
- Subdivision take away from continuity and character of neighborhood
- Increase in bedroom count by replacing older 3BR homes with larger 4-5 BR homes
- Negative affects of density
- Need for Senior Housing – Downtown, Townhouse, Multi-family
- New units on south side too tall
- Limiting use on 3rd floor of new res units – safety (fire) – 3rd floor height definition
- Air B&B & Bed & Breakfast should be permitted
- Illegal 2 family – enforcement
- Floor Area Ration (FAR) ?

- Scale of new homes too large
- Usuable Porches not “fake” porches
- Why maximize buildings on lot sizes, what can be done?
- “Life-Long” – housing transition

“Green” Concerns

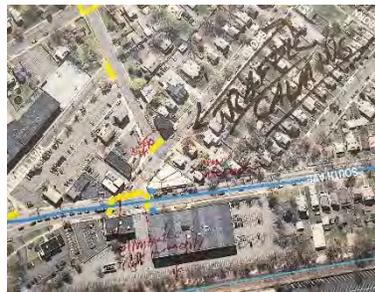
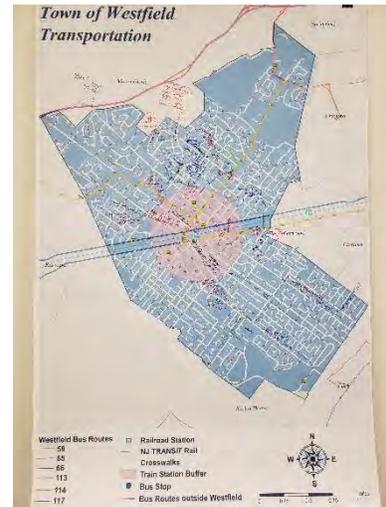
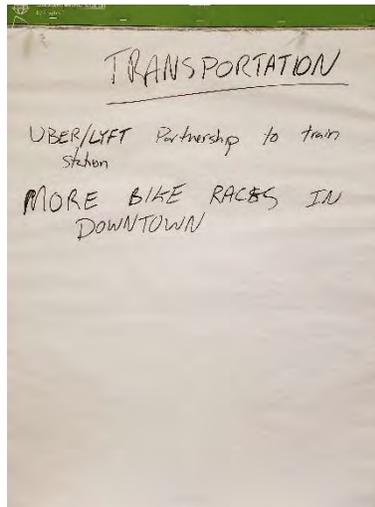
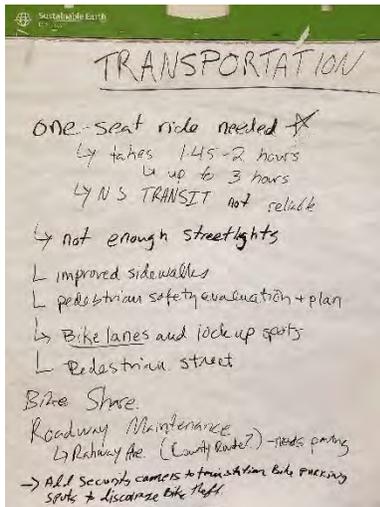
- Myrtle Grant/Wetlands
- Tree preservation – runoff – flooding
- Impervious coverage (reduce/look at block not just individual lots)
- Preserve Green Space – tree conditions
- Solar too restrictive, should be allowed on front of structures

Circulation Concerns

- Central Ave. acts as bypass to Rte. 22
- Allow Private “rental” of parking spaces
- South side parking underutilized – promote – integrate with northside
- If parking structure design should be designed properly (wrapped around residential mixed use)



2. Transportation & Circulation



Transportation concerns include:

Vehicle Needs

- Roadway maintenance needed – Rahway Ave (County route?) needs paving
- N. Chestnut – poor road condition
- Yield on Park at Mindowaskin Park confusing; needs better direction.
- Difficult turn, school traffic creates backup conditions (Mountain and Dudley)
- Need light, left turn light (E. Broad & N. Chestnut)
- Dangerous intersection - 4-way stop? (E. Broad & Prospect)
- Make one way (Prospect)
- Bad Intersection (Central & Ross)
- W. Grove at Edison School – difficult entering roadway when cars parked on road. Cars idling during pickup
- E. Grove & Central – Local Professional office and schools – high speeds; want speed bumps
- On-street parking issues – Grandview
- Traffic queuing into train station
- Traffic calming on Broad, add stop sign at intersection
- South Ave. - eliminate right turn only phase
- New intersection at Broad and South Ave.
- All 4 red phase at Plaza and unsafe pedestrian crossing
- Connecticut needs paving (17 years since last paved)



Transit Needs

- One-seat ride needed* - takes 1:45 -2 hours, up to 3 hours – NJ Transit not reliable
- Uber/Lyft partnership to train station
- Add security cameras to train station bike parking spots to discourage bike theft
- Train station lights

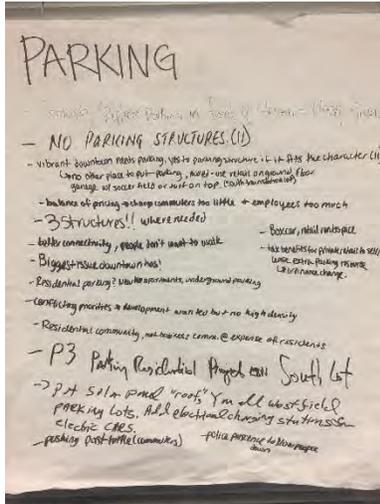
Bike & Pedestrian Needs

- Not enough streetlights
- Improved sidewalks
- Pedestrian safety evaluation & plan
- Bike lanes and lock up spots
- Pedestrian street
- Bike share
- More bike racks in downtown
- People coming out of train station making left, dangerous to pedestrians
- Chestnut & Mountain backs up because of traffic light in Mountainside – poor sight lines

- No sidewalks (Mountain)
- Utility pole in wrong location at N. Euclid
- Bump in for ice cream truck at Mindowaskin Park
- Pedestrian scramble during school hours for Dudley and Elm
- Make Bike Lanes – Summit and Clifton, Willow Grove
- Broken sidewalk system to downtown
- Bike path connection to station
- Low light area; more street lights needed along Westfield Ave
- Bike Paths along: Central, Rahway
- School-related traffic along Rahway; should have bike lanes
- Unsafe pedestrian corridor along North Ave.
- Fatal pedestrian crash at Prospect and Cowperthwaite



3. Parking



Parking concerns include:

Downtown Parking Concerns

- Biggest issue downtown has!
- **No parking structures** – does not want Westfield to be like Cranford, some think it ruins the character of Town, and some bought homes in Westfield *because* there was no parking structure
- **Yes to parking structure if it fits the character** - Vibrant downtown needs parking, no other place to put parking, mixed-use retail on ground floor, garage structure with soccer field or turf on top, possible location for garage is South train station lot
- Need better parking connectivity, people don't want to walk

Commuter Parking Concerns

- Remove/replace parking in front of train station = make a Plaza/Green
- Waiting list for commuter parking still too long
- Balance of pricing – charge commuters too little and employees too much
- P3 parking residential project S. lot
- Boxcar rents from the Church lot

- Tax benefits for private retail to sell/lease extra parking resource – ordinance charge
- Residential streets are being over-parked by commuters (on N. Ave past Tuttle and as far west as West Dudley Ave.) – enforcement!

Employee Parking Concerns

- Employees are taking up the parking in the downtown
- Central lot has open space → educate employees on this resource for parking

Residential Parking Concerns

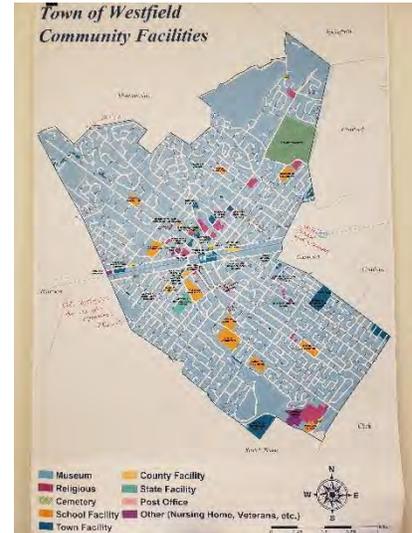
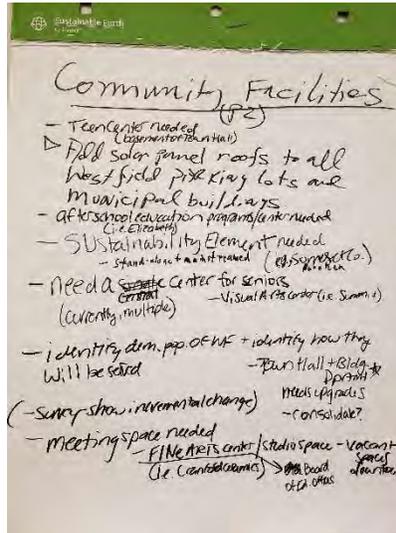
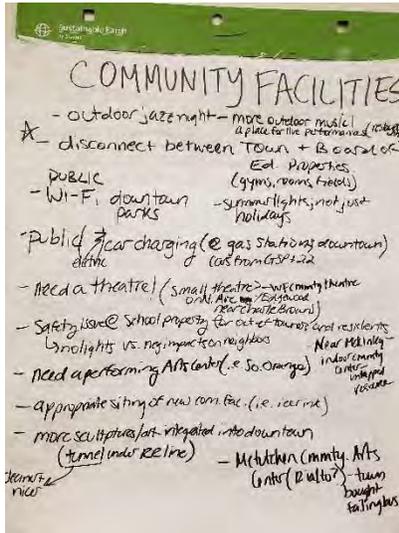
- Nowhere for downtown residents to park overnight
- New apartments should have underground parking
- Conflicting priorities – development wanted but no high density
- Westfield is a residential community, not a business community (i.e., residents needs/wants should come first before the idea of a vibrant, economic, business centered downtown)

Other Parking Concerns

- Put solar panel “roofs” on all Town lots. Add electric charging stations



4. Community Facilities



Community Facility concerns include:

Need a cultural / community center

- Need a theatre! Although there is a Westfield Community theatre, on N. Ave/Edgewood near Charlie Browns)
- Need a Performing Arts Center (i.e. So. Orange) – There is an indoor community center near McKinley Elementary – untapped resource
- Need a visual arts center (i.e. Summit)
- Metutchen Community Arts Center as a case study – Metutchen bought a failing business to turn into arts center (i.e. Rialto?)
- Teen center needed (current teen center is in basement of Town Hall)
- Need a consolidated Arts center for Seniors (currently multiple locations)
- Appropriate siting of new community facility (i.e. ice rink)

Need Public Amenities

- Need public Wi-Fi downtown & in parks
- Need not just holiday lights, but fun street lights for summer too!
- Need more outdoor music in addition to outdoor jazz night, a

place for live performances (i.e. restaurants)

- Need more sculptures/art integrated into downtown
- Provide for public (free) electric car charging (at gas stations, downtown) capitalize on cars from GSP & Rte. 22)

Schools

- There is a disconnect between Town & Board of Ed. properties (gyms, rooms, fields)
- Need afterschool education programs/center (i.e. Elizabeth has good programs)

Safety Concerns

- Safety issue at school property for out-of-towners and residents – no lights means safety concerns at dusk vs. negative impact on neighbors
- Tunnel under RR line – needs to be cleaner and nicer
- Poorly lit at Lawrence, end of town by Mountainside
- The downtown lighting plan has been done, not yet implemented;
- Poorly lit corners for walking commuters: Along Stanley at



The Town of Westfield Master Plan Reexamination Report

Community & Public Participation Summary for the March 21st Westfield Community Workshop

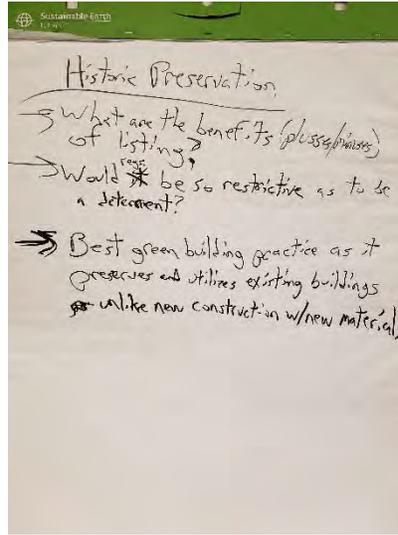
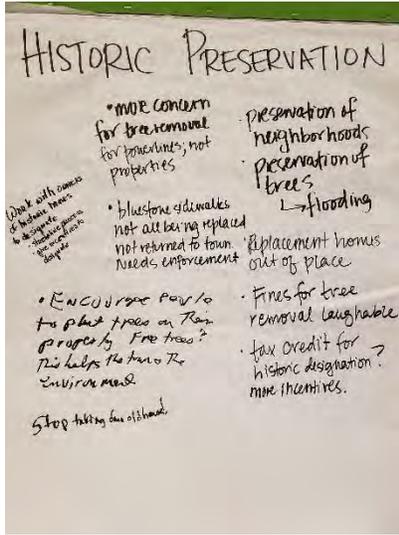
- Lenox, St. Marks, Tremont, Fairmount, Hillcrest
- Poorly lit on Westfield, by the Westfield Rescue Squad – South Ave. to Dorian/Park
- New evergreen needed! at Park & Summit
- Poorly lit on Westfield by Lincoln Elementary
- Sustainability Element needed – (i.e. Somerset, Hoboken)
- Identify demographic population of Westfield & identify how they will be served
- Town Hall & Bldg. department – needs upgrades, consolidate?
- Need a Fine Arts Center/Studio Space (like Cranford ceramics) – vacant spaces downtown are options or Elm St. Board of Ed. Offices

Other Concerns

- Add solar panel roofs to all Westfield parking lots and municipal buildings



5. Historic Preservation



Historic Preservation concerns include:

Historic Concerns

- Preservation of neighborhoods from new development
- Work with owners of historic homes to designate - streamline process, give incentives to designate
- Bluestone sidewalks not all being replaced, not returned to town - needs enforcement
- Stop taking down old homes!
- Replacement homes out of place
- Tax credit for historic designation? More incentives needed to preserve the history and character of town.
- New homes lack character, similar designs

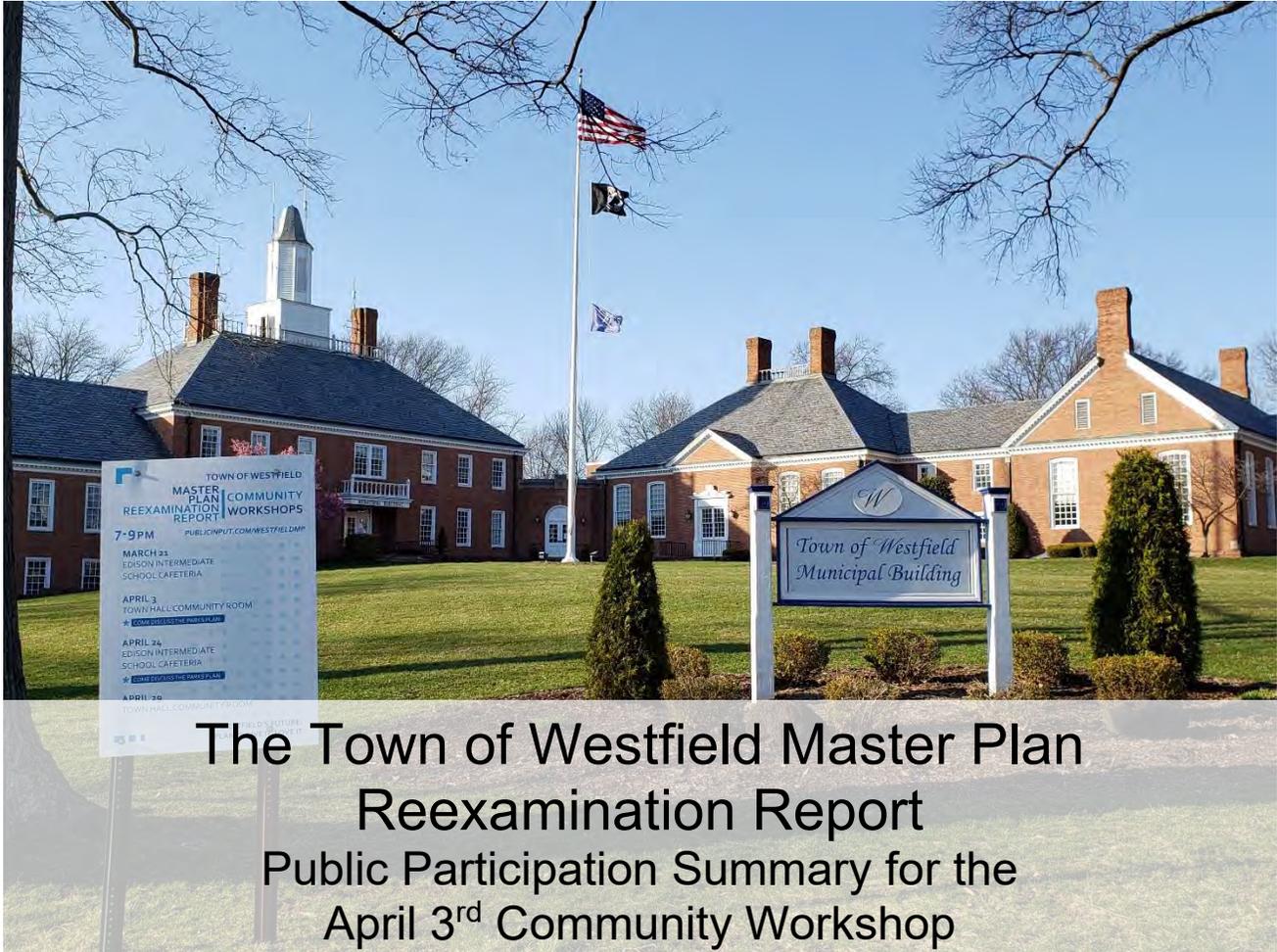
- What are the benefits (plusses/minus) of historic listing?
- Would regulations be so restrictive as to be a detriment?
- Best green building practice is to preserve and utilize existing buildings unlike new construction with new materials

Community Character Concerns

- More concern for tree removal for powerlines; not properties
- Encourage people to plant trees on their property. Free trees? This helps town and the environment.
- Preservation of trees – flooding



The Town of Westfield Master Plan Reexamination Report
 Community & Public Participation Summary for the April 3rd Westfield Community Workshop



The Town of Westfield Master Plan
 Reexamination Report
 Public Participation Summary for the
 April 3rd Community Workshop

Prepared By:



architects + engineers
 practical approach. creative results.

Workshop Date:
 April 3, 2019

Prepared Date:
 April 18, 2019



Community & Public Participation

Purpose

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The Town of Westfield Master Plan Reexamination Report Community & Public Participation Summary for the April 3rd Westfield Community Workshop



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Above: orientation/room layout handout;
Right: Master Plan Reexam Flyer

Town of Westfield presents: Master Plan Reexamination

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Get involved!
As part of the planning process, we are holding public meetings in Westfield and beyond, the world on the new project website. We are talking to residents, businesses, and other stakeholders about the issues you face. We want to provide an opportunity for you to share your ideas for the Town you want Westfield to become!

— that means YOU!
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- Land Use
- Transportation & Parking
- Housing
- Downtown Economic Development
- Community Facilities
- Historic Preservation

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- Wednesday April 24, 7pm at Edison Intermediate School Cafeteria
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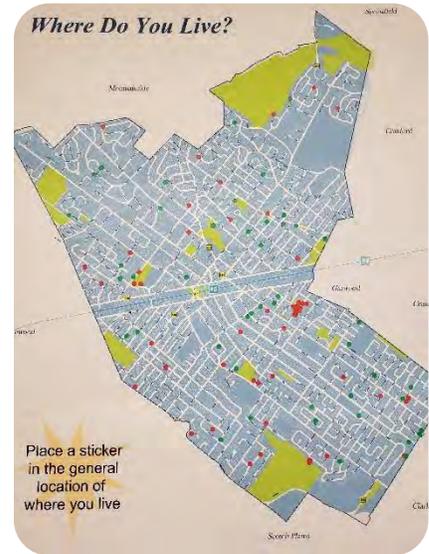
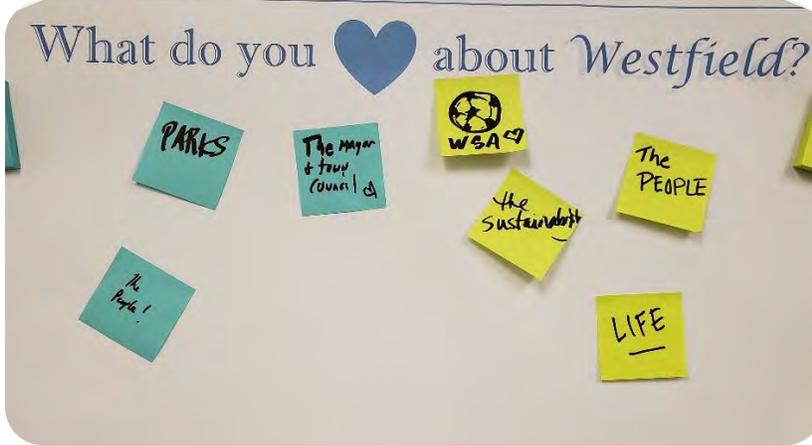
At the Spring Fling
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Visit the project website & take the survey!
www.PublicInput.com/WestfieldMP



The Town of Westfield Master Plan Reexamination Report

Community & Public Participation Summary for the April 3rd Westfield Community Workshop



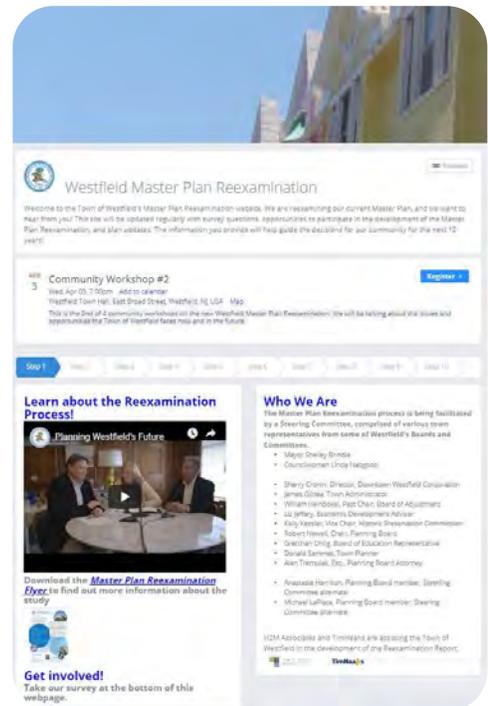
During the introduction, Jeff Janota (H2M) explained the Master Plan Reexamination Report and the purposes of the night's workshop:

1. To gain an understanding of Westfield community issues through the eyes of residents.
2. To promote the Master Plan Reexamination Report public participation process by encouraging participants to be ambassadors to the Plan.

Erik DeLine (H2M) then explained the project's website, <http://www.PublicInput.com/WestfieldMP> and encouraged participants to take the online survey in their free time. Erik also pointed out that the workshop included a survey table with laptops for online survey taking. Since the beginning of the survey process there have been 637 surveys submitted.

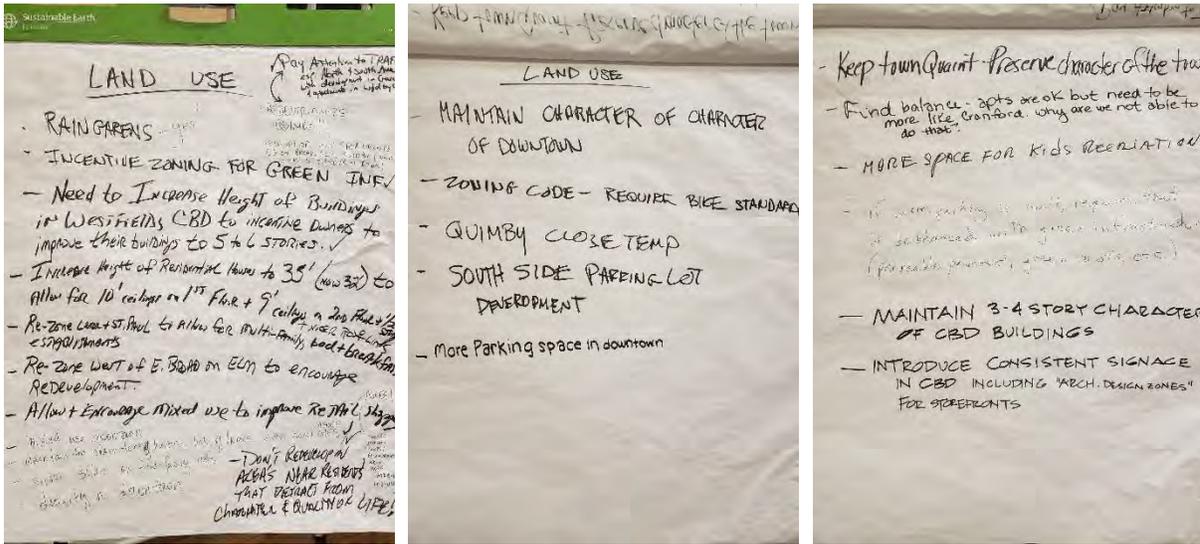
Interactive Portion

This interactive part of the workshop required workshop participants to join in conversation with the "topic table" facilitators broken out into (1) **Land Use and Economic Development**, (2) **Transportation & Parking** (3) **Community Facilities**, and (4) **Historic Preservation** to express their opinions, ideas, ask questions, and state their concerns. Each Topic Table was equipped with a handout for participants containing a 3-4 bulleted list of topics that could be discussed and a handful of guidance questions to help kickstart the brainstorming/interactive participation process. Each "topic table" was facilitated by a Master Plan Reexam Team member. A summary of issues resulting from the April 3rd workshop is listed on the following pages. **Bolded** items indicate popular or repeated sentiments.





1. Land Use & Economic Development



Land Use & Economic Development concerns include:

General

- Keep town quaint – preserve **character of the town**
- Maintain the character and historic look of homes, even new ones. New homes don't reflect architecture.
- **No big box**
- Community center needed for kids
- Need for High tech office space

Downtown

- Maintain character of downtown
- Maintain 3-4 story character of Central Business District (CBD) buildings
- Need to increase height of buildings in Westfield's CBD to incentive owners to improve their buildings to 5 to 6 stories
- Increase density in downtown
- Introduce consistent signage in CBD including "architectural design zones" for storefronts

- Redevelop key shop fronts. e.g. on Broad, Elm, Quimby (some look very tired/run down)
- Re-zone west of E. Broad on Elm to encourage redevelopment, expansion of downtown
- **Allow and encourage mixed use to improve retail shopping**
- **Quimby - close temporarily for pedestrian events**
- South Side parking lot development, integrates South Avenue businesses
- **Provide more parking spaces in Downtown**
- Possible extension of downtown to Lord and Taylor Site if every redeveloped. Make sure uses are separate but complement each other.
- **Need fewer downtown vacancies, why does it continue to happen**



The Town of Westfield Master Plan Reexamination Report
Community & Public Participation Summary for the April 3rd Westfield Community Workshop

Residential

- Find a balance – Apts. are ok but need to be more like Cranford.
- Don't redevelop in areas near residents that detract from character and quality of life!
- Too many multi-family homes associated with Affordable Housing
- Increase height of residential houses to 35' (now 32') to allow for 10' ceilings on 1st floor and 9' ceilings on 2nd floor and ½ story and nice rooflines
- Re-zone Lenox and St. Paul to allow for multi-family, bed & breakfast establishments
- Create more architectural standards for homes, to man similar styles from same builders.
- Incentivize for usable front porches, not fake ones

Open Space / Sustainability

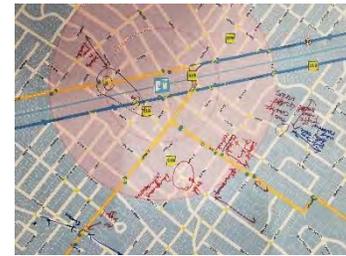
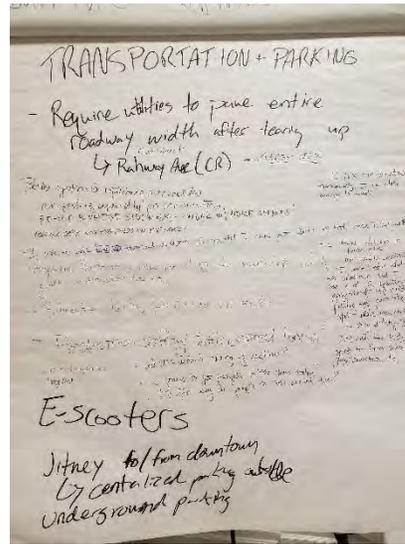
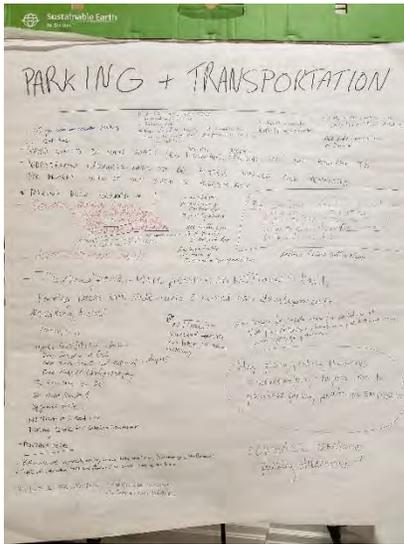
- More space for kids recreation
- Provide opportunities for raingardens
- Incentive zoning for green infrastructure in land use code
- Allow solar on front-facing roofs, current code limits opportunity for all homes.

Transportation

- If more parking is built, require that it be balance with green infrastructure (permeable pavement, green roofs, etc.)
- Any parking deck should be "wrapped" with façade, architectural detail.
- Pay attention to traffic especially North and South Ave. with development in Garwood and apartments in Westfield by circle.
- Zoning Code – Require bike standards
- Needs comprehensive assessment



2. Transportation & Parking



Transportation & Parking concerns include:

Roadways

- Yield signs needed in certain areas
- More 4-way stop signs
- Ramapo and Wyandotte – leaf piling into roadway & narrows road – dangerous. Need one-way streets
- Get the County to put a traffic light at Lambert’s Mill Rd. and Rahway Ave.
- Add traffic signal at E. Broad and Chestnut Ave.
- Coordinate Downtown and Central Ave. signal systems
- Replace double left turn at E. Broad and Springfield Ave.
- Upgrade South/Central intersections
- Fix North /Central
- Upgrade Westfield Circle
- Add turn lane and expand underpass
- S. Chestnut to E. Chestnut – No signal
- W. Dudley & Clark: two crashes, sight views, traffic calming needed
- Rte. 613, Orchard, Park, Walnut circle? Dangerous intersection

- E Broad St and Springfield Ave. intersection – major queuing signal to turn left
- Replace faded traffic signs
- Electric vehicle charging stations?
- Please pave the roads – North and South Chestnut, Rahway Ave., Clark St. *require/mandate that all utility companies that chop up the roads must **fully pave entire road width** after the work is completed

Parking

- **Need more parking especially for commuters**
- 3-5 year wait for commuter parking
- A jitney to get people to the train station?
- **Parking deck needed!!**
 - with turf fields on top level!
 - for retail & commuter
 - more pressure on NJ Transit
 - with multi-levels and mixed-use developments
 - if deck, street (free) parking on Elm St. must be limited to



The Town of Westfield Master Plan Reexamination Report

Community & Public Participation Summary for the April 3rd Westfield Community Workshop

2-hour & resident only to
push freeloaders into decks

- Potential deck locations
 - **Behind Baron's Drugs**
 - Trader Joe's parking lot
 - South side Train Station
 - North side train station lot (adj. to Central & North Ave. behind movie theatre)
 - one-level deck at Lot #7
 - one-level deck at Lot #2
 - one-level deck at Lot #8
- Require any new parking be matched with green infrastructure
- Consider stacking parking structures
- Stop giving parking variances to businesses (new) – require them to purchase parking permits for employees
- Hillside – narrow parking on both sides
- Elm, between Cowperthwaite and E. Dudley: People parking, no time restriction
- Clark St., parking on both sides, very narrow

Transit

- **NJ Transit 1 seat ride**
- Jitney to/from downtown – centralized parking outside, underground parking
- NJ Transit one seat service, more late-night trains, gateway
- Think of commuters who use Garwood as closest station for train

Bicycle

- Need more bike racks – train station, covered, downtown, at parks
- Add bike lanes on E. Broad
- A safer way for people to bike around town?

- Want to see E-scooters

Pedestrian

- School crosswalk
- Controlled crosswalks
- Need better system for repaving sidewalks
- Re-set bluestone sidewalks – work with home owners!
- Better sidewalks, especially adding where there aren't any (Sycamore going into Garwood)
- Carleton, between Ross and Fairfield – sidewalks = poor condition
- I love our downtown. Fortunately, I am close enough to walk.
- I like to walk throughout downtown. I like that I can get all over on foot once I've parked.
- Streets are bike/pedestrian safe

Safety

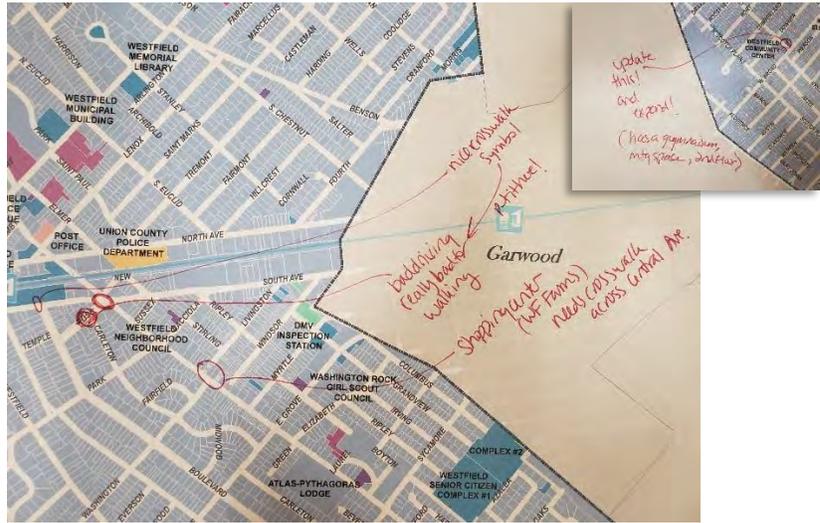
- I think drivers in town are not safety-conscious. I see a lot of speeding, going through stop signs and pulling way past where you need to stop at stop signs. Not safe for kids going to/from school, going downtown, etc.
- Ped. safety! Enforce speed limits!
- Speed limits on main roads (e.g. South, Mountain, North, Central, etc.) not adhered to for drivers who do not yield to pedestrians
- Better lighting at crosswalks
- More concern for safety issues for pedestrians at North/South/Central intersection – ped. button not working, better lighting for pedestrians.

Miscellaneous

- Event/Concert Hall
- Buy Sunoco at CVS
- Force State and developers to pay



3. Community Facilities



Community Facilities concerns include:

Schools

- Expand STEM afterschool programs, more and better programs
- Expand after school programs and before care programs (only one is there)
- **All day kindergarten needed** (or at least a wrap that can accommodate all K-age children)
- Part-time Pre-K needed (can be nominal cost if needed)
- Schools all have their own identity – this is a plus

Public Art / Culture

- Need more public art in town!
- Broaden jazz festival with more music genres
- Need a community garden
- Gardens

Library

- Where library is now used to be the Grant School (late 1900s)

- Not enough room at library, poorly designed, not enough room at library for kids

Community Center

- There is the Westfield Community Center – we should update it and expand! (has a gymnasium, meeting space, 2nd floor)
- **Community Center!**
- Cultural/arts/community center
- An option is to have a community center in downtown firehouse
- Take a look at Cranford Community Center
- Need indoor basketball for kids

Meeting Space

- **Not enough meeting space in Town**
- Town Hall Community room hard to book
- There is no cost to book rooms at the schools when the schools co-sponsor the events



The Town of Westfield Master Plan Reexamination Report Community & Public Participation Summary for the April 3rd Westfield Community Workshop

- Need a community forum meeting space that can fit 100-200 people – library has the room space but not the parking space
- Use Rialto for more movie events (e.g. Bad Moms, Lorax, etc.) to keep it in business and allow it to compete (no large AMC-like expense) – adaptive event space

Safety

- Enforce school speed limits – PSAs?
- Lawrence & Mountain – **not well lit for walking**
- Better lighting – streets & community areas

Town Services

- Recreation Department offers good stuff like the summer camp
- Town should embrace digital communications
- Need more transparency
- Move Fire Department to Lord & Taylor parking lot
- All infrastructure is old – the intersection of Quimby & Broad is a

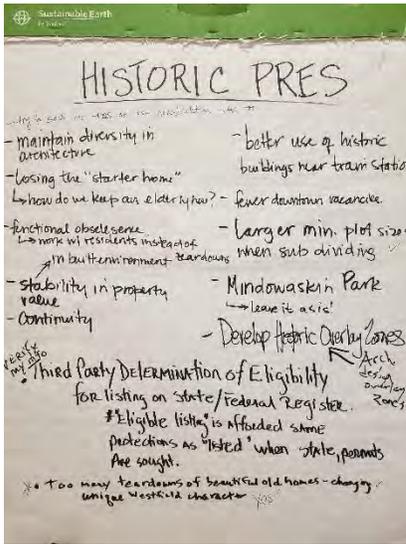
'hotspot' of underground infrastructure

Miscellaneous

- Downer & Osborn (coming from Scotch Plains Ave. & South Ave. to get to W. Broad) no one stops at stop signs
- South Ave. at Ross/Central Ave. – bad driving, really bad for walking - Nice crosswalk symbol – put the nice crosswalk symbol at Boulevard and South Ave. here!
- Need a crosswalk at Washington St. & Central Ave. crossing Central to connect residential to mini-shopping center
- Shutting Quimby? Maybe
- Need more benches downtown - to enjoy ice cream (for example)!
- Need more restaurants!
- **Push the state to change liquor laws** – Not enough liquor licenses & Liquor store vs. grocery store – where you can buy alcohol



4. Historic Preservation



Historic Preservation concerns include:

- Try to save old trees on new construction sites too
- Maintain diversity in architecture
- Losing the "starter home" – how do we keep elderly here?
- Functional obsolescence – work with residents instead of tear-downs, in built environment
- Stability in property value
- Continuity
- Better use of historic buildings near train station
- Larger min. lot sizes when subdividing
- Mindowaskin Park – leave it as is!
- Develop historic overlay zones, architectural design overlay zones
- (Verify my info) Third Party Determination of Eligibility for listing on State/Federal Register. "Eligible listing" is afforded same protections as "listed" when State permits are sought.
- Too many tear-downs of beautiful old homes – changing unique Westfield character
- Better use of buildings near train station
- Broad & S. Chestnut – Elizabethtown road



The Town of Westfield Master Plan Reexamination Report
Community & Public Participation Summary for the April 24th Westfield Community Workshop



The Town of Westfield Master Plan
Reexamination Report
Public Participation Summary for the
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Prepared By:



architects + engineers
practical approach. creative results.

Workshop Date:
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Prepared Date:
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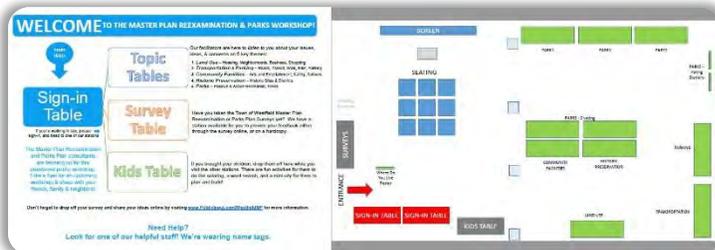


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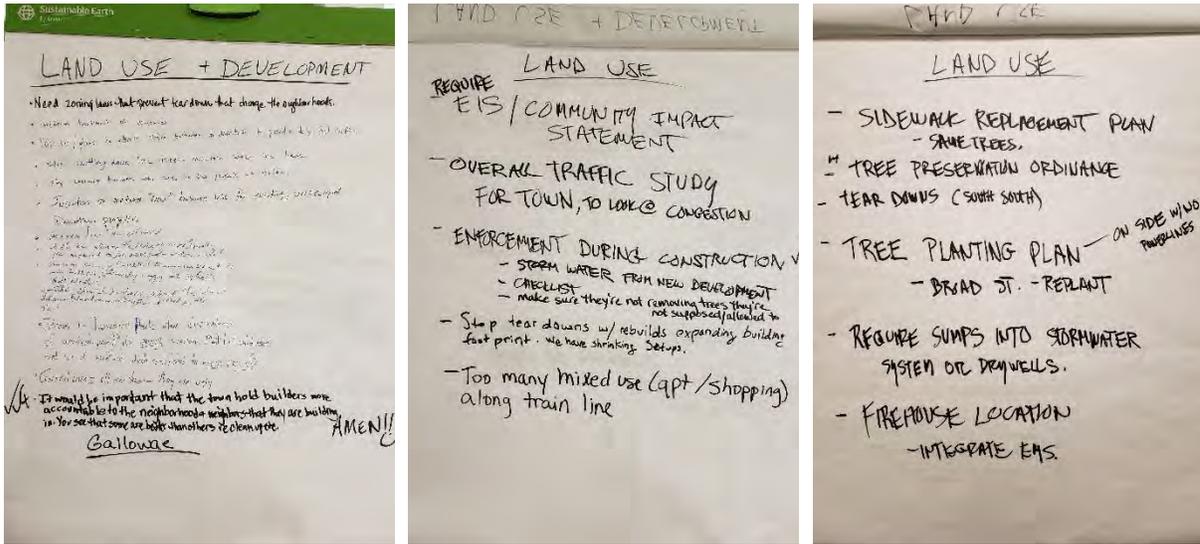
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**At the Spring Fling
• May 5**

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1. Land Use & Economic Development



Land Use & Economic Development concerns include:

Community Character

- Require Environmental Impact Statement /Community Impact Statement for major site plan and subdivision applications
- Prepare an overall traffic analysis for Town to look at congestion and buildout
- **Stop tear downs** with rebuilds expanding building footprint.
- **Need zoning laws that prevent tear downs or limit the size of new homes that change the neighborhoods**
- It would be important that the town hold builders more accountable to the neighborhood and neighbors that they are building in. You see that some are better than others – re: clean up, etc.
- Utility wire should be buried, inactive lines removed.

Built vs. Natural Environment

- **Trees:** save trees by having a sidewalk replacement plan; Tree

preservation ordinance; Tree planting plan – on side with no powerlines – Broad St., replant ; stop cutting down trees, maintain what we have

- Enforcement during construction: Storm water from new development; include in checklist' to make sure they're not removing trees they're not supposed/allowed to
- Require sump-pumps into stormwater system or drywells, not to the curb
- Stream in Tamaques Park shows clear evidence of over development via sever erosion. Must limit subdivisions and loss of woodland which contributes to excess run-off
- Something should be done about the "stream" that runs behind houses on Myrtle.



The Town of Westfield Master Plan Reexamination Report
Community & Public Participation Summary for the April 24th Westfield Community Workshop

Downtown

- **Policies/plans to attract office businesses to downtown to provide daily foot traffic**
- Incentives to motivate “new” business use for existing, unoccupied downtown properties

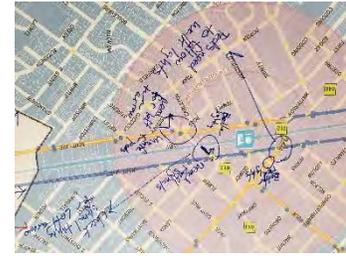
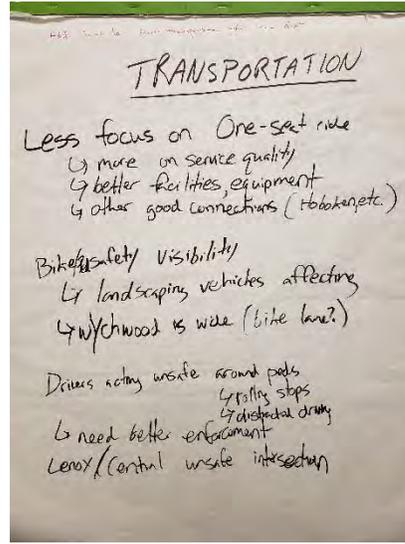
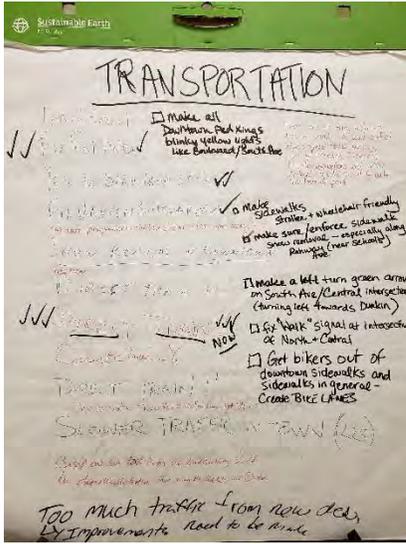
- Too many mixed use (apt./shopping) along train line in adjoining municipalities

Miscellaneous

- Firehouse location – integrate EMS, fire in Centralized location



2. Transportation



Transportation concerns include:

Transit

- **Direct Train!**
- Terminate train ride in Hoboken, not Newark
- How about **Jitney service** to the train station (like South Orange)
- Less focus on one-seat ride: More on service quality; better facilities, equipment; other good connections (Hoboken, etc.)
- Add hours for senior transportation through Rec. Department

Bike & Pedestrian

- North Ave uncomfortable to walk, narrow sidewalks, sidewalks in poor condition, some owned by town
- **Better pedestrian lights**, needed at Prospect and E. Broad Street intersection
- On South Ave. – better lighting, unsafe for pedestrians, need for left turn arrow onto Central
- At Plaza, Pedestrians need to follow walk lights
- On North Ave. – Need Pedestrian signals, check signal timing for left

arrow, crosswalk to park, more crosswalks in area

- Make all downtown pedestrian crossings blinking yellow lights like Boulevard/South Ave.
- Fix “walk” signal at intersection of North and Central
- Fix uneven sidewalks; make sidewalks stroller and wheelchair friendly; make sure/enforce sidewalk snow removal, especially along Rahway Ave. (near schools)
- **Address pedestrian access to Tamaques Park** - no easy walking access roads in and out of Park unless you go through Dickson. On the weekends and after school, traffic is difficult into/out of park
- Lamberts Mill - Better pedestrian direction to safety, crossing lights to facilitate turn
- **Yes to bike lanes/paths** - get bikers off of sidewalks, especially in the downtown
- Landscaping vehicles affect bike/ped visibility in Wychwood neighborhood Road is wide (potential bike lane?)



The Town of Westfield Master Plan Reexamination Report

Community & Public Participation Summary for the April 24th Westfield Community Workshop

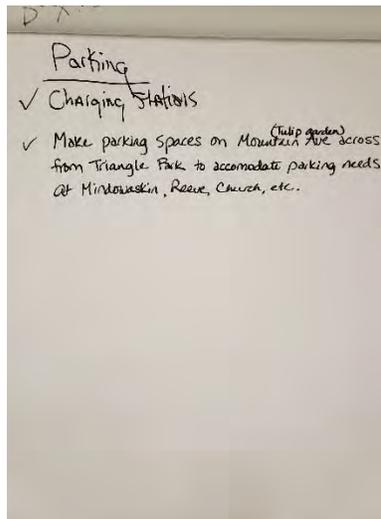
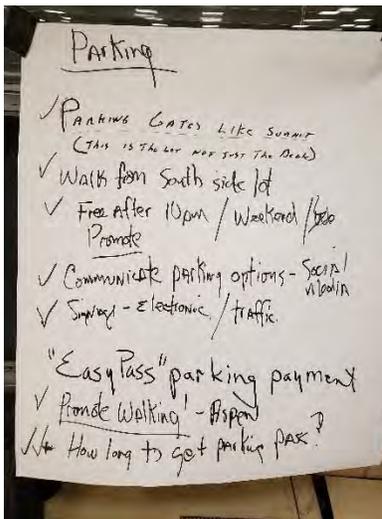
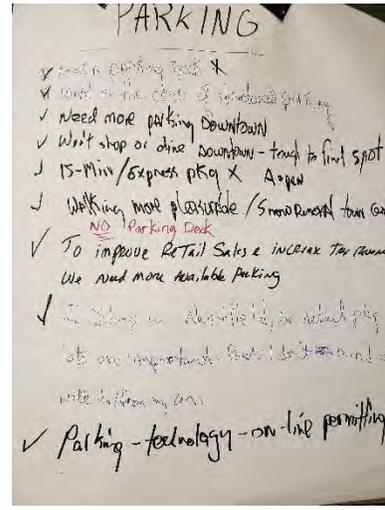
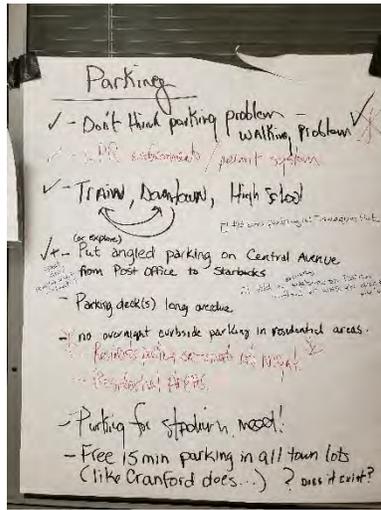
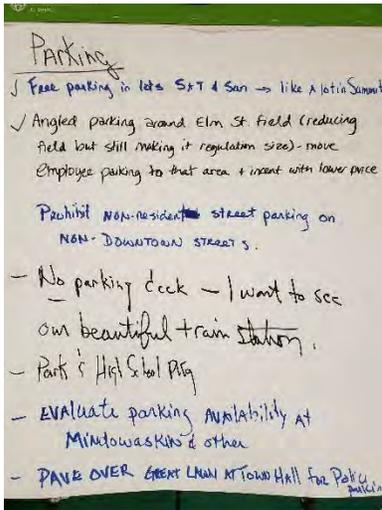
- Create bike connections to downtown

Vehicles & Roadways

- Snow removal in Downtown
- Fix potholes
- Based on our tax rates, our road quality should be dramatically better. We may be worst in State.
- Too much traffic from new development; improvements need to be made
- Make a left turn green arrow on South Ave./Central intersection (turning left towards Dunkin)
- Drivers acting unsafe around pedestrians: rolling stops; distracted driving; need better enforcement
- Lenox/Central unsafe intersection
- On Boulevard – traffic calming, safer for bikes/pedestrians, speed indication
- On Central – better street lighting, advanced notification for left turn, pedestrian light
- On Columbus to E. Grove, speed indicator? NEEDED
- Slower traffic in town (<25)
- Speeding on Lamberts Mill
- Lamberts Mill/Rahway – improve safety at intersection, traffic calming for schools
- Loral Drive – needs “no turn on red”



3. Parking



Parking concerns include:

Downtown Parking

- 15-min/express parking
- Free 15-minute parking in all town lots (like Cranford does...)
- Need a **parking deck**
- Parking deck(s) long overdue
- Need more parking downtown
- No parking deck
- Promote free parking after 10pm and on weekends
- Free parking in lots Saturday and Sunday, like a lot in Summit
- We need more available parking
- Positive feedback for existing angled parking on Prospect
- Put (or explore) angled parking on Central Avenue from Post Office to Starbucks
- **Angled parking** around Elm St. field (reducing field but still making it regulation size) move employee parking to that area and incentivize with lower price



The Town of Westfield Master Plan Reexamination Report
Community & Public Participation Summary for the April 24th Westfield Community Workshop

- Won't shop or dine downtown – tough to find parking spot
- Shared parking study
- I shop in Westfield, retail parking, lots are important. But I don't mind a walk to/from my car.
- Parking gates like Summit (this is the lot not just the deck)

Walking & Parking

- Don't think parking problem – walking problem!
- Walking more pleasurable/Snow removal town wide
- Walk from South side lot
- Promote walking – Aspen

Parking Systems / Enforcement

- LPR enforcement / permit system
- More technology like online permitting
- "Easy Pass" parking payments
- Communicate parking options via social media
- Signals – electronic/traffic
- Charging stations
- Training of PEO's

Train Station Parking

- No parking deck – I want to see our beautiful train station
- How long to get parking pass?

Resident Parking

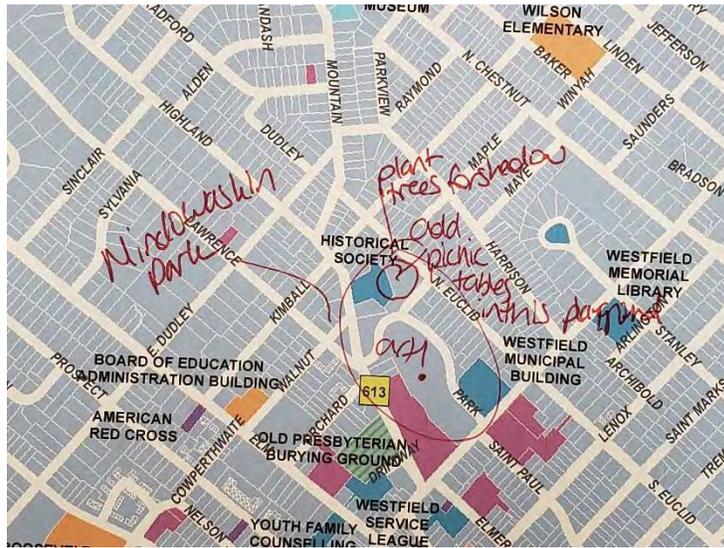
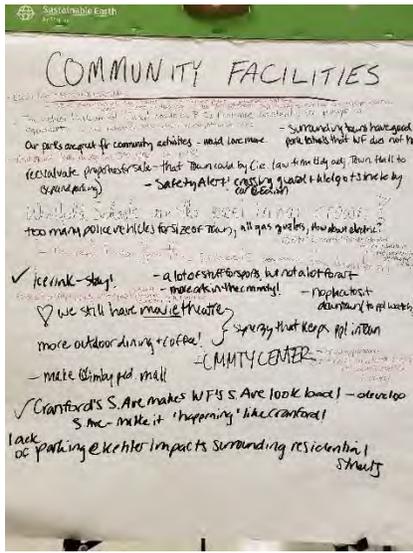
- Prohibit non-resident street parking on non-downtown streets
- **No overnight curbside parking** in residential areas; residents parking on-street at night*; residential areas

Community Facility Parking

- Evaluate parking availability at Mindowaskin and other
- High School parking
- Add a one-way pull-in on Dorian Rd. in front of WHS for drop off, pickup
- Pave over great lawn at Town Hall for Police parking.
- Park parking
- Add some parking at Tamaques Park
- Parking for Kehler stadium need!
- Make parking spaces on Mountain Ave (Tulip Garden) across from Triangle Park to accommodate parking needs at Mindowaskin, Reeve, Church, etc.



4. Community Facilities



Community Facilities concerns include:

Arts & Culture

- A lot of stuff for sports, but not a lot for art
- **More arts in the community!**
- Near Historical Society - Mindowaskin Park, plant trees for shade, add picnic tables in this playground, Art!
- Need a place to sit downtown (to people watch!)

Schools

- I moved here for the schools and downtown
- Westfield Schools are the jewel in our crown!
- Another Kindergarten school? Jefferson is crowded / a lot of kids per classroom – not competitive to other towns for full day
- Need trash cans at Edison school with “no pet waste” signs
- **Create relationship with Town and Board of Ed.** to maintain properties – space share/field share (Jefferson, largest field & Washington) Need

restrooms at Jefferson, people go in bushes, behind schools and neighbor’s properties

Parks & Fields Programming & Misc.

- Elm Street Fields and tennis courts underutilized
- The school fields are not in good condition. PTOs fundraise constantly for playground equipment
- Our parks are great for community activities, would love more programs
- They nailed “leash your dog” signs at Tamaques Park onto trees! Use posts!
- Surrounding towns have good park festivals that Westfield does not have
- Ice Rink – stay!
- Garwood’s turf field and community center combo – we need to do a combo! With bathrooms nearby and concessions
- **Need a Community Center** – definitely a gap in town, need a



The Town of Westfield Master Plan Reexamination Report

Community & Public Participation Summary for the April 24th Westfield Community Workshop

community meeting center, not specific to anything – for everyone!

- Lack of parking at Kehler impacts surrounding residential streets

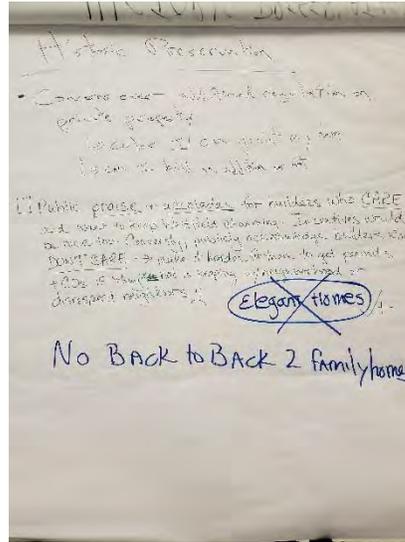
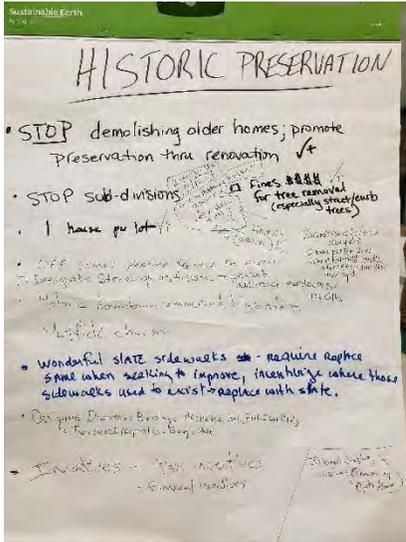
Miscellaneous

- Reevaluate properties for sale – that Town could be (i.e. law firm building adjacent to Town Hall to expand parking)
- Safety Alert! Crossing guard and kid got struck by car in front of Edison School

- Too many police vehicles for size of town, all gas guzzlers, how about electric?
- We still have a movie theater (a positive) but we need more outdoor dining & coffee – we need that synergy that keeps people in town
- Make Quimby pedestrian mall
- Cranford's S. Ave. makes Westfield's Ave look bad! Develop S. Ave. – make it “happening” like Cranford!



5. Historic Preservation



Historic Preservation concerns include:

Demolitions & New Construction

- Stop demolishing older homes; promote preservation through renovation
- Public praise and accolades for builders who care and want to keep Westfield charming. Incentives would be nice too. Conversely, publicly acknowledge builders who don't care – make it harder for them to get permits and COs if they're not in keeping with neighborhood or disrespect neighbors

Community Character

- Stop subdivisions
- 1 house per lot
- 2 new builds on Elm St., next to Addams House, disgusting and not historic at all!!
- Elegant homes (again)
- Fines for tree removal (especially street/curb trees)
- No back to back 2-family homes
- Town of Westfield installs appropriate sidewalks and streetlights

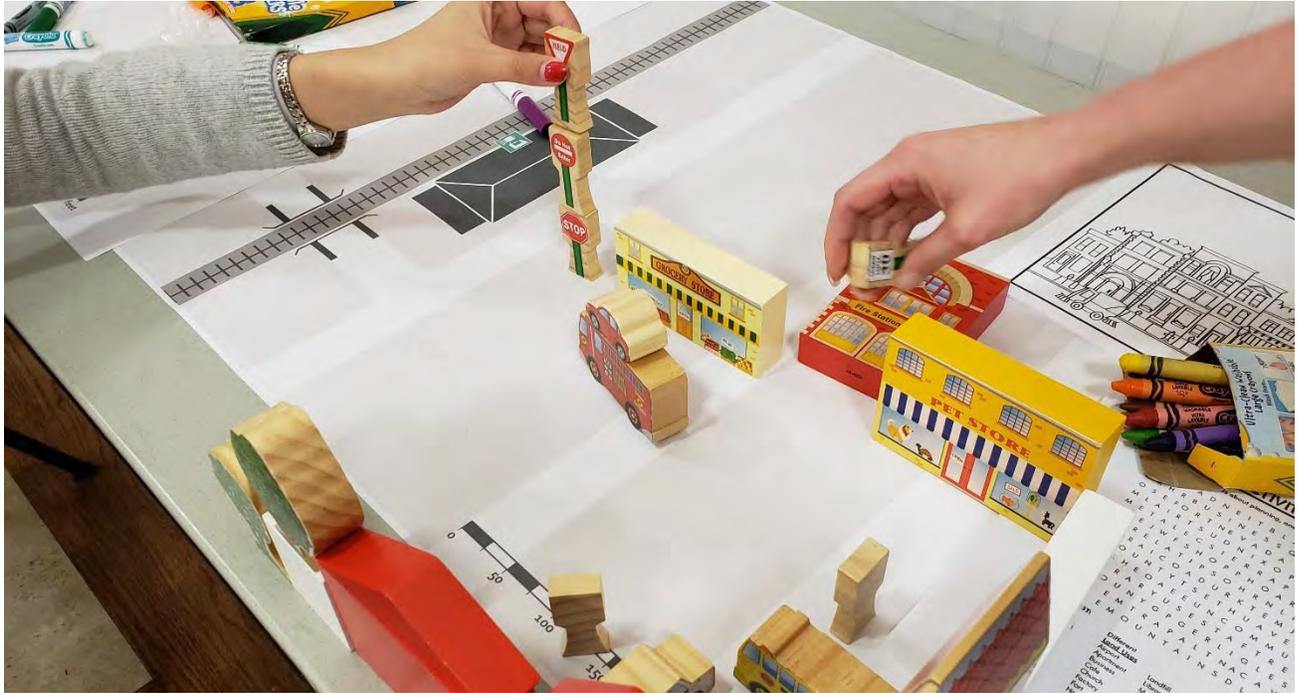
- 2-hour parking zones
- Off street parking required for rentals

Preservation

- Designate Stoneleigh as historic to prevent additional teardowns/rebuilds
- Designate downtown buildings – Archainiam Hall, Flat Iron Building, and town-owned properties – Triangle Park
- Historic downtown commercial buildings add to Westfield charm
- Wonderful slate sidewalks – require same replacement when seeking to improve, incentivize where those sidewalks used to exist – replace with slate.

Regulation & Incentives

- Incentives to be/stay designated
- Incentives – tax incentives; financial incentives
- Concerns over additional regulation on private property: color I can paint my house; can I build an addition or not



The Town of Westfield Master Plan
Reexamination Report
Public Participation Summary for the
April 29th Community Workshop

Prepared By:



architects + engineers
practical approach. creative results.

Workshop Date:
April 29, 2019

Prepared Date:
May 8, 2019



Community & Public Participation

Purpose

This Master Plan Reexamination Report cannot be written, nor recommendations made without input from the people who live, work, and visit Westfield. Without valuable public input, this document will not accurately represent the wants and needs of Westfield residents. The Master Plan Reexam Team (H2M (*lead*) and TimHaahs) is working hard to obtain ideas, opinions, feedback, and concerns from the public throughout the year long Master Plan Reexamination process using “high touch” to “high tech” approaches, ranging from traditional workshops to online engagement. This collaborative approach provides community insight on the future of Westfield.

Community Workshops

A Master Plan Reexamination Steering Committee comprised of Westfield community leaders is helping to guide the Master Plan Reexam process. The Steering Committee, upon their first meeting in December 2018, believed input from several active Town organizations separate from public workshops would benefit the Master Plan Reexamination process. The Town of Westfield and the Master Plan Reexam Team planned six community workshops, four to occur in the beginning of the process to gather information and two additional meetings at the end to provide a “feedback loop” for residents.

The first public Community Workshop was held on March 21st at the Edison School Cafeteria, where approximately 70 people attended and the second workshop was held on Wednesday April 3rd at Town Hall in the Community Room, where approximately 90 people attended. The April 24th Community Workshop was held at the Edison School Cafeteria where 96+ people attended. The fourth and final community workshop during this first phase of community outreach was held at Town Hall in the Community Room where approximately 20 attended. All workshops ran from 7pm to 9pm in the evening.

The Master Plan Team and Town of Westfield will be attending the Spring Fling on Sunday May 5th to continue outreach efforts.

In the fall, the Master Plan Team will hold two Town-wide public meetings to discuss the draft of the plan and gain feedback on the Master Plan Reexamination Report’s draft goals, objectives and recommendations.



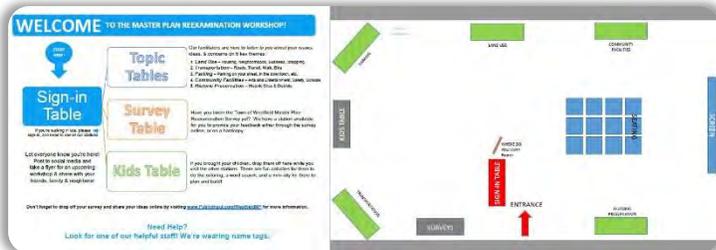


The Town of Westfield Master Plan Reexamination Report Community & Public Participation Summary for the April 29th Westfield Community Workshop



The workshop began with an introduction from Jeff Janota of H2M Associates, the consultant preparing the Master Plan Reexamination Report and head organizer of the event. Erik DeLine, Nicole Venezia and TJ Ricci, planners from H2M, were also in attendance. Also, in attendance were Nan Chen and Emily Maciejak of TimHaahs, the parking consultant.

Upon sign-in, participants were given a Master Plan Reexamination Report flyer and an orientation/room layout handout for the night's activities. While waiting to sign-in participants were asked to indicate where they lived in Westfield. Participants were then directed by team members to gather near the projector for a short introductory presentation.



Above: orientation/room layout handout;
Right: Master Plan Reexam Flyer





The Town of Westfield Master Plan Reexamination Report Community & Public Participation Summary for the April 29th Westfield Community Workshop



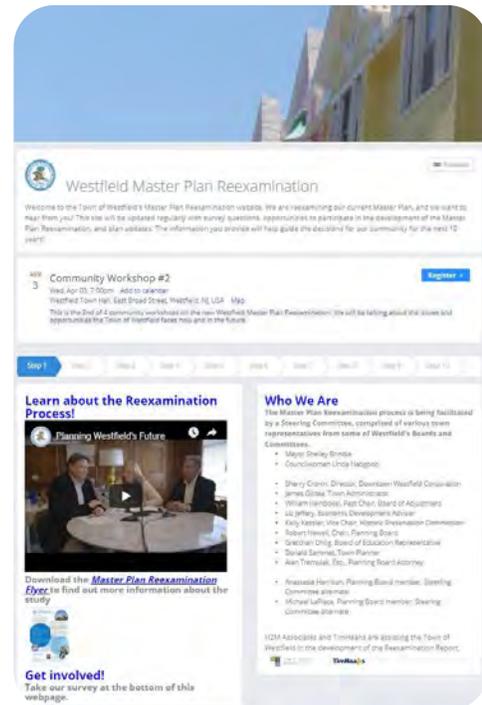
During the introduction, Jeff Janota (H2M) explained the Master Plan Reexamination Report and the purposes of the night’s workshop:

1. To gain an understanding of Westfield community issues through the eyes of residents.
2. To promote the Master Plan Reexamination Report public participation process by encouraging participants to be ambassadors to the Plan.

Erik DeLine (H2M) then explained the project’s website, <http://www.PublicInput.com/WestfieldMP> and encouraged participants to take the online survey in their free time. Erik also pointed out that the workshop included a survey table with laptops for online survey taking. Since the beginning of the survey process there have been 683 surveys submitted.

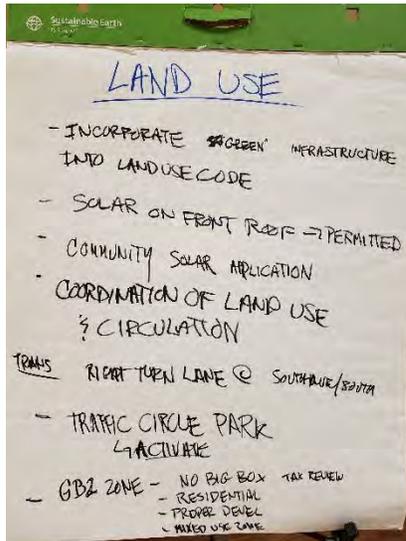
Interactive Portion

This interactive part of the workshop required workshop participants to join in conversation with the “topic table” facilitators broken out into (1) **Land Use and Economic Development**, (2) **Transportation & Parking** (3) **Community Facilities**, and (4) **Historic Preservation** to express their opinions, ideas, ask questions, and state their concerns. Each Topic Table was equipped with a handout for participants containing a 3-4 bulleted list of topics that could be discussed and a handful of guidance questions to help kickstart the brainstorming/interactive participation process. Each “topic table” was facilitated by a Master Plan Reexam Team member. A summary of issues resulting from the April 29th workshop is listed on the following pages. **Bolded** items indicate popular or repeated sentiments.





1. Land Use & Economic Development



Land Use & Economic Development concerns include:

- Incorporate “green” infrastructure into land use code
- Solar on front roof – should be permitted
- Community solar application
- Coordination of land use and circulation a priority because of traffic
- GB Zone District:
 - No big box as permitted use
 - How will tax appeals affect is L&T closes?
 - Allow residential
 - Proper density of development
 - Mixed use zone



2. Transportation

TRANSPORTATION

Promote TOD around train station
↳ Lord + Taylor rezone from GB-2a

↳ one-seat ride to NYC

↳ Better use of surface parking lots
↳ turn into retail to increase revenue + property values

↳ Better bike facilities
↳ connect to schools, DT, train station

↳ Bike parking at transit bus stops
↳ more at station

↳ more parking around station

↳ more service for B3 route

TRANSPORTATION

Need EV charging stations
↳ incorporate w/ retail

↳ ridesharing partnership w/ Uber/Lyft

↳ Make Westfield more friendly to bicyclists + pedestrians

↳ Encourage more walking by students
↳ Safe Routes to School Program

↳ Look at modifying Westfield Circle

↳ expand underpass into Central

↳ new underpasses

↳ offsite improvements from new developments

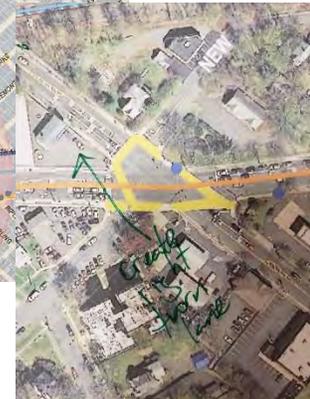
TRANSPORTATION

Specific waiting areas/lots for Lyft/Uber
↳ entrance to train station?

Create standard for sidewalks based on roadway hierarchy
↳ fill in gaps
↳ Central Ave

↳ Poor ped access into DT for Senior Complex

↳ Use chipseal to improve roadway life



Transportation concerns include:

Transit

- Designate specific waiting areas/lots for Lyft/Uber pickups/dropoffs rather than permitting it all over the downtown— possibly at the entrance to train station
- Explore ridesharing partnership with Uber/Lyft for connection to train station/downtown
- Promote TOD around train station
- One-seat ride to NYC

- More service for Bus Route 113 needed
- More parking around station
- Bike parking at bus stops, more at station

Bike & Pedestrian

- Create standard for sidewalks based on roadway hierarchy: fill in gaps; Central Ave.
- Poor pedestrian access into Downtown for Senior Complex



The Town of Westfield Master Plan Reexamination Report

Community & Public Participation Summary for the April 29th Westfield Community Workshop

- No. Chestnut between Maye & Plaza, no sidewalks
- Where entrance to YMCA is located- Mid-block crossing; better lighting; unsafe to cross; better signalization
- Make Westfield more friendly to bicyclists and pedestrians
- Encourage more walking by students – Safe Routes to School Program
- Better bike facilities: connect to schools, downtown, train station
- Westfield Circle/ E. Broad Street - problematic intersection
- E. Dudley/Lawrence and E. Dudley/Prospect – need to be 4-way stops
- N. Euclid/Kimball – People don't stop
- US-22 bus stop – dangerous for bus riders, no sidewalk (in Mountainside)
- Priscilla/Birch/W. Chestnut – dangerous intersection
- Need traffic calming on E. Broad and on Mountain Ave.

Vehicles & Roadways

- Use chipseal to improve roadway life
- Need electric vehicle charging stations – incorporate with retail
- Look at modifying Westfield Circle
- Expand underpass into Central
- New underpasses under rail line
- Rahway and Lamberts Mill – traffic light needed, can't make left onto Rahway after church, soccer, etc.
- W. Broad St/Lamberts Mill Rd (at border with Scotch Plains – Bad intersection – needs a light!
- Plaza/N. Chestnut/Benson – Bad intersection, no pedestrian marking
- Mountain/Orchard/Park intersection – confusing, hierarchy of movement needs to be established

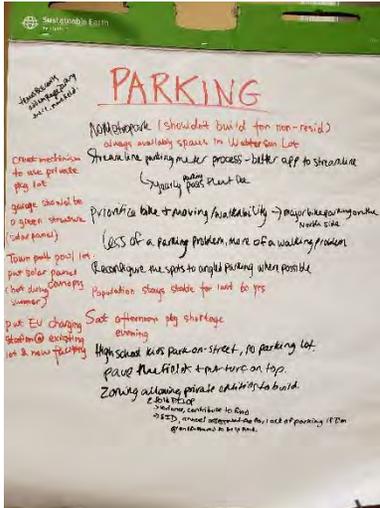
- S. Chestnut and Benson are wide streets
- Create dedicated right turn lane from Central onto North Avenue
- Create dedicated right turn lane from Central onto South Avenue

Miscellaneous

- Town should insist on offsite traffic/transportation improvements from new developments
- Lord & Taylor area should be rezoned from BG to promote TOD
- Better use of surface parking lots – turn into ratables to increase revenue and property values



3. Parking



Parking concerns include:

Downtown Parking

- Use the BOE tennis courts and field for employee parking, move field
- Watterson lot always has parking, especially in the PM
- Extend Lot #5 (behind Rialto)
- Put electric vehicle charging station at existing lot and new facility
- Only real parking shortage is on Saturday afternoons/evening, never trouble finding a spot at other times
- Reconfigure the spots to angled parking where possible to maximize number of spaces
- Less of a parking problem, more of a walking problem
- Westfield does not need to be like Metropark (shouldn't build parking structure for non-residents)
- Garage should be a green structure (solar panel)

Parking Technologies & Training

- Allow private entities to build via a PILOP program: allocation fee to offset user-paid fees in the downtown
- Streamline parking meter process – better app to streamline

- Yearly parking pass - flat fee at all lots
- Lot #4 used to be gated, would be ideal location for “pay on exit” using centralized kiosks or digital reader
- Create mechanism to use private parking lot

Community Facilities & Parking

- High school kids park on-street (they have no dedicated parking lot) so commuters and high schoolers compete for on-street parking
- Pave the fields at High School and put structured turf fields on top
- Put solar panel canopy (hot during summer) at Town Pool parking lot

Miscellaneous

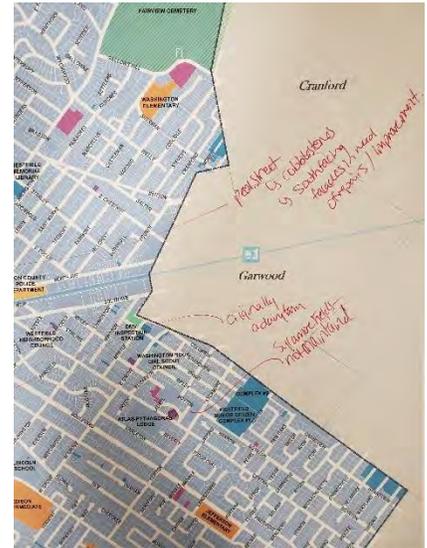
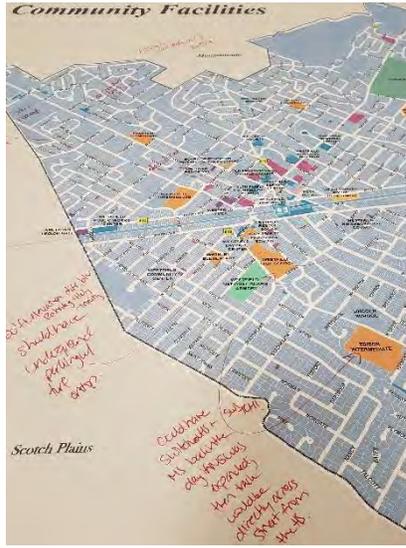
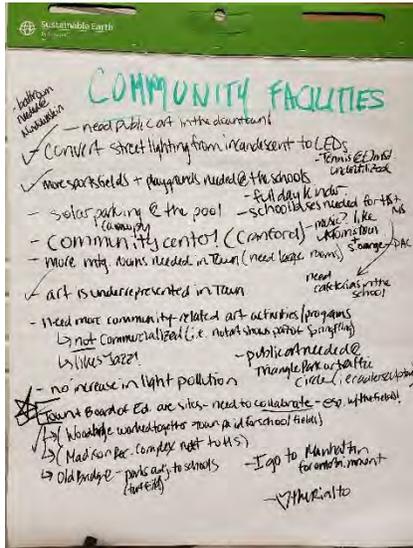
- Population stays stable for last 60 years
- Prioritize bike and moving (walkability): put major bike parking on the North Side of train station (currently most is on the South side)
- Lord & Taylor has too many parking lots

Residential Parking

- New/S. Elmer/South Ave - Apartment



4. Community Facilities



Community Facilities concerns include:

Schools

- Westfield High School: 20' ft elevation difference between Rahway & Holy Trinity; should have grade-level parking with turf on top
- Westfield High School & Edison Intermediate – could have switched these facilities back in the day – could have expanded Edison building to accommodate a high school, then track would be directly across street from the HS
- More sports fields and playgrounds needed at the schools
- Full day kindergarten
- Need cafeterias in the school
- School busses needed for High School and Middle Schools
- Westfield High School - originally a dairy farm
- Town and Board of Ed. are silos – need to collaborate – especially with the fields! Examples include: Woodbridge worked together – town paid for school fields ; Madison Rec.

Complex next to HS ; Old Bridge – parks adjacent to schools (turf field)

Community

- Need a community center! (like Cranford's)
- Existing Westfield Community Center is very underutilized
- More meeting rooms needed in Town (need large rooms)

Arts & Culture & Entertainment

- Need public art in the downtown!
- Music? Like Morristown and S. Orange PAC
- Art is underrepresented in Town
- Need more community-related art activities/programs but not commercialized (i.e. not art shows part of Spring Fling); public art needed at Triangle Park or traffic circle (i.e. Calder sculpture across from library); likes Jazz!
- I go to Manhattan for entertainment
- Love the Rialto
- Quimby – could be a Pedestrian Street – cobblestones; south facing



The Town of Westfield Master Plan Reexamination Report

Community & Public Participation Summary for the April 29th Westfield Community Workshop

facades in need of repairs/improvement

Community Facilities

- American Red Cross – demolished
- Lawrence area - Water retention basin (built 95) Filling in – needs dredging/lowering?
- Brightwood Park and area should stay natural; mulberry bushes were removed – should be replaced! - area between Madison/ Oaktree / Prospect

Sustainability

- Convert street lighting from incandescent to LEDS
- Solar parking canopy at the pool

- No increase in light pollution
- Westfield Conservation Center – Love battery recycling and 2nd chance toys

Safety

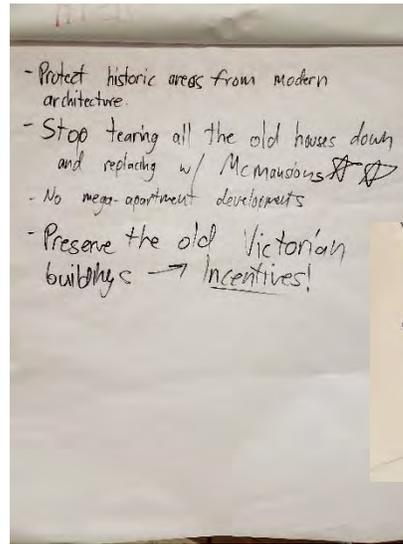
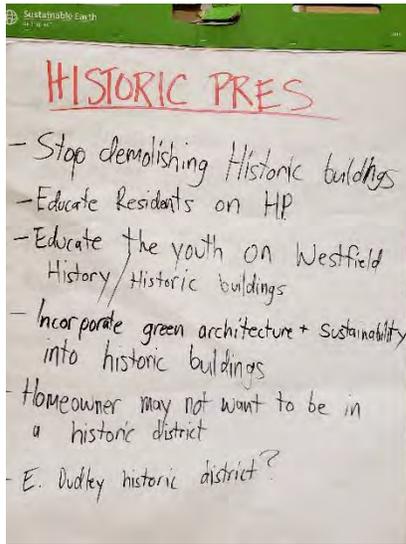
- More street lighting – Edgewood, Embre Crescent, W. Dudley area

Miscellaneous

- Westfield Public Works Center – want to know about events! Town should promote; community playhouse
- Bathroom needed at Mindowaskin
- Tennis at Elm St. underutilized
- Sycamore Fields – not maintained



5. Historic Preservation



Historic Preservation concerns include:

Demolitions

- Stop demolishing historic buildings
- Stop tearing all the old houses down and replacing with McMansions

Historic Preservation Education

- Educate residents on historic preservation
- Educate the youth on Westfield history/historic buildings

Preservation

- E. Dudley historic district?
- Protect historic areas from modern architecture

- Preserve the old Victorian buildings – Incentives!
- E. Dudley area – Charles Addams House, Kimball Ave. historic district, Frenchy Keeler House

Miscellaneous

- Incorporate green architecture and sustainability into historic buildings
- Homeowner may not want to be in a historic district
- No mega-apartment developments



The Town of Westfield Master Plan Reexamination Report
Community & Public Participation Summary for the April 30th Westfield Community Workshop



The Town of Westfield Master Plan
Reexamination Report
Seniors - Public Participation Summary for the
April 30th Community Workshop

Prepared By:



architects + engineers
practical approach. creative results.

Workshop Date:
April 30, 2019

Prepared Date:
May 7, 2019



Community & Public Participation

Purpose

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Community Workshops

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The Master Plan Team and Town of Westfield will continue outreach efforts at the Spring Fling on Sunday May 5th.

In the fall, the Master Plan Team will hold town-wide public meetings to discuss the draft of the plan and gain feedback on the Master Plan Reexamination Report’s draft goals, objectives and recommendations.

The workshop began with an introduction from Jeff Janota of H2M Associates, the consultant preparing the Master Plan Reexamination Report and head organizer of the event.

Upon sign-in, participants were given a Master Plan Reexamination Report flyer. Mr. Janota facilitated conversation amongst the attendees.

A summary of issues resulting from the April 30th workshop is listed on the following pages. **Bolded** items indicate popular or repeated sentiments.





Land Use & Economic Development

- **Need entertainment & experiential retail**
- **Need different building typology (more condos and townhomes)**
 - Allow options for people stay in town
 - More senior housing
- **Address tear downs that are creating overcrowding**
- Too many cookie cutter homes, need additional styles
- **Need “sense” of place**
- New homes should provide functional front porches, allows interaction between public and private realm
- Improve the quality of vender sales at the spring and fall fairs.
- Rental prices too high for businesses and residents
- Need Design Guidelines -Pastel colors on Elm Street not appropriate
- Green infrastructure and sustainability needs to be incorporated into master plan

Transportation

- Address condition of sidewalks/enforcement of problems
- Continuation of sidewalks
- **Street tree standards**
- Builders damaging the roads should be required to fix them
- Lack of sidewalks and tree maintenance causes hazardous conditions

Parking

- Need handicap spots in downtown, not just in parking lots
- Need additional 5-10-minute parking availability in front of stores
- Understand the benefits of a parking garage
- **Need more downtown parking**
- Make the South Side Train parking lot into a 2-3 story garage
- Electric charging stations needed

Community Facilities

- Add solar panels to the roofs of municipal buildings
- **Need community center & senior center**
- Need senior programs to help seniors moving
- Ice rink was a great idea – needs to be an annual item



Open Space/Sustainability

- Tree preservation & plan ordinance (preserve large trees)
- Trees on Main Street/Community Area need to be replanted
- Improve picnic area in Tamaques Park
- Tree planting program should be developed. Plant trees on sides of street where no utility lines exist
- Safety concerns for chemicals used in parks
- Free-tree program for property owners
- Look for other ways to make Westfield a leader in the climate change problem
- Remove the ordinance that bans solar panels from facing the street
- Park system is great, we should keep it and improve as needed

New Ordinance Summary:

- Public Arts Commission (Developers to contribute to public arts fund)
- Road Ordinance
- Tree Ordinance (Improved Streetscapes)



Townwide Master Plan Reexam Summary Meeting

Earlier this year, the Town of Westfield launched its **Master Plan Reexamination** to shape the physical, social, environmental, and economic future of the Town. The Master Plan Reexam will provide a framework for preserving the Town's character, ensuring its diversity, supporting investment, and promoting desired changes, and we need your help.



What is a Master Plan Reexam?

A Reexamination Report is a reassessment of a municipality's current Master Plan, which is required by law to be conducted at least every 10 years. The report documents what changes and problems have taken place since the last Master Plan, and identifies new recommended objectives and policies for consideration by the Town.

The last time the Town of Westfield drafted a full Master Plan was in 2002, and the Town last reexamined the Master Plan in 2009. The Master Plan Reexam is on track to be adopted in December 2019.

Next Steps

- Westfield held four community workshops to gather feedback from residents.
- We've compiled your ideas, issues, and concerns from the workshops and survey.
- We will use our expertise in planning to draft the new Reexamination Report.

Join Us

**Town-wide Reexamination
Summary Meeting**
October 2, 2019
7pm at the Town Hall
Community Room



The Reexam will result in revised **Goals & Objectives** & a new Town-wide **Vision Statement**



The Reexam covers the Elements of the Master Plan:

- Land Use
- Transportation & Parking
- Housing
- Downtown Economic Development
- Community Facilities
- Historic Preservation



Visit the project website
www.PublicInput.com/WestfieldMP



TOWN OF WESTFIELD MASTER PLAN REEXAMINATION

SUMMARY

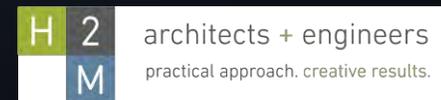
OCTOBER 2, 2019

WHAT IS A MASTER PLAN REEXAMINATION?

- A **Reexamination Report** examines the issues identified in the last Master Plan (2002) and identifies new issues. It is not a comprehensive Master Plan.
- Elements examined include:
 - Land Use
 - Circulation
 - Housing
 - Economic Development
 - Community Facilities
 - Historic Preservation
- Recommendations will provide land use policy changes and ordinance changes

Element Strategy Plan					
	Strategy	Implementing Party	Priority Level	Completed	Year Completed
Strategy Category					
1	Strategy	Borough and/or partner	Priority 1 Priority 2 Priority 3	✓	insert year

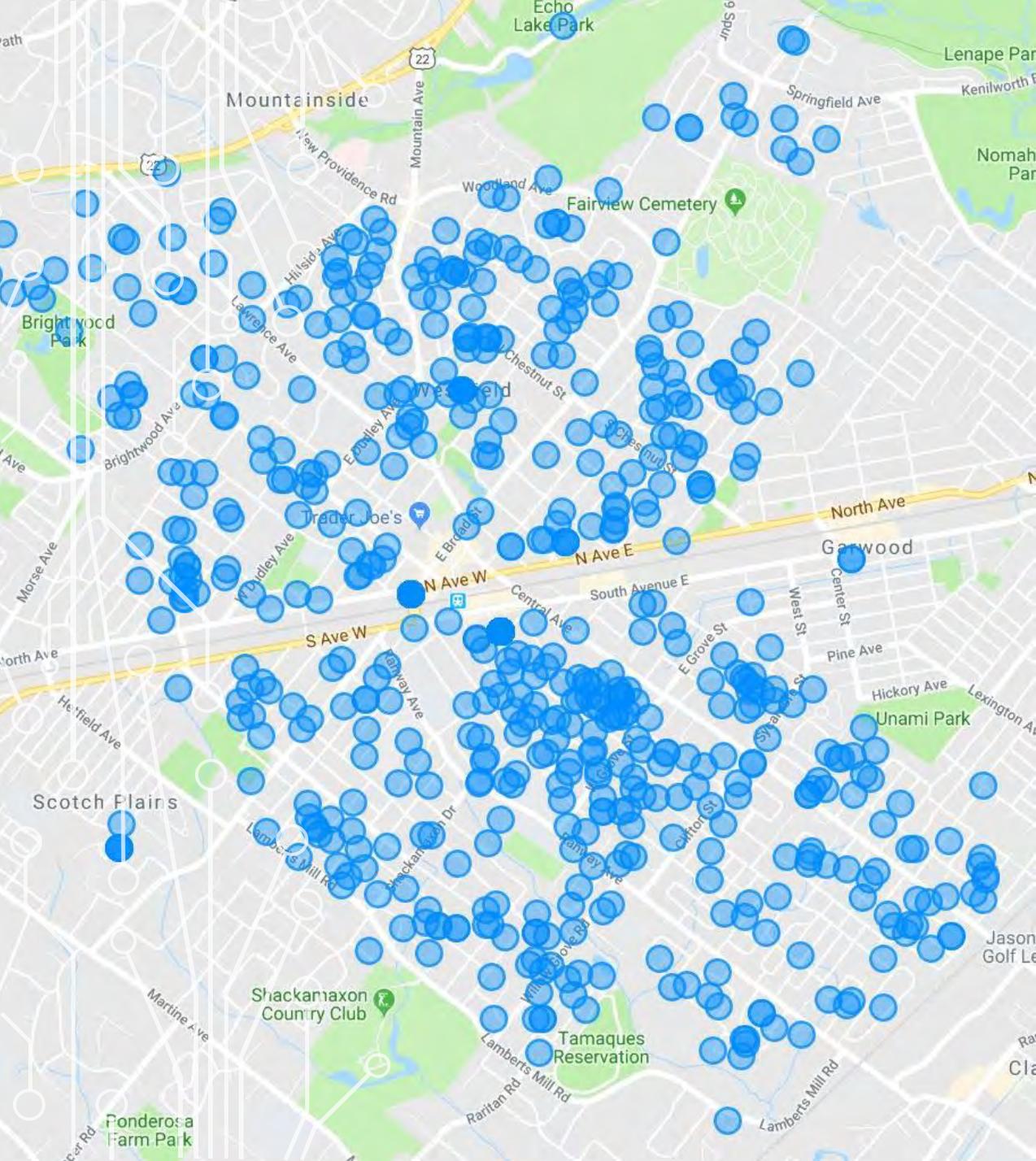
Westfield hired a team of consultants to complete the Reexamination Report:



PROJECT REVIEW

- We kicked off the **Reexamination Report** in December 2018
- We engaged with the community:
 - Stakeholder Committee Meetings
 - 1 PublicInput.com survey (January-September)
 - 1 Stakeholder Visioning Workshop (February)
 - 4 Public Community Workshops (March – April)
 - 2 Focus Group Meetings with Seniors and Business Owners (April and September)
 - 1 Planning Board Update (July)
 - 1 Town-wide Reexamination Summary Meeting **TONIGHT**
- **Westfield intends to adopt the Reexamination Report in December 2019**





SURVEY RESULTS BY THE NUMBERS

- **783** Survey Participants
- **66,884** Responses
- **4,565** Comments
- **282** E-mail Subscribers

WHO PARTICIPATED



33% are ages 45-54 years old



38% have lived in Westfield for more than 21 years



83% are first generation Westfield



95% live in single-family home



80% married, with children



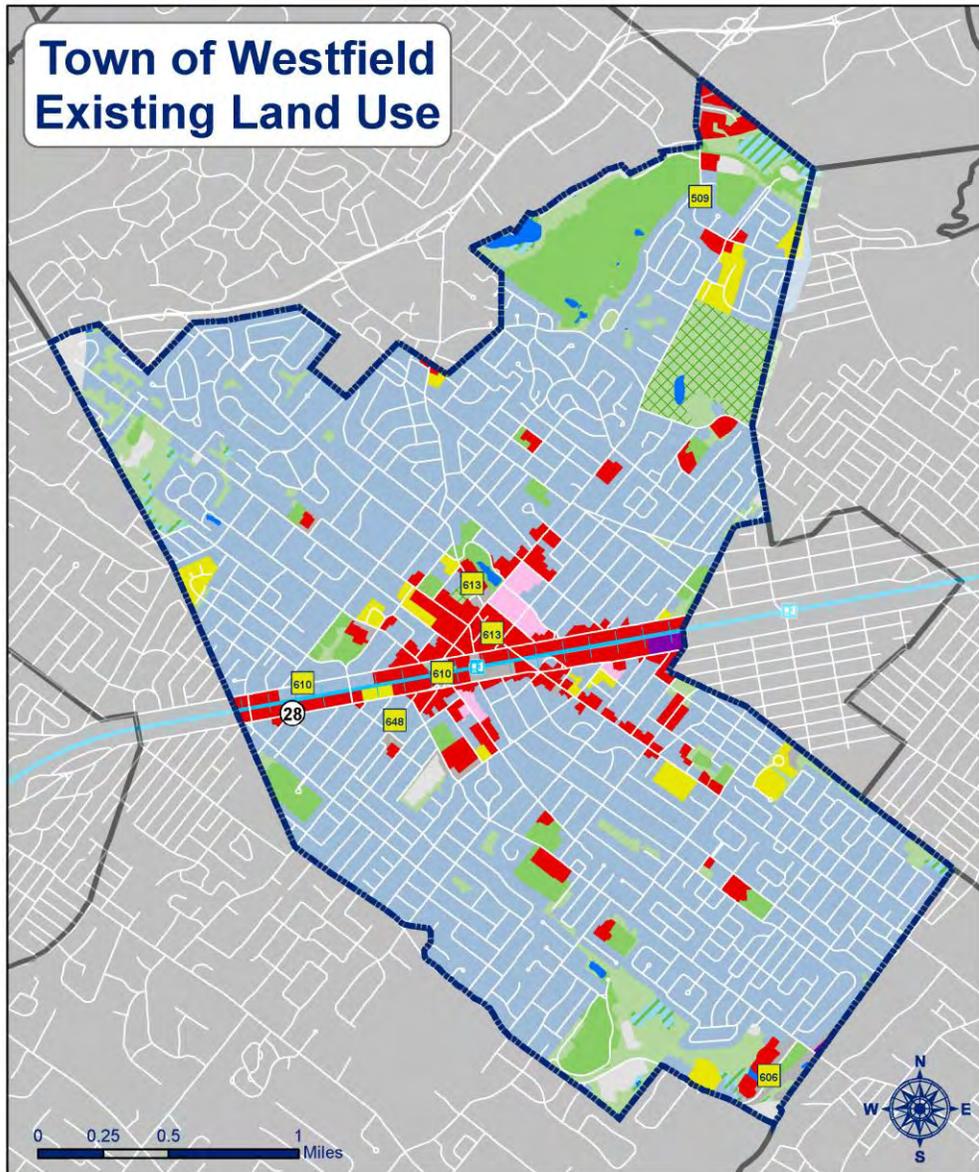
27% work in New Jersey (outside of Union County) and **24%** work in NYC

WHY WESTFIELD

Why people moved to Westfield

1. School system (82%)
2. Downtown (70%)
3. Community character (54%)
4. Quality of life (51%)
5. Availability of train (48%)

Town of Westfield Existing Land Use



LAND USE & HOUSING ISSUES

- Residential teardowns/intensification of building coverage (**49% very important**)
**When asked to rate a list of issues affecting Westfield (rated 4th)*
- Redevelopment, i.e. better utilize south side train station parking lot
- Increase density of downtown
- Encourage mixed-use
- Need streetscape amenities

DEVELOPMENT STRATEGIES

Strongly Encourage

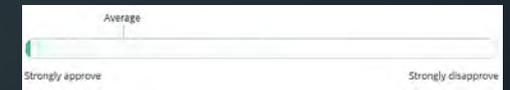
- Redevelopment (47%)
- Restoration of existing homes (43%)
- Attract Major Employers (36%)

HOUSING TYPES

**On Average,
where 100 is Strongly Approve
and 0 is Strongly Disapprove*

Average Approval Rating

- Single-Family (79/100)
- Mixed Use (54/100)
- Senior Housing (50/100)
- Duplex (36/100)
- Townhouse (35/100)
- Apartment (34/100)



RECENT
DEVELOPMENT
CHANGES

Very Unsatisfied

- Subdivision of larger lots (52%)
- Teardowns of homes to build larger homes (31%)

KEY LAND USE & HOUSING RECOMMENDATIONS

- Increase demo permit fees to hire a teardown specialist
- Reexamine zoning regulations to keep new construction in scale with existing neighborhoods ; consider Floor Area Ratio (FAR) regulations
- Use redevelopment tools on existing underutilized sites
- Provide for mixed-use structures over multi-family buildings, where feasible
- Encourage Transit Oriented development near to the train station
- Complete a Unified Land Use and Circulation (ULUC) Plan

TRANSPORTATION ISSUES

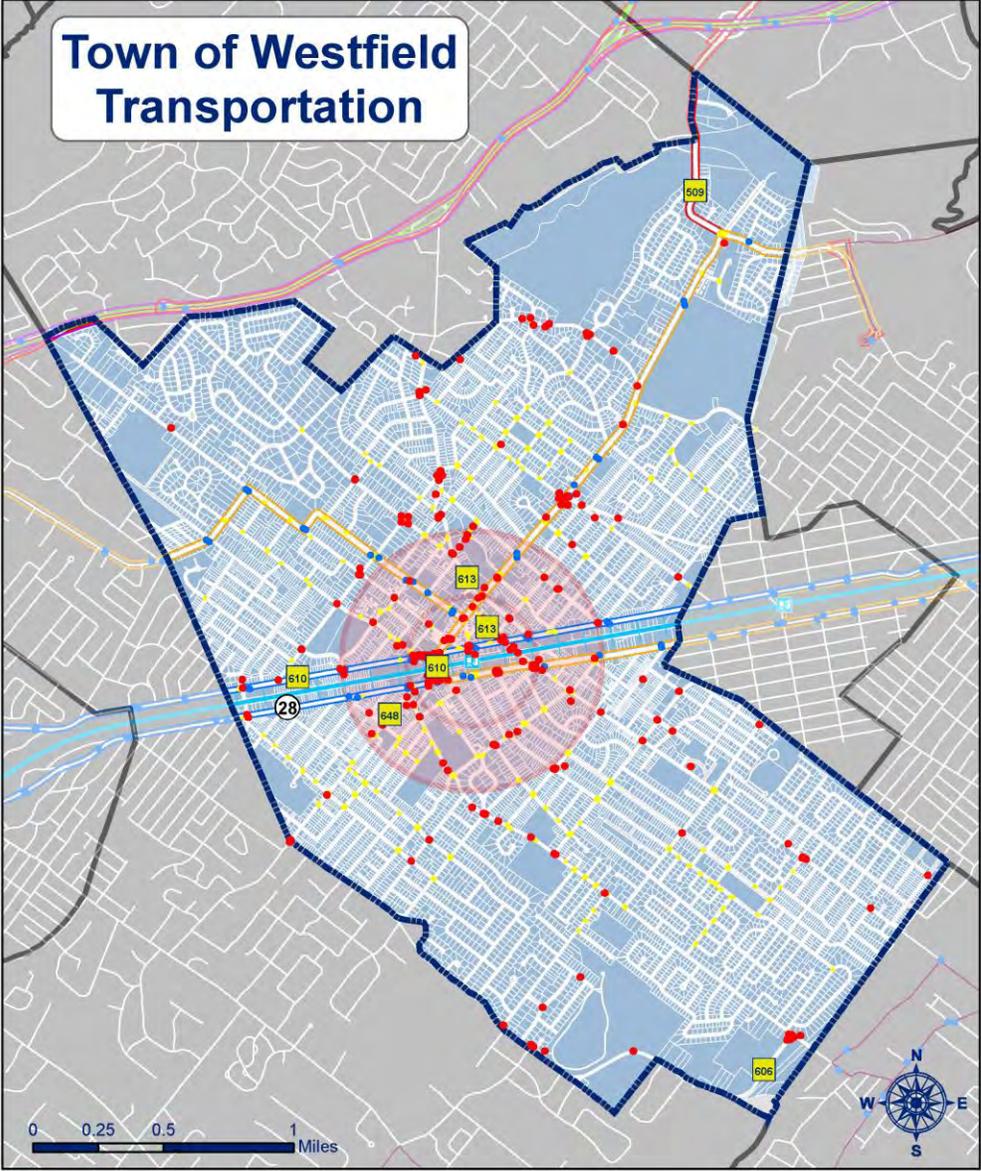
- **One-seat passenger rail service to Manhattan (68% very important)**

**When asked to rate a list of issues affecting Westfield (rated 1st)*

- **Parking in the Downtown (52% very important)**

**When asked to rate a list of issues affecting Westfield (rated 3rd)*

- **Biking and walking facilities and amenities**



IMPROVING MOBILITY

**When asked how Westfield should improve mobility?*



**IMPROVE
BIKING AND
WALKING
CONDITIONS**
(64%)



**ADD MORE
PARKING IN
THE
DOWNTOWN**
(59%)



**ADD MORE
STREETScape
AMENITIES**
(48%)



**IMPROVE
TECHNOLOGY –
I.E. BETTER
TRAFFIC
LIGHTS/SIGNAL
TIMING** (43%)

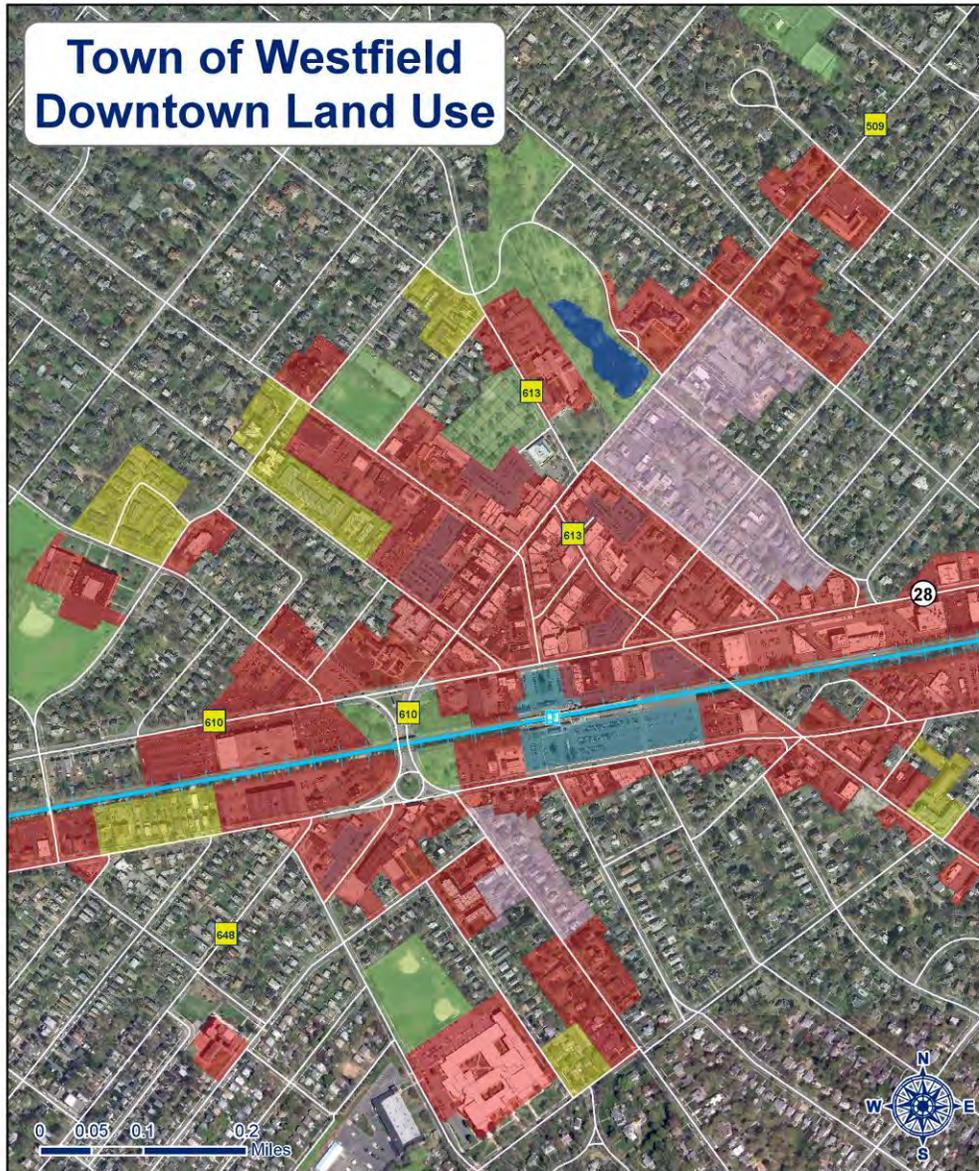


**IMPROVE
ACCESS TO THE
TRAIN STATION**
(35%)

KEY TRANSPORTATION RECOMMENDATIONS

- Complete a Unified Land Use and Circulation (ULUC) Plan
- Promote transit-oriented development
- Develop streetscape design standards
- Develop sidewalk fund and PILOP program
- Add more bike racks to downtown
- Advocate for one-seat ride
- Explore the potential for a parking structure in downtown

Town of Westfield Downtown Land Use



DOWNTOWN ECONOMIC DEVELOPMENT ISSUES

- Availability of goods and services downtown (**48% very important**)

**When asked to rate a list of issues affecting Westfield (rated 5th)*

- Could use more entertainment establishments (**61%**)
- Could use more restaurants (**56%**)

DEVELOPMENT TRENDS

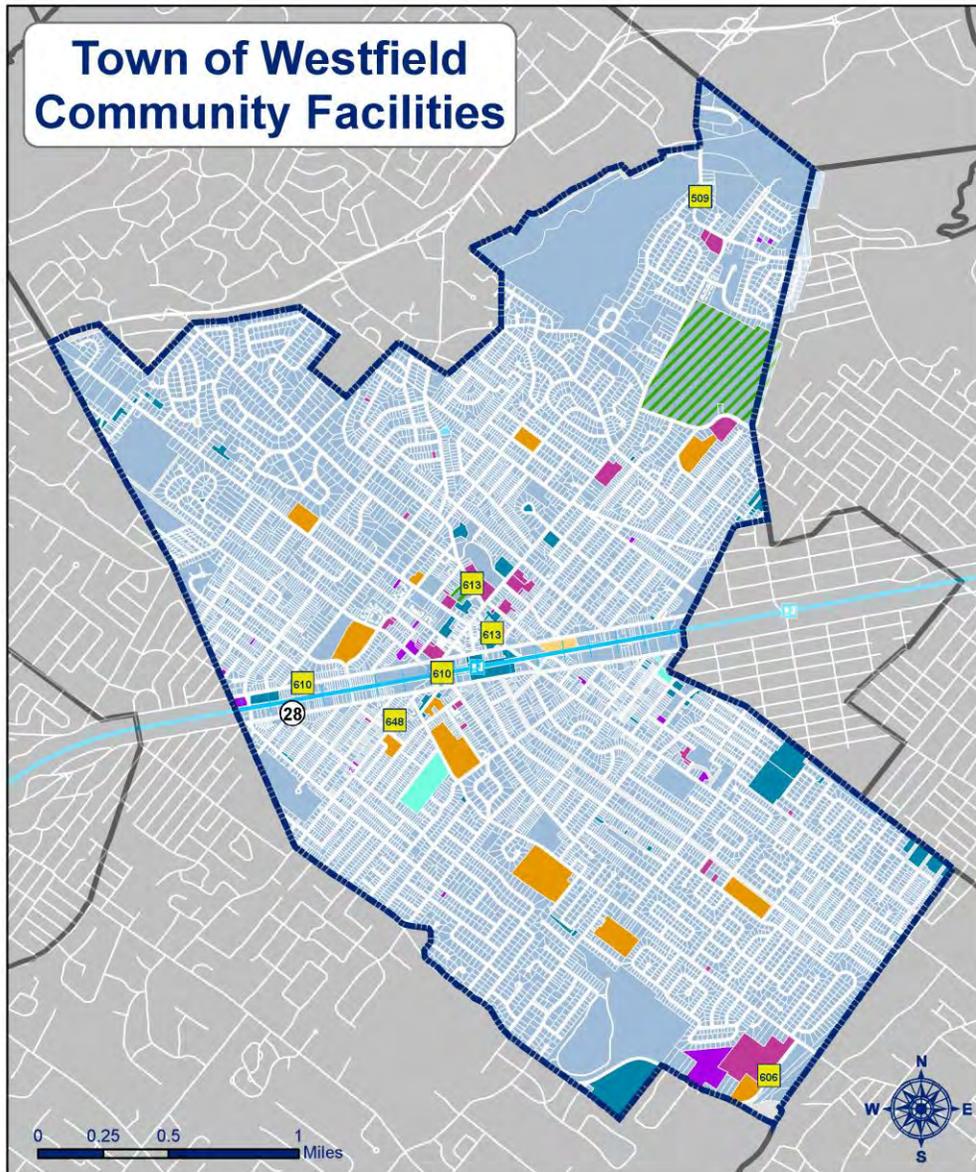
Strongly Approve

- Rooftop bars/lounges (56%)
- Rooftop gardens (48%)
- Microbreweries/distilleries in the Downtown (47%)
- Rooftop residential terraces and patios (43%)
- Sustainable development requirements (27%)

KEY ECONOMIC DEVELOPMENT RECOMMENDATIONS

- Continue to support the Downtown Westfield Corporation (DWC)
- Explore areas of “placemaking” in downtown
- Improve the pedestrian realm with street furniture, planters, shade trees, etc.
- Encourage and help facilitate pop-up public spaces in vacant storefronts
- Support façade improvement programs
- Attract major employers looking to locate in non-traditional workplace environments, like downtowns

Town of Westfield Community Facilities



COMMUNITY FACILITY ISSUES

- Condition of parks and recreational facilities (**57% very important**)

**When asked to rate a list of issues affecting Westfield (rated 2nd)*

- Need a performing arts/cultural/community center
- Sustainable practices ; **70%** respondents said local code should require green building construction techniques

TECHNOLOGY

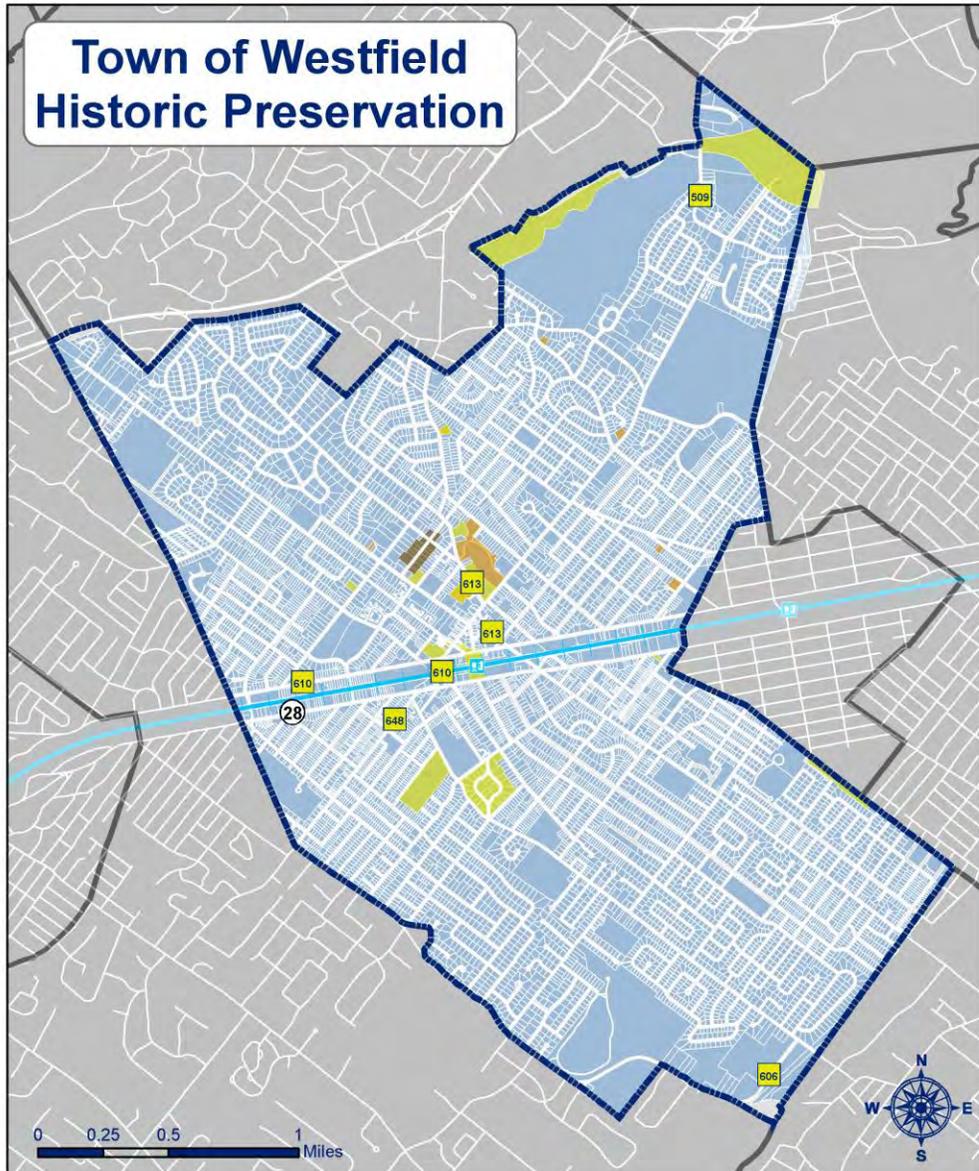
What technology services should Westfield implement?

1. Free wi-fi in downtown (53%)
2. Register and pay parking permits online (52%)
3. Submit building permits online (51%)
4. Report issues online (49%)
5. Advanced parking tech (46%)

KEY COMMUNITY FACILITY RECOMMENDATIONS

- Implement the recommendations from the *Parks Strategic Plan*
- Invest in technology across civic departments that will increase efficiency, promote civic engagement, and transparent government
- Relocate Fire Department Headquarters
- Consider a Town Community Center
- Encourage installation of public art and murals throughout Town
- Complete various “green” audits of Town-owned properties, encourage green purchasing, and other sustainable recommendations

Town of Westfield Historic Preservation



- Historic Properties
- Local Historic Landmark
- Historic District

HISTORIC PRESERVATION ISSUES

- Residential teardowns/intensification of building coverage (**49% very important**)

**When asked to rate a list of issues affecting Westfield (rated 4th)*

- Historic Preservation is a worthwhile goal for the Town (**80% Yes**)
- Lack of communication about benefits of historic preservation



**BUILDINGS OR
AREAS THAT
SHOULD BE
DESIGNATED
HISTORIC**

- 1. Stoneleigh Park**
 - 2. Boulevard**
 - 3. Dudley**
 - 4. Wychwood**
- 
- 

HISTORIC PRESERVATION RECOMMENDATIONS

- Continue to locally designate historic sites and districts
- Maintain list of historic structures and “threatened” homes that may be demolished
- Encourage adaptive reuse of historic structures
- Educate property owners on benefits of historic designation
- Explore adoption of architectural regulations

NEXT STEPS

- H2M to continue to draft the **Reexamination Report** and provide draft to Town
- Town of Westfield to provide initial feedback
- Draft Reexamination Report to be posted online for public review and comment
- **Westfield intends to adopt the Reexamination Report in December 2019**



SURVEY WINNERS

Survey Participants were entered to win a
Town of Westfield Smart Card worth \$50.

The winners are....

Joanna Rice

Alyson Twilley



STAY UPDATED ON ALL WESTFIELD INITIATIVES

Join us in
December at the
adoption
hearing

- **Reexamination Report** *(survey closed)*
www.PublicInput.com/WestfieldMP
- **Parks Plan** *(survey closed)*
www.PublicInput.com/WestfieldParks
- **Walk/Bike Westfield** *(survey closes in 2 days)*
www.WestfieldNJ.gov/BikePlan

APPENDIX D

Bike/Walk W

Bike Walk Westfield

Bicycle and Pedestrian Plan

**Council Meeting
November 12, 2019**



Elm St

ONE WAY
RED



Agenda

- Study Overview
- Community Outreach
- Recommendations
- Implementation



Study Overview



Project Background

- Funded through NJDOT Local Planning Assistance grant
 - *Consultant Team: WSP w/ Susan G. Blickstein*
- Scope expanded to Town-wide plan
- Kicked off in May 2019
- Complements Westfield's **“Year of the Pedestrian”** designation and on-going planning efforts



Study Purpose

- Evaluate existing bicycle and pedestrian networks
- Develop planning-level recommendations to improve pedestrian/bicycle safety and mobility
- Adopt and implement plan



Benefits of Active Transportation



Health



Transportation
Choices



Safety



Environment



Equity



Mobility



Economic
Vitality



Livability



Community Outreach

Study Advisory Committee

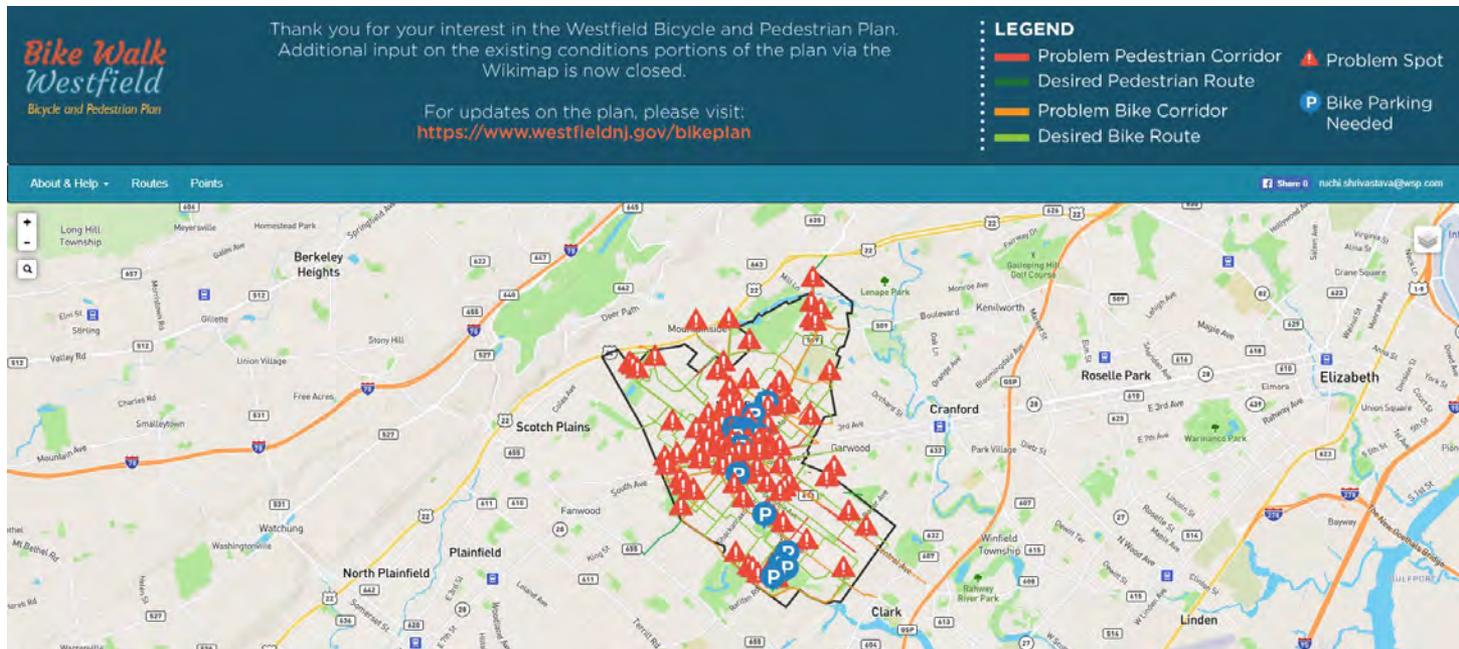
- Provided local input on goals, issues, objectives
- Provided feedback on draft products
- Assisted in the community outreach component

Community Survey

- Survey opened from June 7th – August 1st
- 447 responses:
 - *Majority live (92%) in Westfield*
 - *About one-third (37%) live and work in Westfield*
- The survey provides window into local travel modes, perceptions of safety, and locations for improvement

Wikimap Online Mapping

- Wikimap open from June 4th – August 1st
- 1,133 interactions, 268 points, and 147 lines



Community Meeting #1

- Held on July 8, 2019
- ~40 people attended
- Open-house format:
 - *Display boards on existing conditions*
 - *Wikimap and Survey station*



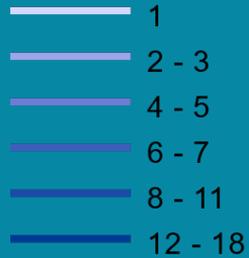
Community Meeting #2

- Held on **September 19, 2019**
- ~40 people attended
- Open-house format:
 - *Display boards with proposed recommendations*
 - *Comment form for feedback*

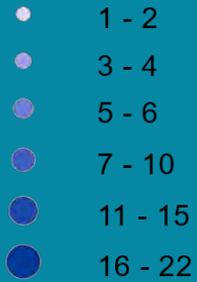


Public Input

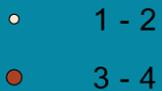
Desired and Problem Corridors



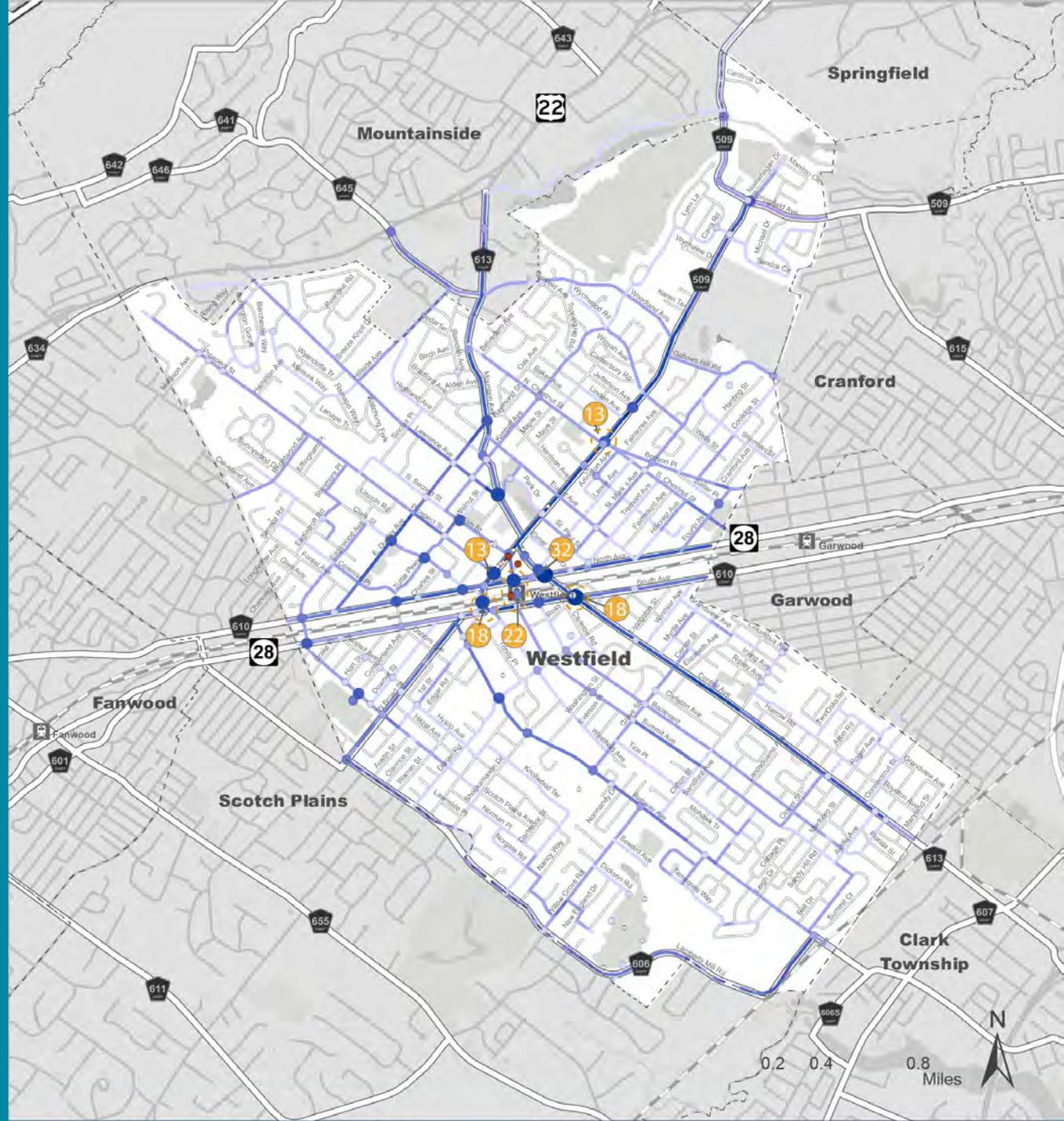
Problem Spots



Bike Parking



*Bike Walk
Westfield*
Bicycle and Pedestrian Plan



Recommendations





Pedestrian Improvements

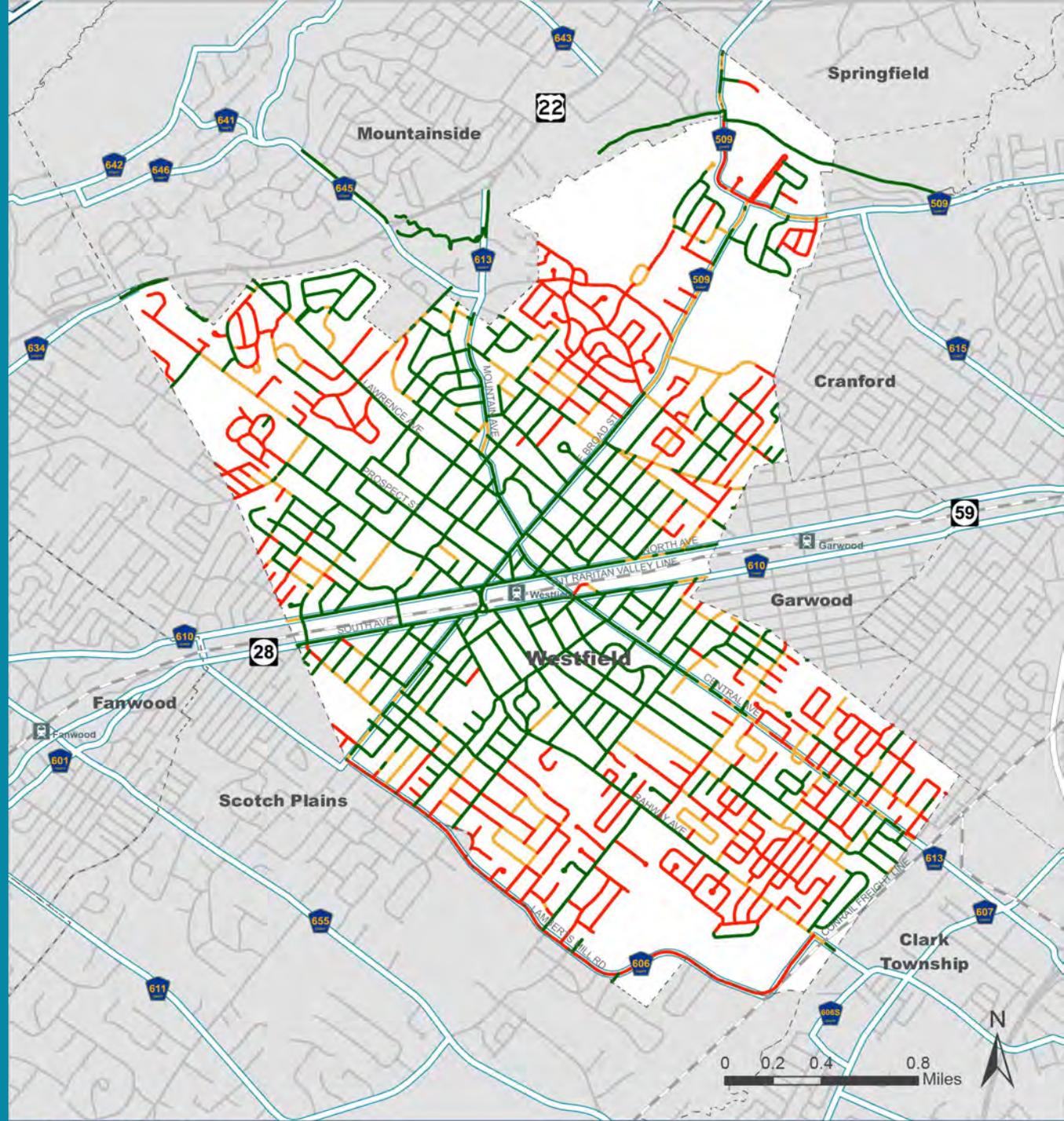
Sidewalk Gap Assessment

Existing

- Both sides
- One side
- No sidewalks

Source: WSP Inventory

*Bike Walk
Westfield*
Bicycle and Pedestrian Plan



Sidewalk Gap Assessment

Prioritized SW Plan

Sidewalk Priority

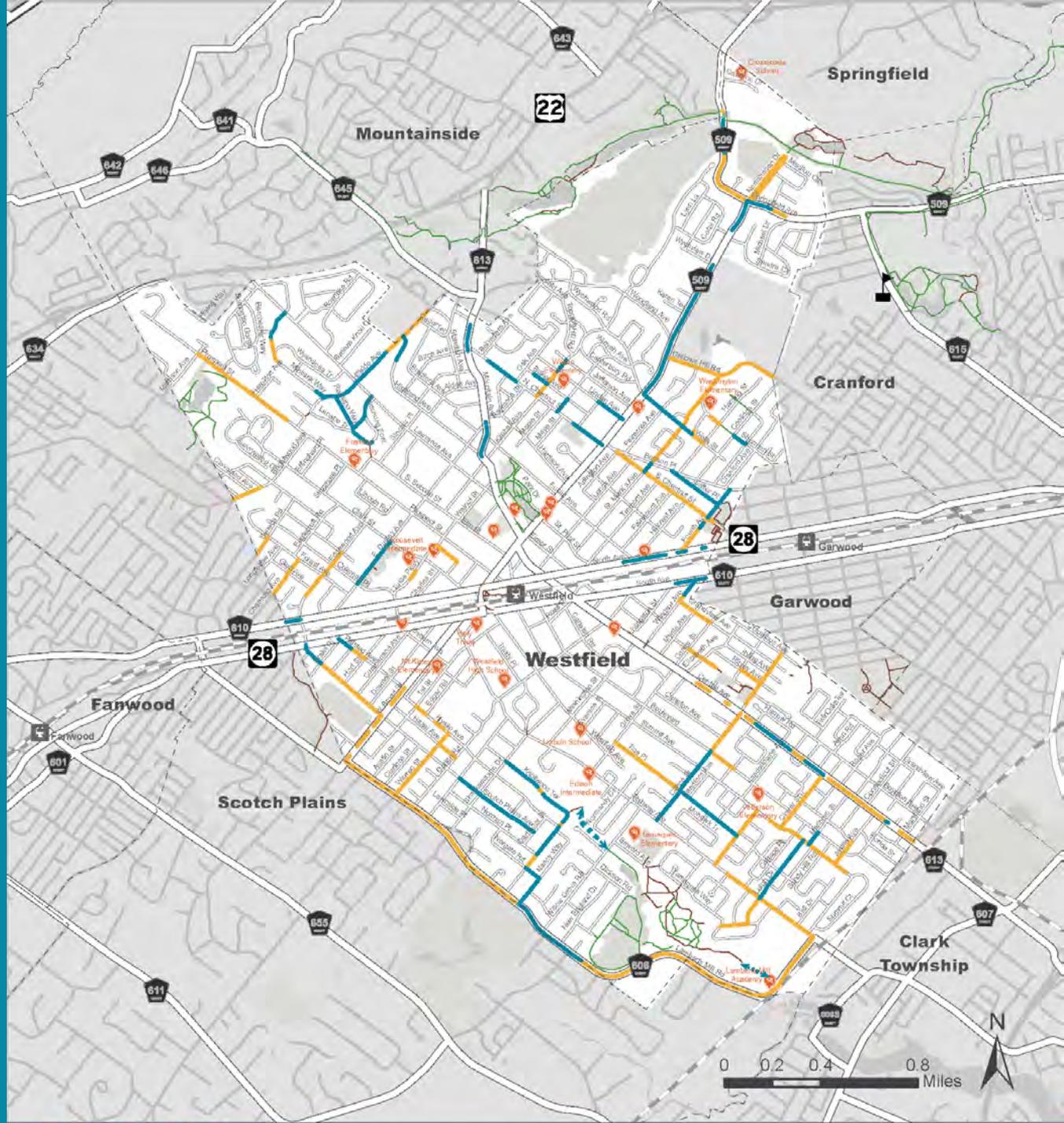
- Short Term (High Priority)
- Medium/Long Term (Low Priority)
- Proposed Paved Path

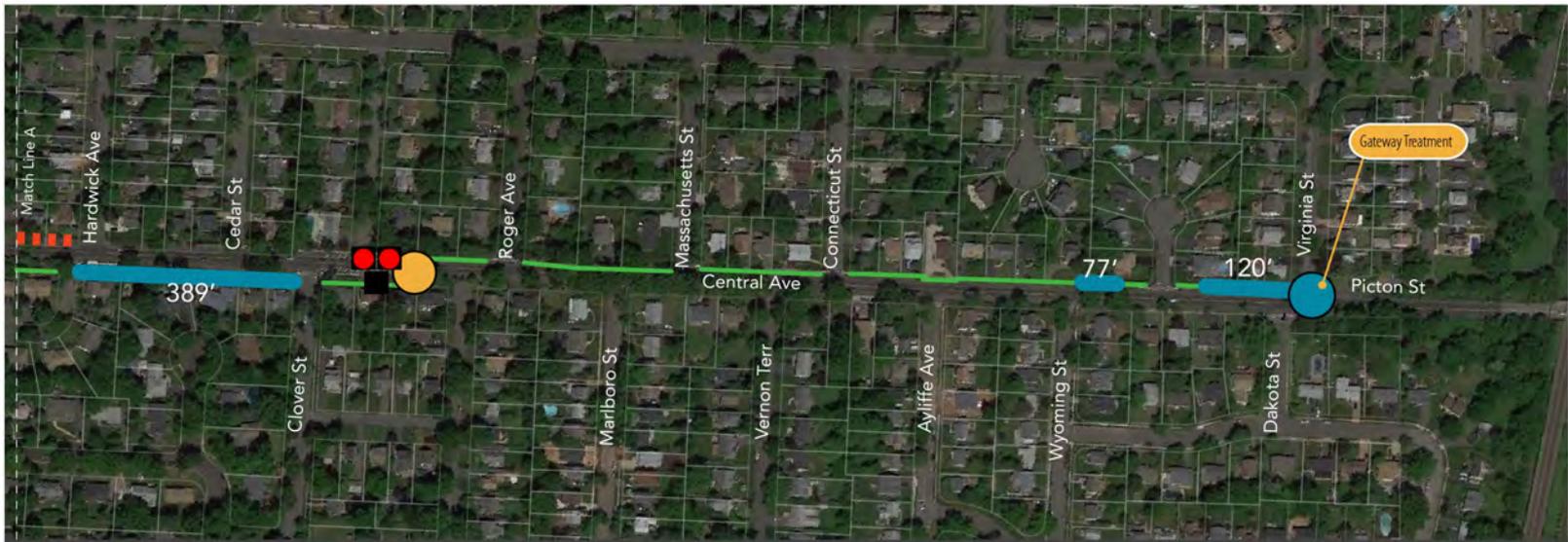
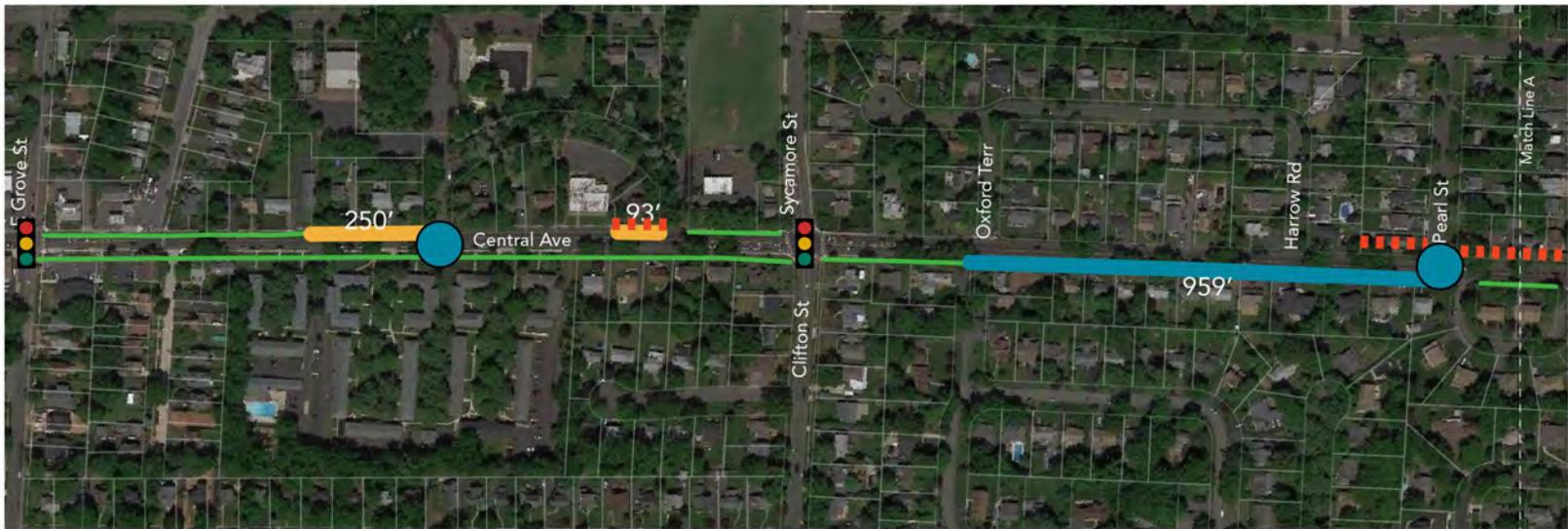
Existing Path

- Paved Path
- Unpaved Path

Source: WSP Inventory

*Bike Walk
Westfield*
Bicycle and Pedestrian Plan





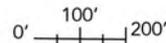
Central Avenue Recommendations

***Bike Walk
Westfield***
Bicycle and Pedestrian Plan

- Sidewalk High Priority
- Sidewalk Medium Priority
- Existing Sidewalk

- - - - Steep Slope
- Existing Crossing
- Proposed Crossing

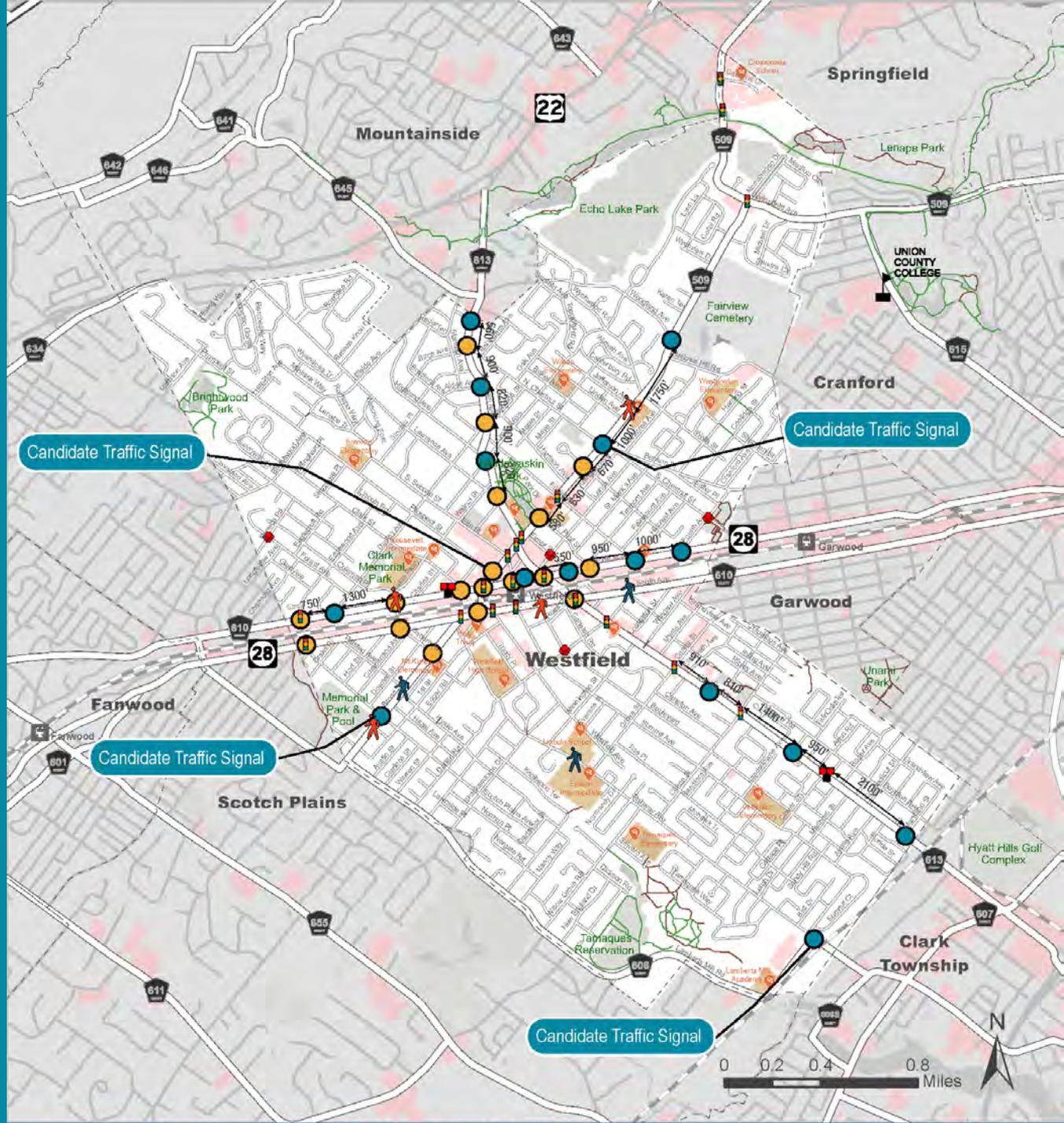
- ● Pedestrian Hybrid Beacon
- ● ● Traffic Signal



Enhanced Crossings

- Existing Crossing Improvements
- New Crossing
- Stop Sign
- 🚦 Traffic Signal
- 🚶 RRFB
- 🚶 PHB

*Bike Walk
Westfield*
Bicycle and Pedestrian Plan



Enhanced Pedestrian Crossings



- High-visibility crosswalks
- Intersection daylighting

Standard



Ladder



Continental





Right turn visibility conflicts and Right Turn on Red allowed

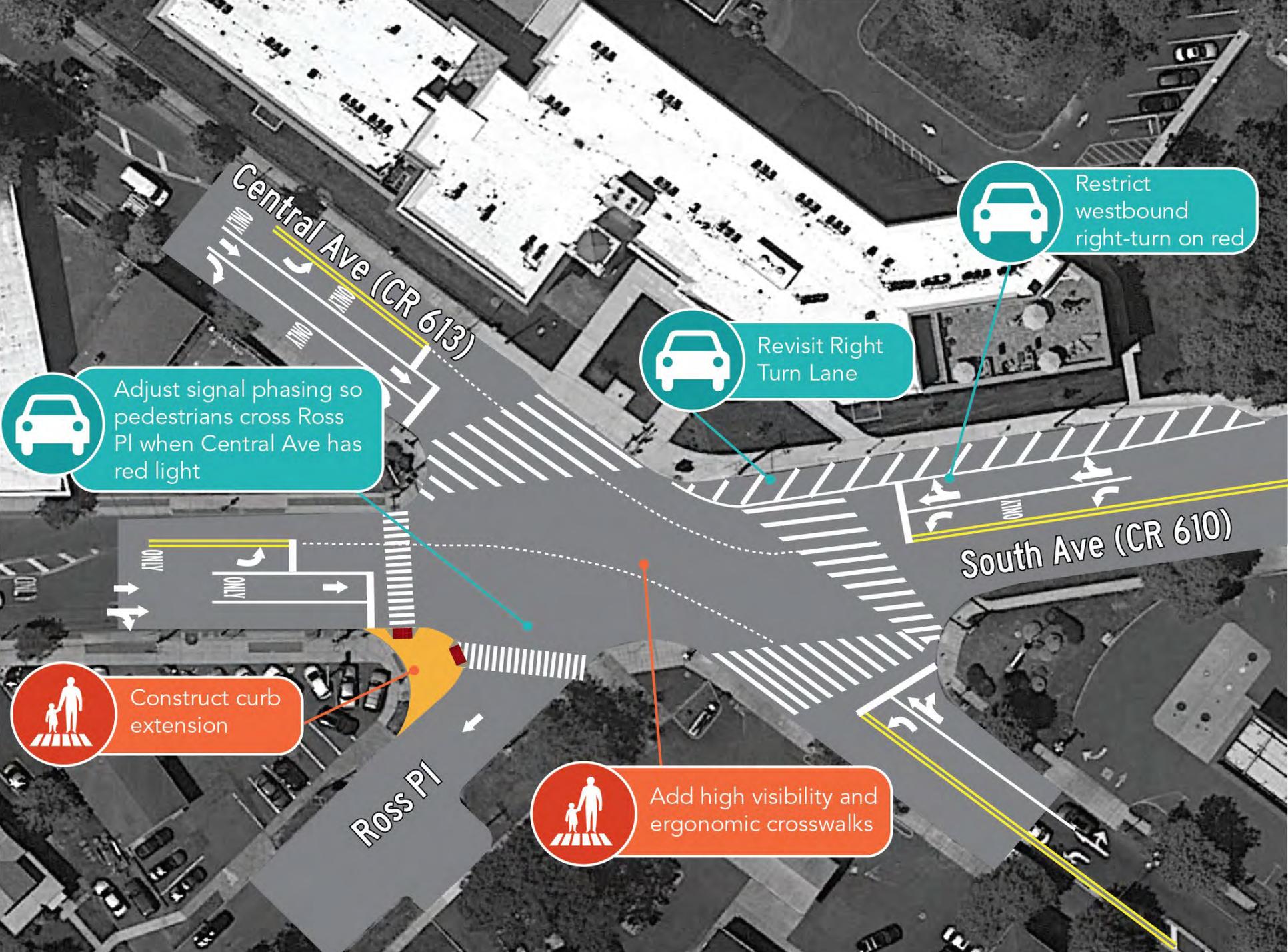


Crosswalk set too far back

Pedestrian conflicts with left turning vehicles

Vehicle thru onto Ross Pl conflict with pedestrian phase

Driveway access at intersection



Central Ave (CR 613)

South Ave (CR 610)

ROSS PL

 Restrict westbound right-turn on red

 Revisit Right Turn Lane

 Adjust signal phasing so pedestrians cross Ross Pl when Central Ave has red light

 Construct curb extension

 Add high visibility and ergonomic crosswalks



Bicycle Network Improvements

Shared Lane Markings



Bicycle Boulevard



NO
DOGS
ALLOWED

S
H
A
R
E
T
H
E
R
O
A
D

SPEED
LIMIT
15

M
P
H
15

Bicycle Lane



Buffered Bicycle Lane



Shared-Use Path



Proposed Bike Network

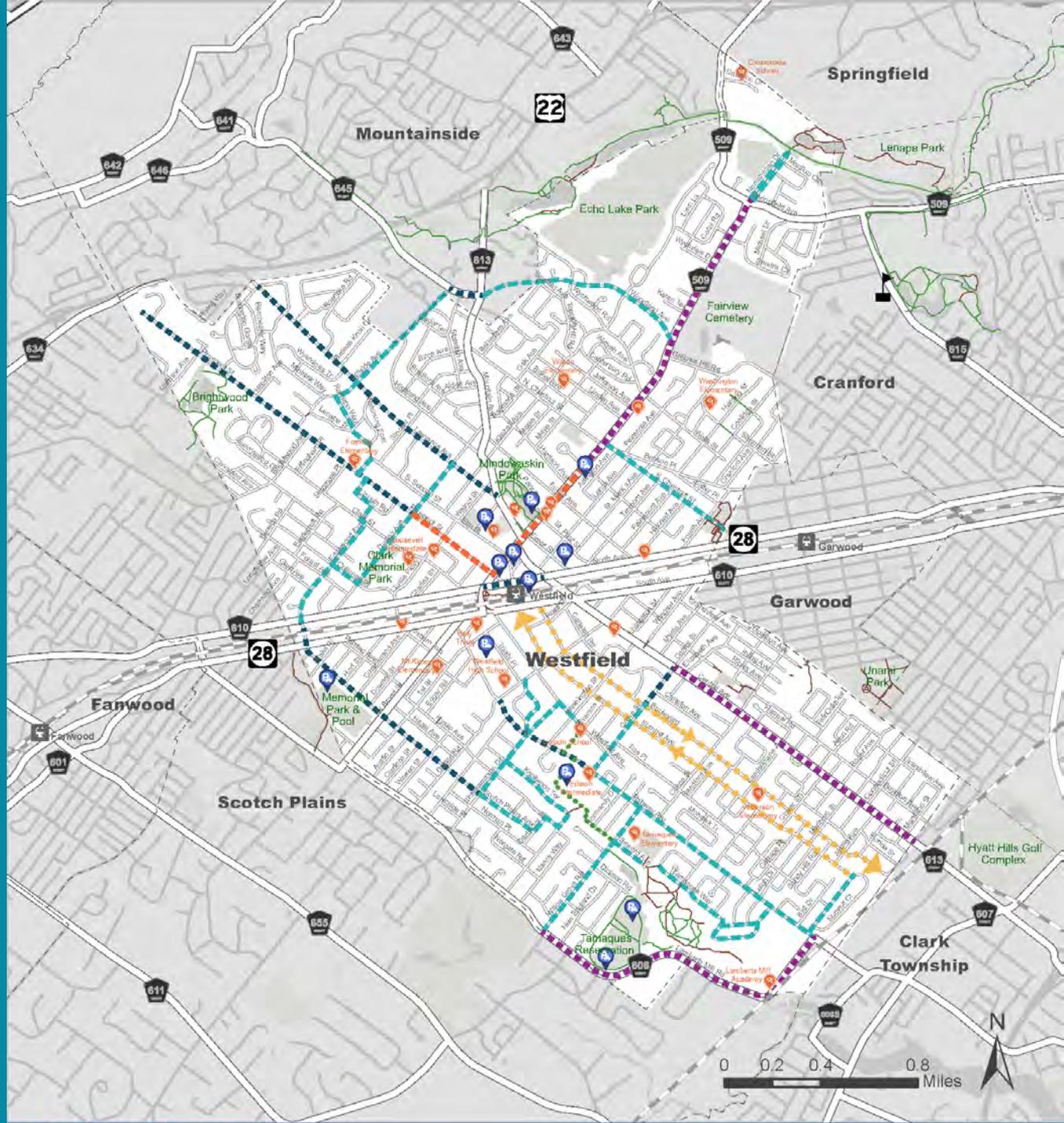
Proposed

-  Buffered Bike Lane
-  Bike Lane
-  One Way Bike Lane
-  Bike Boulevard
-  Off Road Sidepath
-  Shared Lane Markings
-  Proposed Bike Parking

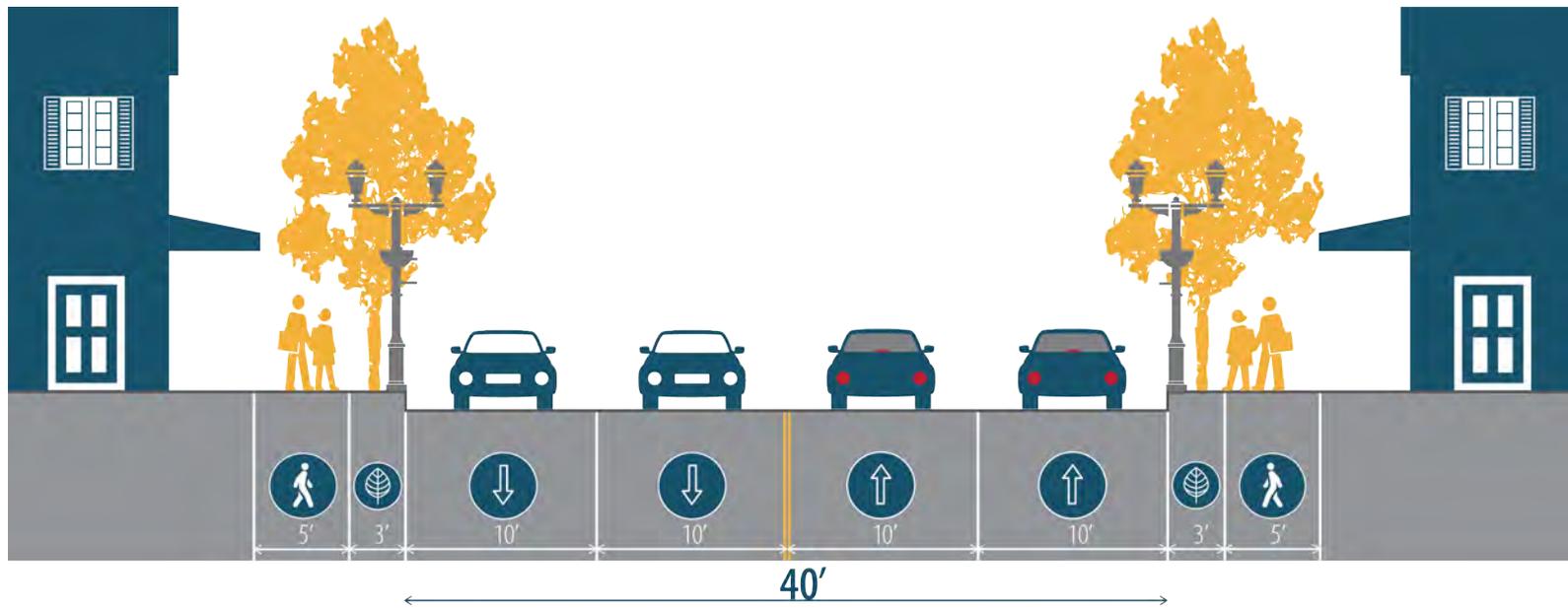
Existing

-  Pedestrian Connection
-  Multi Use Path

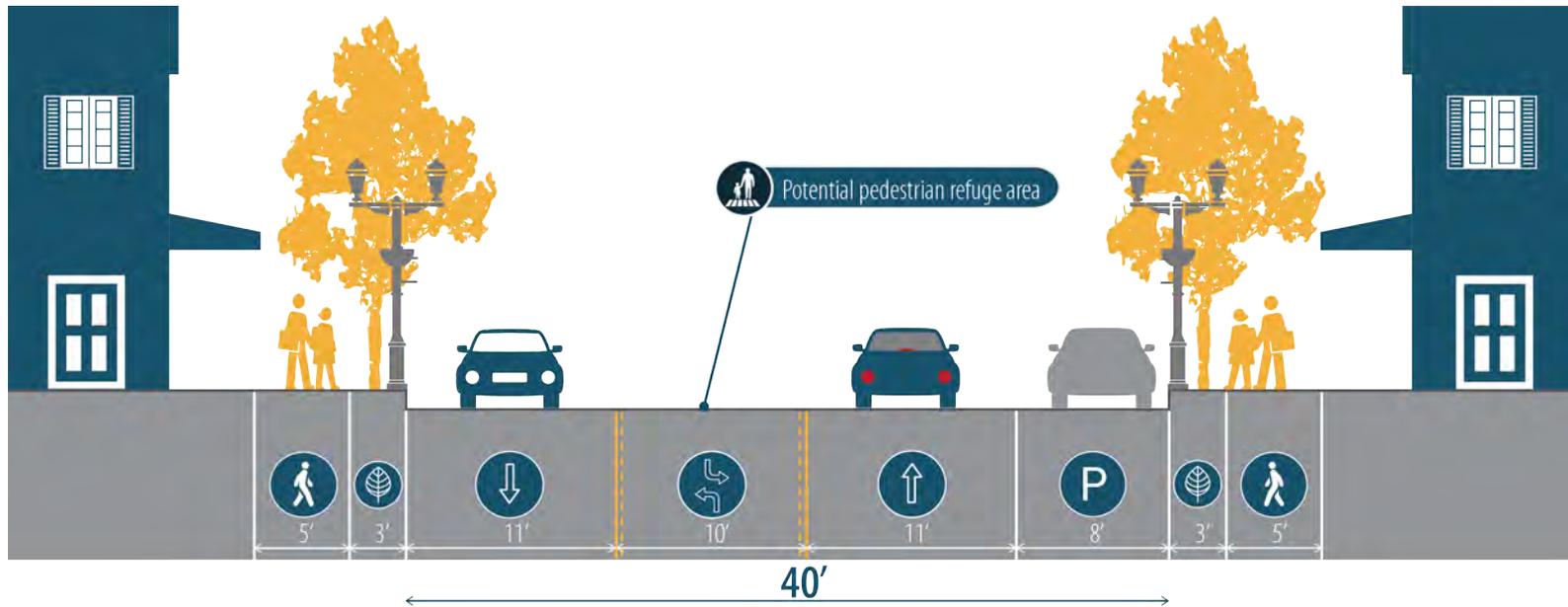
*Bike Walk
Westfield*
Bicycle and Pedestrian Plan



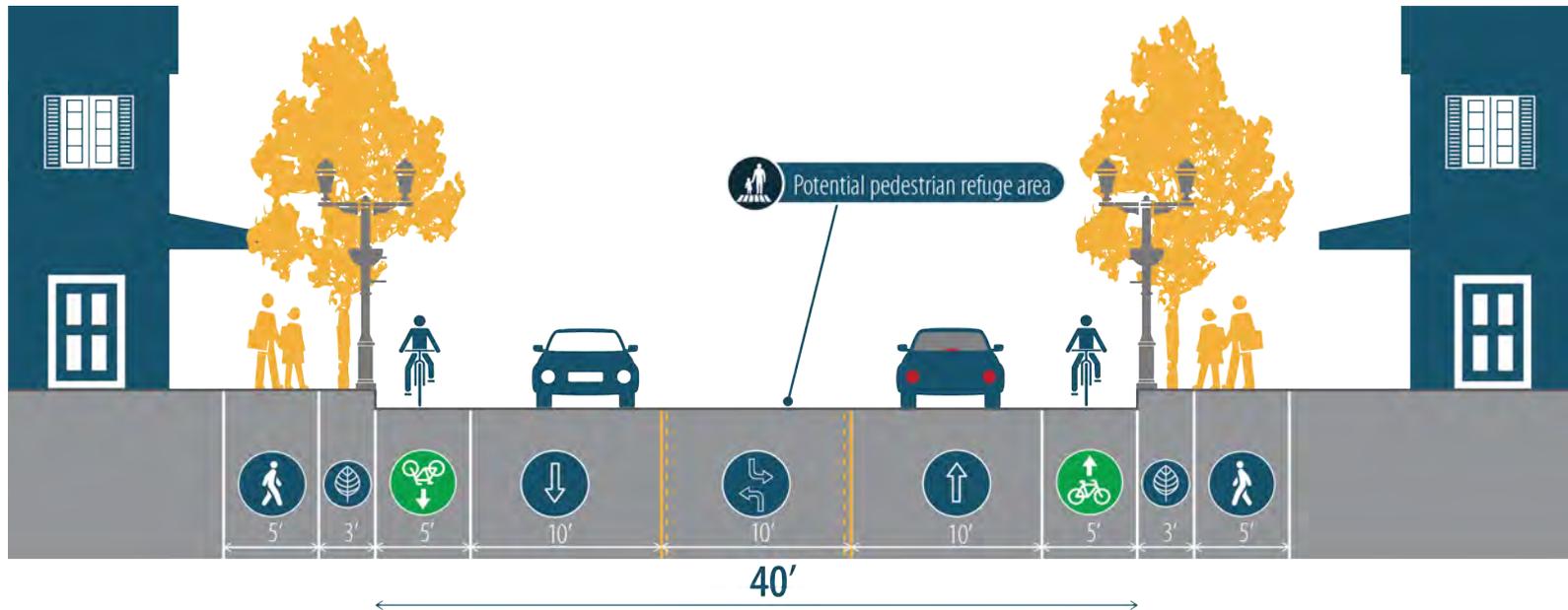
North Ave – Existing Section between E. Broad & Elmer (< 1 mile)



Option 1 – Road Diet with Parking



Option 2– Road Diet with Bike Lanes



Other Recommendations

4E Approach

- Engineering
- Education
- Encouragement
- Enforcement



Policy Recommendations

- Town Code – Subdivision Chapter:
 - *Increase minimum sidewalk width from 4 to 5 feet*
 - *Allow curb radii less than 25 feet*
 - *Require pedestrian zones across driveways to be treated as continuous sidewalks (with concrete) instead of road crossings*
- Develop Bike Parking Ordinance



Implementation

- **Early-Action Items:**
 - *Striping/signage improvements*
 - *Policy & program recommendations*
- **Medium Term Items:**
 - *Implemented through road paving program*
 - *Potential grant-funded projects*
- **Longer-term items** for further study

Questions?



APPENDIX E

Walkable Communities Workshop Report



North Avenue Walkable Community Workshop

Town of Westfield, Union County, NJ

2019



RUTGERS

Edward J. Bloustein School
of Planning and Public Policy



About The Report

This report has been prepared as part of the North Jersey Transportation Planning Authority (NJTPA) Complete Streets Technical Assistance Program, with financing by the Federal Transit Administration and the Federal Highway Administration of the U.S. Department of Transportation. This document is disseminated under the sponsorship of the U.S. Department of Transportation in the interest of information exchange. The United States Government assumes no liability for its contents or its use thereof.

The report was authored by staff at the Alan M. Voorhees Transportation Center (VTC) at Rutgers, The State University of New Jersey, and reviewed by Sustainable Jersey and the NJTPA.

The Alan M. Voorhees Transportation Center (VTC)

The Alan M. Voorhees Transportation Center is a national leader in the research and development of innovative transportation policy. Located within the Edward J. Bloustein School of Planning and Public Policy at Rutgers University, VTC has the full array of resources from a major research university on transportation issues of regional and national significance.

Alan M. Voorhees Transportation Center

Edward J. Bloustein School of Planning and Public Policy
Rutgers, The State University of New Jersey
33 Livingston Avenue, Fourth Floor
New Brunswick, New Jersey 08901

Sustainable Jersey (SJ)

Sustainable Jersey is a nonprofit organization that provides tools, training, and financial incentives to support communities as they pursue sustainability programs. By supporting community efforts to reduce waste, cut greenhouse gas emissions, and improve environmental equity, Sustainable Jersey is empowering communities to build a better world for future generations.

Sustainable Jersey

Sustainability Institute at the College of New Jersey
Forcina Hall, 3rd Floor
2000 Pennington Rd.
Ewing, NJ 08628

North Jersey Transportation Planning Authority

The North Jersey Transportation Planning Authority (NJTPA) is the federally authorized Metropolitan Planning Organization for 6.7 million people in the 13-county northern New Jersey region. Each year, the NJTPA oversees more than \$2 billion in transportation improvement projects and provides a forum for interagency cooperation and public input. It also sponsors and conducts studies, assists county planning agencies, and monitors compliance with national air quality goals.

North Jersey Transportation Planning Authority

One Newark Center, 17th Floor
Newark, NJ 07102

Acknowledgments

The authors of this report would like to extend special thanks to the following Town of Westfield municipal leaders for making this workshop possible: Mayor Shelley Brindle, Business Administrator James Gildea, and Town Planner Don Sammet. The team would also like to thank all those who participated and provided valuable insights during the walk audit. Lastly, the team would like to thank the Rutgers graduate students, Anish Grover and Qingyang Xie, for assisting in the preparation of this report.

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Executive Summary

Complete Streets are streets designed for all users, all modes of transportation, and all ability levels. They balance the needs of drivers, pedestrians, bicyclists, transit riders, emergency responders, and goods movement based on local context.

-State of New Jersey Complete Streets Design Guide

This report identifies a number of recommendations to promote walking as a means of travel and to improve walkability along North Avenue in the Town of Westfield, New Jersey. This report calls for striping high visibility crosswalks at all intersections, shortening crossing distances along the periphery of North Avenue through a variety of means, including curb extensions and pedestrian crossing islands to shorten crossing distances and improve pedestrian visibility for turning vehicles. Long-term recommendations include working with the Downtown Westfield Corporation to update and implement streetscaping plans. Additionally, the municipality is encouraged to work with New Jersey Department of Transportation and Union County to explore opportunities for crosswalks, bicycle infrastructure, and road diet measures that may decrease turning conflicts, thereby increasing safety for all road users.

The recommendations in this report were developed based on findings from a half-day Walkable Community Workshop (WCW) with municipal employees and town stakeholders that was held on March 25, 2019. The workshop was conducted under the Complete Streets Technical Assistance Program (CSTA) that is funded by the North Jersey Transportation Planning Authority (NJTPA).

North Avenue is a state highway which bisects Westfield's downtown shopping and restaurant district. Much of the vehicular traffic on the corridor passes through Westfield, providing an important connection between the northeastern residential neighborhoods of Westfield and the Westfield Train Station as well as the downtown shopping and restaurant district.

The lessons learned by all participants during the half-day workshop can be applied to other municipal-owned roadways in Westfield. The field audit form, information about the NJTPA's StreetSmartNJ pedestrian safety campaign, and a list of potential funding resources can be found in this report's appendices. It is important to note that each one can also be repurposed or sourced for other walk audits and projects within the town.



Figure 1. North Avenue during the walk audit, looking eastward.

Background

The North Jersey Transportation Planning Authority (NJTPA) created the Complete Streets Technical Assistance (CSTA) Program in 2018 to assist municipalities in advancing or implementing complete streets, which was a need identified through the Together North Jersey consortium. Sustainable Jersey (SJ) and the Alan M. Voorhees Transportation Center (VTC) at Rutgers University were retained to provide technical assistance for this program. This program was designed to support nine municipal governments seeking to implement complete streets in their communities. Municipalities were selected for the program based on the following criteria: the need for technical assistance, commitment to implementation, stakeholder support, and the strength of the municipal team.

Through the CSTA Program, municipal employees and borough stakeholders participated in a half-day Walkable Community Workshop (WCW) to learn the benefits of complete streets and proven strategies for making streets safer for the most vulnerable users – pedestrians and bicyclists. The workshop included an hour-long classroom-style training at the offices of REDCOM Design and Construction on North Avenue and an on-site walking audit along North Avenue between Hillcrest Avenue and Prospect Street. The walk audit was led by staff from the Alan M. Voorhees Transportation Center (VTC) at Rutgers, The State University of New Jersey; and supported by staff from Sustainable Jersey (SJ) and the North Jersey Transportation Planning Authority (NJTPA). Participants learned the benefits of complete streets and proven strategies for making the streets safer for the most vulnerable users – pedestrians and bicyclists.

Westfield has a thriving downtown with destinations such as the Westfield Train Station and numerous popular restaurants and shops. It is surrounded by suburban neighborhoods, providing excellent opportunities for residents to walk or bicycle to the various destinations in the downtown area.

However, it has been noted through direct observations and feedback from local residents that walking and bicycling on North Avenue is challenging due to an overall lack of pedestrian crossings, bicycle infrastructure, and narrow sidewalks along the roadway.

In their application to the CSTA Program, Westfield officials expressed interest in improving walkability along North Avenue with better connections to downtown, the train station, and the surrounding areas. Westfield officials also expressed interest in providing special consideration for accommodating both existing and future residential and commercial developments. For example, older commercial properties outside of the downtown core are being considered for redevelopment into commercial, multi-family, and mixed-use properties, including affordable housing units, all of which may generate additional pedestrian activity.

Various policy, planning, and programmatic efforts have been made to improve pedestrian safety and mobility throughout Westfield. These efforts include the adoption of a complete streets policy in 2013, development of the Downtown Westfield Improvement Plan, the Mayor's Downtown Task Force Report in 2017, and a Bicycle and Pedestrian Needs Assessment in partnership with New Jersey Department of Transportation (NJDOT) in 2000. Westfield has also created committees (e.g., Westfield Green Team) that engage and involve the public around transportation improvements.

Elected officials, municipal staff, and community members participated in a half-day workshop with the CSTA Program Project Team on March 25 to identify problems and potential improvements in the study corridor, which includes the segment of North Avenue from Hillcrest Avenue to Prospect Street. The workshop included a presentation on complete streets, a walkability audit, and a debrief where community recommendations were compiled for inclusion in this report.

What is a Complete Street?

Complete streets are streets designed for all users, all modes of transportation, and all ability levels. They balance the needs of drivers, pedestrians, bicyclists, transit riders, emergency responders, and goods movement based on the local context. Complete streets should be tailored to the specific needs of the surrounding environment. A school zone, for instance, may require reduced speed limits, narrower travel lanes, and wider sidewalks to induce a safer setting for students. Meanwhile, streets along transit routes will incorporate the needs of bus and rail commuters by installing benches, shelters, and enhanced lighting and signs.

Regardless of the context, complete streets should be designed to improve safety for pedestrians and bicyclists who are the most vulnerable road users. Reduced speed limits, raised medians, and other design elements can be used to create a safer environment for seniors, children, and people with disabilities.

To put traffic speeds into perspective, a 10 mph reduction in vehicle speed dramatically decreases the chance of pedestrian fatalities in a collision. The U.S. Department of Transportation (USDOT) cites collisions in which pedestrians are struck by a vehicle traveling 40 mph as being fatal 85 percent of the time. Comparatively, at 30 mph, pedestrian fatality rates drop to 45 percent, and down to five percent at 20 mph (Figure 2 and Figure 3)¹. Complete streets recognize that users of all transportation modes, whether it be car, bus, train, or taxi, at some point during their journey become a pedestrian. Creating a safer environment benefits everyone.

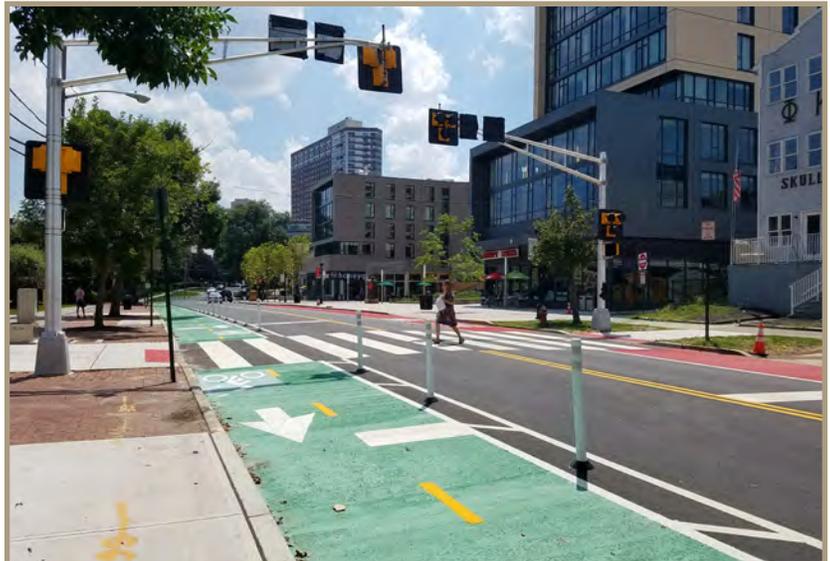


Figure 2. A complete street, as seen in New Brunswick, New Jersey. No two complete streets are alike, as they should always reflect the context of the street and the character of the community.

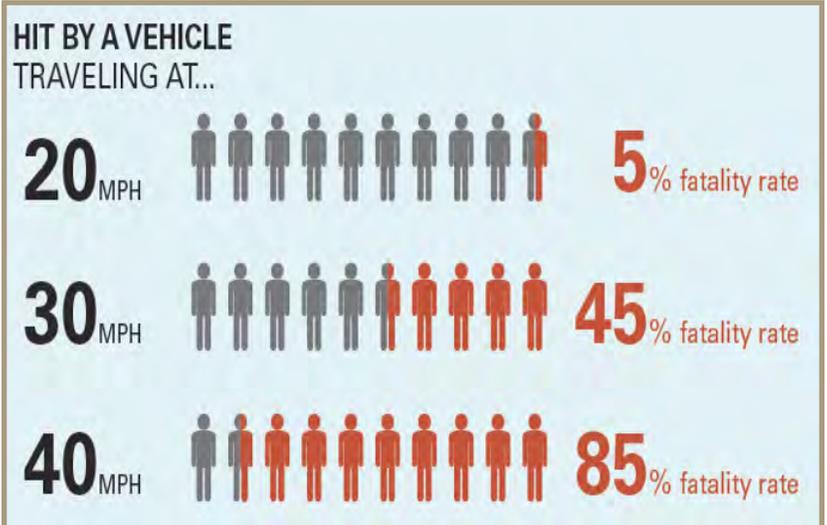


Figure 3. Graphic showing increased fatality rate as vehicle speeds increase.

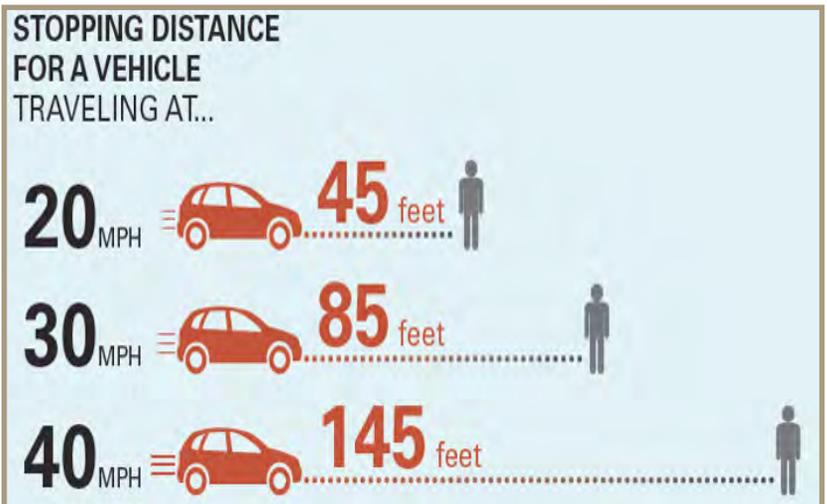


Figure 4. Graphic showing increased stopping distance as vehicle speeds increase.

1. Leaf, William A., and David F. Preusser. 1999. Literature review on vehicle travel speeds and pedestrian injuries. DOT HS 809 021. Washington, DC: U.S. Department of Transportation. <http://www.nhtsa.dot.gov/people/injury/research/pub/HS809012.html>.

Benefits of Complete Streets

While the primary benefit of complete streets is improved safety for all roadway users, there are other positive outcomes. Complete streets create better places to live, work, and do business. These benefits include mobility, equity, health, quality of life, economic vitality, and environmental health.

Mobility

Creating or enhancing multi-modal transportation options creates mobility opportunities for everyone, including non-drivers, youth, and senior citizens (Figure 5). In turn, increased mobility improves access to jobs and services, which is crucial for people who cannot afford or choose not to own a car, as well as those who are unable to drive due to a disability or their age.



Figure 5. When a street lacks accessible sidewalks and ramps, it is not complete.

Equity

Complete streets decrease the necessity of the automobile regarding access to opportunity. Transportation costs comprise a significant portion of a household budget, approximately 20 percent in the United States. Much of this is due to the high cost of automobile ownership, including insurance, fuel, maintenance, registration fees, and financing. However, household transportation costs drop to just 9 percent in communities with improved street connectivity and accommodations for other modes.

Connected communities allow residents to use less energy and spend less money to get around, allowing for fewer car trips and the use of other less expensive modes of transportation like bicycling, walking, or public transit. Providing a variety of transportation choices across different price points allows families to free up more money for housing or other needs.



Figure 6. Division Street in Somerville was converted into a pedestrian plaza that has become a popular gathering space.

Health

Complete streets enhance opportunities for increased walking and bicycling which in turn leads to the numerous health benefits associated with increased physical activity. The Center for Disease Control (CDC) supports complete streets as a means to prevent obesity.

Quality of Life

Livable, walkable communities diminish the need for automobiles. Walking or bicycling around town creates a sociable environment, fostering interactions between family, friends, or clients and increasing community involvement. These interactions, in turn, entice users to enjoy the surroundings they would otherwise ignore in a car. A reduction in vehicle use can also increase the quality of life thanks to reductions in noise and stress associated with congestion and crashes.

Economic Vitality

Improving streetscapes revitalizes business districts. Complete streets generate more foot traffic when they create great places where people want to be, which can encourage both residents and visitors to spend more money at local shops and restaurants that they may have driven past before. Such is the experience in Somerville, New Jersey, where one block of Division Street was converted to a pedestrian plaza. The area witnessed a sharp decline in vacant commercial properties; vacancy dropped from 50 percent to zero after the plaza was developed (Figure 6)².

2. "Complete Streets Case Study: Somerville, New Jersey," Alan M. Voorhees Transportation Center, 2016.

Environmental Health

By reducing automobile use, complete streets can contribute to cleaner air. Additional sustainable design elements installed along complete streets can also bring other environmental benefits. For example, landscape improvements (green streets) can reduce impervious cover, reduce or filter stormwater runoff, and contribute to water quality improvement.

Complete Streets in New Jersey and Westfield

New Jersey is a leader in the complete streets movement. In 2009, NJDOT was among the first state DOTs in the nation to adopt an internal complete streets policy. In 2010, the National Complete Streets Coalition ranked NJDOT's complete streets policy first among 210 state, regional, county, and municipal policies nationwide. Communities of all sizes throughout the state have joined NJDOT in adopting complete streets policies. Of New Jersey's 21 counties, eight have adopted complete streets policies. Additionally, 153 municipalities have implemented complete streets policies affecting 3.8 million (44 percent) of the state's residents.³

Westfield adopted a Complete Streets policy in 2013, where the township council resolved that "new construction and reconstruction, undertaken by Westfield shall continue to be planned, designed and constructed in accordance with the 'Complete Streets' philosophy whenever feasible to do so in order to safely accommodate pedestrians, bicyclists, public transit users, and motorized vehicle operators and their passengers, of all ages and abilities." NJDOT awarded the township funding to develop a bicycle and pedestrian plan through its NJDOT Technical Assistance Program. NJDOT assigned the project to WSP, which is one of three of its on-call planning and engineering consultants. WSP is in the beginning stages of the project, which will provide more detailed information on improvements that can be made throughout Westfield.

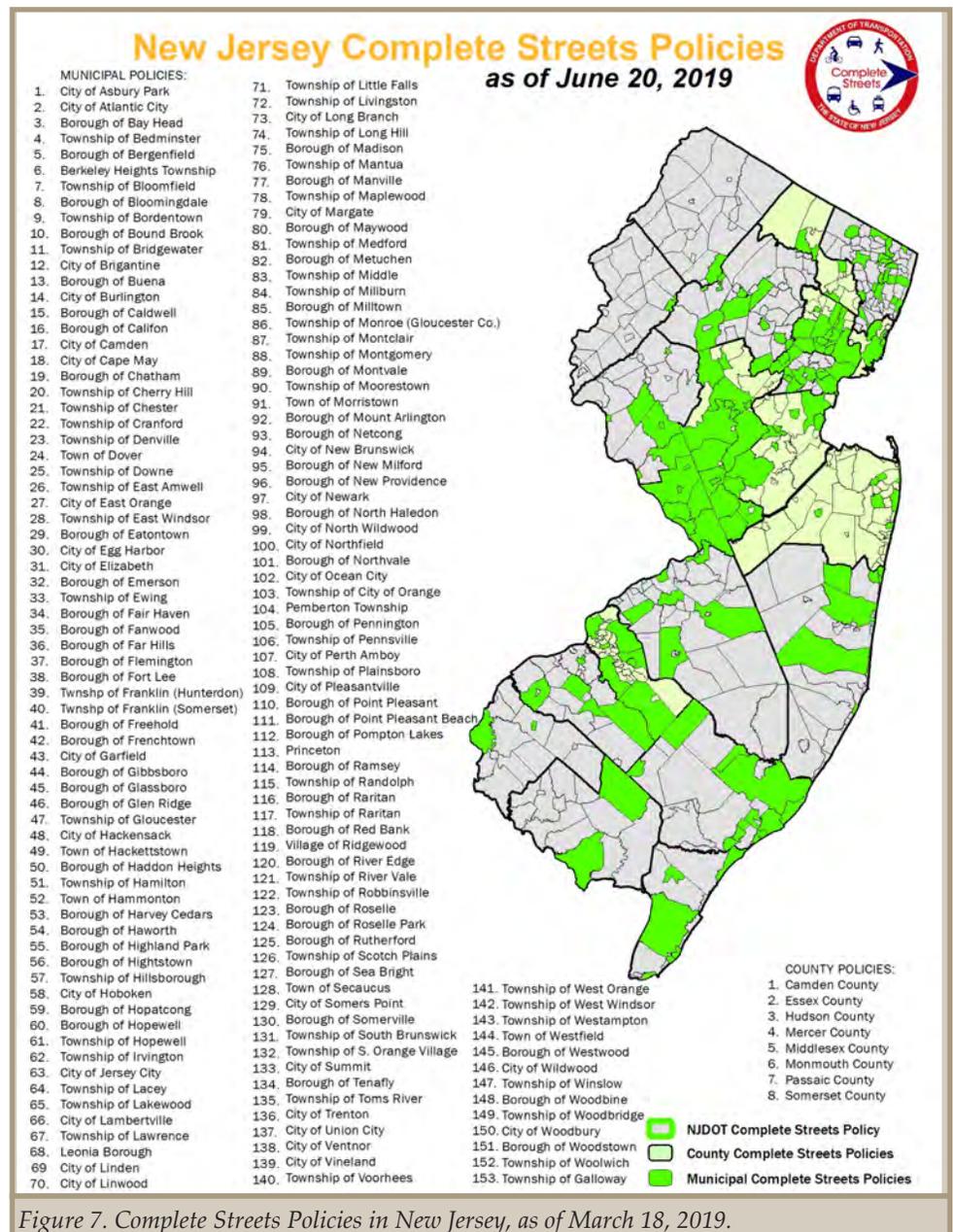
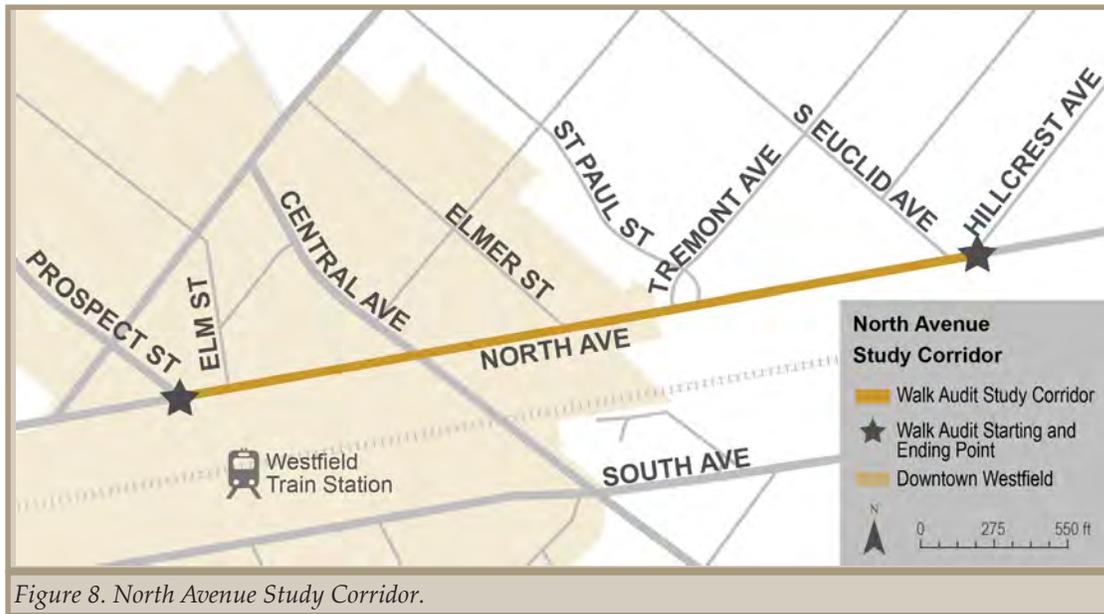


Figure 7. Complete Streets Policies in New Jersey, as of March 18, 2019.

3. New Jersey Bicycle and Pedestrian Resource Center, "NJ Complete Streets Policy Atlas," 2018. <http://njbikeped.org/complete-streets-2/>.

Walking Audit Location



Westfield is home to approximately 30,600 residents and comprises an area of 6.7 square miles (US Census Bureau, 2017). The median age is 41.8 and the estimated median household income is \$159,923. Westfield witnesses a high rate of public transit use with more than one in five (22 percent) residents commuting via public transit. Sixty-five percent of residents drive alone to work, while 2 percent walk to work.

North Avenue is an east-west corridor that bisects Westfield's centrally located downtown area. Through the study area, North Avenue is State Route 28. The southern side of the study area features commercial uses along the route. Meanwhile, the northern side slowly transitions from residential development near Hillcrest to downtown commercial at Central Avenue. North Avenue provides an important to the Garden State Parkway.

NJDOT observed an annual average daily traffic (AADT) volume of 16,824 on North Avenue at the intersection of Central Avenue in December 2016. NJDOT noted an average daily traffic volume of 14,505 in 2012 on South Avenue, which runs parallel to North Avenue on the other side of the Raritan Valley Line train tracks. These figures can be used to help determine appropriate improvements for the corridor.

For example, the New Jersey Complete Streets Design Guide suggests that uncontrolled intersections with a traffic volume greater than 12,000 should not use striped crosswalks alone. Instead, additional improvements such as flashing lights and/or raised crosswalks should be used to improve the visibility of the crosswalk.

The Westfield Train Station is located at the western end of the corridor and provides commuters with direct service to Newark Penn Station and connections to New York City. The station is also a popular bicycle destination, and bicycle racks are often full. Additionally, EZ Ride (the area's Transportation Management Association) oversees approximately 16 bicycle lockers at the station. An EZ Ride official said the bicycle racks do not meet the area's great demand.

Several public schools are located within walking distance of North Avenue, and busing is provided to students who live more than two miles from their elementary school or are located along routes deemed hazardous by the municipal transportation department. McKinley Elementary School and Westfield High School are both located just over one half mile southwest of the North Avenue and Prospect Street intersection. Roosevelt Intermediate School, the Westfield middle school, is situated half a mile northwest of the same intersection. During the walk audit, the CSTA Program Project Team witnessed students crossing outside of crosswalks in both directions throughout much of the corridor.

Assessment of Need

North Avenue from Hillcrest Avenue to Prospect Street was selected due to Westfield's interest in addressing congestion around the train station and creating pedestrian connections to completed and planned commercial developments along the corridor. Addressing congestion and improving the pedestrian realm will also generate foot traffic for local businesses and may also encourage pass-through vehicular traffic to stop and patronize downtown businesses.

The corridor is fairly unwelcoming to pedestrians, with limited pedestrian crossings and inconsistent sidewalk availability. Additionally, the high volume of vehicular traffic can make it feel unsafe at times, especially in areas where four travel lanes leave little space between large trucks and pedestrians on the sidewalk.

Workshop participants commonly witnessed pedestrians throughout the corridor and pedestrian activity is expected to increase with several new development projects likely to be constructed along the North Avenue corridor. Additionally, the Westfield Train Station is a major destination for pedestrian, bicycle, and vehicular traffic. The train station attracts out-of-town commuters as well as Westfield residents and has a long waiting list for both vehicular permits and bicycle locker access.

Data

Traffic

The segment of North Avenue between Central Avenue and Elmer Street had an annual average daily traffic (AADT) volume of 16,824 in 2016, which is an increase of 12 percent since the volume was 15,020 in 2013. This is significantly greater than vehicular traffic volumes in segments of North Avenue in other parts of Westfield.

Speed

The eastern portion of the corridor is 35 mph, but it drops to 25 mph where the roadway expands to two travel lanes of traffic in each direction. According to the municipality, it is likely that much of the traffic on the corridor is from vehicles passing through Westfield. Both on-street and off-street parking is available along much of the study corridor. Traffic speed data was not available for the corridor.

Crash History

There were approximately 180 reported crashes in the study corridor between 2014 and 2018. Five of the recorded crashes involved pedestrians (Figure 9). None of the crashes resulted in fatalities. Two of the pedestrian crashes occurred in 2016 within the intersection of North Avenue and Elm Street, where the two entrances to the train station parking area are located. A pedestrian was injured in a 2017 crash while crossing in the marked crosswalk at the intersection of North Avenue and St. Paul Street (Table 1). In 2014, an eight-year-old boy was struck in the crosswalk by a vehicle making a left-hand turn. The crash happened during the day and fault was not determined. There were no reported or recorded bicycle crashes in the study corridor.

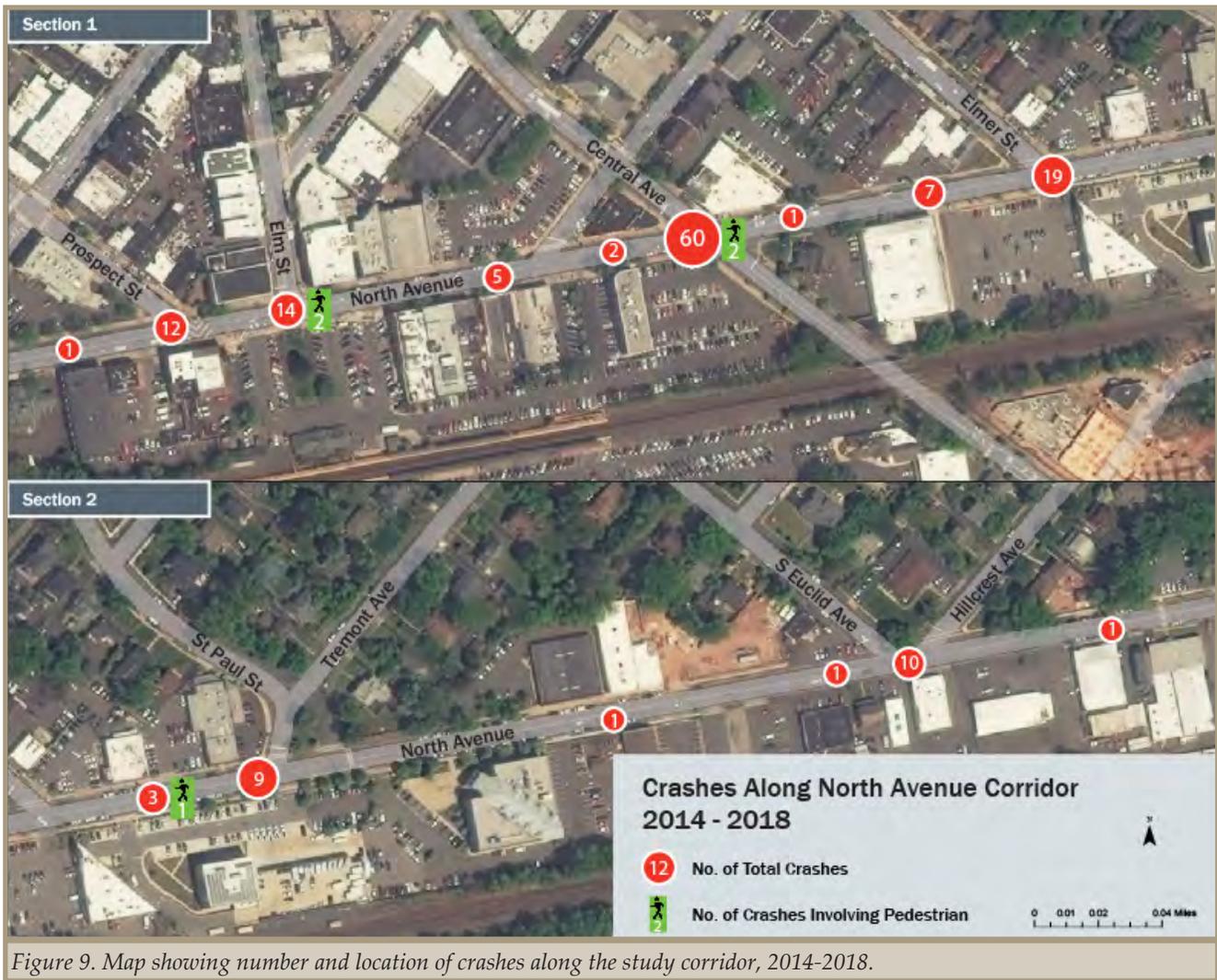


Figure 9. Map showing number and location of crashes along the study corridor, 2014-2018.

Table 1. Pedestrian and bicycle crashes along North Avenue, 2014-2018.

Location	Date	Time	Crash Type	Pedestrian Age	Pedestrian Gender	Severity	Intersection	Lighting
North Ave. and St. Paul Street	12/21/2017	17:26	Pedestrian	44	Male	Injury	Yes	Dark – Street Lights On (Continuous)
North Ave. and Elm Street	11/5/2016	15:56	Pedestrian	42	Male	Minor Injury	Yes	Daylight
North Ave. and Elm Street	11/26/2016	17:55	Pedestrian	52	Male	Injury	Yes	Dark – Street Lights On (Spot)
North Ave. and Central Ave.	11/30/2014	15:35	Pedestrian	8	Male	Injury	Yes	Daylight
North Ave. and Central Ave.	06/15/2016	8:18	Pedestrian	51	Female	Injury	Yes	Daylight

Workshop Methodology

Prior to conducting the workshop, the CSTA Program Project Team visited Westfield and observed the study corridor to gain a better understanding of the road, their location, use, and appropriateness for a walk audit. The municipal team was responsible for selecting a group of stakeholders to attend the workshop. Workshop participants included local residents, members of the Westfield Green Team, elected officials, the town planner and engineer, Union County planners, and representatives of the EZ Ride Transportation Management Association, and the NJTPA.

The WCW included a one-hour presentation on the fundamentals of complete streets and best practices concerning pedestrian design to ensure that all attendees had a common understanding of complete streets and the relationship between road design and behavior. It included instruction on ways to better support walking and bicycling, and insight into the causes of vehicular speeding. Additionally, the presentation explained various traffic engineering techniques to accommodate bicyclists and pedestrians, and proven measures to reduce speeding.



Figure 10. Complete Streets presentation given at the REDCOM offices.

Following the indoor presentation, participants were outfitted with safety vests, clipboards, and audit forms. Two groups audited both sides of the study corridor, beginning at the intersection of Hillcrest Avenue and North Avenue and continuing west along North Avenue to Prospect Street. The audit consisted of discussing issues, writing observations and taking photographs related to the existing conditions witnessed by participants (Figure 11). A post-audit debrief was conducted for the two teams to discuss the most important findings and potential recommendations for improvements.



Figure 11. Participants gathered at the start of the walk audit, on North Avenue.

In addition to the project team, this report has been reviewed by officials from the Town of Westfield and Union County. NJDOT declined to comment.

Workshop Findings and Potential Considerations

This section highlights the existing conditions of the study corridor that were identified during the walk audit. It begins with corridor-wide commonalities of the study area, including sidewalks, intersections, safety, and comfort. This is followed by a detailed description of conditions along the route.

Corridor Summary

Sidewalks

Sidewalk availability along the corridor varies greatly, from wide and accommodating near the train station (Figure 12) to non-existent (Figure 13) moving further east along the route away from the downtown area. In various locations along the corridor, sidewalk maintenance issues were identified including raised, cracked or crumbling slate (Figure 14), pavers (Figure 15), or concrete (Figure 16). Some areas with sidewalks are not accessible due to poor maintenance, and standing water was observed as well. Even in areas where sidewalks are available, there is little to no buffer between passing vehicular traffic and pedestrians walking on the sidewalk. While the speed limit ranges from 25 to 35 mph along the corridor, it often feels like cars are going much faster due to this lack of protection. Sidewalk widths vary throughout the corridor as well. The New Jersey Complete Streets Design Guide states that a 5-foot minimum width is required to meet accessibility standards, but sidewalks should be constructed as wide as possible to accommodate pedestrian demand. Additionally, the guide states a planted buffer or furnishing zone should be a minimum of 2.5 feet wide (Figure 17).



Figure 12. Wide sidewalks near the train station, looking westward on North Avenue.

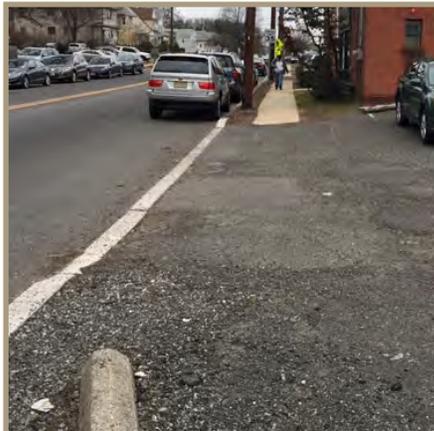


Figure 13. A sidewalk disappears in front of a parking lot along North Avenue, looking eastward on North Avenue. (Photo courtesy Lisa Lee, EZ Ride)

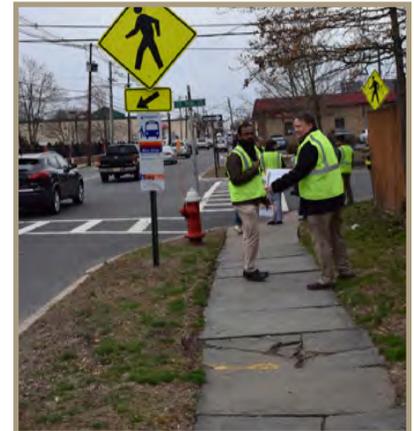


Figure 14. Cracked and raised slate sidewalks, looking westward at the intersection of St. Paul Street and North Avenue.



Figure 15. Cracked and uneven sidewalks and pavers, looking eastward on North Avenue near Central Avenue.



Figure 16. Crumbling sidewalk looking eastward on North Avenue near South Euclid Avenue.

Intersections and Crosswalks

As with the sidewalks, the quality of crosswalks along the corridor varies. At the intersection of Prospect Street and North Avenue, highly visible ladder crosswalks are installed (Figure 18). Fading parallel crosswalks are installed at several locations along the corridor. In some locations, crosswalks are missing, such as the western side of the intersection of Tremont Avenue and North Avenue (Figure 19).

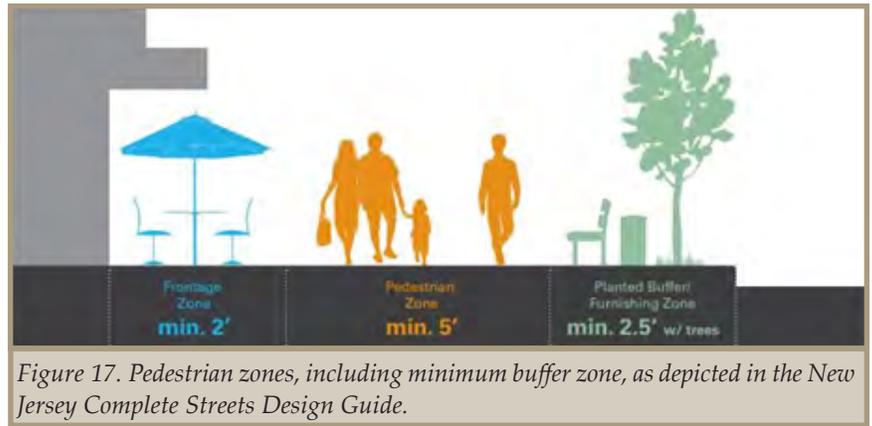


Figure 17. Pedestrian zones, including minimum buffer zone, as depicted in the New Jersey Complete Streets Design Guide.

A number of crosswalks along the periphery of North Avenue are quite long, due to the angle of the intersecting roadways. At the intersection of Tremont Avenue, St. Paul Street, and North Avenue, a pedestrian island helps to alleviate this crossing and similar pedestrian islands could be used on municipal roads at nearby intersections.

Many of the accessibility ramps located at intersections along the route are likely non-compliant as participants noted drainage problems and misaligned ramps (Figure 20).

The traffic signals along the corridor do not have updated pedestrian signal heads, making it difficult for pedestrians to know when they can safely cross the street (Figure 21).



Figure 18. Ladder crosswalk looking westward at the intersection of Prospect Street and North Avenue.



Figure 19. To the right of the intersection, a crosswalk is missing over North Avenue.



Figure 20. Misaligned accessibility ramp with drainage issues, looking westward at the train station entrance (photo taken during initial site visit).



Figure 21. Pedestrian signal heads are missing at the intersection of Elm Street and North Avenue.

Throughout the entirety of the route, opportunities to safely cross North Avenue are limited (Figure 22). A midblock crossing is located just east of Hillcrest Avenue, beyond the study corridor, but the next opportunity for a pedestrian to cross North Avenue in a marked crosswalk is more than 1,300 feet to the west. From there, it is another 1,000 feet before the next crosswalk, despite several high volume pedestrian destinations.

Safety

When the corridor was audited at 2:00 p.m. on a weekday, both vehicular and pedestrian traffic was fairly consistent. Although the study corridor was not observed at night, overhead cobra lighting exists along the corridor but the distance between lighting fixtures appears to be spread out too far to provide uniform lighting. Pedestrian-oriented lighting is only provided in the area directly in front of the Westfield Train Station. A nighttime observation would be needed to ascertain whether there is a pedestrian visibility problem along the entirety of the route.

A speed study was not conducted on the corridor; however, during the audit, participants used radar to estimate the speed of passing cars. Thirty-three of the forty cars counted were traveling over the posted speed limit. Several cars were traveling over forty miles per hour. Additionally, when North Avenue changes from two lanes to four lanes, it feels particularly uncomfortable for the pedestrians walking on the section of the sidewalk closest to the street. In this area there is no shoulder and no on-street parking, placing the pedestrian immediately adjacent to the travel lane, creating a sense of discomfort and concern for personal safety. The large volume of traffic, including trucks and buses, exacerbates this issue. This unease was felt even when the radar showed passing traffic was not speeding.

Comfort and Appeal

The area was free of litter, graffiti and other quality of life concerns that could discourage walking or bicycling along the corridor. There are some vacant storefronts along the route, but overall, an attempt is made to achieve visual appeal with some tree plantings and shrubs, unique storefront signage, and lighting. (Figure 23) The area could benefit from pedestrian-oriented lighting and streetscaping efforts, especially those that create a buffer between pedestrians and moving vehicles (Figure 24).



Figure 22. Crossing outside crosswalks was commonly witnessed along all sections of the corridor, looking eastward on North Avenue.

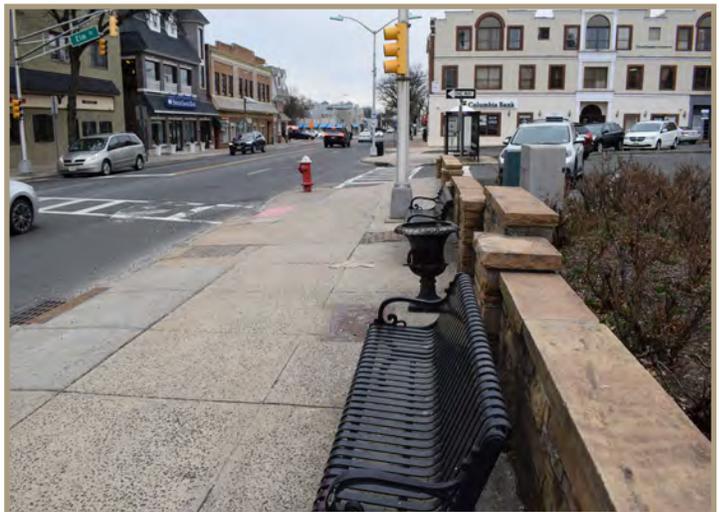


Figure 23. Street furniture in downtown area, looking eastward on North Avenue.

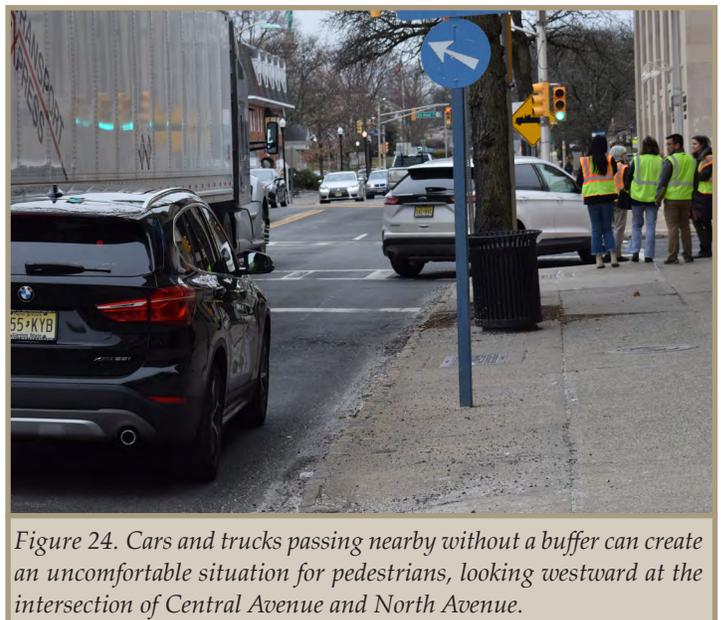


Figure 24. Cars and trucks passing nearby without a buffer can create an uncomfortable situation for pedestrians, looking westward at the intersection of Central Avenue and North Avenue.



Figure 25. Detailed conditions of the study corridor.

Detailed Conditions

North Avenue: Hillcrest Avenue to Tremont/St. Paul Street

The east end of the study corridor is at the intersection of North Avenue and Hillcrest Avenue (Figure 25, location A). There is a striped mid-block crosswalk about 300 feet east of the study corridor. Hillcrest Avenue intersects North Avenue at a 45-degree angle creating an 85-foot crosswalk (Figure 26). Just a few feet to the west of the Hillcrest Avenue intersection, South Euclid Avenue intersects with North Avenue at an equally awkward angle (Figure 25, Location B). At this intersection, cars must pull into the crosswalk in order to check for oncoming traffic (Figure 27). Neither street has a marked crossing over North Avenue. Sidewalk continuity in this section of the corridor is inconsistent, with sections of sidewalk often interrupted by asphalt driveways and areas with parked vehicles (Figure 28 and Figure 29). Sidewalks are constructed with a variety of materials, including slate in some sections (Figure 30), and drastically vary in width and condition.

The roadway in this section of the corridor is approximately 42 feet wide with one travel lane in either direction and a speed limit of 35 mph. On-street parking is permitted, but during the walk audit an abundance of off-street surface parking was available. On-street parking was more greatly used beginning in front of the Union County Colleen Fraser Building and heading westward. To the west of the county parking lot entrance is the first marked crosswalk over North Avenue that is included in the study corridor. A highly visible ladder crosswalk is provided at the eastern end of St. Paul Street while the western end of the intersection lacks a painted crosswalk (Figure 25, Location C). Long crosswalks are common throughout this section of the corridor.



Figure 26. 85-foot crosswalk at the intersection of Hillcrest Avenue and North Avenue, looking eastward on North Avenue.



Figure 27. A long crossing at South Euclid where cars must stop in the crosswalk to check for traffic, looking westward on North Avenue.



Figure 28. Discontinuous sidewalks near Hillcrest Avenue, looking eastward on North Avenue.



Figure 29. Sidewalk interruption along North Avenue near Hillcrest Avenue looking eastward on North Avenue.



Figure 30. Cracked slate sidewalks near St. Paul Street, looking westward on North Avenue.

The intersection of St. Paul Street and North Avenue is configured to address the long crosswalk. Currently, a large pedestrian island with trees significantly shortens the pedestrian crossing distance, while separating incoming and outgoing traffic on St. Paul Street. While the pedestrian island is beneficial, each crossing is still over 40 feet long. Additionally, the angle at which St. Paul Street traffic approaches North Avenue makes it difficult for cars to check for oncoming traffic. During the WCW cars were witnessed stopping in the crosswalk (Figure 31).



Figure 31. WCW participants walking around a stopped car blocking the crosswalk, looking westward from St. Paul Street.

Lighting is provided by overhead cobra fixtures. The fixtures were not observed at night, but their size and placement suggest that the roadway is probably unevenly lit at night.

North Avenue: St. Paul Street to Central Avenue

Just beyond Tremont Avenue, on the westbound side of the street, a small sign welcomes passersby into the Westfield downtown (Figure 32). No other visual cues exist to demarcate the area as a downtown, such as banners, stamped crosswalks that mimic brick, and other design cues that slow traffic and improve safety in busier downtown areas.

North Avenue to the east of Elmer Road comprises one travel and one parking lane in each direction. From the west side of the intersection with Elmer Street, the road becomes four lanes, with two travel lanes in each direction (Figure 25, Location D). For cars traveling east on North Avenue, the change from two lanes of travel to one, with the travel lane becoming a parking lane, is abrupt and without warning. There is no signage or striping to inform drivers of the merge. From Elmer Street west, the pedestrian experience changes. Without the protection of parked cars as a barrier between pedestrians and large volumes of traffic, the experience becomes more uncomfortable even along the wider sidewalks (Figure 33 and Figure 34). This is counter to best practices, as the designated downtown area should provide an even more welcoming experience for pedestrians.



Figure 32. A small sign welcomes passersby into downtown Westfield, looking westward on North Avenue.



Figure 33. No barrier between pedestrians and large volumes of traffic, looking eastward on North Avenue near Central Avenue.



Figure 34. The lack of buffer between pedestrians and four lanes of traffic makes much of the sidewalk uncomfortable, looking westward on North Avenue.

The Central Avenue traffic signal presents the only painted crosswalk on North Avenue in this section of the corridor. During the walk audit numerous pedestrians, including high school students, were seen dangerously crossing four lanes of oncoming traffic outside of a crosswalk (Figure 35). Similarly, drivers exiting the shopping center that is located across from Elmer Street struggled to make a left and cross onto North Avenue, even in relatively low levels of mid-day traffic (Figure 36).

The intersection of Central Avenue and North Avenue (Figure 25, location E) has significant traffic volume throughout the day and is the site of numerous crashes involving motorists and pedestrians. Drivers making a right-hand turn from North Avenue onto Central Avenue are able to do so at high speeds, given the wide turning radius at the intersection and the availability of two travel lanes for vehicles to turn into (Figure 37). Vehicles are allowed to make left turns in all directions, but there are no left turn lanes or left turn signals. Due to the skewed angle of the intersection, this causes dangerous driving maneuvers, and creates additional danger for pedestrians. For example, during the WCW drivers were witnessed turning off of North Avenue onto Central Avenue at high speeds to miss oncoming traffic and without checking for pedestrians. Additionally, all four crosswalks are quite long, each exceeding more than 75 feet. There are no pedestrian crossing signals at this intersection.



Figure 35. A student runs across North Avenue between traffic as a van drives uncomfortably close to pedestrians on the sidewalk, looking eastward on North Avenue.



Figure 36. Even drivers leaving the shopping center across from Elm Street in the middle of the day find it challenging to safely cross North Avenue, looking westward on North Avenue.

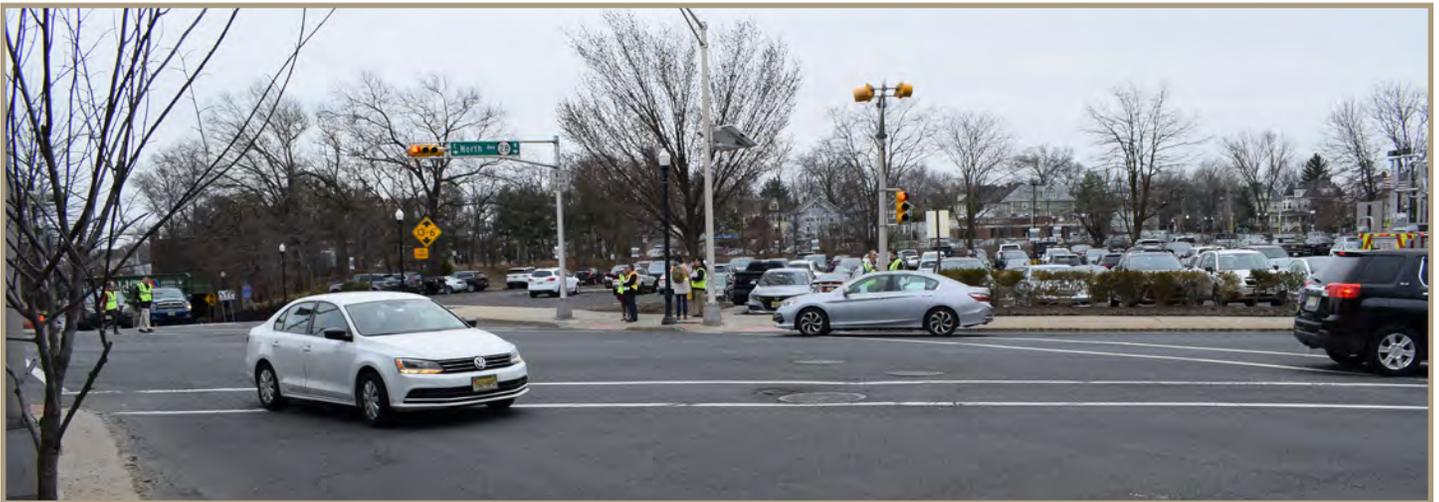


Figure 37. A long crosswalk and wide turning radius at the intersection of North Avenue and Central Avenue, looking south on Central Avenue.

North Avenue: Central Avenue to Prospect Street

This western section of the corridor feels more like a downtown business district than the eastern sections. Here, many of the storefronts have similar light fixtures, updated signage, and consistent setbacks which in turn make the area look a bit more unified (Figure 38). North Avenue has four lanes of traffic throughout this section of the corridor with no on-street parking, shoulder, or buffer for pedestrians on the sidewalk.

A newly expanded municipal parking lot is available along the north side of the street. This expansion was facilitated by closing Lenox Avenue between North Avenue and Central Avenue to traffic (Figure 25, Location F). Eliminating the Lenox Avenue intersection with North Avenue means there is no longer an unmarked crosswalk there. However, this site remains a popular crossing (Figure 39), which suggests a possible need for a mid-block crosswalk. Although the old striped crosswalk across Lenox Avenue remained in place at the time of the walk audit, the town engineer stated that it is scheduled to be replaced with a sidewalk and curb in the near future (Figure 40).

Heading west, the next two intersections on the North Avenue corridor, Elm Street and Prospect Street are combined into one signalized intersection which is further complicated by the presence of a fire station driveway at Prospect Street. Workshop participants observed driver confusion at this intersection, with eastbound cars illegally stopping in the middle of the intersection between Prospect and Elm Streets (Figure 25, Location G; and Figure 41), despite the stop bar at Elm Street (Figure 25, Location H). The cars pictured in Figure 41, though it looks like they are waiting at a normal intersection, are actually illegally stopped in the middle of the intersection, more than 180 feet from the stop bar at Prospect Street (Figure 25, Location G marks the location of the cars pictured and Location H is the location where traffic is supposed to stop). If cars pull forward past the stop bar at Prospect Street there is no visible traffic light, so these drivers would be unable to see the light dictating their turn to proceed through the intersection. A small light situated at the northeast corner of the intersection is visible to traffic, but this light is an outdated pedestrian signal and is not meant to direct vehicular traffic.



Figure 38. North Avenue, looking westward from near the Central Avenue intersection.



Figure 39. Man crossing street at the municipal parking lot, looking eastward on North Avenue.

One vehicular entrance into and two exits out of the train station parking lot are located near the Elm Street and Prospect Street intersections of North Avenue. This configuration confuses drivers, generates turn conflicts on North Avenue—which contributes to congestion—and increases pedestrian exposure to traffic. Westfield has developed plans to consolidate the two entrances into a single entrance and install pedestrian paths and an open lawn within the station parking lot. The Westfield response to the municipal survey for the 2016 Union County Transportation Plan identified the realignment of the North Avenue and Elm Street intersection and installation of a new traffic signal. These changes should improve safety and traffic flow in the area (Figure 25, Location I).

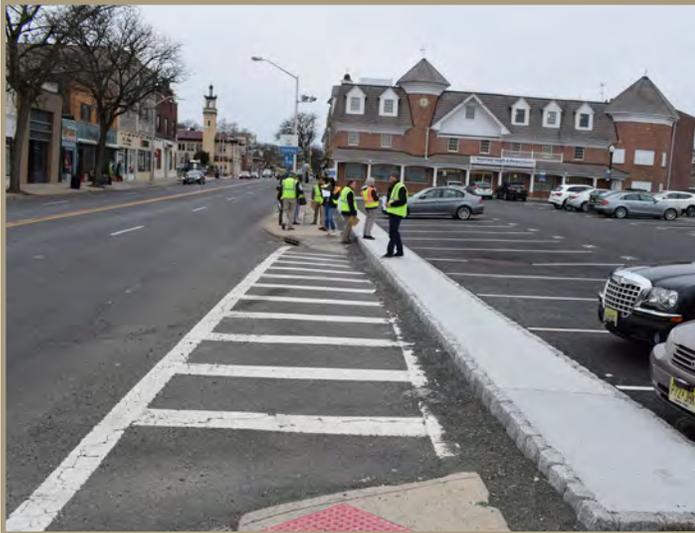


Figure 40. The old crosswalk at the Lenox Avenue intersection, where the roadway was closed and the municipal parking lot expanded, looking westward on North Avenue.



Figure 41. Cars caught in the middle of the Elm Street intersection, looking eastward on North Avenue.



Figure 42. West entrance to the train station, looking westward on North Avenue.



Figure 43. Both entrances to the train station, looking eastward on North Avenue.

Recommendations

During the workshop, participants expressed the desire to encourage and support walking and bicycling by residents from the residential areas in the east to the downtown area in the west, and to improve safety for those already walking and biking.

1. Implement the Westfield Complete Streets Policy

Adopting a complete streets policy, as Westfield did in 2013, is an important first step toward implementing complete streets, as it defines the meaning of complete streets, establishes goals, and lays out the ways in which the municipality will accomplish the goals. The most successful policies state that complete street practices and principles should be a standard part of regular roadway maintenance, planning, and design. An implementation plan and checklist can also be developed to ensure that the municipality remains on the right path year after year. Forming a Complete Streets Advisory Committee could also prove beneficial in promoting implementation. Additionally, points are available to municipalities who are seeking Sustainable Jersey certification for adopting and instituting a complete streets policy. NJDOT offers a guide to policy development and a separate guide on how to create an implementation plan. These resources are among those available at <http://njbikeped.org/complete-streets-resources/>. NJDOT's newly released "[Complete and Green Streets for All: Model Complete Streets Policy and Guide](#)" can also be used as a template for a new municipal policy. Additionally, the findings from the WCW can be used to help inform the Bicycle and Pedestrian Master Plan which Westfield is developing. Through the plan, Westfield may identify specific pedestrian and bicycle upgrades to implement along the corridor, including identifying a safe bicycle route to the train station.

2. Enhance the Safety and Visual Appeal of the Corridor

North Avenue is both an important travel corridor and a destination for visitors, residents, and workers. The Westfield Train Station and nearby office buildings draw commuters who arrive by car, foot, and bicycle. Additionally, the area's shops and restaurants attract residents and visitors. While the greater downtown area offers many of the amenities of a traditional downtown, the North Avenue corridor lacks some of the pedestrian amenities and visual cues that are characteristic of an inviting downtown. Creating a sense of place along North Avenue would make the corridor more inviting for motorists, pedestrians and bicyclists. A number of tools are available to help create a sense of place. The existing "Welcome to Downtown Westfield" signage is faded and easy to miss (Figure 44). Creating more visible signage and pedestrian-oriented lighting would help the area's sense of place. Banners on light posts could combine the two, such as with the light posts shown in Figure 45 along Stuyvesant Avenue in Union Township, New Jersey, where pedestrian-oriented lighting is combined with planters and a place for hanging banners. The Union Township image also

make the corridor more inviting for motorists, pedestrians and bicyclists. A number of tools are available to help create a sense of place. The existing "Welcome to Downtown Westfield" signage is faded and easy to miss (Figure 44). Creating more visible signage and pedestrian-oriented lighting would help the area's sense of place. Banners on light posts could combine the two, such as with the light posts shown in Figure 45 along Stuyvesant Avenue in Union Township, New Jersey, where pedestrian-oriented lighting is combined with planters and a place for hanging banners. The Union Township image also



Figure 44. Current downtown signage, looking westward on North Avenue.



Figure 45. Downtown lighting with banners and planters in Union, New Jersey. (Photo and design courtesy of Arterial LLC)



Figure 46. A well-lit midblock crossing along a sidewalk with green infrastructure providing visual appeal and acting as a buffer on Stuyvesant Avenue in Union Township, New Jersey. (Photo and design courtesy of Arterial LLC)



Figure 47. Bicyclist riding east along North Avenue near Elm Street.



Figure 48. Bicyclist riding west along North Avenue near Elm Street.

highlights several additional key aspects of an attractive and safe downtown: wide sidewalks, short highly visible crosswalks, trees, and other plantings, and seating.

Walk audit participants noted the inconsistency of sidewalks along the corridor. While some sections offered smooth wide concrete, others were narrow, in disrepair, or missing altogether. Additionally, pedestrians crossing mid-block was a fairly common occurrence throughout the North Avenue corridor suggesting that additional and/or shorter crosswalks are needed. An example of both high visibility midblock crossings and green infrastructure as a buffer between pedestrians and traffic can be seen in Union Township (Figure 46).

3. Investigate a Road Diet

In addition to pedestrian and streetscaping improvements, the corridor may benefit from bicycle infrastructure. Multiple bicyclists rode down North Avenue during the walk audit and the highly popular bicycle parking racks and lockers at the train station suggests North Avenue may be a key bicycle route in the area (Figure 47 and Figure 48). Given the width of the roadway, the current lack of left-turn lanes, and the fact that North Avenue is two-lanes in either direction for only about four blocks, the township could work with the state to determine if a road diet is feasible. Eliminating two lanes west of Elmer Street and creating dedicated left-turn lanes at intersections throughout the corridor may help to rationalize some of the turning conflicts and calm traffic (Figure 49). Workshop participants from the town expressed the opinion that on-street parking could be eliminated from North Avenue east of Elmer Street because alternative on-street parking is available on the intersecting side streets on the north side of the street. The additional space could be reallocated for a number of different uses including a separated bicycle lane, green infrastructure (Figure 50), a center median, and/or improved bus stop accommodations. The intended effect would be to improve safety and the walking



Figure 49. Road diet before and after as depicted in the New Jersey Complete Streets Design Guide.



Figure 50. Green infrastructure used to narrow the roadway and provide a shorter crossing distance for pedestrians. (Photo credit: NACTO)



Figure 51. North Avenue: Existing conditions near the train station.



Figure 52. North Avenue with a road diet to add bicycle lanes and a center median.



Figure 53. North Avenue with a road diet to add bicycle lanes and parking.

and biking experience, which would in turn support local businesses as well as active transportation.

Figure 51 illustrates the existing allocation of space on North Avenue in the downtown area and is juxtaposed by two alternatives for reallocating space through a road diet (Figure 52 and Figure 53). The addition of a center median can facilitate the installation of a midblock crosswalks by providing a safe haven for pedestrians (Figure 52). It could also accommodate new plantings, such as trees or shrubbery. Another potential configuration creates new on-street parking (Figure 53).

The area would also benefit from additional bicycle parking in the downtown. This is especially important near the train station where the current bicycle lockers are in such high demand that a long waiting list exists. Parking options should also consider the latest modes of transportation, such as dockless bicycle share programs and e-scooter rentals. These programs allow residents to rent a bicycle or a scooter to complete a short ride. Since the bicycle and scooters are dockless, it is important to clarify the appropriate location where the vehicles should be parked (Figure 54). Additionally, for safety reasons, bicycles and e-scooters should not be ridden on sidewalks with high volumes of pedestrian traffic, as in busy downtown areas.

The North Avenue corridor could also benefit from green infrastructure, which creates visual appeal while helping to manage stormwater. Curb extensions at corners, combined with green infrastructure, can help prevent illegal parking near intersections while also improving the visibility of crosswalks (Figure 55). Green infrastructure could also create an effective buffer between the sidewalk or bicycle lane and roadway traffic.



Figure 54. Paint designates an area for dockless vehicle parking in Seattle. (Photo credit: Seattle Department of Transportation)



Figure 55. Curb extension with green infrastructure to manage stormwater in Philadelphia, PA. (Photo credit: Philadelphia Water Department)

North Avenue is a state road which intersects Central Avenue, a county roadway. Any improvements on either of these roadways will require permission from both the state and the county. However, the light at the North Avenue and Central Avenue intersection is controlled by the state and any improvements only require concurrence from the county. Improvements along North Avenue that encompass only the intersecting municipal roads, such as curb extensions on St. Paul Street, are fully within the township's jurisdiction. However, it would be beneficial for all parties to work together to ensure that any improvements made along the corridor are complementary and provide a cohesive and safe experience for all users. In addition, the downtown area is managed by the Downtown Westfield Corporation (DWC), the managing entity of the Special Improvement District, which could be an invaluable asset in developing and promoting many of the placemaking improvements described above. Working in conjunction with local stakeholders, DWC could develop streetscaping plans that tie into the downtown's already established identity.

4. Expand St. Paul Street Traffic Island into a Full Park

A wide traffic island separates the two directions of St. Paul Street at the intersection of North Avenue (Figure 56). The crosswalks on each of the two one-way legs of St. Paul Street are both over thirty feet long. Additionally, although signage is posted to direct one-way traffic, workshop participants said that eastbound drivers sometimes turn left into the section of the roadway designated for one-way outgoing traffic. During

the audit, eastbound drivers on North Avenue were observed illegally driving on the shoulder to pass vehicles waiting to turn left onto St. Paul Street (Figure 57). As these sections of roadway are already separated by a traffic island filled with greenery, an opportunity exists to close one of the legs of St. Paul’s Street to simplify traffic movements while also creating over 5,000 square feet of new park space.

Creating a full park can take time, but opportunities are available to test out the idea before making a permanent change. Demonstration projects, also known as tactical urbanism or the “quicker, cheaper, faster” approach, allow municipalities to test out design ideas on a temporary basis. These projects can be as simple as using chalk to mark a temporary bicycle lane or potted plants to test out green infrastructure or a curb extension. Demonstration projects also provide an excellent opportunity to bring community members on board, incorporate their ideas, and garner local support and ensure that the final installation best meets the needs of the community.

Examples of demonstration projects abound. Glen Rock, New Jersey used standard public works materials to close off a section of roadway to prevent drivers from making dangerous turns in a congested area. Short term plans include adding temporary amenities such as planters and benches (Figure 58). In Boston, Massachusetts, a temporary plaza was created using excess roadway space while a permanent park was being designed and funded (Figure 59).

There are a number of potential options for park creation at St. Paul Street. Renderings can help facilitate discussion of potential configurations. Figure 61 provides an example of potential modifications. This figure is only for visualization purposes. The western leg of St. Paul Street is wide enough to accommodate two-directional traffic. There is also enough space to consider adjusting the intersection such that St. Paul Street meets North Avenue at a right angle.



Figure 56. The pedestrian island and wide St. Paul Street one-way exit onto North Avenue, with “Do Not Enter” sign (looking northward from North Avenue).

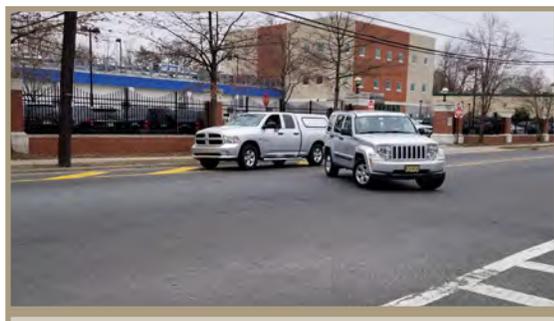


Figure 57. Car making a left onto St. Paul Street is passed by several cars that drive through the no-parking zone (looking west on North Avenue).



Figure 58. Road closure used to improve traffic safety and create a new public space in Glen Rock, New Jersey.

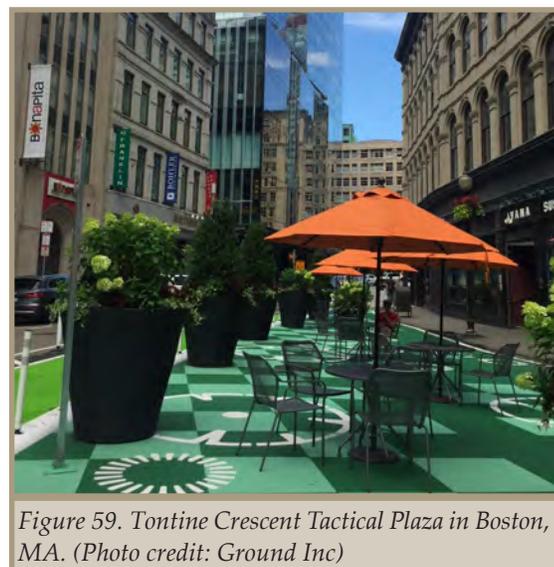


Figure 59. Tontine Crescent Tactical Plaza in Boston, MA. (Photo credit: Ground Inc)



Figure 60. In 2015, Jersey City created a new pedestrian plaza using planters, paint, tables and chairs. The plaza was successful and extended in 2018. Now the city is designing a permanent plaza with stone pavers, larger planters, benches, pedestrian safety bollards, and other public space features.

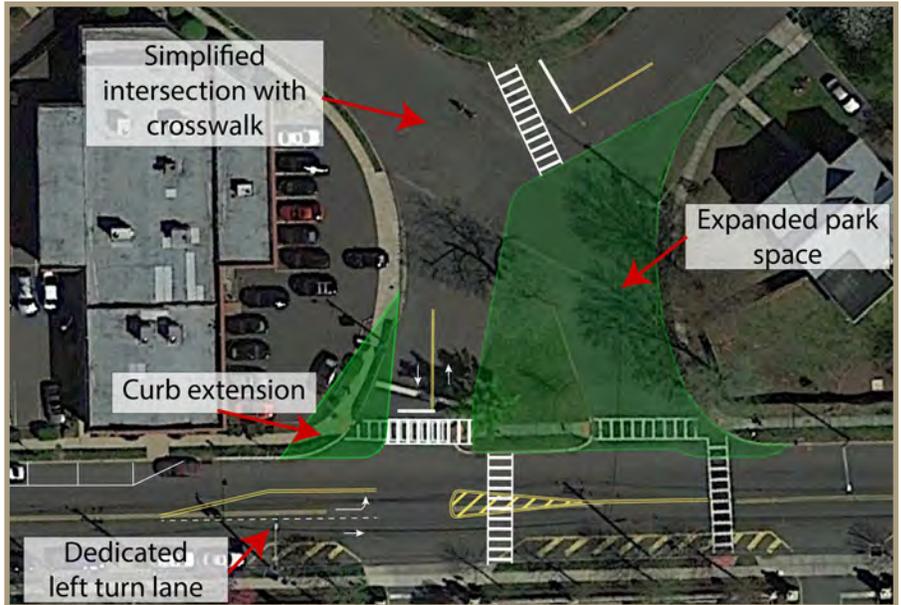


Figure 61. Potential modifications to add a park and simplify traffic at North Avenue, St. Paul Street, and Tremont Avenue.

5. Involve the Community and Provide Educational Opportunities

Education is an essential element in creating safer streets for all users. Enforcement of pedestrian crosswalk laws provides one tool for encouraging vehicles to watch for pedestrians. There are additional opportunities to provide positive encouragement as well. The Street Smart NJ campaign is one public education tool that municipalities can use to promote safe driving, walking, and bicycling (see Figure 62 and Appendix for additional details). Safe Routes to School programs provide various educational opportunities for youth and parents. Community events provide an excellent opportunity to spread awareness about complete streets goals. One such example can be found in New Brunswick’s Ciclovía, which temporarily closes a street to cars and opens it up to bicyclists, pedestrians, and various activities. These educational opportunities can also be used to spread awareness on safe ways to ride a bicycle or scooter in the downtown area.

Detailed Recommendations

North Avenue: Hillcrest Avenue to Tremont Avenue

- Ensure consistent sidewalks are available, even across driveways, and explore implementing a wider sidewalk width for the entire corridor, such as through adoption of an ordinance designating municipal design standards
- Stripe high visibility crosswalks at all intersections along North Avenue, including crossings over North Avenue and along North Avenue on side streets (Figure 62)
- Investigate opportunities to move on-street parking to side streets and better utilize the surface parking lots in the area



Figure 62. One example of the Street Smart NJ educational campaign materials.

- Investigate opportunities to install a bicycle lane along North Avenue that would connect Westfield’s residential areas with the Westfield Train Station, a popular destination for bicyclists in the area
- Investigate opportunities to install green infrastructure, especially near St. Paul Street where flooding was apparent during the walk audit (Figure 63)
- Consider traffic calming treatments such as curb extensions, which can serve the additional purposes of providing space for green infrastructure or shortening pedestrian crossings on North Avenue



Figure 63. New York City has made extensive use of paint and plastic bollards to decrease turn radii at intersections throughout the city.

- Upgrade all curb ramps to be compliant with the Americans with Disabilities Act (ADA) and angle them such that they direct pedestrians into the crosswalks rather than into the center of the intersection
- Investigate opportunities to use curb extensions to create a 90-degree angle at the intersection of Hillcrest Avenue and North Avenue, which could serve several purposes (Figure 25, Location A):

- Allow drivers to see oncoming traffic without blocking the crosswalk
- Shorten the Hillcrest Avenue crosswalk
- Create additional space between the South Euclid Avenue intersection and the Hillcrest Avenue intersection to alleviate some vehicular turning confusion

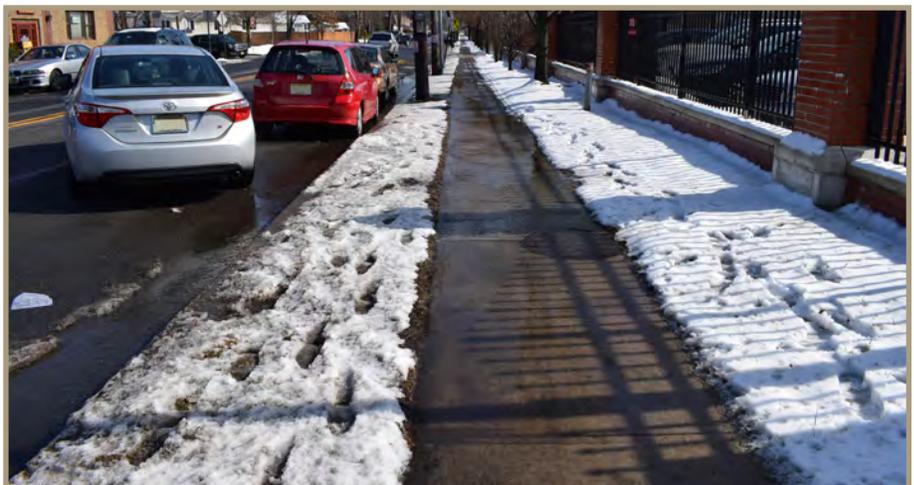


Figure 64. Flooding along the sidewalk, looking eastward near the intersection of St. Paul Street and North Avenue.

- Investigate installing a mid-block crossing on North Avenue between South Euclid Avenue and St. Paul Street (Figure 25, between Location B and C; Figure 64)
- Explore expanding the St. Paul Street median into a park, including (Figure 25, Location C, Figure 61):
 - Closing the eastern leg of St. Paul Street between North Avenue and Tremont Avenue and transforming the space into a park or plaza
 - Converting the western leg of St. Paul Street between North Avenue and Tremont Avenue into a two-directional roadway
 - Adding high visibility crosswalks

North Avenue: St. Paul Street to Central Avenue

- Investigate a road diet along North Avenue to alleviate some of the chaos with left-hand turns, especially at the intersection of Elmer Street and the shopping center on the opposite side of North Avenue
- Upgrade all curb ramps to be ADA-compliant and angle them such that they direct pedestrians into the crosswalks rather than into the center of the intersection
- Upgrade the streetscape and signage that welcomes passersby to downtown Westfield along North Avenue, such improvements could include:
 - Downtown-specific pedestrian lighting and banners
 - Tree plantings
 - Stamped crosswalks
 - Other visual cues that promote North Avenue’s identity as an enjoyable art of Westfield’s downtown to visit and walk, as explored by DWC
- Clearly mark the ending of the second lane on the eastbound side of North Avenue at Elmer Street (Figure 25, Location D; Figure 65)
- Install crosswalks across North Avenue at Elmer Street (Figure 25, Location D)



Figure 65. A sidewalk-level midblock crossing on Stuyvesant Avenue in Union Township, New Jersey. (Photo and design courtesy of Arterial LLC)

North Avenue: Central Avenue to Prospect Street

- Investigate similar road diet, bicycle infrastructure, and streetscaping improvements suggested earlier
- Upgrade all curb ramps to be ADA-compliant and angle them such that they direct pedestrians into the crosswalks rather than into the center of the intersection
- Upgrade pedestrian crosswalk signals
- Consider installing a midblock crossing at the former location of the Lenox Avenue intersection (Figure 25, Location F)
- Simplify the Elm Street intersection by creating a single entrance into the Westfield Train Station parking lot (Figure 25, Location I)
- Upgrades to the Elm Street intersection should also consider reducing confusion for traffic traveling eastbound on North Avenue, specifically striping a stop bar closer to the intersection and making the traffic light visible from that location (Figure 25, Locations G and H)



Figure 66. Location along North Avenue where second travel lane abruptly ends (looking west on North Avenue).

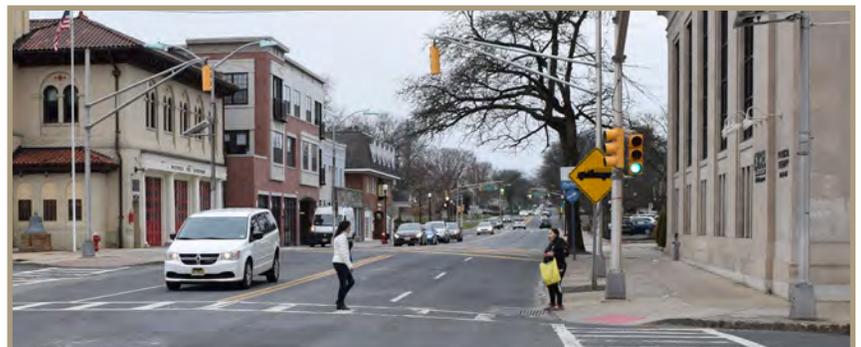


Figure 67. Currently installed pedestrian signals at the Elmer Street intersection (looking west on North Avenue).



Figure 68. Pedestrian signal head in Collingswood, New Jersey displays a countdown to assist pedestrians.

Conclusion

North Avenue provides an important connection between Westfield’s nearby residential areas and the walkable downtown and train station. With a few improvements, North Avenue’s role as a major east-west access roadway across Union County could be harnessed to help increase pedestrian traffic in the downtown section of North Avenue. North Avenue could be transformed into a gateway to the downtown area for motorists, pedestrians, and bicyclists by better balancing the needs of each travel mode. Local officials aware of the challenge sought out the help of the CSTA Program to audit current conditions and recommend potential improvements. As part of this assistance, local stakeholders received a course on complete streets and were instructed on how to audit a corridor.

Updating the North Avenue streetscape, ensuring continuous sidewalks, and exploring various roadway enhancements could greatly improve the walkability and bikeability of the area while encouraging pass-through traffic to stop in the downtown. These changes—namely the crosswalks, potential road diet, and intersection upgrades along North Avenue—will require coordination with county and state officials, such as representatives from NJDOT’s Office of Bicycle and Pedestrian Programs. Additionally, demonstration projects can be deployed to test out the acceptability of various recommendations for suggested changes on municipal roadways along the corridor. Findings from the WCW should be used to help inform Westfield’s complete streets plans, including the development of the Westfield Bicycle and Pedestrian Plan.



Figure 69. WCW participants cross North Avenue at St. Paul Street.

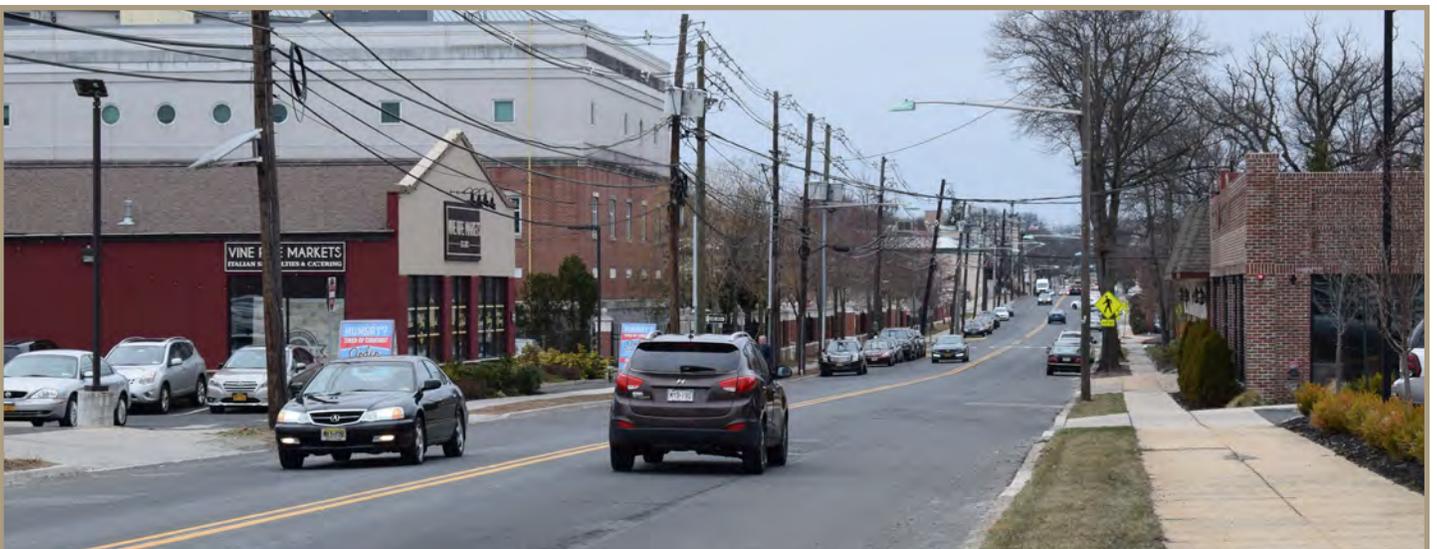


Figure 70. Looking west on North Avenue near South Euclid Avenue.

Appendix

A. Workshop Flyer

B. Workshop Attendees

C. Workshop Agenda and Field Audit Form

D. Street Smart NJ Campaign Resources

E. Potential Funding Resources

F. Design Resources

A. Workshop Flyer



WALKABLE COMMUNITY WORKSHOP

Monday, March 25, 2019
1 pm to 5 pm

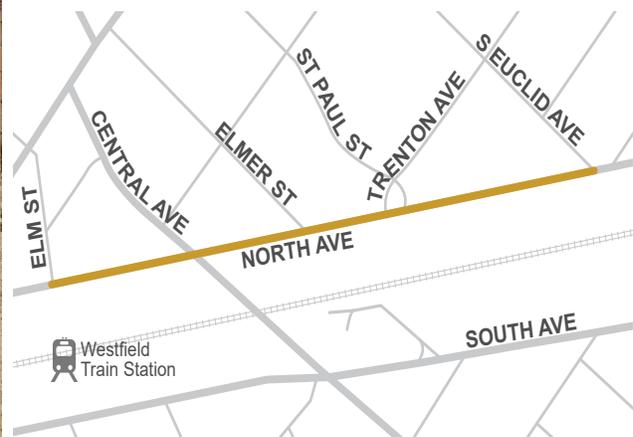
JOIN US TO ADDRESS
WALKABILITY ON
NORTH AVENUE!

REDCOM Office
433 North Avenue E,
Westfield, New Jersey

For more information email:
heasleya@tcnj.edu

WORKSHOP AGENDA

- 1:00 pm
Welcome and Walkable Community Presentation
- 2:00 pm
Walking Audit
- 4:00 pm
Debrief and Next Steps
- 5:00 pm
Adjourn



A Walkability Workshop engages town employees, residents, business owners and workers on issues regarding walking and biking in a community. After training on what to look for, workshop participants will walk a half-mile corridor assessing their existing streets and sidewalks and identifying issues to overcome to ensure safer conditions for pedestrians and bicyclists. After the workshop, a report will be prepared with recommendations on improvements to address key

Technical Assistance Program, which is a collaborative venture between Sustainable Jersey (SJ), the Voorhees Transportation Center at Rutgers University (VTC), and the North Jersey Transportation Planning Authority (NJTPA). Funded by the NJTPA to implement complete streets.



B. Workshop Attendees

Doug Greenfeld, North Jersey Transportation Planning Authority

Anne Heasley, Sustainable Jersey

Lisa Cintron, Alan M. Voorhees Transportation Center

James Sinclair, Alan M. Voorhees Transportation Center

Qingyang Xie, Alan M. Voorhees Transportation Center

Michael Dardin, Westfield

Jay Goldring, Westfield

Karrie Hanson, Westfield

Kelly Kessler, Westfield

Kris McAloon, Westfield

Robert Newell, Westfield

Phil Round, Westfield

Donald Sammet, Westfield

Eric Angeles, EZ Ride

Liza Betz, Union County

John Witsch, Union County

Himadri Kundu, WSP

C.Workshop Agenda and Field Audit Form

NORTH AVENUE

WALKABLE COMMUNITY WORKSHOP

Monday, March 25, 2019 | 1 pm to 5 pm
REDCOM Office, 433 North Ave E, Westfield, NJ

WORKSHOP AGENDA

- 1:00 pm** **Welcome and Walkable Community Presentation**
Complete Streets Technical Assistance (CSTA) project team will lead a presentation to train town employees, residents, business owners and workers on what to look for when auditing walking and biking infrastructure.
- 2:15 pm** **Walking Audit**
Participants will walk a half-mile corridor assessing their existing streets and sidewalks and identifying issues to overcome to ensure safer conditions for pedestrians and bicyclists.
- 4:00 pm** **Debrief and Next Steps**
Participants will generate planning level recommendations to improve the safety, convenience, and comfort of the walking environment of what they observed on the walking audit to be incorporated as recommendations into the final report.
- 5:00 pm** **Adjourn**



This effort is part of the Complete Streets Technical Assistance Program, which is a collaborative venture between Sustainable Jersey (SJ), the Voorhees Transportation Center at Rutgers University (VTC), and the North Jersey Transportation Planning Authority (NJTPA). Funded by the NJTPA, the program is designed to support municipal government efforts to implement complete streets.



RUTGERS

WALK AUDIT

Monday, March 25, 2019 | 1 pm to 5 pm

Contact	Person Completing: _____
	Email: _____
	Phone: _____

North Avenue from Hillcrest to Tremont Avenue / St. Paul Street

Design	How many lanes are there? _____	Are there crosswalks? _____
	What is the speed limit? _____	Is there a median? _____

Driver Behavior	Circle all that apply:	
	a. Speeding	e. Loud music
	b. Blocking crosswalk	f. Loud engine
	c. Not stopping for pedestrians	g. Not stopping for traffic control
d. Double parking		

Sidewalk Condition	Are sidewalks present?
	No One Side (Which?) Both Sides
	Any problems you observed:
	a. Sidewalks or paths started and stopped, where?
	b. Sidewalks were broken or cracked, where?
	c. Sidewalk slope problems, where?
d. Sidewalks were blocked with parked cars, signs, shrubs, etc, where?	
e. Sidewalks not wide enough, where?	
f. Sight obstructions, where?	



WALK AUDIT

Monday, March 25, 2019 | 1 pm to 5 pm

Curb Cuts/Ramps	<p>Circle all that apply:</p> <p>a. Missing</p> <p>b. Non ADA compliant curb cuts/ramps (too steep, not passable, etc.)</p> <p>c. Aligned with crosswalk: yes or no</p> <p>d. Truncated domes present: yes or no</p> <p>e. Truncated domes placed correctly: yes or no</p> <p>f. Curb extensions: yes or no</p> <p>g. Other concerns:</p>	
Signage	<p>Streets are labeled: Excellent Average Poor None</p> <p>Pedestrian oriented directions: Excellent Average Poor None</p> <p>Car oriented directions: Excellent Average Poor None</p>	
Parking	<p>Side 1</p> <p><input type="checkbox"/> Yes: Parallel or Angled</p> <p><input type="checkbox"/> No</p>	<p>Side 2</p> <p><input type="checkbox"/> Yes: Parallel or Angled</p> <p><input type="checkbox"/> No</p>
Amenities	<p>Check all that apply:</p> <p><input type="checkbox"/> Bench</p> <p><input type="checkbox"/> Trash Can</p> <p style="padding-left: 20px;"><input type="checkbox"/> Overflowing? Yes or No</p> <p><input type="checkbox"/> Bus shelter</p> <p><input type="checkbox"/> Bicycle Racks</p>	
Lighting	<p><input type="checkbox"/> Overhead cobra</p> <p><input type="checkbox"/> Historic</p> <p><input type="checkbox"/> Pedestrian oriented</p>	<p>Is there lighting over the crosswalk?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>

WALK AUDIT

Monday, March 25, 2019 | 1 pm to 5 pm

Trees

- Frequent, good shape
- Frequent, poor shape
- Mostly empty tree wells
- Infrequent, good shape
- Infrequent, poor shape
- No tree wells

Additional Notes:



RUTGERS

WALK AUDIT

Monday, March 25, 2019 | 1 pm to 5 pm

Tremont Avenue / St. Paul Street to Central Avenue									
Design	<p>How many lanes are there? Are there crosswalks?</p> <p>What is the speed limit? Is there a median?</p>								
Driver Behavior	<p>Circle all that apply:</p> <table style="width: 100%;"> <tr> <td style="width: 50%;">a. Speeding</td> <td style="width: 50%;">e. Loud music</td> </tr> <tr> <td>b. Blocking crosswalk</td> <td>f. Loud engine</td> </tr> <tr> <td>c. Not stopping for pedestrians</td> <td>g. Not stopping for traffic control</td> </tr> <tr> <td>d. Double parking</td> <td></td> </tr> </table>	a. Speeding	e. Loud music	b. Blocking crosswalk	f. Loud engine	c. Not stopping for pedestrians	g. Not stopping for traffic control	d. Double parking	
a. Speeding	e. Loud music								
b. Blocking crosswalk	f. Loud engine								
c. Not stopping for pedestrians	g. Not stopping for traffic control								
d. Double parking									
Sidewalk Condition	<p>Are sidewalks present?</p> <p>No One Side (Which?) Both Sides</p> <p>Any problems you observed:</p> <p>a. Sidewalks or paths started and stopped, where?</p> <p>b. Sidewalks were broken or cracked, where?</p> <p>c. Sidewalk slope problems, where?</p> <p>d. Sidewalks were blocked with parked cars, signs, shrubs, etc, where?</p> <p>e. Sidewalks not wide enough, where?</p> <p>f. Sight obstructions, where?</p>								
Curb Cuts/Ramps	<p>Circle all that apply:</p> <p>a. Missing</p> <p>b. Non ADA compliant curb cuts/ramps (too steep, not passable, etc.)</p> <p>c. Aligned with crosswalk: yes or no</p> <p>d. Truncated domes present: yes or no</p>								



WALK AUDIT

Monday, March 25, 2019 | 1 pm to 5 pm

Central Avenue to Prospect Street									
Design	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; padding: 5px;">How many lanes are there?</td> <td style="width: 50%; padding: 5px;">Are there crosswalks?</td> </tr> <tr> <td style="padding: 5px;">What is the speed limit?</td> <td style="padding: 5px;">Is there a median?</td> </tr> </table>	How many lanes are there?	Are there crosswalks?	What is the speed limit?	Is there a median?				
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What is the speed limit?	Is there a median?								
Driver Behavior	<p>Circle all that apply:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; padding: 5px;">a. Speeding</td> <td style="width: 50%; padding: 5px;">e. Loud music</td> </tr> <tr> <td style="padding: 5px;">b. Blocking crosswalk</td> <td style="padding: 5px;">f. Loud engine</td> </tr> <tr> <td style="padding: 5px;">c. Not stopping for pedestrians</td> <td style="padding: 5px;">g. Not stopping for traffic control</td> </tr> <tr> <td style="padding: 5px;">d. Double parking</td> <td></td> </tr> </table>	a. Speeding	e. Loud music	b. Blocking crosswalk	f. Loud engine	c. Not stopping for pedestrians	g. Not stopping for traffic control	d. Double parking	
a. Speeding	e. Loud music								
b. Blocking crosswalk	f. Loud engine								
c. Not stopping for pedestrians	g. Not stopping for traffic control								
d. Double parking									
Sidewalk Condition	<p>Are sidewalks present?</p> <p>No One Side (Which?) Both Sides</p> <p>Any problems you observed:</p> <p>a. Sidewalks or paths started and stopped, where?</p> <p>b. Sidewalks were broken or cracked, where?</p> <p>c. Sidewalk slope problems, where?</p> <p>d. Sidewalks were blocked with parked cars, signs, shrubs, etc, where?</p> <p>e. Sidewalks not wide enough, where?</p> <p>f. Sight obstructions, where?</p>								
Curb Cuts/Ramps	<p>Circle all that apply:</p> <p>a. Missing</p> <p>b. Non ADA compliant curb cuts/ramps (too steep, not passable, etc.)</p> <p>c. Aligned with crosswalk: yes or no</p> <p>d. Truncated domes present: yes or no</p>								



WALK AUDIT

Monday, March 25, 2019 | 1 pm to 5 pm

	<p>e. Truncated domes placed correctly: yes or no</p> <p>f. Curb extensions: yes or no</p> <p>g. Other concerns:</p>			
Signage	Streets are labeled:	Excellent	Average	Poor None
	Pedestrian oriented directions:	Excellent	Average	Poor None
	Car oriented directions:	Excellent	Average	Poor None
Parking	<p>Side 1</p> <p><input type="checkbox"/> Yes: Parallel or Angled</p> <p><input type="checkbox"/> No</p>	<p>Side 2</p> <p><input type="checkbox"/> Yes: Parallel or Angled</p> <p><input type="checkbox"/> No</p>		
Amenities	<p>Check all that apply:</p> <p><input type="checkbox"/> Bench</p> <p><input type="checkbox"/> Trash Can</p> <p style="padding-left: 20px;"><input type="checkbox"/> Overflowing? Yes or No</p> <p><input type="checkbox"/> Bus shelter</p> <p><input type="checkbox"/> Bicycle Racks</p>			
Lighting	<p><input type="checkbox"/> Overhead cobra</p> <p><input type="checkbox"/> Historic</p> <p><input type="checkbox"/> Pedestrian oriented</p>		<p>Is there lighting over the crosswalk?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	
Trees	<p><input type="checkbox"/> Frequent, good shape</p> <p><input type="checkbox"/> Frequent, poor shape</p> <p><input type="checkbox"/> Mostly empty tree wells</p>		<p><input type="checkbox"/> Infrequent, good shape</p> <p><input type="checkbox"/> Infrequent, poor shape</p> <p><input type="checkbox"/> No tree wells</p>	
<p>Additional Notes:</p> <hr/> <hr/>				



WALK AUDIT

Monday, March 25, 2019 | 1 pm to 5 pm

Final Questions

How safe did this area feel? **0 1 2 3 4 5 6 7 8 9 10**

How afraid would you be to walk
ALONE in the area during *daytime*? **0 1 2 3 4 5 6 7 8 9 10**

How afraid would you be to walk
ALONE in the area during *night*? **0 1 2 3 4 5 6 7 8 9 10**

How well care for did this area feel? **0 1 2 3 4 5 6 7 8 9 10**

Additional Notes:



RUTGERS

D. Street Smart NJ Campaign Resources



STREET SMART NJ FACT SHEET

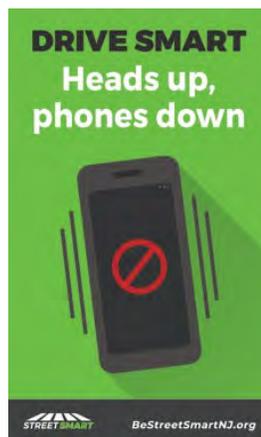
What is Street Smart NJ?

Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign created by the North Jersey Transportation Planning Authority (NJTPA). The campaign combines grassroots public awareness efforts with social media, public outreach efforts and law enforcement to address pedestrian safety.

There are a number of different ways communities can participate. Nearly all campaigns enlist the involvement of community leaders, businesses and organizations and ask police to step up enforcement of pedestrian safety laws. Some campaigns have an evaluation component, including pre- and post-campaign surveys and observations at crash prone locations. Smaller campaigns may be limited to handing out information at community events and displaying signage around town.

More than 80 communities have participated in Street Smart in some way since the program's inception in 2013. NJTPA's goal is to increase that number to 100 campaign partners. Communities everywhere are invited to use the strategies and materials on the Street Smart website, bestreetsmartnj.org, to create their own campaigns. The website includes a 'How To' guide, printable materials, social media posts and a sample press release among other resources.

NJTPA staff are available to sit down with interested towns to discuss how to bring Street Smart NJ to their community.



Why do we need Street Smart?

Part of the impetus behind Street Smart NJ was that the Federal Highway Administration identified New Jersey as a pedestrian “focus” state due to the high incidence of pedestrian injuries and fatalities. In 2018, 175 pedestrians died as a result of pedestrian-vehicle crashes in New Jersey. From 2014 to 2018, 870 pedestrians were killed and thousands were injured on New Jersey’s roadways. That translates to one death every two days and 11 injuries daily.



Campaign Messages

The Street Smart NJ campaign urges pedestrians and motorists to keep safety in mind when traveling New Jersey’s roads. The program’s core message is “Walk Smart – Drive Smart – Be Street Smart” with specific messages including We look before crossing; Heads up, phones down; We slow down for safety; We stop for people – it’s the law; We use crosswalks; We cross at corners; We cross at the light; and We wait for the walk. The NJTPA has developed pedestrian safety tip cards, in English and Spanish, for public distribution built around the messages. The messages are also printed on posters, banners, street signs, coasters, tent cards and coffee sleeves.

Police Enforcement

One of the keys to Street Smart NJ’s success is law enforcement participation. Police officers engage and educate, rather than simply issue citations. In many communities that participate in Street Smart NJ police have issued warnings rather than citations and even rewarded good behavior with coupons, gift cards and free t-shirts. Street Smart NJ public awareness efforts are often conducted in conjunction with this increased enforcement.



Results

Evaluations of previous Street Smart NJ campaigns have shown positive results. There was a 28 percent reduction in pedestrians jaywalking or crossing against the signal and a 40 percent reduction in drivers failing to yield to crossing pedestrians or cyclists following campaigns the NJTPA managed in March 2016.

E. Potential Funding Resources

This appendix provides a list of common grant programs available to New Jersey communities for the advancement of complete streets initiatives, including both infrastructure and non-infrastructure projects, and programs to increase walking and bicycling. A table has been included that lists the most common grant sources for complete street related projects. Links to two online databases with additional funding sources has also been included. Grants listed are highly competitive and grant application requirements should be carefully reviewed before making the decision to apply. From the reviewers' perspective, application review is time-consuming and often applications will not be reviewed if all the required elements are not received by the published deadline. The most successful applications tell the story of the populations most in need of the proposed improvements, especially disadvantaged communities or vulnerable groups such as seniors. Applications should use compelling pictures, data and other documentation, and indicate how and why improvements are prioritized.

New Jersey Department of Transportation

The Division of Local Aid and Economic Development at the New Jersey Department of Transportation (NJDOT) provides funds to local public agencies such as municipal governments for construction projects to improve the state's transportation system. The state's Transportation Trust Fund and the federal Safe, Accountable, Flexible, Efficient Transportation Equity Act — A Legacy for Users (SAFETEA-LU) legislation provides the opportunity for funding assistance to local governments for road, bridge and other transportation projects. NJDOT and the three metropolitan planning organizations that cover the state administer federal aid programs. NJDOT administers state aid programs. Below are some options for funding infrastructure projects through NJDOT.

State Aid Infrastructure Grant Programs

Municipal Aid: This program assists municipalities in funding local transportation projects, and all municipalities in New Jersey are eligible to apply. NJDOT encourages applications for pedestrian safety improvements, bikeways, and streetscapes. Additionally, a common strategy to implement on-street bike lanes is to include bike lane striping within repaving projects that are funded through this program. Learn more here: <https://www.state.nj.us/transportation/business/localaid/municipalaid.shtm>

County Aid: County Aid funds are available for the improvement of public roads and bridges under county jurisdiction. Public transportation and other transportation projects are also included. Learn more here: <https://www.state.nj.us/transportation/business/localaid/countyaid.shtm>

Bikeways: This program funds bicycle projects that create new bike path mileage, working towards NJDOT's goal of 1,000 miles of dedicated bikeways in New Jersey. Special consideration will be given to bikeways physically separated from vehicle traffic, but on-road bike lanes or other bike routes are also eligible for funding. Learn more here: <https://www.state.nj.us/transportation/business/localaid/bikewaysf.shtm>

Safe Streets to Transit: This program encourages counties and municipalities to construct safe and accessible pedestrian linkages to all types of transit facilities and stations, in order to promote increased usage of transit by all segments of the population and decrease private vehicle use. Learn more here: <https://www.state.nj.us/transportation/business/localaid/safe.shtm>

Transit Village: This program awards grants for transportation projects that enhance walking, biking, and/or transit ridership within a ½ mile of the transit facility. Municipalities must already be designated as a Transit Village by the Commissioner of Transportation and the inter-agency Transit Village Task Force in order to be eligible to apply. Learn more here: <https://www.state.nj.us/transportation/business/localaid/transitvillagef.shtm>

Other NJDOT Assistance

Bicycle and Pedestrian Planning Assistance: NJDOT offers Local Technical Assistance (LTA) funding through the Office of Bicycle and Pedestrian Programs. Under this program, on-call consultants are paired with communities to complete a variety of projects including bicycle and pedestrian circulation and master plan studies, safety assessments, trail feasibility studies, bikeway plans, and improvement plans for traffic

calming projects. For more information, please contact the state bicycle and pedestrian program coordinator at bikeped@dot.nj.gov

Federal Aid Infrastructure Grant Programs

Safe Routes to School: The Safe Routes to School Program provides federal funds for infrastructure projects that enable and encourage children in grades K-8, including those with disabilities, to safely walk and bicycle to school. Applicants can receive bonus points on the grant if they have School Travel Plans, a Complete Street Policy and Transit Village designation. Learn more here: <https://www.state.nj.us/transportation/business/localaid/srts.shtm>

Transportation Alternatives Program: The Transportation Alternatives Program provides federal funds for community based “non-traditional” transportation projects designed to strengthen the cultural, aesthetic and environmental aspects of the nation’s intermodal system. Municipalities can receive bonus points on the grant if they have an adopted Complete Street Policy and are a designated Transit Village. Learn more here: <https://www.state.nj.us/transportation/business/localaid/alternatives.shtm>

New Jersey Department of Environmental Protection: The Recreational Trails Program administered by the NJDEP Green Acres Program provides federal funds for developing new trails and maintaining and restoring existing trails and trail facilities including trails for non-motorized, multi-use (including land and water) and motorized purposes. Learn more here: <https://www.nj.gov/dep/greenacres/trails/index.html>

Health and Environment Funding

Sustainable Jersey: The Sustainable Jersey Small Grants program provides capacity building awards to municipalities to support local green teams and their programs, and is not project specific. Learn more here: <http://www.sustainablejersey.com/>

Sustainable Jersey for Schools: Sustainable Jersey for Schools grants are intended to help districts and schools make progress toward Sustainable Jersey for Schools certification. Learn more here: <http://www.sustainablejersseyschools.com>

New Jersey Healthy Communities Network: The New Jersey Healthy Communities Network is a partnership of grantees, funders and advocate organizations who seek to have collective impact on community well-being to support healthy eating and active living. The Community Grant Program provides opportunities to develop healthy environments for people to live, work, learn and play by funding policies, projects and programs that support walking and bicycling. Learn more here: <https://www.njhcn.org/>

Funding from Other Sources

Various other funding sources exist that may help municipalities further complete streets projects. Both Sustainable Jersey and Together North Jersey have developed comprehensive online databases that catalog the many funding sources available. They can be found at the following locations:

Sustainable Jersey Grants Portal: <http://www.sustainablejersey.com/grants-resources/grants-portal/>

Together North Jersey Funding and Resources Database: https://togethernorthjersey.com/?page_id=25162

Federal Funding

1. US Department of Transportation (USDOT)

Better Utilizing Investments to Leverage Development (BUILD, replaced TIGER)

2. Federal Highway Administration (FHWA) Programs

Congestion Mitigation and Air Quality Improvement (CMAQ)

Surface Transportation Program (STP)

Highway Safety Improvement Program (HSIP)

National Highway Performance Program (NHPP)

Transportation Alternatives Program (TAP)

Safe Routes to School (SRTS)

Local Safety / High Risk Rural Roads Program (HRRR)

National Highway System (NHS)

Recreational Trails Program - Including hiking, bicycling, in-line skating, equestrian use, cross-country skiing, snowmobiling, off-road motorcycling, all-terrain vehicle riding, four-wheel driving, or using other off-road motorized vehicles.

Federal Lands Access Program (FLAP) - The Access Program supplements State and local resources for public roads, transit systems, and other transportation facilities, with an emphasis on high-use recreation sites and economic generators.

Emergency Relief - Repair or reconstruction after national disaster, can include bicycle and pedestrian facilities

3. National Highway Traffic Safety Association

NHTSA Section 402 State Highway Safety Program

NHTSA Section 405 Non-Motorized Safety Grants

4. Federal Transit Administration Programs

Urbanized Area Formula Program (UZA) - Public transit and bike routes to transit

Fixed Guideway Capital Investment Grants - Transit systems and bike parking

Bus and Bus Facilities Formula Grants - Includes bike parking facilities

Enhanced Mobility of Seniors and Individuals with Disabilities - Access to transit facilities for seniors

State Funding

5. Municipal Aid (\$140m)

6. County Aid (\$150m)

7. Local Bridges (\$44m)

8. Safe Streets to Transit (\$1m)

9. Transit Village (\$1m)

10. Bikeways (\$1m)

11. Local Aid Infrastructure Fund (\$7.5m)

12. Safe Corridors Highway Safety Funds

13. Urban Aid (\$10m)

14. New Jersey Trails Program (Department of Environmental Protection)

15. Other Funding Sources

16. Regional/Local CMAQ Initiatives Program (NJTPA)

17. NJ Division of Highway Traffic Safety

18. Open Space & Farmland Preservation

19. Homeland Security Transit Security Grant Program (TSGP)

Other Sources

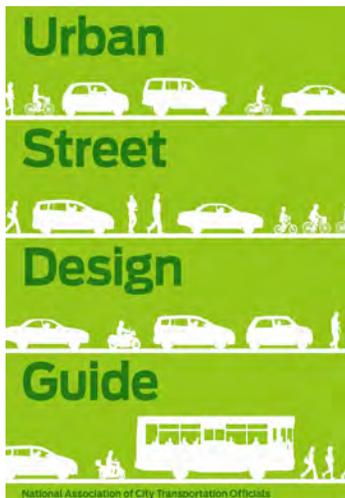
20. County Capital Program

21. Municipal Capital Programs

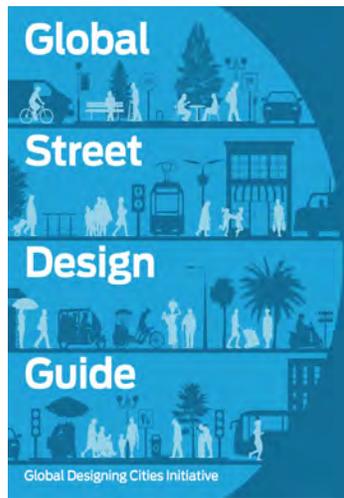
22. Foundations

F. Design Resources

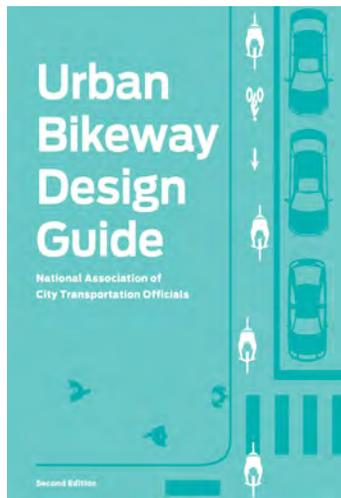
NACTO Guides



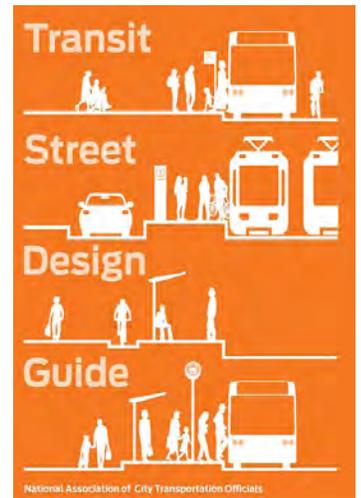
[Urban Street Design Guide](#)



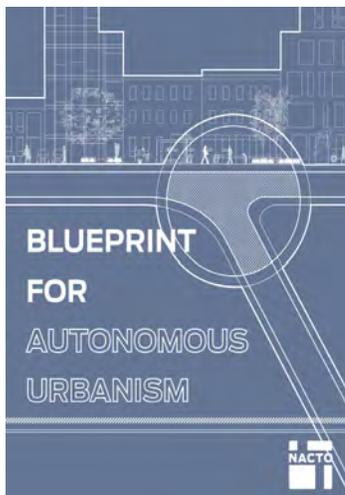
[Global Street Design Guide](#)



[Urban Bikeway Design Guide](#)



[Transit Street Design Guide](#)



[Blueprint for Autonomous Urbanism](#)

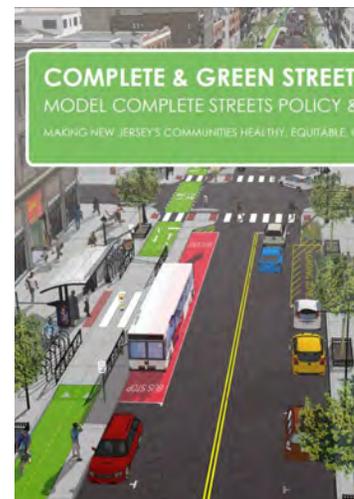


[Urban Street Stormwater Guide](#)

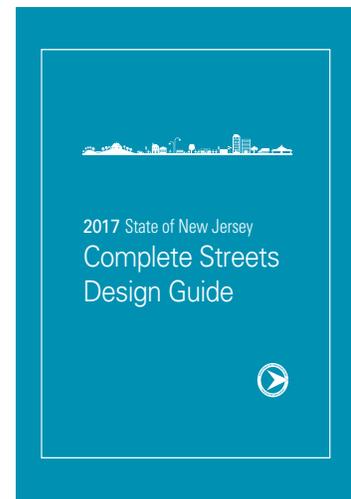


[Bike Share Station Siting Guide](#)

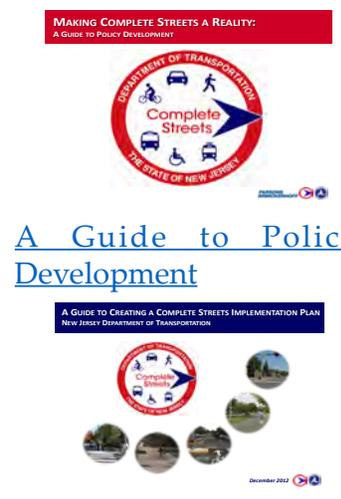
NJDOT Guides



[Complete & Green Streets for All: Model Policy and Guide](#)



[2017 State of New Jersey Complete Streets Design Guide](#)



[A Guide to Creating a Complete Streets Implementation Plan](#)

ADA Guidelines

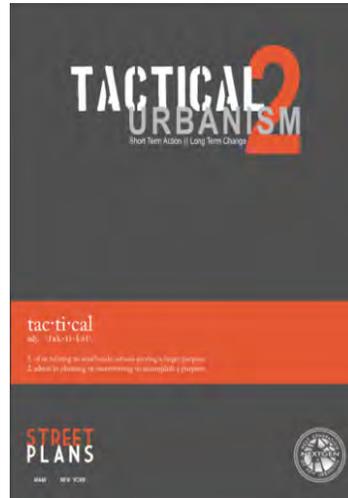


[ADA Standards for Accessible Design](#)

Tactical Urbanism Guides



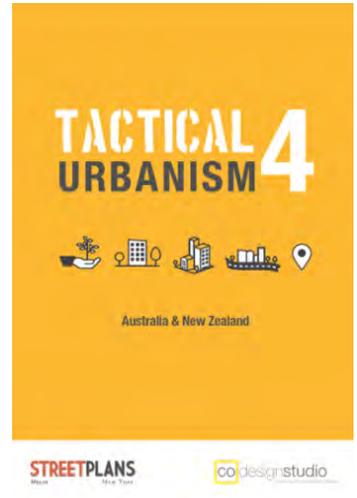
[Tactical Urbanism 1](#)



[Tactical Urbanism 2](#)



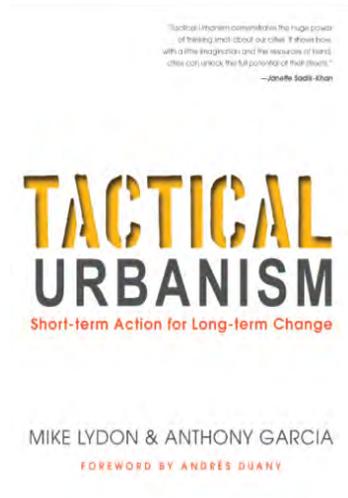
[Tactical Urbanism 3](#)



[Tactical Urbanism 4](#)



[Tactical Urbanism 5](#)



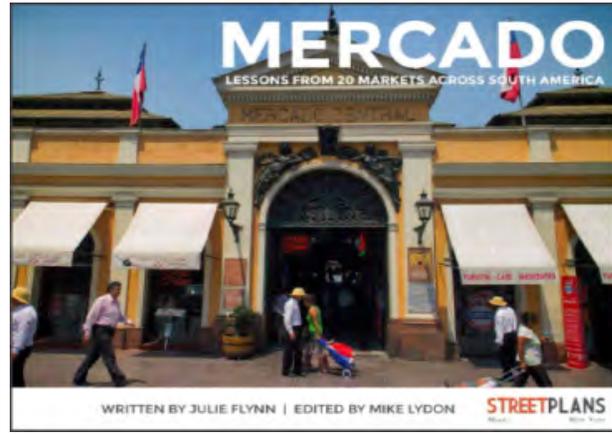
[Tactical Urbanism](#)



[Tactical Urbanist's Guide to Materials and Design Version 1.0](#)



[The Open Streets Guide](#)



[Mercado: Lessons from 20 Markets Across South America](#)



[Public Space Stewardship Guide](#)

