



Town of Westfield

Master Plan Reexamination Report

EXECUTIVE SUMMARY

Town of Westfield, New Jersey
December 2019



H2M Associates, Inc.

119 Cherry Hill Road, Ste 110
Parsippany, NJ 07054 | tel 862.207.5900

November 27, 2019

Town of Westfield
Westfield Town Hall
425 East Broad Street
Westfield, NJ 07090

Re: 2019 Westfield Master Plan Reexamination Report Executive Summary

This **DRAFT Master Plan Reexamination Report Executive Summary** (herein referred to as “Executive Summary”) document is intended to reflect a condensed version of the full DRAFT Master Plan Reexamination Report, with the intent of lighter reading.

The Executive Summary pulls key important pages from the Full DRAFT Master Plan Reexamination Report (such as Introduction, Demographics, Element recommendations, and Element New Trends / Issues). Content within the Executive Summary is unchanged from the full DRAFT Master Plan Reexam, but where pages from the full DRAFT Master Plan Reexam have been excluded in the Executive Summary (excluded pages include Significant Changes in Policies and Assumptions, Element Past Issues, and Relationship to Other Plans).

Page numbers in the Executive Summary are not sequential, rather they reflect the page numbers found within the full DRAFT Master Plan Reexam.

This Executive Summary document is for reference only and does not replace the contents of the full DRAFT Master Plan Reexamination Report.

The full DRAFT Westfield Master Plan Reexamination Report will be presented at the public hearing of the Master Plan on December 2, 2019 at 7:30pm at Town Hall.

If you have any further questions regarding the above letter, please contact the undersigned at (862) 207-5900 extension 2224.

Very truly yours,

H2M Associates, Inc.



The vision statement, guiding principles and goals and objectives are recommended to be immediately adopted as an amendment to the 2002 Master Plan, replacing the existing Goals and Objectives section.

VISION STATEMENT, GUIDING PRINCIPLES & OVERALL GOALS

Westfield's Future: Plan It. Love It. Live It.

Informed by public input and findings from other planning efforts, Westfield has worked collaboratively with the community to develop an inspirational vision and achievable goals for the Town of Westfield.

The Town of Westfield, celebrating its 300th anniversary in 2020, is a vibrant community with a small-town feel, which is inclusive of all residents, supports new and established businesses, and encourages quality and sustainable development. Westfield is a place where residents of all ages, incomes, cultures and creeds are welcome in the community and have the opportunity to thrive.

Westfield will be a model of carefully managed development, providing a range of housing options for young families and empty nesters within walking distance to the downtown, maintain high-quality stable single-family neighborhoods and abundant recreational and cultural opportunities.

Downtown Westfield serves as the heartbeat of the community's commercial and social activities. It continues to be envisioned as pedestrian-oriented and mixed-use center; it will offer a variety of housing choices, retail environments, and traditional and non-traditional office employment opportunities. New development will preserve and celebrate the Town's history and architecture and provide housing and destinations for shopping and services, all within an environment of tree-lined streets, pedestrian parks, and plazas. Westfield cherishes its heritage, while taking full advantage of new technologies and innovations. A visually enhanced streetscape with wide sidewalks, pedestrian and bike facilities will provide safe connectivity throughout downtown, on North and South Avenue, and provide linkages to its neighborhoods.

Convenient public and alternative forms of transportation will exist and the Town will strive to be a model for energy efficiency and environmental sustainability in its policies.

GUIDING PRINCIPLES

1
As we grow, we will strive to preserve the attributes of our unique, hometown character and community identity, the beauty of our natural environment, and the strengths of our neighborhoods, while lessening the adverse effects of growth.

2
We will retain the best qualities of a small town and respects its heritage, while embracing the opportunities that new technologies, programs and concepts in urban design provide.

3
We value open space and parks as an integral part of our community's hometown feel and will take advantage of opportunities for its enhancement and expansion.

4
We will maintain and enhance the historic and human orientation of our Downtown as the center of our community.

5
We will continue to support vibrant concentrations of retail, office, service, residential and recreational activity in Downtown.

6
We will maintain a strong and diverse economy and to provide a business climate that retains and attracts locally owned companies, as well as internationally recognized corporations.

7
We will promote citizens and institutions that value cultural diversity and seeks ways to promote involvement from all cultural groups.

8
We realize that architectural and land use design is fundamental to our identity. As Westfield progresses into the future, special attention will be given to promoting high quality residential and commercial development that reflects aesthetic excellence.

9
We will commit to sustainable practices that promote social equity, environmental health and economic prosperity.

10
We will preserve our single-family neighborhoods while providing housing choices that will allow people to age in place.

11
The long-term economic well-being of the Town is fundamental to its future. Therefore, we will encourage a variety of employment opportunities, and promote unique, local businesses.

12
We will promote a Multi Modal Transportation Network (roadways, bikeways, walkways and public transportation) that are safe, accessible, which emphasize local and regional connections while considering neighborhood impacts.

Overall Goals & Objectives

In the Municipal Land Use Law, a master plan must include a “statement of objectives, principles, assumptions, policies, and standards upon which the constituent proposal for the physical, economic and social development of the municipality are based.” The 2002 Master Plan expressed these statements as a set of goals and objectives, with certain amendments made through adoption of the 2009 Land Use Element. The following builds upon the 2009 goals and objectives, with amendments (indicated as **bolded items**) to create a comprehensive 2019 Master Plan Reexamination Report Goals and Objectives.

1. To provide adequate light, air and open space by establishing, administering and enforcing bulk, density and design standards that are appropriate for the various zones and uses in the community.
2. To preserve and protect the suburban character of existing residential neighborhoods through:
 - a. Zone designations based upon existing neighborhood development patterns and according to the environmental requirements for the respective residential uses.
 - b. Bulk, density and design standards that are appropriate for the various dwelling types and not overly intensive in relation to the lot(s) on which a dwelling is situated in their respective zones.
 - c. Discouraging through traffic in residential areas whenever possible.
 - d. Regulations to preserve and enhance visual appearance of residential neighborhoods; and
 - e. **Discouraging demolitions of older housing units that contribute to the Town’s community character and rehabilitate such homes, when feasible.**

3. To minimize the environmental impact resulting from development through:

- a. Appropriate regulations to encourage green building design in all new construction.
- b. Appropriate regulations that discourage disturbance of steep slopes and vegetation.
- c. Appropriate regulations that discourage unnecessary development in wetlands and flood hazard areas.
- d. Implementation of best practices in stormwater management.
- e. Appropriate regulations to ensure implementation of current soil conservation and erosion control measures; and
- f. Appropriate regulations to protect and/or replace trees/woodlands impacted by development projects.

4. To provide adequate municipal open space for a variety of active and passive recreational uses by:

- a. Maintaining the present amount of open space available to Town residents, and by providing at least 8 acres of municipal open space per 1,000 persons in the community as land becomes available.
- b. Making improvements that encourage the use of and improve the access to passive open space areas; and
- c. **Adopt the recommendations of the 2019 Parks Master Plan.**

5. To maintain and enhance the viability of the various business districts by:

- a. Encouraging an appropriate mix of land uses that will complement one another and meet the retail and service needs of the Town.
- b. Promoting a desirable visual environment and preserving the small-town atmosphere in the business districts.
- c. Providing or requiring the provision of sufficient numbers of parking and loading spaces in the appropriate locations to serve the needs of the general public.
- d. Promoting a desirable pedestrian environment in the downtown business district.
- e. Discouraging automobile-only oriented development in the central business district, including "strip malls"; and
- f. **Offering placemaking opportunities, including public art, open space, pedestrian nodes, and community gathering spaces.**

6. Provide a safe and efficient transportation system that also encourages mobility by all modes.

- a. **Identifying and addressing roadway safety issues.**
- b. **Promoting traffic calming in key locations to discourage speeding and cut-through traffic.**
- c. **Minimizing traffic congestion and providing for safe and convenient access to properties.**
- d. **Developing and maintaining walking and biking routes that enhance connectivity to Town facilities and other key locations in Town; and**
- e. **Improving pedestrian safety at signalized intersections and other areas of safety concern.**

7. To eliminate areas of conflict or incompatibility in land use or zoning between Westfield and adjacent municipalities by:

- a. Rezoning, where appropriate, those areas that conflict with the use or zoning of adjacent municipalities; and
- b. Encouraging the buffer/separation of incompatible uses and/or zones.

8. To provide a wide range of housing types and densities in a manner that maintains and is compatible with the predominant existing single family detached dwelling development pattern through:

- a. Various zone districts that permit single-family detached, two-family and single-family attached, and multi-family dwellings where appropriate.
- b. Density standards that reflect existing neighborhood conditions, where appropriate, as well as the needs of various housing types; and
- c. Rezoning in appropriate locations, for mixed use or residential uses, establishing densities within walking distance of the CBD- Central Business District and NJ Transit railroad stations.

9. To address the need of affordable housing for the local and regional population of low- and moderate-income persons by establishing various zone districts that encourage the provision of affordable housing, where appropriate.

10. To address the need for senior citizen housing through:

- a. Zone districts that encourage the development of housing units that are designed to meet the particular needs of senior citizens.

11. To promote the conservation of the various historical sites, structures and districts in Westfield by:

- a. Identifying the various historic sites, structures and districts that exist.
- b. Establishing appropriate regulations for the preservation of historic sites and structures.
- c. Establishing appropriate regulations that encourage development and redevelopment in historic districts to be compatible with existing historic structures and sites in the district.
- d. **Encouraging adaptive re-use of older historic buildings; and**
- e. **Educating the public about the process and benefits of historic preservation designation.**

12. To promote the conservation of energy and the recycling of recyclable materials through:

- a. Appropriate regulations that require recycling of recyclable materials.
- b. **Encouraging green infrastructure in site design, energy efficient design, and sustainable building practices; and**
- c. **Encouraging reduced carbon footprints through alternative fuel vehicle infrastructure and promoting alternative modes of transportation to minimize automobile travel.**

13. To address underutilized or vacant sites, encourage redevelopment or rehabilitation where properties meet those standards set forth in the Local Redevelopment and Housing Law.



Workshare



Create Places of Interest



Multimodal



Public Square



Public Art



INTRODUCTION AND BACKGROUND

Why Make a Plan?

Westfield's Future. Plan It. Live It. Love It.

To keep Westfield on a path towards success in all aspects of quality of life - from appropriate land use; to quality transportation for pedestrians, bicyclists, transit users, and motorists; preservation of the Town's past while balancing modern building trends; access to and quality community facilities including schools, parks, emergency services and others; and to strategic economic growth in the downtown and commercial areas – a guiding plan should be written and adopted by the Town. This Master Plan Reexamination Report gives all these factors attention and lays out a plan for Westfield's future. This Reexamination Report serves as an important long range planning tool for the Town of Westfield. It not only establishes community vision, but acts as an action plan for how to achieve that vision, a guiding document for the Governing Body and Planning Board.

This document was not written from behind a desk, rather the Master Plan Reexam Team (the Town of Westfield and its hired sub-consultants: H2M [lead] & TimHaahs) ventured out into the Town and spoke to residents about their issues and concerns, wants and desires. This plan is built around these comments from YOU, the resident, the business owner, the visitor to this great Town. It outlines the issues and concerns and recommends solutions. This Master Plan Reexamination Report also includes an evaluation of Westfield's planning and development regulations and documents, and identifies which of the community's policies or objectives have changed (and which have stayed the same) since the completion of the Town's last Reexamination Report, which for Westfield was in 2009.

"This plan is built around these comments from YOU, the resident, the business owner, the visitor to this great Town."

Plan Organization:

Vision Statement and Goals and Objectives includes a recommended set of goals and objectives for incorporation into the Town Master Plan, along with an overall vision statement for the Town.

Introduction and Background explains the purpose of the Master Plan Reexamination, the source of its authority from the New Jersey statutes, direction on how to implement the recommendations resulting from this reexamination report.

Community Engagement and Public Participation discusses the importance of community engagement in the planning process and summarizes the public outreach activities that occurred for this Reexamination Report including meetings of the project steering committee, public workshops, public survey, and use of PublicInput.com.

Significant Changes in Assumptions, Policies and Objectives discusses changes that have occurred since the 2002 Master Plan including changes in local demographics, changes that have occurred statewide both in the law and policy, county planning efforts and policies, regional planning efforts, and local planning efforts and policy changes.

All Elements provide a checklist of recommendations - new and old; a discussion of trends and policies affecting planning concerning the element topic; a discussion of new issues; and a status of issues and recommendations from the previous master plan element dating back to 2002.

Land Use Element Reexamination addresses community form and land development of Town. It addresses concerns such as demolitions and the trend towards modern building practices while maintaining and enhancing community character.

Circulation Element Reexamination provides a multi-modal review of the Town's transportation network. This element addresses the needs of pedestrians, bicyclists, transit users, and motorists, addressing more specific issues such as parking.

Downtown Economic Development Element Reexamination provides a qualitative analysis of the Town's downtown commercial area and provides recommendations for maintaining Westfield's reputation for having an excellent central business district.

Community Facilities Element Reexamination examines civic facilities and institutions including park and recreational facilities, school buildings, emergency services including police, fire, and EMS, other safety concerns, town services and buildings and arts and culture.

Historic Preservation Element Reexamination identifies opportunities for historic designations and preservation.

Recommendations Concerning Redevelopment, by statute, would contain the recommendations of the Planning Board concerning the incorporation of redevelopment plans adopted pursuant to the Local Redevelopment and Housing Law into the Master Plan. At this time, the Town of Westfield has no adopted redevelopment plans; a brief outline of the redevelopment process is included.

Appendices include a Master Plan Reexamination Public Engagement Survey Report and associated Public Outreach documents (i.e. flyers, meeting summaries).



Authority

The Town of Westfield last adopted its Master Plan in 2002, amending the Land Use Element in 2004 and 2005, conducting a Master Plan Reexamination Report in 2009, again amending the Land Use Element in 2009 and in 2018. The Town has a Housing Element and Fair Share Plan, last adopted in 2018.

Master Plan reexaminations are required for New Jersey municipalities per the Municipal Land Use Law (MLUL), N.J.S.A. 40:55D-89. Per the statute, a planning board shall generally reexamine its master plan and development regulations every 10 years. In accordance with the MLUL, this Master Plan Reexamination shall state:

- a. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.
- b. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.
- c. The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.
- d. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.
- e. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L. 1992, c.79 (C.40A:12A-1 et al.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

Planning Process

The preparation of this document included a robust public outreach process (explained in more detail in the **Community Engagement and Public Participation** section of this report). In addition to this was an extensive review of planning materials. Plans and studies prepared by the Town of Westfield and reviewed as part of this Master Plan Reexamination Report effort include:

- 1999 Downtown Westfield Improvement Plan
- 2002 Master Plan
- 2004 Land Use Plan
- 2005 Land Use Plan
- 2009 Master Plan Reexamination Report
- 2009 Land Use Element and 2013, 2014, and 2018 Amendments
- 2009 Land Use Task Force Report
- 2013, 2014, 2016, 2018 Housing Elements and Fair Share Plans
- 2013 Complete Streets Initiative
- 2017 Downtown Task Force Report
- Land Development Regulations Amendments

How to Use This Plan

The Master Plan Reexamination Report is a guiding document for multi-disciplinary planning and investment in the Town of Westfield for the next 10+ years. Master Plans and Reexaminations are recognized as evolving documents and may be amended by the municipal Planning Board at any time to fit current trends or changed circumstances. In 10 years, the Planning Board must pursue another Master Plan Reexamination Report, or they may choose to undertake a new comprehensive Master Plan. The vision statement, guiding principles and goals and objectives are recommended to be immediately adopted as an amendment to the 2002 Master Plan, replacing the existing Goals and Objectives section.

The Report is built on prior planning efforts and initiatives, a comprehensive analysis of existing conditions, and future opportunities. The recommendations from these past planning efforts and new recommendations are included in a checklist format at the beginning of

each Element. These recommendation checklists are designed for the purpose of “checking off” or tracking recommendations over the next 10-year period as a way to measure progress. Each recommendation is supplemented with four features:

- **Recommendation** states the recommendation.
- **Responsible Party or Partner** identifies the Town entities or other agencies that will have a role in implementation.
- **Timeframe** estimates the amount of time to implement the item. It is categorized as either short (1-2 years), medium (2 to 5 years), long (5-10+ years), or ongoing (continuous).
- **“Check off” box** is a blank box for the Planning Board to “check off” the recommendation once completed. The Planning Board is also encouraged to provide a date of completion.

Plan Implementation

| <i>Recommendation</i> | | <i>Responsible Party</i> | <i>Timeframe</i> | <i>Check Off Box</i> | <i>Year Completed</i> |
|--------------------------------|---|--------------------------|------------------------------------|----------------------|-----------------------|
| Recommendation Category | | | | | |
| 1 | 2018 (new) Recommendation Recommendation statement | Town and/or partner | Short Medium Long Ongoing | ✓ | insert year |

Summary Table of Past Issues and Recommendations

| <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|--|-----------|--|------------------------------|
| <i>No. of Old Issues</i> | | | |
| a | Old Issue | | x |



The Master Plan Reexamination Report cannot be written, nor recommendations made without input from the people who live, work, and visit Westfield. Without public input, this document will not accurately represent the wants and needs of Westfield residents. Throughout the year-long Master Plan Reexamination Report process, the Town and its sub-consultants, H2M & TimHaahs (the “Master Plan Reexam Team”), worked hard to obtain ideas, opinions, feedback, and record concerns, using community workshops and online engagement. This collaborative approach provides valuable insight into the community which can only be gleaned from those who are daily part of the community.

Key to the success of this community outreach initiative was the partnership between the Town and the sub-consultants developing this Master Plan Reexamination Report. Without the Town promoting the project on its social media accounts and website, and through the individuals that believed in the project and became “ambassadors” of the plan, this project’s community engagement outreach would not have been as successful. The following section describes the public outreach process in the development of this Master Plan Reexamination Report.

Steering Committee

At the launch of the project, a Steering Committee comprised of Town of Westfield professionals, local officials, community leaders and the H2M Team was formed to frame the outline for the development of the

Master Plan Reexamination Report, and to generate discussions on specific areas of the Reexamination Report. Steering Committee members include:

Elected Officials

- Mayor Shelley Brindle
- Councilwoman Linda Habgood

Town Staff & Representatives from Boards and Committees

- Sherry Cronin, Former Director, Downtown Westfield Corporation
- James Gildea, Town Administrator
- William Heinbokel, Past Chair, Board of Adjustment
- Liz Jeffery, Economic Development Advisor
- Kelly Kessler, Vice Chair, Historic Preservation Commission
- Robert Newell, Chair, Planning Board
- Gretchan Ohlig, Board of Education Representative
- Donald Sammet, Town Planner
- Alan Tremulak, Esq., Planning Board Attorney

Alternates

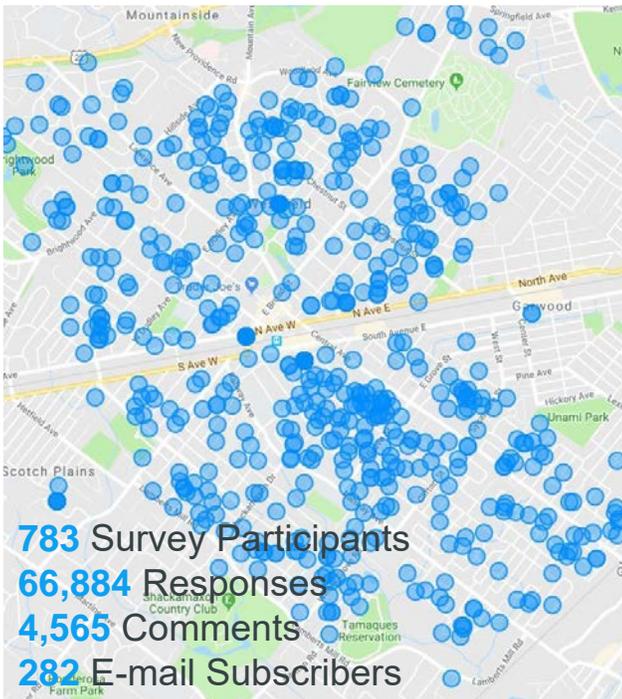
- Anastasia Harrison, Planning Board member, Steering Committee alternate
- Michael LaPlace, Planning Board member, Steering Committee alternate

Online Engagement

The Master Plan Reexam Team established an online presence of the Reexamination Report through the Town's website www.Westfieldnj.gov/futurewestfield, social media posts, and a project-specific webpage www.PublicInput.com/WestfieldMP. Both websites contained a wide-range of information regarding the project, including a flyer describing the project, frequently asked questions, a video describing the project and how to participate, workshop dates, summary reports of the workshops, and links to an online survey. The PublicInput.com/WestfieldMP website differed from the Town's website as it was the primary host for the online survey and was maintained by H2M. Westfield also promoted the workshops and the project through their social media accounts including Facebook and Instagram.

Surveys

To gain valuable feedback in the most convenient format for project participants, a Master Plan Reexamination Survey was developed both for online use and in a hardcopy format. Survey responses were collected for approximately nine months. Hardcopy versions of the survey were provided at the community workshops and at key Town facilities such as Town Hall and the library. 783 participants completed the survey with over 4,500 comments. A summary of the survey results can be found in **Appendix B**.



Survey Key Takeaway

When asked to rate a list of issues affecting Westfield, survey participants rated:

One-passenger rail service to NYC

1 68% very important

Condition of parks & recreation

2 57% very important

Parking in downtown

3 52% very important

Residential teardowns

4 49% very important

Goods & services in downtown

5 48% very important

Workshops

The Master Plan Reexam Team held a series of workshops at different stages of the Master Plan Reexamination Report development in order to collect public input.

Stakeholder Visioning Workshop

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

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

A detailed explanation of the workshop's format and comments received can be found in **Appendix C**.

Public Workshops Phase I

The Master Plan Reexam Team hosted four community workshops beginning in late March through the month of April. The Team engaged with 265 residents collectively over the course of the four meetings. All meetings were held from 7PM to 9PM, alternating between the Town Hall Community Room and the Edison Intermediate School Cafeteria. In addition to community workshop summaries being posted online for public viewing, the Town also put together short videos of some of the workshops.

A detailed explanation of each of the workshop's format and comments received can be found in **Appendix C**.

Focus Groups

In addition to the four public workshops planned for the beginning of the project, the Master Plan Reexam Team hosted a focus group workshop for seniors, a unique population group in Westfield who were less likely to attend the public workshop meetings held in the evening. The Senior workshop was instead held during the day on April 30, 2019 from 1PM to 3:30PM at the Presbyterian Church of Westfield. The meeting was jointly hosted by Lifelong Westfield, a group targeted for seniors. A summary of the workshop format and comments received can be found in **Appendix C**.

A second focus group workshop was held for business owners in downtown Westfield. The workshop took place on September 10, 2019 from 7PM to 9PM at the Town Hall Community Room. Over 55 business owners and property owners attended the event.

Planning Board Interim Check-in

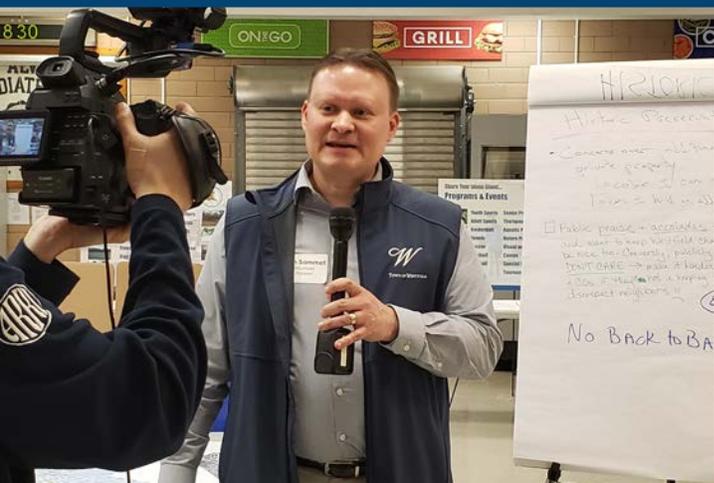
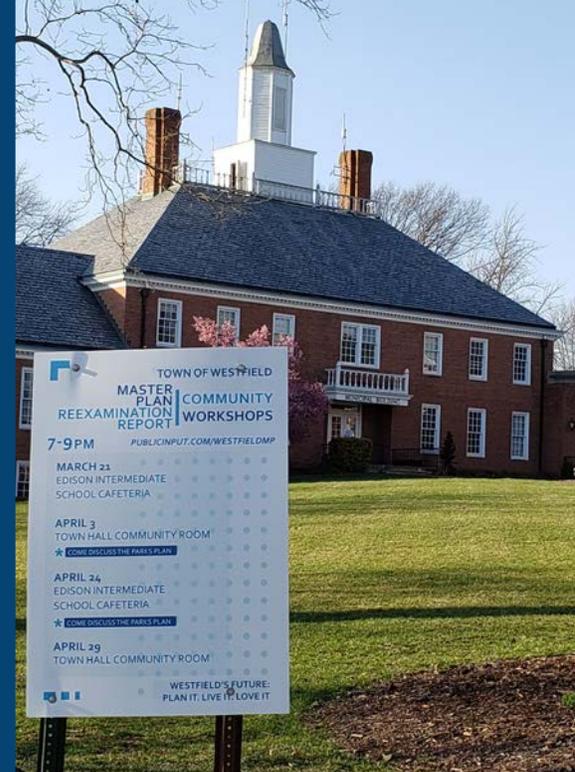
The Master Plan Reexam Team attended a Planning Board meeting halfway through the planning process, on July 1, 2019 to present the findings of the first phase of public workshops. The Team discussed initial findings by going through preliminary survey results.

Public Workshops Phase II

While there were four workshops planned for the beginning of the project to gather valuable insight from the public, one workshop was also planned for the near-end of the project to provide a "feedback loop" for residents. This workshop was formatted to present the key ideas, goals, and recommendations of the Draft Master Plan Reexamination Report. The intent of the presented findings were:

- To give the residents an opportunity to follow-up with the Team after the first round of Public Workshops held in the Spring
- To gain feedback on the Report's draft goals, objectives and recommendations

The workshop was held on October 2, 2019 and ran from 7PM to 9PM in the evening with 60 participants attending. The presentation used to discuss the Master Plan Reexamination Report findings can be found in **Appendix B**.





SIGNIFICANT CHANGES



Significant Changes in Assumptions, Policies, and Objectives

A Master Plan Reexamination Report is required to look at the extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis of the last 2002 Master Plan. In the 17-year period since 2002, there have been a multitude of changes affecting Westfield. This section of the report examines changes in demographics, changes in the region, at the state, county, and municipal levels and changes within the law that are applicable to the elements of this Master Plan Reexamination Report.



Changing Demographics

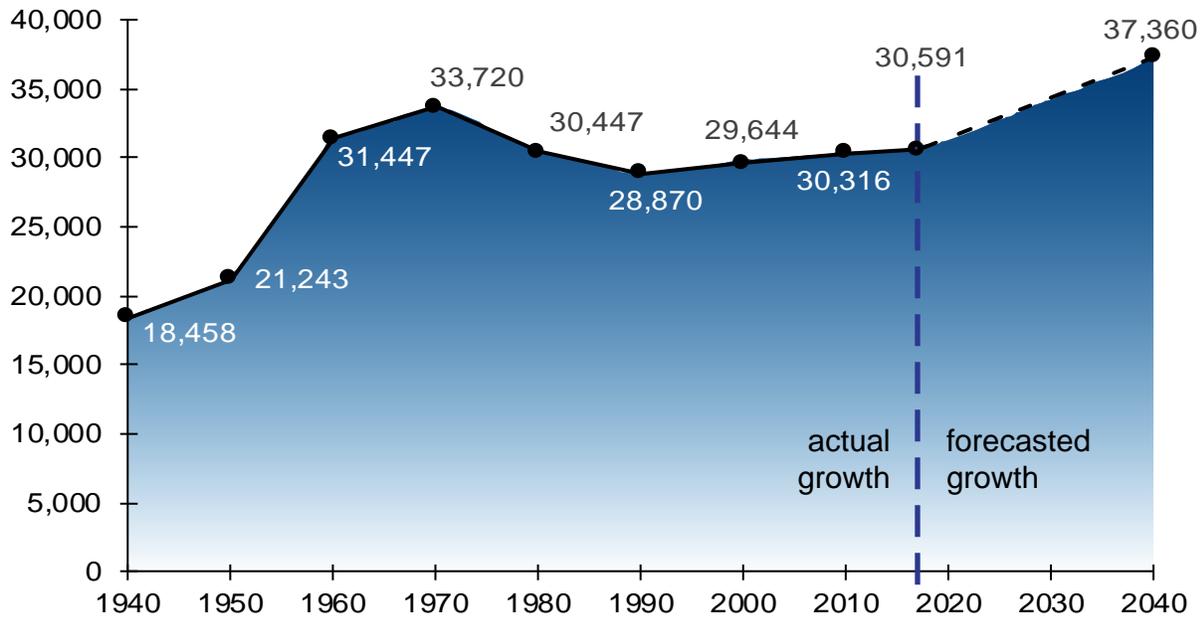
The following discussion of Town demographic conditions relies largely on the latest available data at the time of this report, Census 2010 data, and as such, may not accurately reflect current conditions in the Town. Most current data, 2017 American Community Survey (ACS) 5-year Estimates data (collected from years 2013-2017), is used where possible instead of using 2010 Decennial Census data.

Since the 2002 Master Plan, there have been significant changes to population demographics and other factors affecting how people live, work, travel, and play in the community. It is important to understand demographic conditions and population trends in order to better reflect the lifestyles of Westfield residents. Doing so helps identify and address growing problems or potential areas of concern which can help to comprehensively plan for Westfield's future. These unique population characteristics are identified by comparing the Town's demographics over time and to those of the county and the state.

Population Characteristics

The Town of Westfield experienced a population boom between 1940 and 1970 (growing by more than 80%) and a population decline (-14.4%) in the '70s and '80s. Town population began to grow again beginning in 1990, albeit more slowly, reaching its highest population since 1970 with 30,591 residents in 2017. Since the last Reexamination Report in 2002, the population in Westfield has increased 3.2% (using 2000 and 2017 figures). The North Jersey Transportation Planning Authority (NJTPA) population forecast indicates population in the Town of Westfield will continue to grow into the year 2040 (a population forecast of 37,360 residents), past its 1970 peak. This forecast of a 18.9% increase in population from 2010 establishes the need for a range of development activities, including additional housing, infrastructure, and transportation improvements in order to meet the needs of all current and future residents.

Westfield Population Growth 1940-2040



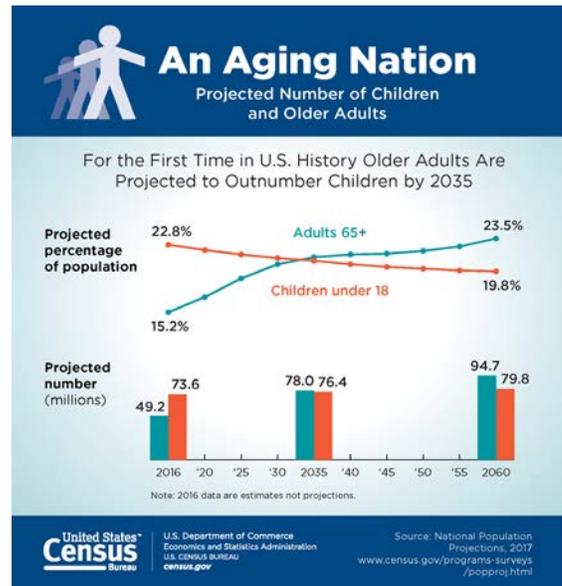
Source: US Census Bureau, American Community Survey, 2013-2017 5-Year Estimates & NJTPA Population Forecasts

"This forecast of a 18.9% increase in population from 2010 establishes the need for a range of development activities, including additional housing, infrastructure, and transportation improvements in order to meet the needs of all current and future residents."

Age

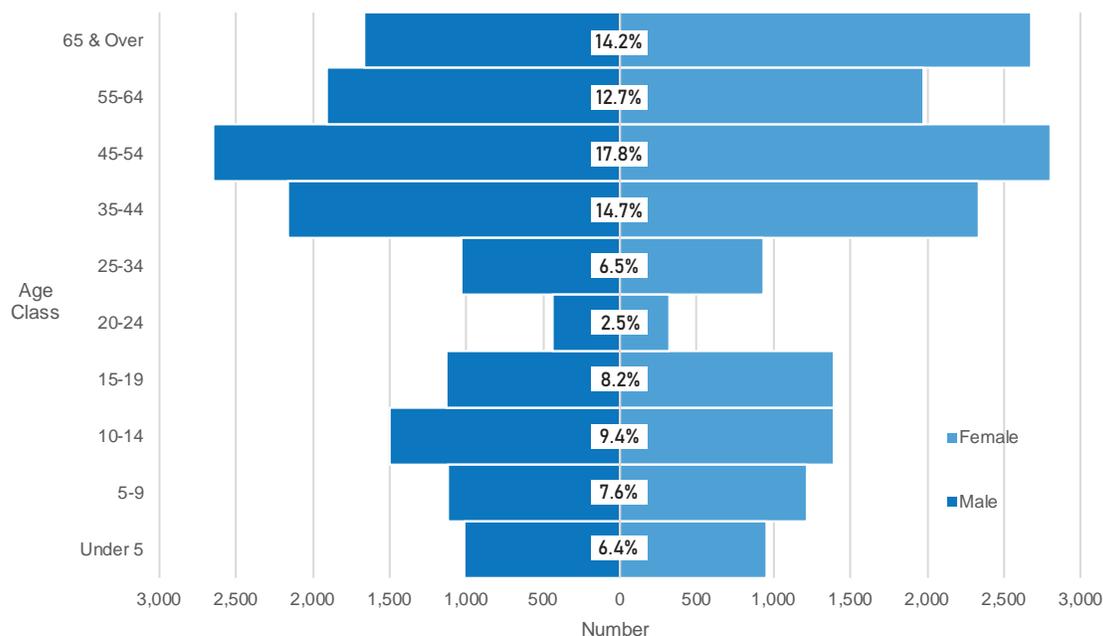
With a forecasted population increase, breaking down the population by age can help determine how best to meet the needs of future residents.

- The share of children in Westfield (those under 19 years old, 31.7%) is higher than the share of children at the national level (25.6%, 2017 ACS). At the time of the last Master Plan in 2002, the Town predicted the school-age population (ages 5-19) would increase over time, as it had increased in the previous decade (1990-2000, 16% increase). Today, the school-age population is 7,738 children, a 17.0% increase. The Town will need to collaborate with the Westfield Board of Education to properly plan for and accommodate the growing number of school children in the public school system.
- The Millennial Generation (generally, people born between 1980 and 2000) make up only 11.7% of the Town's population (2017 ACS), significantly less than their national representation (~27%, 2017 ACS). As of 2019, individuals of this generation are between 19 and 39 years old. Both school-aged children and the Millennial Generation are important because they represent the new generation of workforce, renters or homeowners, and consumers.



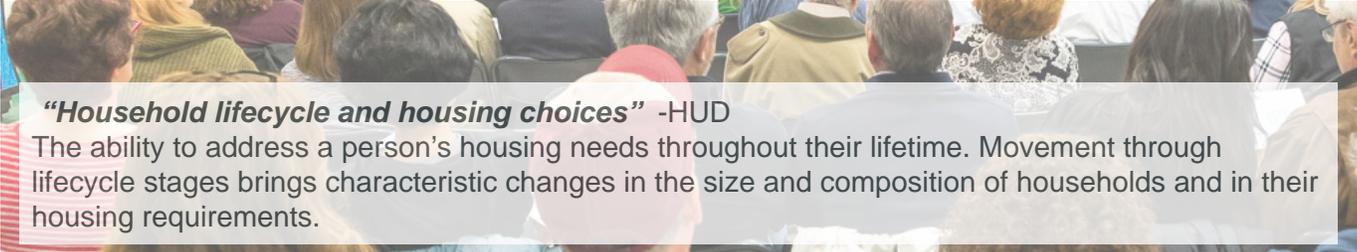
- Conversely, at least 25.3% of Westfield's residents are Baby Boomers (born between 1946 and 1964), which is higher of a share compared to Baby Boomers throughout the nation (~17.7%). The first Baby Boomers reached the age of 65 in 2010, and by 2030, the entire generation will reach the typical age of retirement. By 2035, the US Census Bureau projects for the first time in US history, older adults will outnumber children. Without an abundant Millennial population to off-set aging Baby Boomers, Westfield will need to both accommodate the needs of older adults and attract younger generations.

Westfield Age Pyramid, 2017



Baby Boomers

The overall preference for aging adults is to stay in the current community or home in which they live. A survey by the American Association of Retired Persons' (AARP) Public Policy Institute revealed 87% of individuals age 70 and above who responded to the survey wanted to stay where they live, while those between 50 and 64 shared the same preference at 71%. This concept is known as "Aging in Place." Key factors for aging in place is the ability to "downsize" if needed (trading in a larger home for more modest and accessible living arrangements) and continued mobility even without access to an automobile. AARP identified some policies to promote aging in place related to transportation, including transit-oriented development (TOD), "complete streets", and human services transportation (such as municipal dial-a-rides). Westfield's access to public transportation and the ability to address a person's **"household lifecycle and housing choices"**, provide some of these characteristics. As these older adults retire and age, there will be an increased demand to provide transportation, housing, recreation, and social services that cater to their needs.



"Household lifecycle and housing choices" -HUD

The ability to address a person's housing needs throughout their lifetime. Movement through lifecycle stages brings characteristic changes in the size and composition of households and in their housing requirements.

Millennials

Generally, Millennials living preferences include rental units, downtown amenities, and transit service. Westfield lacks a diverse housing stock but shows strength in its commercial districts and transit service. A 2014 Urban Land Institute (ULI) survey of Millennials found 50% are renters (635 of 1,270), and two-thirds of respondents reported they are very satisfied or satisfied with being a renter. The ULI's Millennial report also notes one-third rent in an urban area (419 of the 1,270 survey respondents). 17.6% of occupied housing units in Westfield are renter occupied and 11.9% of renters were Millennials according to 2017 census data. Additionally, home-ownership rates for all age groups were lower in 2017 than in 2006, the year before the Great Recession, but those under the age of 35 are much less likely to own a home than other age cohorts. Nationally, the 2017 home ownership rate for households under 35 was 35.3%, 6.4% less than it was ten years ago in 2007. A predominantly single-family community, Westfield will need to concentrate on diversifying its housing stock to attract even more Millennial residents.

Millennials also tend to use public transportation and other modes at a higher rate than previous generations. In a survey of Millennials from the Rockefeller Foundation and Transportation for America, 54% of respondents said they would consider moving to another city if it had more and better transportation options, and two-thirds identified access to high quality transportation as one of their top three criteria when choosing a place to live. Eighty percent (80%) said that it is important to have a wide range of transportation options, such as public transportation, bike- and car-sharing, and pedestrian-friendly streets. Based on this, Westfield is well positioned to be an attractive community for Millennials because of its access to public transportation assets.

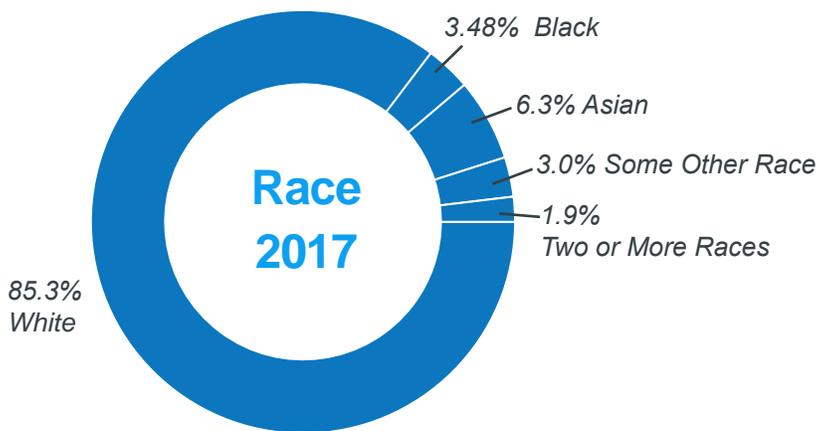
An unknown about the long-term impacts of Millennials is whether the preferences to rent and use public transportation will stay consistent across their lifetime. Some of their preferences may be more influenced by financial considerations. The national average student-loan debt for a person who graduated in 2017 is \$28,650, 1 percent higher than the 2016 average. However, the New Jersey state average student loan debt for a graduate of the Class of 2017 is \$32,247, 6th highest in the nation. The higher than average debts may impact a person's ability to afford a car, save for a down payment on a home, or start a family. For example, the US Census Bureau found that young adults are marrying at lower rates than previous generations, marrying on average between 28 and 30 years old and economic security plays a role in marital decisions. As Millennials' incomes increase, they marry and start a family, and save more money, the question remains on whether Millennials will continue to prefer to rent and eschew car ownership, or whether they will look to move to more suburban areas to own homes and drive an automobile to work. In this respect, Westfield can be attractive destination as it provides the trappings of suburban and urbanized lifestyles.

Race

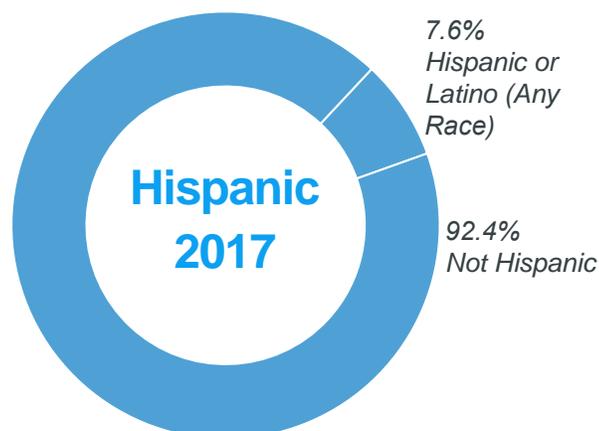
Approximately 85.3% of the population in Westfield is white alone, although the Town has been diversifying racially (90% white in 2000). The Some Other Race and Asian race categories grew the most over the 2000 to 2017 time period (+2.4% and +2.21%, respectively). Still, the Town today is considered less diverse than the County (56.6% white) and the State (67.9% white). Given Westfield's smaller-sized racial minority, it is important to continue efforts to provide equal access to Town land uses and amenities while catering to the needs of all Town of Westfield residents.

Hispanic or Latino Population

Persons of "Hispanic or Latino origin" can be any race where "origin" is defined as ancestry, nationality, group, lineage or country of birth of the person or the person's parents or ancestors before their arrival in the United States. There are more people living in Westfield who identified themselves as being of Hispanic or Latino origin in the 2010 Census (4.92%) than the 2000 Census (2.82%). However, according to 2017 data Westfield still has a lower percentage of people identifying themselves as Hispanic or Latino (7.6%) than the county average (30.7%) and the state average (19.7%).



Source: US Census Bureau, American Community Survey, 2013-2017 5-Year Estimates



Source: US Census Bureau, American Community Survey, 2013-2017 5-Year Estimates

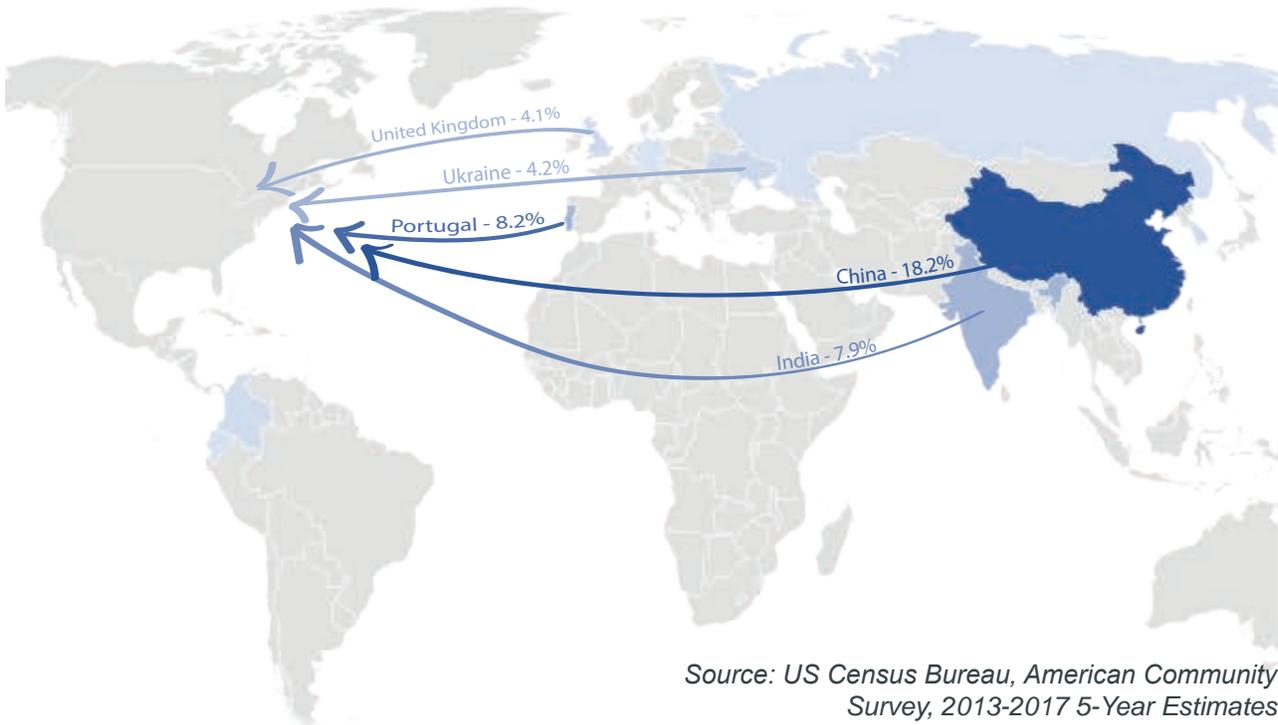
Foreign-Born

The foreign-born population makes up 11.3% of the total population in Westfield (3,455 residents), less than the foreign-born representation in both the County (29.9%) and the State (22.1%). Of the Westfield foreign-born population, 38.6% were born in Asia, 35.3% born in Europe, 20.3% in Latin America, and approximately 2.95% in Northern America. Of all foreign-born residents, a higher number of residents came from the following countries: 18.2% were born in China, 8.2% of foreign-born were born in Portugal, nearly 7.9% in India, 4.2% in Ukraine, and 4.1% were born in the United Kingdom.

Of all foreign-born residents who have entered the U.S. and are living in Westfield, 70.5% have become naturalized citizens, more than the naturalization rate for both Union County (51.9%) and the State (54.7%).



Westfield's Foreign-Born Residents' Place of Birth



Source: US Census Bureau, American Community Survey, 2013-2017 5-Year Estimates

Income and Poverty

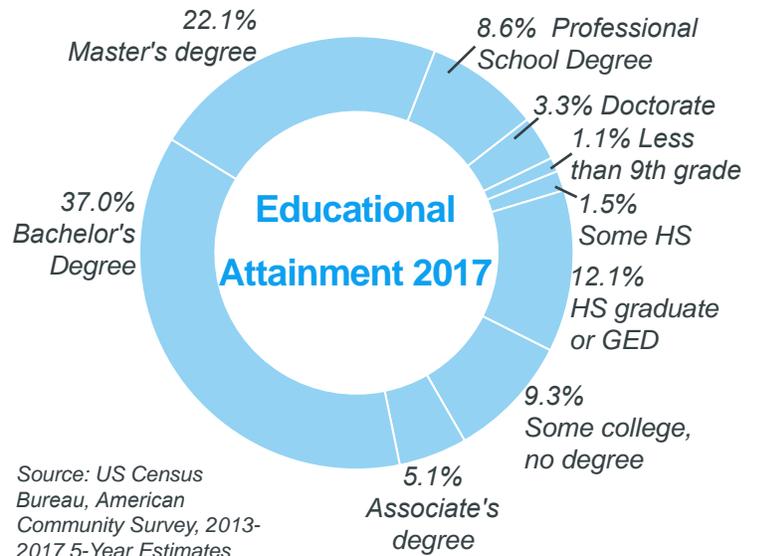
The 2017 median household income is greater in Westfield now (\$159,923) than the last Reexamination Report (\$98,390 per 2000 Census). At both points in time, Westfield's median household income was much greater than the County's. Very high-income households, or households with incomes equal to or greater than \$150,000, make up over half (52.83%) of households in Town.

The federally set poverty line is a specified dollar amount considered to be the minimum level of resources that are adequate to meet basic needs - the percentage of those living below the poverty line or poverty threshold is called the poverty rate. Residents living below the poverty line typically place greater needs on services provided by the Town, county, non-profits, or other organizations. In Westfield, 2.7% of the population for whom poverty status is determined is below the poverty level (807 individuals), much lower than the county, state and national poverty rates in 2017 (10.3%, 10.7%, and 12.3%, respectively). The poverty rate remains unchanged from the 2000 Census (2.7%).

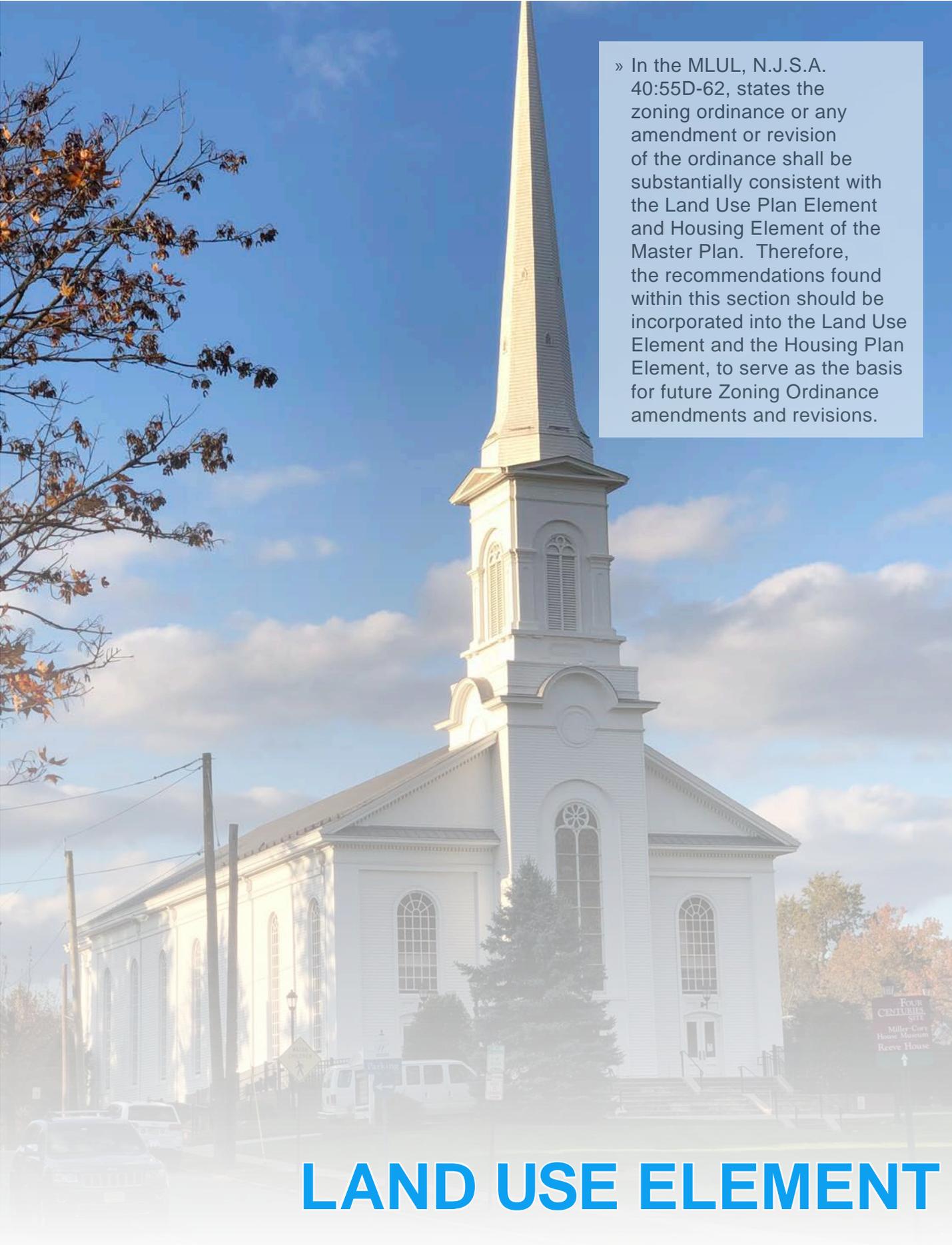
- 2017 poverty rates for the Black or African American alone population in Westfield has historically been the highest poverty rate of the race categories in Town but has decreased by more than two-thirds when compared to 2012 ACS 5-year estimates (6.5% 2017, 23.5% 2012).

Educational Attainment

Westfield residents aged 25 and over are well educated, with nearly 97.4% of residents having received at least a high school degree and approximately 76.1% of residents continuing on to receive a degree from a higher education institution. Westfield residents' level of education is higher than county, especially for those receiving a bachelor's degree (37% Westfield, 20.6% Union County, 23.4% New Jersey) and masters/professional/doctorate degrees (34% Westfield, 13.5% Union County, 14.7% New Jersey).







» In the MLUL, N.J.S.A. 40:55D-62, states the zoning ordinance or any amendment or revision of the ordinance shall be substantially consistent with the Land Use Plan Element and Housing Element of the Master Plan. Therefore, the recommendations found within this section should be incorporated into the Land Use Element and the Housing Plan Element, to serve as the basis for future Zoning Ordinance amendments and revisions.

LAND USE ELEMENT

KEY TAKEAWAYS

When asked to rate a list of issues affecting Westfield, survey participants rated:

4

**Residential
teardowns**



49% very important

| | | |
|---|----------------------|------------|
|  | Very Favorable | 29% |
|  | Somewhat Favorable | 37% |
|  | Neutral / No Opinion | 16% |
|  | Somewhat Unfavorable | 14% |
|  | Very Unfavorable | 3% |

how do you view
**New
Development,
Office,
Retail, and
Mixed-Use**

Other Notable Topics

- Participants of the public engagement process were in favor of redevelopment & rehabilitation of properties in downtown, while protecting residential areas from additional multi-family developments.
- An increase in density in the downtown.
- Mixed-Use viewed as a positive development type in downtown, per public engagement results.
- Offer different building typologies in the zoning code in appropriate areas, as Westfield is comprised of 82.7% single-family residential units.
- Create physical and visual linkages between the North and Sound Avenue Corridors.

LAND USE RECOMMENDATION PLAN

Part 1

Below is a comprehensive Land Use Recommendation Table that includes recommendations from the 2002 Master Plan and 2009 Reexamination Report that still apply today (indicated with a LU-1a, for example), as well as new recommendations identified as part of this 2019 Master Plan Reexamination effort.

Directions

“Check off” a completed Recommendation and mark the year of completion as a way to measure progress. **Short:** complete in 1-2 years; **Medium:** complete in 3-5 years; **Long:** complete in 10+ years.

Land Use Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|----------------|--|--|------------------|------------------|-----------------------|
| General | | | | | |
| 1 | Encourage mixed-use structures with ‘active’ ground floor uses in appropriate locations. | Planning Board | Ongoing | | |
| 2 | Use redevelopment tools on existing underutilized sites, including municipal owned lots. | Town Council, Planning Board, Town Planner | Short to Medium | | |
| 3 | Explore the use of public/private partnerships in future land use decisions. | Town Council | Medium to Long | | |
| 4 | Complete a Unified Land Use and Circulation (ULUC) Plan. | Planning Board | Short | | |
| 5 | (LU-15a) Amend the Land Use Ordinance to incorporate all Municipal Land Use Law amendments identified in the Significant Changes in Assumptions, Policies and Objectives section of this report. | Town Council | Ongoing | | |
| 6 | (LU-15b) Continue to review issues raised in the Annual Report from the Zoning Board of Adjustment and amend the Land Use Ordinance as necessary. | Planning Board, Town Planner, Town Council | Ongoing | | |
| 7 | Amend the Land Use Ordinance to require an affordability table in development application submission requirements. | Town Council | Short | | |
| 8 | Amend the Land Use Ordinance to require notice for all minor subdivision and conditional use applications, even if no variance is required. | Town Council | Short | | |
| 9 | (LU-15n) Amend the Land Use Ordinance to require a sign plan at the time of site plan review. | Town Council | Short | | |
| 10 | Amend the Town’s sign ordinance and amend sign procedures, format for ease of use, and review for compliance with <i>Reed v. Gilbert</i> . | Town Planner, Planning Board, Town Council, Downtown Westfield Corporation | Short to Medium | | |
| 11 | Amend various terms and their definitions including but not limited to “power generators”, “bay window”, “partial destruction”, “total destruction”, “building eave height”, “half story”, “main façade”, “private summer house”, and “swimming pool”. | Town Council | Short | | |
| 12 | Amend the Land Use Ordinance to remove the exemption of ground mounted air conditioning equipment from setback requirements. | Town Council | Short | | |

Land Use Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|---|--|---|------------------|------------------|-----------------------|
| 13 | Amend the Land Use Ordinance to clarify that certain encroachments into the required setback shall be calculated “in the aggregate”. | Town Council | Short | | |
| 14 | In any new Land Use Element, review zone boundaries and make recommendations as necessary. | Town Planner, Planning Board | Ongoing | | |
| Residential | | | | | |
| 15 | Increase demolition permit fees. | Town Council | Short | | |
| 16 | Hire a teardown specialist or residential development coordinator. | Town Council | Short | | |
| 17 | Reexamine zoning requirements such as FAR, to keep new construction in scale with existing neighborhoods. | Town Planner, Planning Board | Short to Medium | | |
| 18 | Review the average front yard setback and 35-foot minimum front yard setback regulations and its effect on the community character of a streetscape and revise as necessary. | Town Planner, Planning Board | Short to Medium | | |
| 19 | Amend the Land Use Ordinance to require a set dimension for garaged parking spaces. | Town Council | Short | | |
| 20 | Consider an Established/Prevailing Building Height regulation as another element that can control scale. | Town Planner, Town Council | Short | | |
| Downtown - Central Business District | | | | | |
| 21 | (LU-13e) Update façade regulations in the CBD, requiring architectural distinct features such as cornices, pediments, window treatments, and others. | Town Planner, Downtown Westfield Corporation, Planning Board, Board of Architectural Review | Medium | | |
| 22 | (LU-13g) Establish sign design guidelines for the CBD zone. | Town Planner, Planning Board, Downtown Westfield Corporation | Short to Medium | | |
| 23 | (LU-13i) Develop maximum or exact setbacks to promote desired development environment in CBD. | Town Planner | Short to Medium | | |
| 24 | (LU-13j) Per a Circulation Element recommendation, establish streetscape standards for new development to create pedestrian-oriented improvements. | Town Planner, Downtown Westfield Corporation, Union County | Medium | | |
| 25 | (LU-13k) Develop private walkway and alley guidelines for maintenance, treatments, and permitted uses. | Town Planner, Planning Board | Medium to Long | | |
| 26 | Encourage Transit Oriented Development (TOD) principles in areas and sites near to the train station. | Planning Board | Ongoing | | |
| 27 | (LU-14a) Investigate the requirements and desirability of attaining Transit Village designation through the NJDOT Transit Village Initiative. | Town Council | Short to Medium | | |
| 28 | (LU-14e) Review the desirability of the proposed Area 2B/TOD-3 Zone -PURD. | Town Planner | Short to Medium | | |
| 29 | (LU-14j) Adopt design guidelines for TOD zones and all properties within the downtown. | Town Planner, Planning Board, Board of Architectural Review | Medium to Long | | |

Land Use Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|--------------------------------------|---|---|------------------|------------------|-----------------------|
| 30 | (LU-14k) Require off-site improvements for new developments in TOD zones. | Planning Board, Town Council | Medium to Long | | |
| 31 | (LU-14l) Establish a baseline density for TOD zones and consider allowing for density bonuses when sustainability measures, public open space, or financial contributions towards public open space are included. | Town Planner, Town Council | Medium to Long | | |
| Commercial and Business Zones | | | | | |
| 32 | (LU-12i) Develop commercial signage guidelines for Professional and Office zone districts. | Town Planner, Planning Board, Town Council | Short to Medium | | |
| 33 | (LU-12j) Require side yard setbacks and screening for any property in the P zones that abut a property used exclusively for residential. | Town Planner | Short to Medium | | |
| 34 | (LU-12k) Remove existing residential properties on E. Grove Street from the O-1 zone and place in the neighboring RM-6D zone. | Town Planner, Town Council | Short to Medium | | |
| 35 | (LU-12m) Consider permitting public and private schools as conditional uses in the O-2 zone. | Town Planner, Town Council | Short to Medium | | |
| 36 | (LU-13m) Review and update permitted uses in the GB-1 zone. | Town Planner | Short to Medium | | |
| 37 | (LU-13n) Review bulk standards for the GB-2 zone and consider higher levels of development scale. | Town Planner | Short to Medium | | |
| 38 | (LU-13p) Review and update permitted uses in the GB-2 zone, including residential. | Town Planner | Short to Medium | | |
| 39 | (LU-13v) Review and update permitted uses in the GB-3 zone. | Town Planner | Short to Medium | | |
| 40 | Remove conflicting regulations regarding mixed-use structure regulations in the GB-3 zone. | Town Council | Short | | |
| 41 | (LU-13z) Review the intended density for the GB-3 zone. | Town Planner | Short to Medium | | |
| 42 | (LU-13bb & LU-13dd) Review and update permitted uses in the C zone. | Town Planner | Short to Medium | | |
| 43 | Amend the Land Use Ordinance to be consistent across sections, regarding Alternative Treatment Centers as they relate to the C zone. | Town Council | Short | | |
| 44 | (LU-13cc & LU-13ee) Review bulk standards for the C zone and consider lower levels of development scale. | Town Planner | Short to Medium | | |
| 45 | (LU-13ff) Require landscaping and screening regulations for properties in the C zone. | Town Planner | Short to Medium | | |
| 46 | (LU-13gg) Require buffer regulations for properties in the C zone. | Town Planner | Short to Medium | | |
| 47 | (LU-15m) Establish sign design standards for commercial uses in business zones. | Town Planner, Planning Board, Town Council, Downtown Westfield Corporation | Short to Medium | | |

Part 2

Below is a summary of the past issues and recommendations that have reduced or increased based on the discussions identified in the **Past Issues and Recommendations** section of this Element.

Summary Table of Past Land Use Issues and Recommendations

| <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|--|--|----------------------------------|
| <i>LU-9 Zone Boundaries</i> | | |
| a Split-Zoned Lots | | x |
| b Change from RS-6 to RS-8 District | | x |
| c Change from RS-6 to RS-10 District | | x |
| d Change from RS-6 to RS-12 District | | x |
| e Change from RS-8 to RS-6 District | | x |
| f Change from RS-8 to RS-10 District | | x |
| g Change from RS-8 to RS-12 District | | x |
| h Change from RS-10 to RS-8 District | | x |
| i Change from RS-12 to RS-24 District | | x |
| j Change from RM-6 to GB-2 District | | x |
| k Change from RM-6 to GB-3 District | | x |
| l Change from RA-3 to RS-6 District | | x |
| m Change from O-3 to C District | | x |
| n Change from GB-1 to RA-3 District | | x |
| o Change from GB-2 to C District | | x |
| p Update Zoning Map | | x |
| <i>LU-10 Residential Zones</i> | | |
| a Residential Front Porches | | x |
| b Residential House Scale and Lot Size Relation | | x |
| c Compatible Land Uses on North Avenue | | x |
| d RS Zone District Standards | | x |
| e RS-12 Side Yard Setback Requirement | | x |
| f RS-40 Lot Width | | x |
| g Cluster Development | | x |
| h Maximum Building Height | | x |
| i Maximum Eave Height | | x |
| j Building Mass at Zoning Side Yard | | x |
| k Maximum Number of Stories | | x |
| l Simplify Floor Area Ratio (FAR) | | x |
| m Habitable Floor Area | | x |
| n RM Zone District Standards | | x |
| o RA Zone District Standards | | x |
| p Multi-Family Development Buffers | | x |
| q RA-3 Density | | x |
| r Ownership Restrictions | | x |

Summary Table of Past Land Use Issues and Recommendations

| <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|--|---|--|----------------------------------|
| <i>LU-11 Demolitions</i> | | | |
| a | Demolitions of Westfield's Housing Stock | x | |
| b | Over-Development | x | |
| <i>LU-12 Professional Office and Office Zones</i> | | | |
| a | P and O Zone District Standards | | x |
| b | Additional Professional Office District | | x |
| c | Permitted Uses in P Zones | | x |
| d | Continue Residential Pattern in P Zones | x | |
| e | Compatible Designs in P Zones | x | |
| f | Limiting Scale of Development in P Zones | | x |
| g | Uses in Front Yard of P Zones | | x |
| h | Shared Parking Relating to Development in P Zones | | x |
| i | Office Use Signage in P Zones | x | |
| j | Buffers in P Zones | x | |
| k | Limited Improvements in the O-1 Zone | x | |
| l | Third Floors in the O-1 Zone | | x |
| m | Development Pattern in the O-2 Zones | x | |
| n | Intensity of Development in the O-2 Zone | x | |
| o | Elimination of the O-3 Zone | | x |
| <i>LU-13 Retail/Commercial Zones</i> | | | |
| a | CBD and GB Zone District Standards | | x |
| b | Uses Limited to Upper Floors in the CBD | | x |
| c | Prohibited Uses in the CBD | | x |
| d | Additional Permitted Use in the CBD & GB Zones | | x |
| e | Building Scale in the CBD | x | |
| f | First Floor Storefront Windows in the CBD | | x |
| g | Signage Design in the CBD | x | |
| h | Types of Signs in the CBD | | x |
| i | Intensity of Development in the CBD | x | |
| j | Pedestrian-Oriented Improvements in the CBD | x | |
| k | Alleys and Walkways in the CBD | x | |
| l | Buffers for the GB Zones | | x |
| m | Prohibited Uses in the GB-1 Zone | x | |
| n | Building Scale in the GB-2 Zone | x | |
| o | Permitted Uses in the GB-2 Zone | | x |
| p | Prohibited Uses in the GB-2 Zone | x | |
| q | Regulations in the GB-2 Zone | | x |
| r | Compatibility in the GB-3 Zone | | x |
| s | Mixed-Use in the GB-3 Zone | | x |
| t | GB-3 Zone District Standards for Residential | | x |
| u | Uses Limited to Floors in the GB-3 Zone | | x |

Summary Table of Past Land Use Issues and Recommendations

| | <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|-------------------------------------|--|--|----------------------------------|
| v | Prohibited Uses in the GB-3 Zone | x | |
| w | Building Scale in the GB-3 Zone | | x |
| x | Accessory Uses in the GB-3 Zone | | x |
| y | Permitted Uses in the GB-3 Zone | | x |
| z | Intensity of Development in the GB-3 Zone | x | |
| aa | Redevelopment/Rehabilitation Potential on Central Ave. | x | |
| bb | Permitted Uses in the C Zone | x | |
| cc | Type of Development in the C Zone | x | |
| dd | Prohibited Uses in the C Zone | x | |
| ee | Building Scale in the C Zone | x | |
| ff | Landscaping in the C Zone | x | |
| gg | Buffers in the C Zone | x | |
| <i>LU-14 TOD Zones</i> | | | |
| a | Transit Village Designation | x | |
| b | Area 1/NS-AMFH - New Street Vacation | | x |
| c | Area 1 Regulations | | x |
| d | Area 2A/TOD-2 Regulations | | x |
| e | Area 2B/TOD-3 Zone - PURD | x | |
| f | Area 2B/TOD-3 Zone | x | |
| g | Area 2B/Area 3/SW-AHO | | x |
| h | Area 2B/Area 3/SW-AHO – Lots 1, 2 & 3 | | x |
| i | Area 2B/Area 3/SW-AHO – Lot 17 | | x |
| j | Design Guidelines for TOD Zones | x | |
| k | Off-Site Improvements | x | |
| l | TOD Standards | x | |
| <i>LU-15 Street Classifications</i> | | | |
| a | Consistency Update to the LUO | x | |
| b | NJ MLUL Amendments | x | |
| c | General Amendments | x | |
| d | Architectural Review Board | x | |
| e | Certification of Nonconforming Uses | | x |
| f | Site Plan & Subdivision Review | | x |
| g | Application Submission Requirements | | x |
| h | Schedule of Requirements Table | | x |
| i | Established Front Yards | | x |
| j | Retaining Wall Requirements | | x |
| k | Fencing Requirements | | x |
| l | Accessory Uses in the Front Yard | | x |
| m | Sign Regulations for Business Zones | x | |
| n | Comprehensive Sign Plan | x | |
| o | Conditional Uses | | x |
| p | Unintentional Use Variance | | x |



LAND USE NEW TRENDS / ISSUES

NEW ISSUES

LU-1 RESIDENTIAL DEMOLITIONS

LU-2 CHANGING CHARACTER OF SINGLE-FAMILY RESIDENTIAL ZONES

LU-3 MULTI-FAMILY RESIDENTIAL DEVELOPMENT

LU-4 MIXED-USE BUILDINGS

LU-5 TRANSIT ORIENTED DEVELOPMENT (TOD)

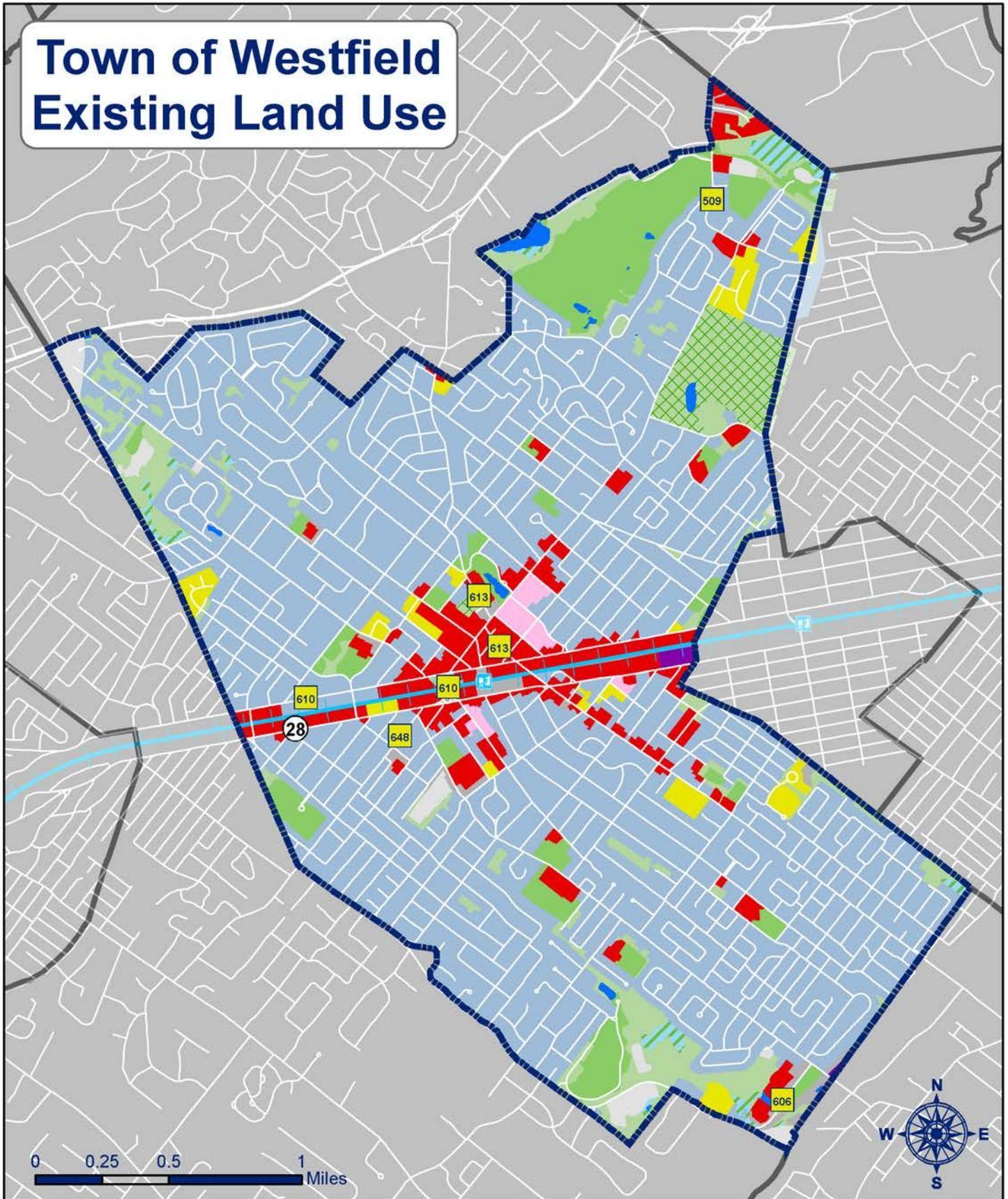
LU-6 LAND USE AND TRANSPORTATION

LU-7 EVOLUTION OF THE CENTRAL BUSINESS DISTRICT

LU-8 LAND USE ORDINANCE

» A robust community outreach process uncovered several land use issues and trends forming in Westfield today. These new issues and trends and discussed in the following pages. Previous issues already identified in the 2002 Master Plan or 2009 Reexamination Report are discussed in the **Land Use Past Issues** section of this Element.

Town of Westfield Existing Land Use



- | | |
|---|---|
|  Residential |  Cemetery |
|  Multi-family Residential |  Athletic/Recreational |
|  Mixed Urban |  Open Space |
|  Commercial/Services |  Wetlands |
|  Industrial |  Water |
|  Urban | |

LU-1 Residential Demolitions

Residential demolitions and over development are issues that were previously discussed in the 2002 Master Plan and 2009 Reexamination Report and identified as LU-3 on page 74 of this report. Since that time however, the problem continues to persist, and is worsening over time, which is why it warrants repetition in this section of the report. To showcase this worsening problem, in a five-year span from 2004 to 2008, there was a net gain of four (4) Certificate of Occupancies (C.O.s) issued for housing units, where in a span of five years just a decade later from 2014 to 2018, there was a net gain of 212 demolitions of housing units. Total from 2004 to 2018, there have been a net gain of 612 demolition approvals for housing units over the 15-year period.

These demolitions are not well received by the community. The second most unsatisfied land use trend in Town according to reexam survey respondents are the teardown of homes replaced by larger homes on the same size residential lot (31% very unsatisfied). Beyond the dislike for these over-developed lots, complaints about the demolition and construction are also prevalent. One town in Minnesota addressed the perceived negative impacts to neighbors by raising the cost of demolition permits to fund a full-time “residential development coordinator” or teardown specialist, tasked with fielding complaints regarding demolitions and new construction, acting as mediator, and often helping streamline the process. While demolitions are currently being monitored with the use of the Historic Preservation Commission’s demolition delay ordinance, Westfield can help residents by hiring an individual to deal with associated issues.

The map on the following page indicates where in Westfield these residential demolitions are taking place.



Table 2: Demolition Approvals Over Time

| Year | No. of Certificates of Occupancy | No. of Demolition Approvals | Net Demolition Approvals |
|--------------|----------------------------------|-----------------------------|--------------------------|
| 2004 | 54 | 41 | -13 |
| 2005 | 33 | 69 | 36 |
| 2006 | 49 | 72 | 23 |
| 2007 | 73 | 52 | -21 |
| 2008 | 62 | 33 | -29 |
| 2009 | 29 | 12 | -17 |
| 2010 | 5 | 16 | 11 |
| 2011 | 4 | 24 | 20 |
| 2012 | 3 | 35 | 32 |
| 2013 | 1 | 51 | 50 |
| 2014 | 4 | 67 | 63 |
| 2015 | 7 | 87 | 80 |
| 2016 | 1 | 6 | 5 |
| 2017 | 1 | 4 | 3 |
| 2018 | 1 | 62 | 61 |
| Total | 383 | 995 | 612 |

Source: NJDCA Construction Reporter, Housing Units

"The second most unsatisfied land use trend in Town according to reexam survey respondents are the teardown of homes replaced by larger homes on the same size residential lot (31% very unsatisfied)."

LU-2 Changing Character of Single-Family Residential Zones

While Westfield is commonly known as an excellent place to live for prospective residents, the Town also grabs the attention of developers. When the land beneath a decades-old dwelling built for working-class residents becomes more valuable than the house, and zoning hasn't been changed to allow for multi-family construction, homes get bought, bulldozed, and then rebuilt as bigger, boxier, and less budget-friendly options. With limited buildable land supply, developers contribute to the demolition problem as described above and contribute to over development. Developers replace older or smaller houses in Town with ones that appeal to younger home buyers. Developers have also been known to apply for a lot subdivision, enabling them to replace one home with two. Westfield residents recognize this issue of over development, where 52% of survey respondents were very unsatisfied with the recent development changes of larger lot subdivisions into multiple single-family lots in residential neighborhoods, the most unsatisfied land use trend in Town among the options provided.

Dissatisfaction of the trend may be due in part to the disruption of existing community character, as newly

constructed homes tend to be oversized for the lot (in floor area or building height, for example), may differ architecturally from the surrounding neighborhood, or both. On a more detrimental level, subdivisions and new construction of larger homes diminishes entry level homebuyer opportunities or aging in place, where individuals are just starting out or wishing to downsize, wanting smaller, more affordable places to live. As more homes are demolished and new homes built in their place, existing and prospective residents continue to be "priced out" of Westfield. In addition, the demolition of an existing 3/4 bedroom bi-level or ranch that is replaced by a 4/5 bedroom 2.5 story dwelling unit has the potential to increase the school age children by the addition of another bedroom, where one never existed.

Westfield should reevaluate the zoning code requirements in residential districts to ensure new buildings are keeping in scale with the surrounding environment.

Image: Neighborhood scale and character



"52% of survey respondents were very unsatisfied with the recent development changes of larger lot subdivisions into multiple single-family lots in residential neighborhoods."

LU-3 Multi-Family Residential Development

Recent changes in demographic and market trends have pushed the need and desire for smaller scale housing units in suburban locations with downtown amenities, but within close proximity to and convenient access to major employment centers like New York City. Westfield is just that, a Town well positioned on the NJ TRANSIT Raritan Valley Line with rail and bus service into Manhattan and with a reputable and successful downtown. Developers and prospective residents are looking to Westfield as an excellent place to live. However, while developers see Westfield as an opportunity to build these smaller scale housing units in the form of multi-family apartment buildings, current Westfield residents do not view multi-family as favorably. A primarily single-family residential Town, survey respondents for the Westfield Reexam, on average, had higher approval ratings for single-family developments than any other housing type (79/100, where 100 is strongly approve, 0 is strongly disapprove), where apartments received the lowest average approval rating (34/100). These survey responses are further confirmed when respondents were asked about various recent multi-family

developments, where most had neutral to unsatisfying opinions (see below). This negative perception of multi-family may be due in part by the fact that multi-family construction has just recently been introduced to the Town of Westfield, with 32 building permits issued in 2017-2018, where none had occurred previously, going as far back as 2004 according to NJDCA Construction Reporter. This change from historically single-family construction to the introduction of multi-family has disrupted notions of what constitutes Westfield's residential character. While residents are in favor of housing affordability and recognize the need for smaller sized housing units such as apartments, the multi-family residential housing type is not desired. Rather, as further discussed below, residents are more in favor of mixed-use developments. Westfield should work with developers to ensure proposed multi-family developments pose no negative impacts to surrounding neighborhoods and should try to instead encourage a mixed-use development where appropriate.

| | | | | | |
|---|-----------------------|------------------|-----------------------------|--------------------|-------------------------|
| Mixed-use construction next to the Fire Department Headquarters (former site of The Office) | 13% Very satisfied | 36% 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 | 21% Very unsatisfied |
| Mixed-use building on South Avenue and Westfield Circle (formerly Pan Am Cleaners) | 9% Very satisfied | 23% Satisfied | 33% 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 | 20% Very unsatisfied |

LU-4 Mixed-Use Building

While mixed-use buildings originated in downtown settings, typically as public uses on lower floors such as retail shops, restaurants, or businesses, with more private uses on upper floors such as apartments, hotel rooms, or office space, mixed-use buildings are becoming increasingly popular outside of downtowns. Apartments above strip retail along major corridors but near to residential is being developed, for example. On a larger scale, the pre-1960s era Monmouth Mall in Eatontown, NJ is being transformed into a “live, work, play” shopping mecca with a mix of apartments, shopping, dining, entertainment uses, and medical office space. Even older suburban office buildings are being converted to mixed-use buildings with retail, office and residential across the nation.

In addition to combining uses in the same building, mixed-use developments are typically pedestrian-oriented places with uninterrupted pedestrian connections and public amenities. This may be one reason why in Westfield, mixed use buildings are

perceived more positively by the public than multi-family apartments. Survey respondents on average had the second highest positive approval ratings for mixed-uses behind single-family development (54/100, where 100 is strongly approve, 0 is strongly disapprove). When survey respondents were asked about various recent mixed-use developments that have already been constructed in Town (the mixed-use building next to the fire station in downtown, and the mixed-use building located on South Avenue and the Westfield Circle, the former Pan Am dry cleaning site), they were received more positively than apartments. Permitting mixed-uses on the same site and in the same building can potentially change the way zoning codes are written in the future and should be explored in Westfield, at appropriate building scales that takes into consideration the historic scale at street level and distinctive architectural design elements for additional upper floors, such as step backs that allow additional height or density without taking away from the scale or feeling of the CBD.



Image: Robbinsville, NJ

LU-5 Transit Oriented Development

Transit-Oriented Development (TOD) is the practice of creating vibrant, walkable, mixed-use communities surrounding transit options. This allows people to choose the best option for each trip: walking and cycling for local errands, convenient and comfortable public transit for travel along major corridors, and automobile travel to more dispersed destinations. People who live and work in such communities tend to own fewer vehicles, drive less, and rely more on alternative modes.

TOD is an approach to mobility that focuses not on transportation links but supporting individuals who may not own a car or elect not to drive. While development has historically concentrated around transportation centers, such as train stations, TODs better align these transportation routes with development, capitalizing on these transit nodes by creating compact, walkable locations that can increase transit ridership while simultaneously increasing economic viability of TOD destinations.

TOD Benefits

- Better places to live, work, and play
- Congestion reduction
- Increased transit ridership
- Improved public fitness and health
- Improved mobility options for non-drivers
- Alternative housing options
- Energy conservation and emission reductions
- Increased foot traffic and customers for area businesses
- Enhanced ability to maintain economic competitiveness

Westfield must capitalize on the availability of its public transit systems, existing infrastructure and underutilized properties (parking lots) around the Central Business District, to enhance the existing downtown success, while looking to the future to maintain its viability and reputation as one of New Jersey's premiere Main Streets.

Successful development around transit also demands a new form of community building that not only supports and encourages transit use but also transforms the surrounding area into a place that is **special, memorable and irresistible** that people will invest there, live there, and visit again and again. For this to happen Westfield should look to use the following guiding principles to help build a successful plan for the future of its downtown through TOD.

Ten Principles for Successful Development around Transit

(ULI Ten Principles for Successful Development around Transit, 2003)

1. Make It Better with a Vision
2. Apply the Power of Partnerships
3. Think Development When Thinking about Transit
4. Get the Parking Right
5. Build a Place, Not a Project
6. Make Retail Development Market Driven, Not Transit Driven
7. Mix Uses, but Not Necessarily in the Same Place
8. Make Buses a Great Idea
9. Encourage Every Price Point to Live around Transit
10. Engage Corporate Attention

LU-6 Land Use and Transportation

With new development currently occurring in Westfield and with recommended future redevelopment in strategic locations in Town, transportation users will immediately see and feel the impacts on an already stressed transportation network. Westfield should go beyond the traditional master plan process of developing separate elements for Land Use and Transportation, and instead develop a truly linked land use and transportation plan. Creating a Unified Land Use and Circulation (ULUC) Plan enables a process

where land use and transportation professionals are encouraged to work collaboratively to identify a single set of goals, objectives, and actions that will take advantage of Westfield's transit-friendly location and redevelopment projects on the horizon. The study will look at buildout scenarios in the business zones and how future development will affect traffic circulation and congestion. The study should take into account analysis of the offsite impacts of traffic from surrounding communities.

LU-7 Evolution of the Central Business District

In the past decade, the way Americans shop has drastically changed. The rise of Amazon and online shopping, delivery services, and direct-to-consumer brands has given consumers more choices than ever in how and where they shop, so it is up to suburban downtowns to adapt and get ready for the new generation of downtown dwellers and shoppers. Westfield has not been immune to this evolution. However, the downtown is the Heart of Westfield, it's one of the reasons many people move to the community. Downtown Westfield attracted a number of national retailers, with some leaving as a result of changing retail models and shopping trends. However Westfield remains competitive as evidenced by new businesses continuing to locate here such as Warby Parker, Atlantic Health, and Bareburger.

More retail stores and downtowns will become places that offer experiences versus goods, and more development will offer a mixture of housing and retail to satisfy consumer demand for locations that provide a variety of housing options, provide convenient shopping, with multimodal transportation convenience. Office demand will further return as Generation X and millennials transfer into more senior management positions and begin families and look to migrate from urban cores to the suburban cores. They will seek areas with good schools, that are also near employment hubs, entertainment and leisure / recreational facilities. They will also be willing to share space and work remotely at times. Westfield must enhance its existing "good bones", such as a walkable downtown, access to mass transit, quality architecture and historic character in order for our downtown to meet the needs of current and future generations.

It's important to realize that if you build housing on top of retail, but can't attract jobs to the area, your shops are going to be empty during the day. Or they'll be empty at night if they're near offices but no one's living nearby. The most in-demand suburban developments continue to be built around transit hubs (rail or bus). The enhancement of Westfield's downtown is about maintaining its sense of history while looking to the future and creating a balance of residential growth, retail (both experiential and typical retail), entertainment and high-end commercial office space. According to the results of the master plan re-examination survey, sixty-seven (67%) of the respondents viewed new office, retail, or mixed use in the downtown very favorably (30%) or somewhat favorably (37%), while three percent (3%) viewed it as unfavorably. In addition, $\frac{3}{4}$ of the respondents said the town should encourage or strongly encourage redevelopment, attraction of major employers (high tech), while restoring Westfield's older homes.

"Sixty-seven (67%) of survey respondents viewed new office, retail, or mixed use in the downtown very favorably"

Downtowns are the heart of many communities, including Westfield. Downtowns are not just about one idea, but a balance of ideas, spaces and uses. The addition of easy community gathering spaces, such as a community green, arts and culture venues, new civic spaces, such as community center, office space, experiential retail and entertainment venues are the type of uses that set downtowns apart from one another. Westfield Downtown needs to create that feeling of anticipation for its visitors of “I can’t wait to see what’s around the next corner”. This is done with out-of-the-box planning, no idea is too big and the commitment to make a positive difference for the community.

In the end, it all comes down to experience—the pride and social joy of being in physical places.



Source: Ron Ostroff

The creation of an Integrated Land Use and Circulation Plan, as previously recommended in the report needs to take into consideration the following recommendations for our downtown:

- Appropriate mixed-use development on underutilized properties, such as municipal parking lots.
- Encourage the enhancement of existing as well as creation of new commercial space
- A parking plan that takes into consideration integrated community structured parking integrated into future development.
- The creation of high tech and medical/ wellness office space to support the downtown viability and introduce a new tax rateable that is not single-family development.
- Creating connectivity between the North and South-side of our commercial downtown.
- The creation of public spaces for residents and visitors.
- The embracement of arts and culture as a draw to our community.
- The creation and implementation of a streetscape improvement plan.
- Architectural design guidelines and standards for future development.



LU-8 Land Use Ordinance

While the **Significant Changes in Assumptions, Policies, and Objectives** section of this report discusses regional, state and local policies and laws that may lead to amendments within Westfield's Land Use Ordinance, there are other aspects of the Town's Code that should be further refined and amended. The discussion that follows identifies these suggested Land Use Ordinance amendments, most of which have been identified through the review process of real applications.

Procedural Amendments

Development Application Submission Requirements

Affordable Housing Regulations, at Section 23.12., states that the checklists for preliminary and final site plan applications and preliminary and final subdivisions shall be amended to incorporate affordability requirements. To ensure the above requirement is met, Article 9 of the Land Use Ordinance should be amended to newly include section 13, which shall require on the plans a table identifying the location, required bedroom distribution, and intended occupancy (low or moderate) of all affordable units, in compliance with UHAC regulations.

Noticing Requirements

As a matter of policy, the Town requires that an applicant provide notice of a minor subdivision application even if no variances are required. The Land Use Ordinance should be amended to codify this requirement to avoid any confusion. Likewise, the Land Use Ordinance should be amended to include that notice be required for an application for conditional use approval even if no variances are required. This provides an opportunity for adjoining property owners to be aware of the development proposals in their neighborhood.

General Land Use Ordinance Amendments

Signs

As previously discussed in this Land Use section, the Town should establish sign design guidelines. In addition, the Town should completely review the sign ordinance for sign procedures, for ease of use, and for compliance with *Reed v. Gilbert*. For instance, Westfield should consider exempting all complying signage from site plan review and approval, unless associated with a specific site plan application.

Generators

The Land Use Ordinance does not include the term "generators". As a result, setback and screening standards for air conditioners and heat pumps have

been utilized. To avoid any potential challenges to the ordinance, it is recommended that the term "power generators" be added to the ordinance.

Air Conditioning Equipment

Section 12.03.B.2. should be amended to remove exemption of ground mounted air conditioning equipment from setback requirements, which will result in a consistent code, as Section 13.02.I.6. of the code requires this equipment be set back five (5) feet from property lines.

Yard Encroachments

The Land Use Ordinance allows for certain encroachments into a required setback, to a certain extent. Examples of these yard encroachments applied to chimney box structures, bay windows, and others. To clarify the intent of this ordinance at Section 12.03.B.4-5., the language in the ordinance should be amended to include "in the aggregate" at the end of the last sentence, making clear that permitted encroachments in total may not exceed the permitted square footage.

Bay Window

In addition, bay windows should be redefined to ensure they adequately describe this architectural window feature. Doing so will eliminate any 'bump-outs' that can result with one window, say, under the current definition.

Front Yard Setback

At Section 12.03D of the Land Use Ordinance, an average front yard setback is used to establish a consistent pattern, but requires that in no event shall the required front yard depth be less than 25 feet. Zone districts that must adhere to this regulation include the RS-40, RS-24, RS-16, RS-12, RS-10, RS-8, RS-6, RM-12, RM-8, RM-6, RM-6D, P-1, P-2, O-1 and GB-3 zone districts, and in the case of single family detached and two family dwellings in the RA-3 zone district. When the average front yard setback is less than 25 feet, new structures must be built back at a minimum of 25 feet, which is further back from other structures on the same street, thereby creating an inconsistent streetscape. Further study is needed to ensure community character would not be compromised if this regulation were to change.

Total and Partial Destruction

It is recommended the definition of "partial destruction" and "total destruction" be established as definitions.

While some municipalities have adopted partial destruction to be when at least the foundation and two walls remain, there are examples of others (Randolph Township, Morris County) where partial destruction is limited to not more than 50% of the fair market value of the building or whole structure at the time of the destruction. Doing so will ensure developers or builders are not circumventing affordable housing development fees.

Fences on Top of Retaining Walls

The Land Use Ordinance requires that when a guardrail or other restraining device is provided at the top of a retaining wall, the wall height shall be measured to the top of said restraining device. However, there is no requirement as to how far the restraining device must be set back from the top of the retaining wall, before it is no longer considered part of that retaining wall. It is recommended that a certain distance or measurement be set.

Lighting

The Design Standards Article of the Land Use Ordinance requires that all wiring for light fixtures shall be laid underground. It is recommended that this provision be revisited. New lighting types including those hung between buildings or “string-type” lighting is becoming more prevalent. In addition, provisions requiring that the direct source of light not be visible is problematic as literally interpreted would disallow certain fixtures where a light source or bulb is visible behind a glass shield.

Conditional Uses

The Land Use Ordinance prohibits a conditional use and non-conditional use on the same lot. This causes conflict if certain conditional uses are located within mixed-use buildings. It is recommended that this provision be removed from the ordinance.

Residential Zone District Amendments

Building Eave Height

While Building Eave Height was added as a definition to the Land Use Ordinance in 2009, in response to an issue identified in the previous Master Plan Reexam document, the definition should again be revisited. Since 2009, builders and architects are proposing wider, shed style dormers. Due to the current definition and this recent trend, measuring eave height can be circumvented. The ordinance should be revised to codify the current “rule of thumb”, to measure the height of the eave on the shed dormer, if the shed dormer extends for 50% or greater of the width of the roof structure.

Half Story

The current definition for a half story requires story height be measured from the top of the finished floor to the top of the ceiling joists, or where there is not a ceiling to the top of the roof rafters. It appears a measurement to the top of the roof rafters would capture all situations, and therefore measuring to the top of the ceiling joists becomes confusing to implement. As a result, presence of a ceiling or not is irrelevant when determining the half story height. Therefore, it is recommended the definition of half story be revised to exclude reference to ceiling joists. Further, the definition should be refined to indicate if rooms contained within the story below the pitched roof have cathedral ceilings, the area within the attic above those cathedral ceilings will still be counted as floor area within the attic space. In addition, areas within false dormers should be included in the calculation of attic area.

Main Façade

The land use ordinance requires front facing garages in detached single-family residential zones be set back two feet from the “main façade”. There is no definition of “main façade” within the ordinance. “Main façade” should be clearly defined within the Land Use Ordinance to mean the exterior front facing wall, exclusive of porches, and that which occupies more than 50% of the front width of the home. In no case shall a garage be permitted to be the “main façade”.

Internal Garage Parking Spaces

It is common that home renovation projects often result in an expansion of living space into existing attached garage space. The Town has historically allowed this encroachment provided that a car can still be accommodated in the garage, but a definitive, required dimension for an internal garage space is lacking in the ordinance. Note that RSIS standards for a residential parking space of 9’ x 18’ will always supersede. It is recommended that Section 17.04.A. be amended to include the underlined, “Parking spaces, including garaged parking spaces, shall be designed to provide a rectangular area with the following minimum dimensions...”

FAR Exemption for Garages

Portions of attached, unheated garages are exempted from Floor Area Ratio (FAR) calculations to a certain square footage in the detached single-family residential zones. However, this does not extend to detached single-family construction that is permitted within the RM-12, RM-8, RM-6, and RM-6D zone districts and should be included in those zones.

Accessory Building or Structure

This definition included the term, “private summer house”, which is not separately defined within the Land Use Ordinance. The term should be removed as it implies that accessory structures can contain a dwelling unit. Accessory structures cannot be used as a dwelling unit pursuant to Section §13.01J of the Land Use Ordinance.

Swimming Pool

Amend the definition of a swimming pool to remove reference to a minimum size, to ensure smaller swimming pools still adhere to the intended setback requirement. Include in the definition that “wading” can be an intended recreational use of a swimming pool.

Commercial and Business Zone District Amendments

Alternative Treatment Centers

Alternative Treatment Centers are a permitted conditional use within the Town’s Commercial (C) zone district (see Section 8.22 of the Land Use Ordinance), but it is not listed in the C district regulations found in Article 11. The Land Use Ordinance should be amended to include Alternative Treatment Centers in the C zone district at Section 18.02 of the code and include Alternative Treatment Centers in Section 11.29.C.

Mixed-Use Buildings in GB-3 Zone

In the GB-3 zone regulations, Section 11.28.E and G provide regulations for mixed-use structures. However, the regulations are conflicting; likely an oversight. The ordinance should be amended to keep the Section 11.28.G. regulations and should be further amended to reference the permitted use in paragraph A.6. of that section.

Non-Residential Accessory Structures

The Land Use Ordinance was amended in 2018 to allow for structures on ground level patios for eating and drinking. It is recommended that the list of anticipated structures on those patios include the term “and similar structures” to allow for structures not specifically listed, but as may be commonplace on such patios.

Zone Boundary Amendments

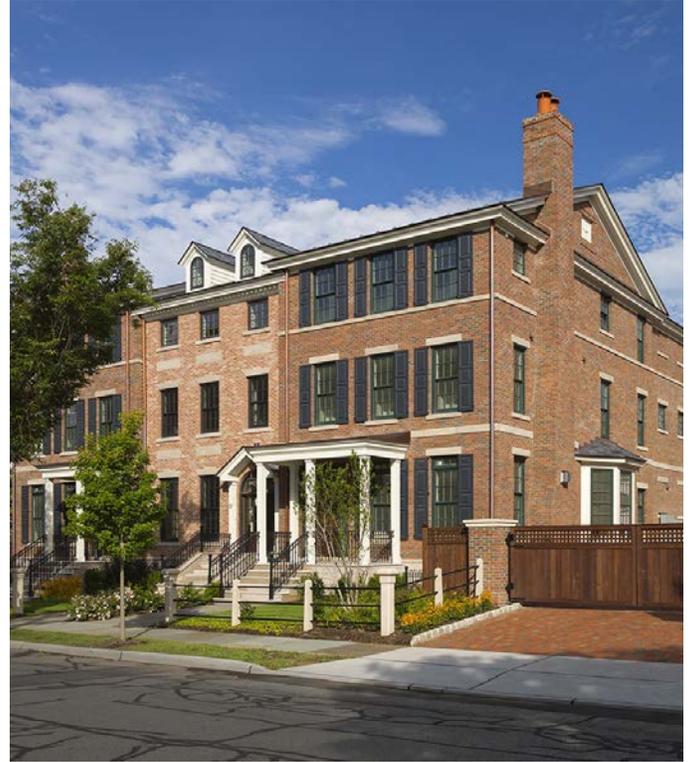
Areas of study for potential zone boundary amendments include the following:

1. RS-12 to RS-10
Study 800 Kimball Avenue as a potential rezoning area from RS-12 to RS-10.
2. RS-12 to RS-8
Block 1109, Lot 11 (512 Alden Avenue) may be more appropriately zoned as RS-8 rather than RS-12 due to lot size. Further study is needed.
3. Split-Zoned to RS-6
Study 2003 Grandview as a potential rezoning area, to eliminate the recently subdivided lots (in 2015/2016) from being split across multiple zone districts. All lots should be considered for the RS-6 zone district.
4. RM-6 to other zone district
Block 2504, 12, 13, and 14, as well as properties along Ferris Place should be looked at as an area for possible rezoning. Currently zoned RM-6, yet one and two-family uses seem to be in a minority.
5. RS-12 to Multi-Family
Block 3902, Lots 5, 6, and 7 are currently zoned RS-12 but contain a commercial use and are surrounded on all sides by multi-family. Across the street is a nursery and church. Study the area as a potential rezoning from RS-12 to a multi-family zone district as it is unlikely to be developed with a single-family dwelling(s).
6. GB-3 to GB-1 or GB-2
Study South Elmer Street for potential rezoning of all GB-3 properties to the GB-1 or GB-2 zone district.
7. GB-1 to CBD
400 West Broad, 331 West Broad, 549 South Avenue West, 533 South Avenue West, 335 Waterson Street, and 523 South Avenue West as a potential rezoning area from GB-1 to CBD.
8. CBD Changes
Study allowing ground floor office uses in certain locations, such as 409 Westfield, 415 Westfield, 201 Central, 204, 208, 212 Lenox Avenue, 138 Central, and 133 Prospect.

9. NA-AH

Study the current bulk standards for the NA-AH zone and review whether denser development (more than 12 units per building) should be permitted.

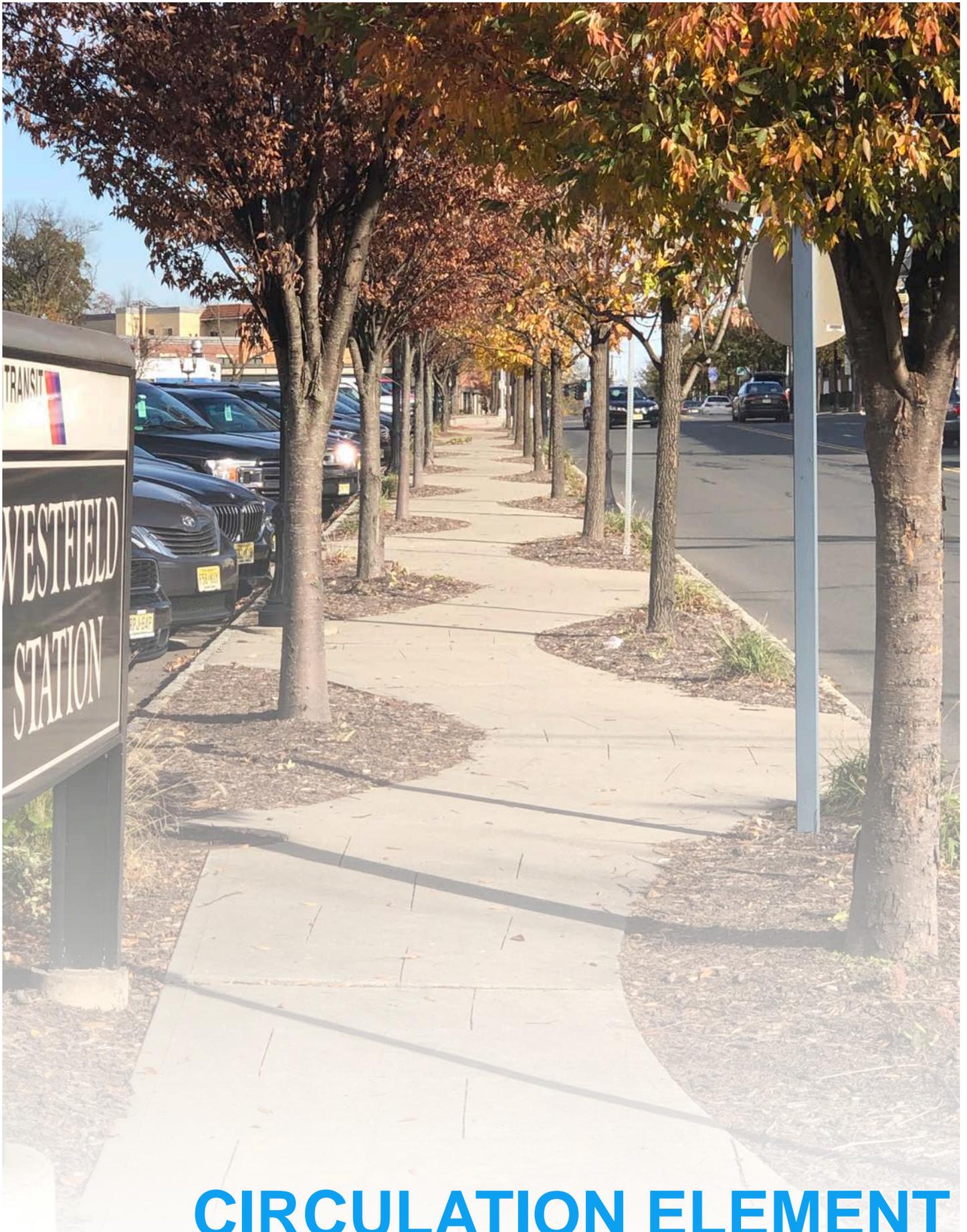
Any new Land Use Element should review zone boundaries and make recommendations as necessary.



Images: High-End Townhomes



Image: Example of Gateway to Quimby Street



CIRCULATION ELEMENT

KEY TAKEAWAYS

When asked to rate a list of issues affecting Westfield, survey participants rated:

1

**One-passenger
rail service to
Manhattan**



3

**Parking in the
downtown**



Improve Bike & Walk Conditions **64%**



Add More Parking in Downtown **59%**



Add More Streetscape Amenities **48%**



Improve Technology **43%**



Improve Access to Train Station **35%**

how should Westfield
**Improve
Mobility**

Other Notable Topics

- Need for multimodal forms of transportation and amenities.
- Approach development in a holistic manner when it comes to effects on traffic and circulation patterns as not to exacerbate traffic issues.
- Need for appropriately located and scaled parking facilities.

CIRCULATION RECOMMENDATION PLAN

Part 1

Below is a comprehensive Circulation Recommendation Table that includes recommendations from the 2002 Master Plan and 2009 Reexamination Report that still apply today (indicated with a C-1a, for example), as well as new recommendations identified as part of this 2019 Master Plan Reexamination effort.

Directions

“Check off” a completed Recommendation and mark the year of completion as a way to measure progress. **Short:** complete in 1-2 years; **Medium:** complete in 3-5 years; **Long:** complete in 10+ years.

Circulation Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|----------------|---|--|------------------|------------------|-----------------------|
| General | | | | | |
| 1 | Complete a Unified Land Use and Circulation (ULUC) Plan. | Town Planner, Planning Board | Short | | |
| 2 | Identify areas for and install EV chargers at public parking facilities. | Town Council, Public Works, Green Team | Short | | |
| 3 | Convert Town vehicle fleet, when feasible, to AFVs. | Town Council, Public Works | Short to Long | | |
| 4 | Initiate an anti-idling education and enforcement campaign, especially near Town schools. | Town Council, Police Department | Short | | |
| 5 | Promote Transit Oriented Development around Westfield Station by updating zoning ordinance and/or use of the Local Redevelopment and Housing Law. | Town Planner, Planning Board | Short | | |
| 6 | Integrate opportunities for green infrastructure like tree pits or bioswales to capture stormwater with new road projects. | Town Council, Public Works, Green Team | Short to Long | | |
| 7 | Convert to LED street lights to reduce overall energy consumption. | Town Council, PSE&G | Short to Long | | |
| 8 | Institute an electric vehicle charging station requirement for certain private developments. | Town Planner, Planning Board, Town Council | Short | | |
| Roadway | | | | | |
| 9 | Conduct a corridor safety study on Mountain Avenue. | Town Engineer, Police Department | Short | | |
| 10 | Conduct a short-term (1-2 weeks) street closure of Quimby Street to identify Downtown traffic issues that may be associated with the long-term conversion into a pedestrian-only plaza. | Town Council, Town Engineer, Public Works | Short | | |
| 11 | Review traffic safety issues raised by residents during public engagement for the Reexamination Report to prioritize improvements. | Town Council, Town Engineer, Town Planner | Short | | |
| 12 | Better delineation of traffic flow and signage is strongly recommended at the traffic circle on South Avenue and West Broad. | Town Engineer, Union County, NJDOT | Short | | |
| 13 | Work with the State and County to improve safety conditions along North and South Avenue, especially at the Westfield Circle and Central Avenue. | Town Engineer, Union County, NJDOT | Short to Long | | |

Circulation Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|----|--|---|------------------|------------------|-----------------------|
| 14 | Develop a local traffic model for the Downtown core to test effectiveness of transportation improvements. | Town Engineer | Medium | | |
| 15 | Improve traffic signal technology at Town controlled signalized intersections, and work with other agencies to upgrade theirs. | Town Engineer, Union County, NJDOT | Short to Long | | |
| 16 | (C-9b) Identify ways to improve Westfield Circle in conjunction with new development applications around the area. | Town Engineer, Union County, NJDOT | Short to Long | | |
| 17 | (C-9e) Continue to make intersection safety improvements at Lawrence Avenue and Dudley Avenue. | Town Engineer | Medium | | |
| 18 | (C-9f) Work with Union County to determine if additional intersections along County roads should be signalized. | Town Engineer, Union County | Short | | |
| 19 | (C-10a) Conduct new traffic counts, as needed. | Town Engineer | Short to Long | | |
| 20 | (C-10b) Undertake new traffic calming measures in areas of concern identified by the Reexamination Report community engagement workshops and survey. | Town Engineer | Short to Long | | |
| 21 | (C-10c) Continue to pursue traffic calming grants when available. | Town Planner, Town Council, Town Engineer | Short to Long | | |
| 22 | (C-10d) Discourage through-traffic from the Downtown core with traffic calming measures. | Town Planner, Town Council, Town Engineer | Short to Long | | |

Bicycle and Pedestrian

| | | | | | |
|----|---|---|-----------------|--|--|
| 23 | Implement the recommendations of the 2019 North Avenue Walkable Community Workshop Final Report. | Town Planner, Town Engineer, Public Works, Union County | Short to Medium | | |
| 24 | Work with the Town of Westfield Board of Education to identify intersections for Safe Routes to School intersection improvements. | Police Department, Board of Education | Short | | |
| 25 | Study the possibility for initiating a “pedestrian scramble phase” at East Dudley Avenue and Elm Street. | Town Engineer | Short | | |
| 26 | Complete the <i>Bike/Walk Westfield-Bicycle and Pedestrian Plan</i> and implement the recommendations of the plan as feasible. | Town Planner, Town Engineer, Town Council, Public Works | Short | | |
| 27 | Ensure sidewalks are in good condition and enforce homeowner maintenance requirements. | Public Works, Property Maintenance | Short | | |
| 28 | Conduct a study of street light coverage in areas of high pedestrian activity to ensure good visibility for drivers and pedestrians. | Town Engineer, Police Department | Short | | |
| 29 | Add more bike racks to the Downtown, or create concentrated areas in the periphery where people can lock up their bicycles and walk into the Downtown core. | Public Works, Downtown Westfield Corporation | Short | | |

Circulation Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|---|---|---|------------------|------------------|-----------------------|
| 30 | Initiate a Downtown Westfield “Street Smart” campaign to educate drivers and pedestrians. | Police Department, EZRide TMA | Short | | |
| 31 | Develop streetscape design standards to establish a uniform pattern of public realm improvements with new development. | Town Planner, Town Engineer, Downtown Westfield Corporation, Town Council | Short | | |
| 32 | Establish a bicycle parking requirement associated with new development within a 2.5-mile radius (about a 15-minute ride) of the Westfield Train Station. | Town Planner, Planning Board | Short | | |
| 33 | Require a minimum 4-foot passing distance of bicycles by vehicles. | Town Council, Police Department | Short | | |
| 34 | Develop an annual sidewalk/maintenance improvement fund to help offset individual costs of repairing sidewalks and address areas of concern. | Town Council, Town Engineer | Medium | | |
| 35 | Continue to implement ADA improvements on Town streets and intersections. Include other provisions for accessibility such as audible and tactile actuated pedestrian signal devices at wheelchair accessible heights. | Town Council, Town Engineer, Public Works | Short to Long | | |
| Public Transportation / Alternate Transportation | | | | | |
| 36 | Explore the potential for “last mile” partnerships with 3rd party ride providers to reduce downtown parking demand for daily rail commuters. | Town Council | Medium | | |
| 37 | Continue to advocate for a one-seat rail passenger ride to New York Penn Station. | Town Council | Short to Long | | |
| 38 | Advocate for sufficient funding for the Amtrak Gateway Program. | Town Council | Short to Medium | | |
| 39 | Implement micro transit solutions in the Downtown and at key destinations. | Town Council, Town Planner, Downtown Westfield Corporation | Short | | |
| 40 | Work with NJ TRANSIT to improve bus stop amenities along serviced bus routes. | Town Planner, NJ TRANSIT | Short to Medium | | |
| 41 | Study the possibility of converting the Public Parking Lot #2 at the train station into a public plaza. | Town Council, Town Planner, Town Engineer | Medium to Long | | |
| 42 | Pursue a Transit Village designation with NJDOT. | Town Council, Town Planner | Short | | |
| 43 | Improve Westfield Station access and safety with raised and/or textured crosswalks and pedestrian countdown timers. | Town Planner, Town Engineer, Union County NJDOT | Short to Medium | | |
| Parking | | | | | |
| 44 | Develop a Payment in Lieu of Parking (PILOP) system for new developments in the Downtown which request waivers from the parking requirements. | Town Council, Planning Board, Town Planner | Short | | |
| 45 | Plan for autonomous vehicles by adapting parking requirements and other regulatory ordinances when they become available. | Town Planner, Planning Board | Medium to Long | | |

Circulation Recommendation Plan

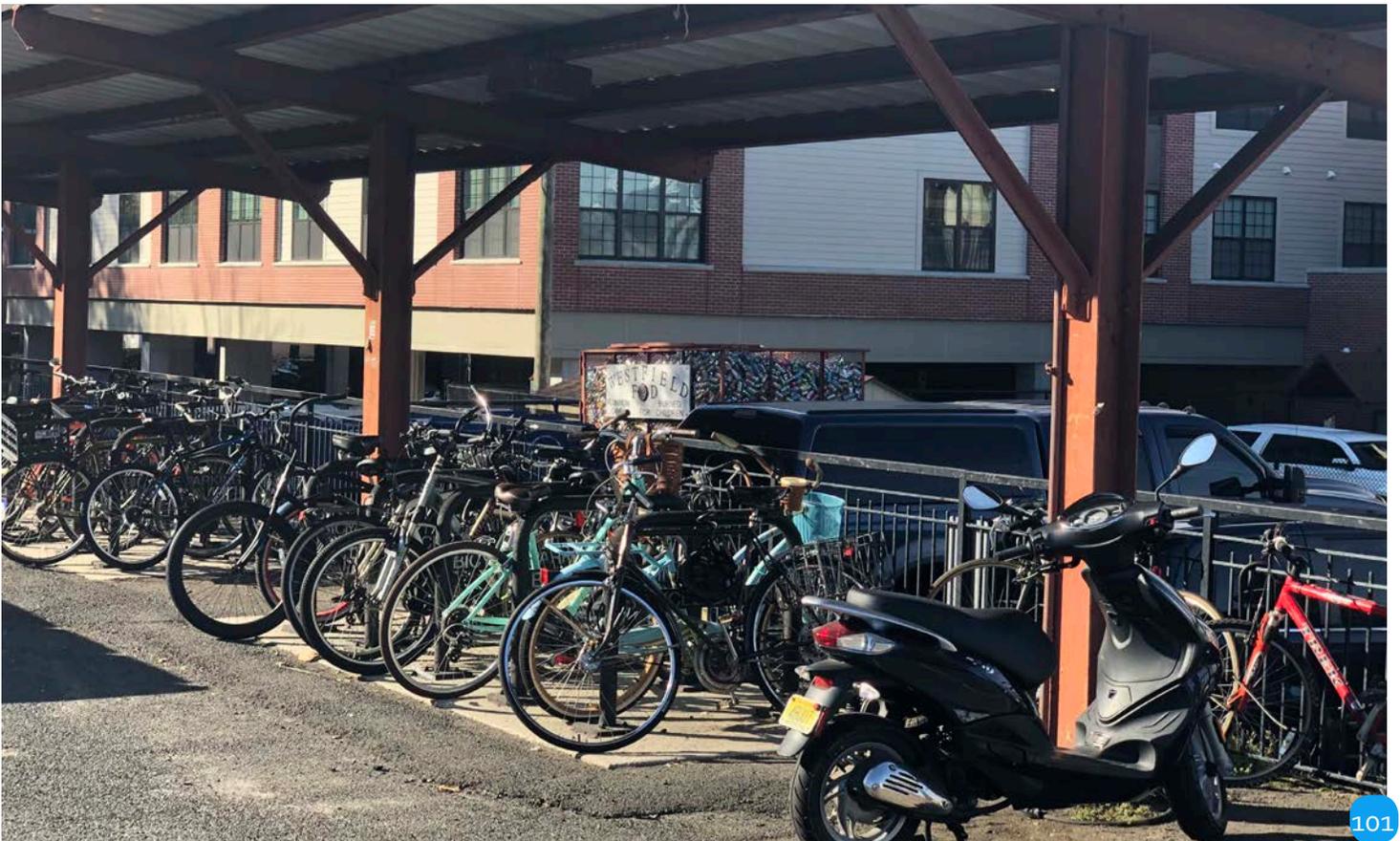
| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|----|---|---|------------------|------------------|-----------------------|
| 46 | (C-11a) Continue to restrict on-street parking along Town arterials during peak travel hours. | Town Council | Short | | |
| 47 | (C-12a) Develop a managerial plan to addressing parking deficiencies. | Town Council, Town Planner, Police Department | Short | | |
| 48 | (C-12b) Explore the potential for a parking structure in the Downtown core. | Town Council, Town Planner | Short | | |
| 49 | Ensure all future parking structures are designed and engineered to allow for conversion of a portion or the entire structure to retail, office, mixed use or residential, given the possible reduction in the use of cars in the future based on advances in self driven technology and the increased use of alternative transportation options. | Town Planner, Town Engineer | Ongoing | | |
| 50 | (C-12c) Ensure public parking areas devoted to commercial services not reduce the available parking or shoppers and merchants. | Town Planner Planning Board, | Short | | |
| 51 | (C-12d) Supplement public parking with private parking areas. | Town Council | Short | | |
| 52 | (C-12e) Review parking requirements to ensure space requirements are in keeping with needs generated by each land use. | Town Planning, Planning Board | Short | | |
| 53 | (C-12g) Prohibit front yard parking in the GB zone. | Planning Board, Town Planner | Short | | |
| 54 | (C-12j) Amend Article 17 of the Town Code in regulating driveways. | Town Council | Short | | |
| 55 | (C-15b) Monitor any changes in the County's Land Development Standards. | Town Planner, Town Engineer | Short to Long | | |
| 56 | Implement the recommendations set forth in the TimHaahs Associates Parking Study attached to this document as Appendix A . | Various | Ongoing | | |

Part 2

Below is a summary of the past issues and recommendations that have reduced or increased based on the discussions identified in the **Past Issues and Recommendations** section of this Element.

Summary Table of Past Circulation Issues and Recommendations

| <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|--|--|----------------------------------|
| <i>C-8 Intersection Improvements</i> | | |
| a Mountain Avenue, East Broad Street, & Elmer Street | | x |
| b Plaza Circle Design & Improvement | x | |
| c North Avenue and Central Avenue | | x |
| d North Avenue ShopRite | | x |
| e Lawrence Avenue and Dudley Avenue | x | |
| f Signalization for County Road Intersections | x | |
| <i>C-9 Traffic Circulation</i> | | |
| a Updated Traffic Counts | x | |
| b Traffic Calming Measures | x | |
| c Traffic Calming Grants | x | |
| d Through Traffic in the CBD | x | |
| <i>C-10 On-Street Parking</i> | | |
| a Restricted On-Street Parking | x | |
| b Central Avenue | | x |
| c North Avenue | | x |
| <i>C-11 Public Parking</i> | | |
| a Parking Plan | x | |
| b Parking Deck in the CBD | x | |
| c Public Parking in the CBD | x | |
| d Private Parking Areas in the CBD | x | |
| e Parking Requirements | x | |
| f Shared Parking | x | |
| g Parking in the GB Zones | x | |
| h Off-Street Parking in the GB-1 Zone | | x |
| i Parking in the C Zone | | x |
| j Driveway Width Requirements | x | |
| <i>C-12 Midtown Direct</i> | | |
| a Mid-Town Direct Train Service | x | |
| <i>C-13 Alternative Modes of Transportation</i> | | |
| a Bicycle Routes | | x |
| <i>C-14 Street Classifications</i> | | |
| a State Highway Access Management Code | x | |
| b County Access Management Code | x | |
| c Town of Westfield Street Classification System | | x |





CIRCULATION NEW TRENDS / ISSUES

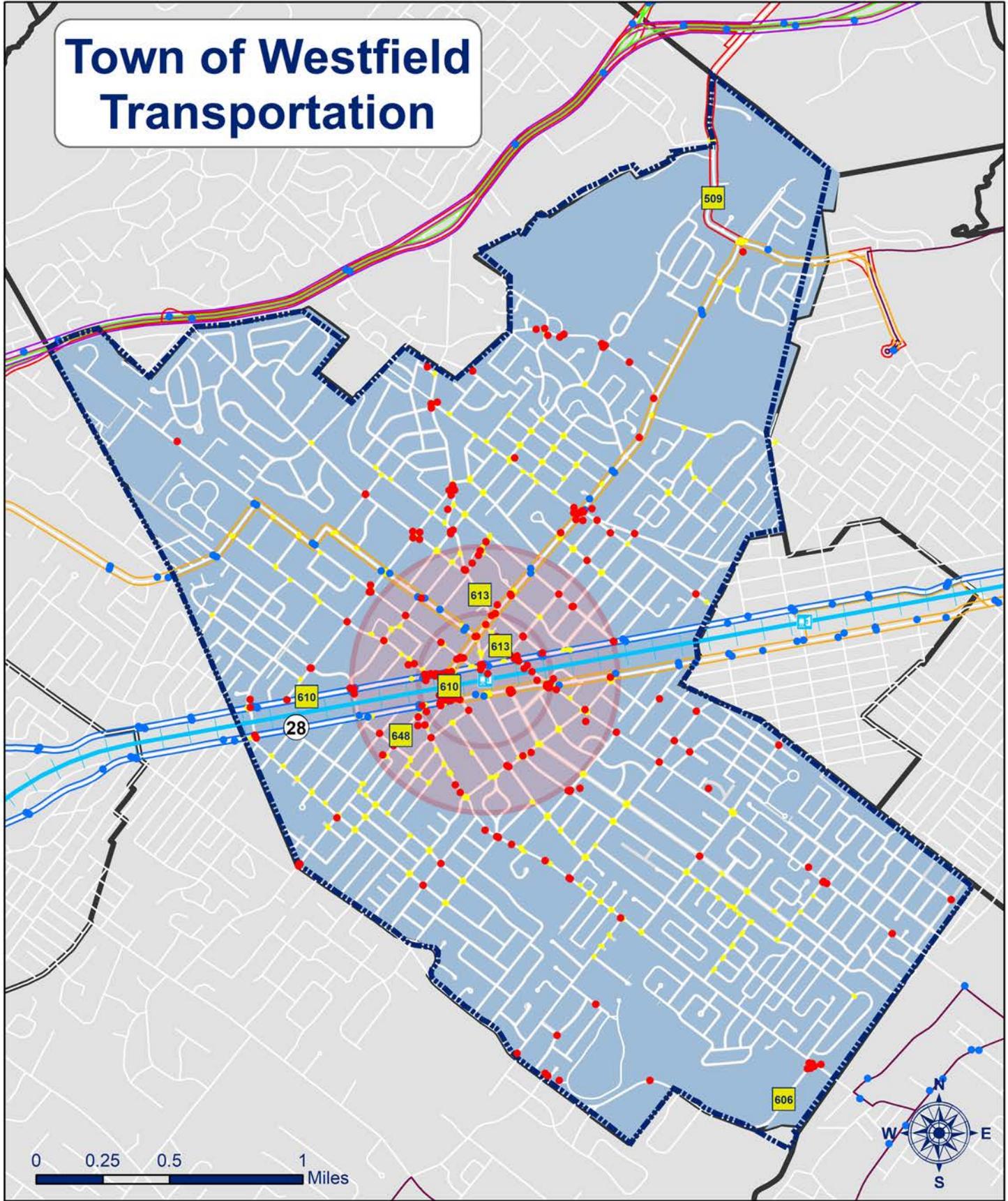
NEW ISSUES

- C-1 MOVEMENT OF PEOPLE
- C-2 REGIONAL CONNECTIVITY
- C-3 BIKE AND PED MOBILITY
- C-4 VEHICLE TECHNOLOGY
- C-5 TRAFFIC CIRCULATION
- C-6 PARKING MANAGEMENT AND SUPPLY
- C-7 TRANSPORTATION AND LAND USE
- C-8 PARKING STRUCTURES

The following discussion of Town circulation conditions relies largely on the latest available data at the time of this report, 2017 American Community Survey (ACS) 5-year estimates data (collected from years 2013-2017), and the Town-wide survey conducted as part of this project.

- » A robust community outreach process uncovered several land use issues and trends forming in Westfield today. These new issues and trends and discussed in the following pages. Previous issues already identified in the 2002 Master Plan or 2009 Reexamination Report are discussed in the **Circulation Past Issues** section of this Element.
- » Circulation is a fundamental topic for any community. Decisions made at the local level impact how commuters go to work, how people travel to key destinations like Westfield's downtown, parks and recreational facilities, how seniors and people with limited mobility get to important services, and how school-aged children get to school. How people travel has changed since the last Town of Westfield Master Plan. Generational changes in transportation mode preferences have influenced those trends, but major regional transportation projects and innovative transportation solutions have also had an effect. This section identifies these new issues and trends for circulation in the Town of Westfield.

Town of Westfield Transportation



- Westfield Bus Routes**
- 59
 - 65
 - 66
 - 113
 - 114
 - 117

- Railroad Station
- NJ TRANSIT Rail
- Crosswalks
- Train Station Buffer
- Bus Stop
- Bus Routes outside Westfield

• Survey Results - locations where respondents felt unsafe

C-1 Movement of People

Workers commuting from Westfield have long used public transportation at significant percentages, and the most recent data indicates this trend continues even as other parts of the region have seen a decline in ridership on buses and trains. Westfield's story is quite the opposite, as 2017 (ACS) estimates commuters using public transportation has grown from the 2010 Census, increasing mode share from 18.6% to 22.3%. This growth is consistent with the community's increase from the 2000 Census, which was 14.3%. While most commuters in Westfield drive to work alone (64.8%), the nearly one-quarter of workers who commute by public transportation is nearly double that of Union County (11.7%) and the state (11.5%). Most of these public transit users travel by train (13.5%) versus bus (6.0%), and other public modes (2.7% for ferry, subway, and streetcar combined).

As a result, continued investment in passenger rail service is needed by state transportation agencies to assist Westfield workers to get to regional employment centers. In particular, this means a one-seat ride during peak commuting hours to and from New York Penn Station, and ensuring service is reliable with minimal delays. This does not diminish the importance of a well-maintained and efficient local roadway network, however. The Reexamination Report survey asked how respondents traveled to places other than work (using school, shopping, entertainment as an example in the question), and 88% indicated they drive alone or drive with others, while only 2% said they use public transportation for non-work trips.

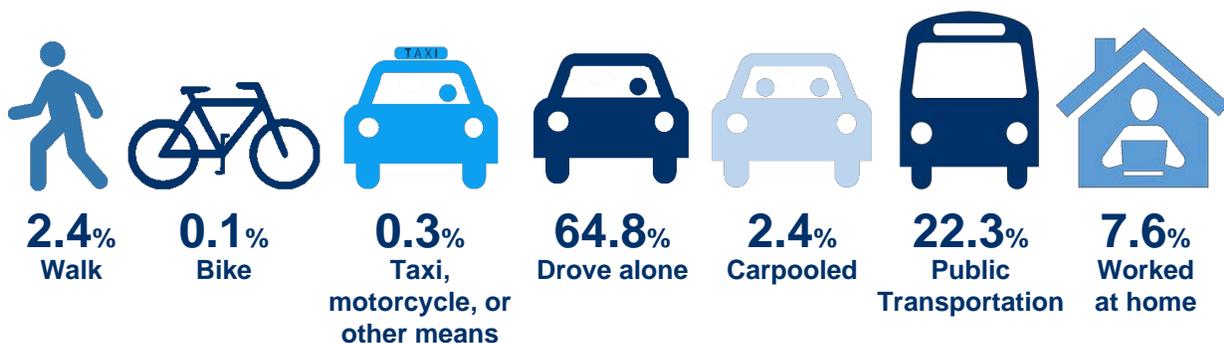
The higher than average public transportation ridership rate is also reflected in the higher percentages of

Table 4: Place of Work by Means of Transportation - 2017

| | Car, Truck or van: Drove Alone | | Car, Truck or van: Carpooled | | Public Transportation | | Walked | | Other | |
|---|-----------------------------------|---------------|---------------------------------|--------------|--------------------------|---------------|------------|--------------|-----------|--------------|
| | Estimate | Percent | Estimate | Percent | Estimate | Percent | Estimate | Percent | Estimate | Percent |
| Total | 9,327 | 64.78% | 344 | 2.39% | 3,215 | 22.33% | 351 | 2.44% | 63 | 0.44% |
| Worked in State of Residence | 8,604 | 59.76% | 296 | 2.06% | 353 | 2.45% | 351 | 2.44% | 25 | 0.17% |
| Worked in County of Residence | 4,110 | 28.55% | 250 | 1.74% | 121 | 0.84% | 351 | 2.44% | 16 | 0.11% |
| Worked outside County of Residence | 4,494 | 31.21% | 46 | 0.32% | 232 | 1.61% | 0 | 0.00% | 9 | 0.06% |
| Worked outside State of Residence | 723 | 5.02% | 48 | 0.33% | 2862 | 19.88% | 0 | 0.00% | 38 | 0.26% |

Source: US Census Bureau, American Community Survey, 2013-2017 5-Year Estimates, B08130: Means of Transportation to Work by Place of Work-State and County Level

How Westfield Commutes



workers who work outside the state. Over one-quarter (25.5%) of Westfield workers leave New Jersey for their commute, and of those, 19.9% use public transportation, and 5.0% drive to work alone. This is an indication that public transit riders tend to be New York City bound as only 2.5% of the people who commute by public transportation work within the state. This number would surely increase with the introduction of peak hour, one-seat rides into Penn Station, NYC.

This is consistent with the responses of the Reexamination Report survey, as 24% of the respondents said they work in New York City, while only 1% indicated they work outside the state, but not in NYC. Not surprisingly, the percentage of workers in Westfield who work outside the state is more than double that of Union County (11.4%), and nearly double the state's average (13.9%).

The higher than average percentage of commuters who travel to New York City, and use the train and bus to do so, also experience longer than typical commute times as a result. Of the workers who journey to work, 30.1% have longer than a 60-minute commute. Again, this is around double that of the county and state averages. In addition, 45-59 minute (11.4%) commutes for Westfield workers are slightly higher than that of workers from Union County (9.2%) and across the state (9.9%). Westfield has a significantly lower percentage of commuters who have less than 30-minute commute times when compared to the county and state. Improvements by NJ TRANSIT to provide a one-seat ride during the peak commuting hours would enable a shorter commute for the significant number of workers who commute by train.

Table 5: Travel Time to Work - 2017

| | Westfield | | Union County | | New Jersey | |
|---------------------|---------------|----------------|----------------|----------------|------------------|----------------|
| | Estimate | Percent | Estimate | Percent | Estimate | Percent |
| Total | 13,300 | 100.00% | 261,116 | 100.00% | 4,119,485 | 100.00% |
| Less than 5 Minutes | 438 | 3.29% | 4,099 | 1.57% | 86,141 | 2.09% |
| 5 - 9 minutes | 922 | 6.93% | 17,836 | 6.83% | 317,922 | 7.72% |
| 10 - 14 minutes | 1,252 | 9.41% | 31,550 | 12.08% | 482,520 | 11.71% |
| 15 - 29 Minutes | 861 | 6.47% | 34,066 | 13.05% | 520,817 | 12.64% |
| 20 - 24 minutes | 1,109 | 8.34% | 35,975 | 13.78% | 541,904 | 13.15% |
| 25-29 minutes | 619 | 4.65% | 17,322 | 6.63% | 254,377 | 6.17% |
| 30 - 34 Minutes | 1,432 | 10.77% | 34,562 | 13.24% | 546,275 | 13.26% |
| 35 - 39 minutes | 524 | 3.94% | 7,866 | 3.01% | 126,022 | 3.06% |
| 40 - 44 minutes | 626 | 4.71% | 12,691 | 4.86% | 196,124 | 4.76% |
| 45 - 59 Minutes | 1,512 | 11.37% | 24,087 | 9.22% | 406,064 | 9.86% |
| 60 -89 minutes | 2,579 | 19.39% | 28,998 | 11.11% | 32,999 | 10.51% |
| 90 minutes or more | 1,426 | 10.72% | 12,064 | 4.62% | 208,320 | 5.06% |

Source: US Census Bureau, American Community Survey, 2013-2017 5-Year Estimates, B08303: Travel Time to Work

C-2 Regional Connectivity

As Westfield's demographic trends show, maintaining good connections to the region through transportation is important, especially as it relates to the transit network. While the Town does not have control over regional service, a continued monitoring on the progress of major regional mobility projects and taking on an advocacy role for its residents, will be critical. The below outlines the essential projects needed for Westfield:

One-Seat Ride

While this issue was identified in the previous Master Plan, new dynamics impacting NJ TRANSIT affect the State's ability to provide sufficient transit service. Since the last Master Plan, NJ TRANSIT had implemented some one-seat off-peak service on the Raritan Valley Line, but it had been suspended for almost one year, until its reintroduction in November 2019. Two key factors led to the initial suspension of the one-seat ride service. The first has been the Federally mandated requirement for Positive Train Control (PTC) on all rail lines in the United States. PTC is an advanced signal and control system that actively monitors train speed and movements to avoid collisions and derailments. As NJ TRANSIT has implemented PTC on its system, it has required the temporary removal of rail equipment from its lines, affecting its ability to provide the same level of service systemwide. The second factor leading to suspension has been the shortage of qualified locomotive engineers to provide service. This shortage has been a result of the lack of engineers going through the training course, and until recently, residency restrictions on who could be

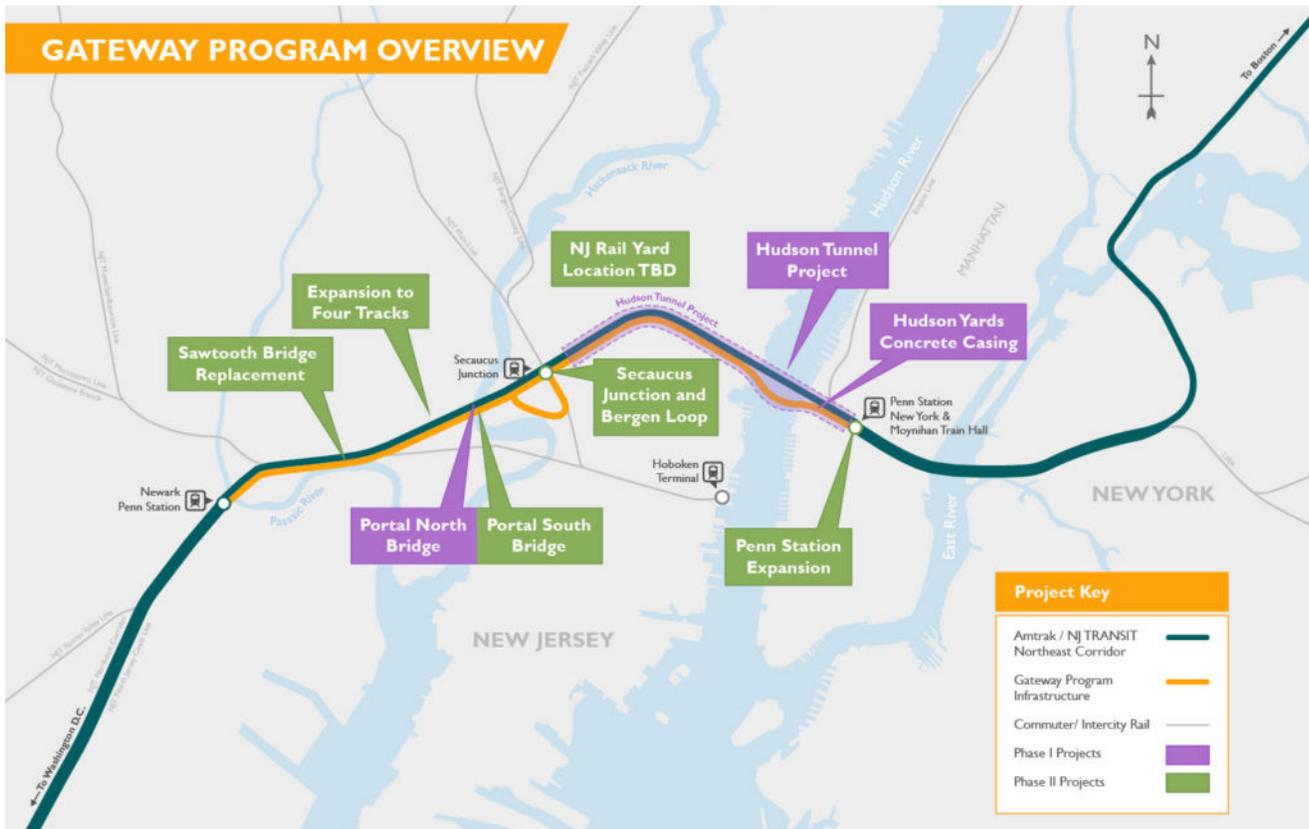
a locomotive engineer. While these issues are being addressed (such as the removal of the residency requirement), there will be a lag in having adequate staffing levels, as call-outs or other factors affecting available labor on any given day has an impact on how NJ TRANSIT can plan for and provide rail service. As of this Reexamination Report, recent data has shown that not only has the issue of delayed or canceled trains become an overall issue for regional mobility on NJ TRANSIT, but the problem is getting worse. The lack of a one-seat ride, insufficient service frequency, and poor reliability have had a detrimental effect on the use of the Westfield Station by potential riders.

When asked in the survey why they did not use the station, lack of a one-seat ride was mentioned in 44% of the responses, frequency of service was selected 22% of the time, and lack of service reliability was chosen 19% as well.

The Gateway Program

Another factor affecting transit riders' overall level of service and the ability to achieve a one-seat ride, is the need for additional rail capacity under the Hudson River to Manhattan. While the Gateway Project is a multi-faceted series of projects designed to improve rail access, one of the key components is the need for a new Hudson River tunnel. Currently, there is only one set of two train tunnels to get into Manhattan. These tunnels are over 100 years old, and provide access between New Jersey and New York under the Hudson River for over 200,000 passengers on a daily basis. In addition to its age, a continued increase in demand for passenger rail (both locally and regionally via Amtrak), and deterioration due to weather related events like





Hurricane Sandy, have further strained the ability of the existing tunnel to provide adequate capacity.

As stated above, the tunnels are only one factor in the problems facing the implementation of the Gateway Project, the expansion of NY Penn Station is the only way to increase capacity into NY on NJT rail service. The addition of new, redundant tunnel does not correct the situation. The expansion of NYPS or changes in operations (taking some midtown direct service from other lines) should be what Westfield advocates for.

Good Cross-Hudson passenger rail is critical to the economic health of the region, Westfield included. In particular, if Westfield is to experience peak one-seat passenger rail service, additional rail capacity to New York is required. As a result, Westfield should be as vocal in supporting proper funding by State and Federal agencies as it is in espousing the Town's need for a one-seat ride.

Port Authority Bus Terminal Renovation

Even though most Westfield workers use passenger rail as their preferred method to commute to New York City, a significant percentage of workers also use bus service to the Port Authority Bus Terminal in Midtown Manhattan. Like New York Penn Station, the Port Authority Bus Terminal is in need of significant upgrades, which the Port Authority of New York and New Jersey began planning for in 2015. In 2019, the Port Authority released a Scoping Document that reduced an initial list of 13 alternatives to three alternatives. These alternatives included “build-in-place” where the Terminal would be expanded to meet current and forecasted future demand and two different alternatives which would create a new underground bus terminal in the lower levels of the Jacob Javits Convention Center three blocks to the west of the existing bus terminal. Again, while Westfield has no direct influence on the selection of the bus terminal, it should be aware of the progress of the study and how it will affect its workforce.

C-3 Bicycle and Pedestrian Mobility

In any well-developed community, especially one such as Westfield with several regional arterial roadways, transportation options should be provided that extend beyond the automobile. This involves the accommodation of safe bicycle and pedestrian travel through Town. Bike and pedestrian travel should be encouraged for local destinations, such as parks, schools, and the Downtown, and to reduce overall roadway congestion. Three key components to encourage the use of biking and walking for transportation, rather than simply recreation, is to make that form of travel **safe, easy, and attractive**. This involves ensuring infrastructure is available and in good condition, that a resident can safely cross the roadway at key locations, and the experience is enjoyable so they will want to do it again. The Town of Westfield Reexamination Report survey indicated half of respondents felt walking in Westfield was safe and easy, and only 14% felt the same about bicycling within Town. Many survey comments mentioned potential conflicts between bicyclists and walkers with automobiles, especially within the downtown, and the lack of bicycle infrastructure such as bike lanes or bike share. The Town passed a Complete Streets policy in 2013, but there have been few tangible indications such a policy has been implemented.



Walkable and Bikeable Communities

While the Town roadways have been largely constructed to provide access and mobility to drivers, the Town is now taking steps to make the community more accommodating to walking and biking. In Westfield, 2019 was declared “The Year of the Pedestrian” with the objective of decreasing congestion and improving walkability by fixing sidewalks, increasing traffic enforcement, implementing more pedestrian safety improvements, and testing out “micro-transit” options to reduce congestion. The Town has taken early implementation steps with a “Walkable Community

Workshop” for North Avenue, a half-mile stretch east from the Westfield Train Station. This technical assistance is being provided through funding from the NJTPA, Sustainable Jersey, and the Voorhees Transportation Center at Rutgers University, and will provide recommendations for how Westfield can improve pedestrian and bicycle safety along the roadway and better connect the neighborhoods and potential new developments to the Downtown. The Final Report outlined five key general recommendations to improve walkability on North Avenue, with detailed recommendations at specific locations along the study corridor. The five recommendations were:

1. Implement the Westfield Complete Streets Policy
2. Enhance the Safety and Visual Appeal of the Corridor
3. Investigate a Road Diet
4. Expand St. Paul Traffic Island into a Full Park
5. Involve the Community and Provide Educational Opportunities



The full report may be reviewed as part of **Appendix E** of this Reexamination Report.

In addition, Westfield is developing a town-wide *Bike/Walk Westfield-Bicycle and Pedestrian Plan*, through free technical assistance by the New Jersey Department of Transportation, that will identify issues and opportunities for biking and walking throughout the community. There is wide support for making improvements to biking and walking conditions, as 76% of survey respondents indicated bicycle and pedestrian safety was an important or very important issue to them, and improving biking and walking conditions was the top mobility strategy desired by survey takers, at 64%. Some of these implementation strategies include the addition of a bike share program and bicycle lanes; both were highly regarded in the survey. The recommendations from these plans, as well as the feedback gathered through the Reexamination Report survey and Community Workshops will provide

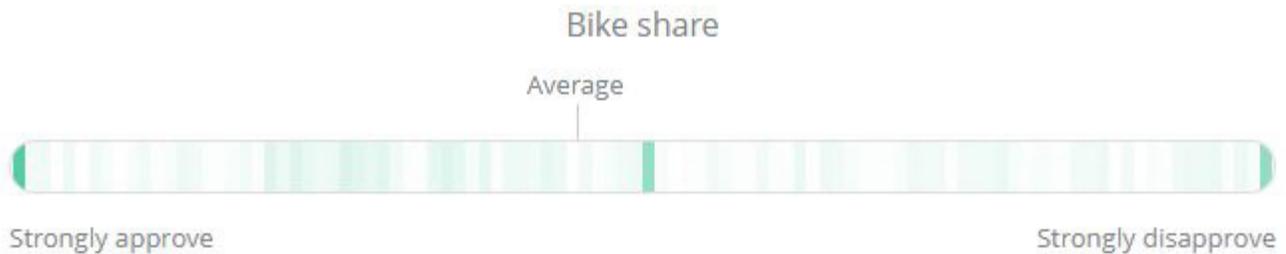


Image: Town of Westfield Reexamination Report Survey Results

the Town with actionable items to implement new improvements for bicycle and pedestrian mobility.

E-bikes and E-scooters

As these walking and biking studies mentioned above are completed, Westfield will need to monitor other non-automobile transportation modes becoming more popular. Recently, these include electric bicycles (e-bikes) and electric scooters (e-scooters). Both are becoming a desired form of local transport since they combine the personal mobility of a bicycle while adding overall speed and reduced level of physical effort. This year, New Jersey passed legislation permitting the use of low-speed e-bikes and e-scooters (low-speed is defined as a maximum of 19 miles per hour for e-scooters, and up to 20 miles per hour for e-bicycles before the electronic assistance ceases).

These devices may likewise be allowed to ride on sidewalks (a number of participants at the community workshop discussed the issue of bicyclists riding on sidewalks in the downtown, which is prohibited by §24-23 for people 18 years and older) as long as they do not impede the movement of pedestrians, and on bicycle paths. The City of Hoboken was the first New Jersey municipality to roll out an e-scooter. The program has been extremely successful as more than 21,000 individual riders have used them while making more than 66,000 trips. As these opportunities arise, Westfield should likewise consider the overall ramifications of introducing new modes of transportation around its community, and thoughtfully consider regulations that encourage their use, but also ensure they do not present a safety or mobility issue for other modes.

Docking stations vs. Dockless Micro-mobility

Generally, scooter and bike shares utilize two types of borrowing management systems. Docking stations provide a way to keep a fleet organized and offer a consistent set of locations to rent the bike or scooter. The locking mechanism is located on the docking station where the rider pays for the use. It requires space to be set aside for the stations, and may require coordination to keep certain stations well stocked with the vehicle. Dockless stations have the locking mechanism on the device or attached chain, and do not require the vehicle to be returned to a certain location. Typically, they get parked or locked to a street sign near the end of the user's trip. This type of system requires less infrastructure to manage, but may also be considered aesthetically less pleasing as they appear less organized and may impede pedestrian activity on sidewalks.



C-4 Vehicle Technology

While Westfield uses public transportation at higher rates than many other communities and there is a significant desire to improve local biking and walking conditions, most people in Westfield drive daily and have access to an automobile. 2017 ACS census data indicates 85.5% of Westfield's households have two or more vehicles available, demonstrating that safe and efficient travel by car is a primary consideration. Advances in vehicle technology continue to change how people travel by automobile, and Westfield should likewise plan for these advances.

Autonomous Vehicles

Autonomous vehicles are among the top technology “disruptors” as there are multiple ways in which they may be implemented, and their overall effect on travel, car ownership, and other aspects have yet to be determined. Autonomous vehicles are essentially “self-driving cars”, which allows the occupant to take a passive role, while it is the automobile that regulates the speed and navigation, and gets the occupant to their destination. Autonomous vehicles are being tested today with some various levels of success, and while implementation has not been as smooth as supporters have hoped, this technology is making continued advances. How these vehicles evolve will be the subject of monitoring. While the initial belief that autonomous vehicles will be similar to owning a personal vehicle (driven from origin to destination and sit parked until the next trip), there is also a belief that autonomous vehicles of the future will involve unoccupied vehicles moving on roadways, from destination to destination without actually needing an occupant at all. Both beliefs will influence actual demand for parking spaces, congestion on roadways, and even the need to own an automobile at all versus “subscribing” to a transportation service.



Electric Vehicles

Not as disruptive as the advent of autonomous vehicles, electric vehicles represent a shift to more sustainable resources and zero vehicle emissions for personal automobiles, commercial fleets, and government vehicles (i.e. garbage trucks, street sweepers, transit vehicles). These vehicles now operate on battery power only, which negates the need for gasoline usage. Rather, their mileage is determined based on the charge of the battery. Electric vehicle owners have charging stations at their home (where over 80% of E-V charging takes place), but their rise in utilization and popularity will require additional public infrastructure to ensure their continued popularity. Westfield should identify locations to implement Levels 2 or 3 charging stations around Town. These locations could be placed at publicly owned facilities such as the train station, municipal parking lots, or the Town could partner with developers to locate a charging station on development sites, such as multi-family developments, for public use. Further, the Town can explore the potential for integrating Alternative Fuel Vehicles (AFV) to its municipal fleet, including police cars and administrative vehicles. In addition to all-electric vehicles, AFVs may also be fueled by Natural Gas, Ethanol, Propane, or utilize hybrid diesel/electric engines.



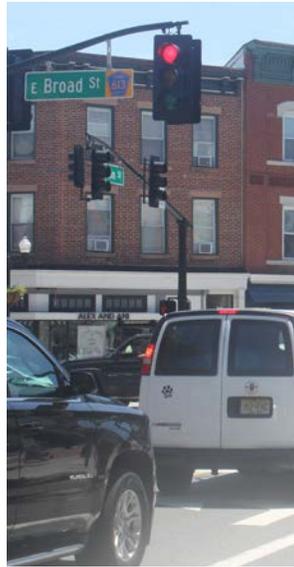
The Town has prepared a draft ordinance which would amend the LUO to require the installation of electric vehicle charging stations in certain instances. The draft ordinance requires that the number of parking spaces equipped with electric vehicle charging stations be 3% of the total number of parking spaces within certain zone districts which are listed within the ordinance. This requirement would apply within those listed zone districts when:

1. A new building with a new or existing off-street parking facility is developed;
2. An addition or improvement to an existing building is made that increases the size of the principal structure by more than 50%.
3. The parking capacity of an existing building, site, or parking facility is increased by more than 50%.

Consideration is currently being given as to which uses should be required to provide charging stations, and within which zone districts.

Traffic Signal Technology

As important as technology is at advancing the way people move, like autonomous cars and electric vehicles, efficient operations at intersections play a vital role in reducing congestion and improving overall mobility. Many older traffic signals operate on a conventional, pre-programmed signal timing system with consistent phases of signal changes based on previously measured peak travel times.



These type of systems fail to account for unplanned periods of higher levels of congestion, and as a result, operate inefficiently. Outside of random events, any shift in how people travel requires the Town to identify needed changes and make adjustments to reflect those changes. Adaptive Signal Control Technology (ASCT) is a form of Intelligent Transportation Systems (ITS) enabling more efficient intersection controls by utilizing video detection systems and software that adjusts the timing of lights based on existing traffic patterns. This technology decreases dwell times at lights, reduces congestion, and improves travel time reliability. The ability to build new roads or even expand the number of lanes is an unfeasible objective given the built-out conditions of Westfield. As a result, it is important for the Town to upgrade its signals, and work with Union County and NJDOT to do the same on their traffic signals. In addition, as the Town improves its technology to better address congestion and travel, it can utilize the “big data” created for decision making in other aspects of its transportation network like traffic calming, enforcement, and the need for additional measures.

“Big Data” is a term to categorize large volumes and unstructured data. In transportation, some big data that may get collected includes vehicle speeds, number of vehicles on a roadway, trip routing, and crash information. Some of this information uses sources like GPS data (WAZE, Google Maps, etc.) anonymously, and can be used by planners to make decisions about roadway and infrastructure improvements.

Micro-transit

Micro-transit occupies many forms like ride-hailing service such as Lyft or Uber, bike shares, or bus systems like Boxcar and EZ Ride/Meadowlink (<https://ezride.org>). Also known as demand responsive transit, micro-transit are transportation systems that match the demand for a trip with the ability to supply a trip. They are typically provided for by private transit operators and can supplement or fill in gaps in coverage, service capabilities, and convenience within the public transportation system. Micro-transit can be further expanded to fill “last mile” gaps of the public transit system, as local jitney services or shuttles from new developments to reduce parking demand around the Downtown and further encourage transit usage. While Boxcar runs several private bus lines into Manhattan, including a route with stops at the Westfield and Cranford train stations, and Westfield is often served by Uber and Lyft drivers, the Town is encouraged to explore “last mile” gaps for residents to and from the train station.

Case Study: Ridesharing Partnership in Summit, NJ



In 2016, the City of Summit entered into a ridesharing partnership with Uber to develop a program where residents with pre-paid commuter parking permits were eligible for free rides from their home to the train station during the weekday. Since then, the City has switched to Lyft and expanded the program to include residents on the commuter parking waitlist, charging a \$2 per ride fee to the station. The program has reduced overall demand and all-day utilization of existing parking around the station, and alleviated the need for additional parking capacity in the downtown.

C-6 Parking Management and Supply

Parking is a long-standing issue for Westfield that impacts both the transportation system and land use. A separate parking analysis prepared by TimHaahs Associates has been included, and identifies strategies to address parking management, technology, and capacity. It can be found in [Appendix X](#).

C-7 Transportation and Land Use

In many Master Plans, as it is in the 2002 Westfield Master Plan, transportation is separately addressed within its own element. However, land use and transportation are inextricably linked together. The type of land use determines how much traffic is generated from that property, or how much parking is required based on expected utilization. Additionally, the location of land uses in relationship to each other also influence how the transportation is used, as people may be more apt to walk, bicycle, or drive depending on a variety of conditions. A well-planned community can also be more transit supportive and sustainable, developing at densities and in proximity to service where residents or employees will use public transportation. Westfield's community form, with neighborhoods surrounding its vibrant downtown that includes the Westfield train station provides a great opportunity to consider both of these planning topics together. Existing through traffic along East Broad Street, North Avenue, and South Avenue in the Central Business District is a major concern, having been brought up in the community workshops, as well as the long term effects of redevelopment in and around the Downtown. New activity in downtown Westfield is generally approved of by residents, but those changes will require an understanding of the impacts on the transportation system from potential land use changes, and address them through a variety of strategies and investments.

Within the last decade, two comparable communities, Montclair and Morristown, have undertaken such a combined effort as a Unified Land Use and Circulation (ULUC) Element or a Mobility and Community Form Plan. This approach to new planning documents for land use and circulation allows the community to assess coordinate land use decisions simultaneously with how those potential changes would impact the transportation network. This is a recommended method for Westfield to take in planning its community rather than covering the topics of land use and transportation separately.

C-8 Parking Structures

Parking Future

It's not a surprise to many residents and visitors of Westfield that there is a lack of convenient parking, lack of enough transit parking and enough parking to support any future projected growth in the downtown - it's been a point of discussion for over 20 years. However, with ride-sharing services gaining ground, a shifting demographic of people who no longer own cars, and the coming revolution of autonomous vehicles, transportation planners and municipalities are rethinking parking. According to a survey by commercial real estate firm CBRE, U.S. & Canadian Mobility 2018, the concept of commuting by car is about to undergo a paradigm shift. In the U.S. people under 30 are more than seven-times more likely to take public transportation than those over 60 years of age. Furthermore, over the past three decades, the percentage of younger people who apply for a driver's license has dropped nearly 20 percent, according to the University of Michigan's Transportation Institute.

It's a challenge to predict what a town's parking needs may be decades into the future - will we ever get rid of the car, probably not, but Westfield has to take these possible outcomes into consideration. This brings about the idea of adaptive re-use of garages. Parking garages are being constructed with the ramps on the outside of the main structure, in anticipation of a future where we won't need as much parking and can then re-purpose the garages as residential or commercial properties, by tearing off the outer ramps. These design changes mean building garages with higher ceilings and eliminating the sloping floors of typical indoor garages. A 15-foot floor-to-floor plan, is usually needed for a loft, shopping, or apartment space, and if garages are to be converted to habitable office or apartment space, there also has to be accommodation for additional plumbing and electrical work, something that's usually not considered in the construction concrete multi-level parking facilities. Being able to easily convert such spaces into office, retail, or rental properties is a critical consideration today, Westfield does not want to build these structures, only to have them sit there as monuments to the past.

Design Elements

Parking structure architecture and location can negatively or positively affect the design and feel of a streetscape corridor. Stand-alone structures take away from the design fabric of a street and don't encourage a pedestrian to "see what's on the next block". Design must become part of an architectural style of the

surrounding architecture and community. Camouflage them so that they will be integrated as seamlessly as possible into the aesthetic of associated buildings and public gathering areas.

Maintain the street front by having the sidewalk condition of the facility contain stores to provide a safe and pleasant walk experience, by using landscaping and changes in architectural materials, forms, and scales to enhance the facility façade along the street. Better yet, structures should be “wrapped” by retail or residential development to hide the structure from the street view. Westfield must require any structure to reinforce the walkable sensibility with pedestrian access in mind.

The design of these facilities should look to be combined with uses such as a playing fields solar roofs, or green architecture, utilizing its space to the fullest. Cira Centre project, a transit-oriented, mixed-use commercial project along the Schuylkill River for example, was able to transform the top of the complex's parking garage into a park, as well as a stormwater management system and green roof.



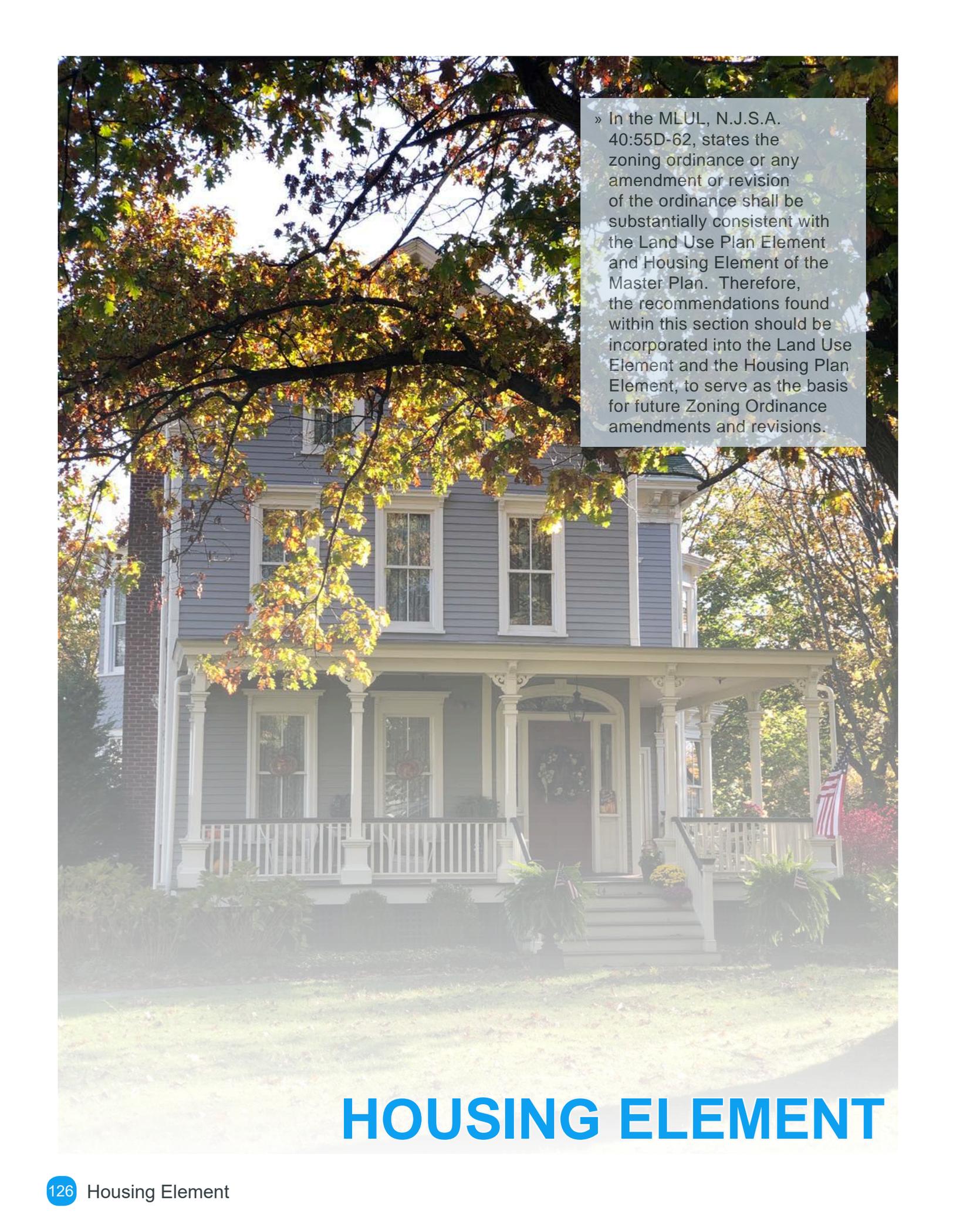
Image: Beverly Hills Parking Deck



Images: Example Parking Deck



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A large, two-story house with a porch, surrounded by trees with autumn foliage. The house has light blue siding, white trim, and a white porch with columns. The porch has a railing and a small American flag. The house is set on a lawn with some bushes and trees in the background. The trees have yellow and orange leaves, indicating autumn. The sky is bright and clear.

» In the MLUL, N.J.S.A. 40:55D-62, states the zoning ordinance or any amendment or revision of the ordinance shall be substantially consistent with the Land Use Plan Element and Housing Element of the Master Plan. Therefore, the recommendations found within this section should be incorporated into the Land Use Element and the Housing Plan Element, to serve as the basis for future Zoning Ordinance amendments and revisions.

HOUSING ELEMENT

KEY TAKEAWAYS

82.7%

*residential units are
single-family homes*

*support green building
code techniques*

70%

survey respondents

Other Notable Topics

- Diversify Westfield's housing stock, the size of units and the affordability of units.
- Mixed use housing is supported in the downtown to allow for walkability, easy access to transit and additional support of the downtown services.
- Support for “aging in place” and “household lifecycle” concept that allow residents who don't want to move out of Town but want to downsize.
- Residents understand that the affordable housing obligations are being met through the most recent multi-family developments.
- Create housing more in scale with surrounding neighborhood properties.
- Embrace Transit Oriented Development (TOD).

HOUSING RECOMMENDATION PLAN

Part 1

Below is a comprehensive Housing Recommendation Table that includes recommendations from the 2002 Master Plan and 2009 Reexamination Report that still apply today (indicated with a H-1a, for example), as well as new recommendations identified as part of this 2019 Master Plan Reexamination effort.

Directions

“Check off” a completed Recommendation and mark the year of completion as a way to measure progress.

Short: complete in 1-2 years; **Medium:** complete in 3-5 years; **Long:** complete in 10+ years.

Housing Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|----------------------------|--|--|--------------------|------------------|-----------------------|
| Affordable Housing | | | | | |
| 1 | (H-3a) The Town of Westfield should continue to implement its 2018 Housing Element and Fair Share Plan (HEFSP) and continue to provide affordable housing for low- and moderate-income persons and households. | Town Council, State-Appointed Court Master | Ongoing | | |
| 2 | (H-3bii) Conduct a preliminary area in need of redevelopment investigation to determine if the Elite South properties meet redevelopment criteria. | Town Council, Planning Board | Short to Medium | | |
| 3 | (H-3biii) Conduct a preliminary area in need of redevelopment investigation to determine if the Elite North properties meet redevelopment criteria. | Town Council, Planning Board | Short to Medium | | |
| 4 | (H-3bv) Continue to make requests to the State of New Jersey to place the former DMV site for sale. | Town Council | Ongoing | | |
| 5 | (H-1bvi) Provide realistic opportunity for 16 affordable housing units at such a time that the NJ Armory property is sold, transferred, or donated by the state of New Jersey to any person or entity. The units may be located on site or elsewhere in Town. | Town Council, State of New Jersey | Long | | |
| 6 | (H-3bvii) Rezone the Williams Nursery property for residential inclusionary development, at such a time the nursery operations cease. | Town Council, Private Property Owner | Long | | |
| Housing Preferences | | | | | |
| 7 | Provide diverse housing in appropriate locations for residents beyond the detached single-family residence, that include varying unit typologies (i.e. multi-family, mixed-use), housing unit sizes (0-3+ bedrooms), and levels of affordability. Housing typologies other than the single-family residence should be appropriately located. | Town Council, Planning Board, Private Developers | Ongoing | | |
| 8 | Encourage the inclusion of Universal Design (UD) features, which promotes accessibility, safety, flexibility, functionality, simplicity, and comfort, without compromising aesthetics of space. | Town Council, Planning Board, Private Developers | Ongoing | | |
| 9 | Encourage EV charger installations in all new multi-family or major mixed-use construction. | Town Council, Planning Board, Private Developers | Ongoing | | |
| 10 | Encourage green infrastructure installation at multi-family housing complexes. | Town Council, Planning Board, Private Developers | Ongoing | | |

Part 2

Below is a summary of the past issues and recommendations that have reduced or increased based on the discussions identified in the **Past Issues and Recommendations** section of this Element.

Summary Table of Past Housing Issues and Recommendations

| <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|--|--|----------------------------------|
| <i>H-3 Affordable Housing and COAH</i> | | |
| a Summary | x | |
| <i>b Overlay Zones</i> | | |
| i McMaster Site | | x |
| ii Elite South | x | |
| iii Elite North | x | |
| iv Ross Place | | x |
| v NJ Department of Motor Vehicles | x | |
| vi NJ Armory | x | |
| vii Williams Property | x | |
| viii Myrtle Avenue | | x |
| c Growth Share Ordinance | | x |
| <i>H-4 Senior Housing</i> | | |
| a Senior Housing Facility | | x |



HOUSING NEW TRENDS / ISSUES

NEW ISSUES

H-1 HOUSING CHANGES

H-2 SUSTAINABILITY

- » A robust community outreach process uncovered several land use issues and trends forming in Westfield today. These new issues and trends and discussed in the following pages. Previous issues already identified in the 2002 Master Plan or 2009 Reexamination Report are discussed in the **Housing Past Issues** section of this Element.

H-1 Housing Changes

While the number of housing units in Westfield has increased over time (10,565 housing units per 2017 American Community Survey U.S. Census data), a changing population has resulted in a new housing demand. The younger adults waiting to marry and have kids and the older population looking to age in place have formed a new housing demand profile, which includes a higher proportion of smaller, multi-family units, a larger proportion of rental units, and units that are affordably priced. While Westfield does provide some of these offerings, the Town should look to fully meet this demand.

- 82.71% of all residential units in Westfield are single-family detached or attached homes, 8.13% are units in buildings with 2-4 apartments and 8.63% are units in buildings with five or more units – a housing stock lacking in diversity. Certificate of Occupancy (“CO”) data suggests that between 2006 and 2016, zero multi-family units and only 7 mixed use units were newly constructed, where 574 units were built as single- or two-family structures. With Westfield’s single-family household majority, 77.1%% of the Town’s housing stock has three or more bedrooms compared to a 22.9% share of smaller units (0-2 bedrooms). While housing typology (i.e. single-family, apartment) should be diversified, so should housing sizes, ensuring that there is a variety of housing that fits the needs of all household types (i.e. singles, couples no children, families with children).
- In addition to providing housing for all types of households and families, the Town should work to ensure residents can find housing that meet their needs throughout their lifetime. One aspect of this “household lifecycle” concept is “aging in place”. Westfield is well-equipped with age-friendly development characteristics that promote independent living such as: (1) high number of destination per square mile, (2) presence of a mixed-use “downtown”; (3) well-connected street network; (4) and access to public transportation. With these “good bones”, Westfield should concentrate on diversifying its housing stock, making sure the Town is well supplied with the types of housing people are likely to want as they age, and at prices affordable to retirees.

- Westfield has a large majority of owner-occupied housing units (82.4%) where only approximately 17.6% of the housing stock in the Town is renter-occupied. Approximately one-third of renter-occupied housing units in Westfield are in attached or detached single family homes (33.4%) and less than one-third are in buildings with five or more units (28.8%).
- Housing affordability is also of concern for the Town. Experts generally agree that homeowners should spend no more than 30 percent of their income on housing costs. When more than 30 percent of income is spent on housing, it is considered unaffordable. Accounting for owners and renters, 19.2% of households earning less than \$75,000 annually spent more than 30% on housing costs, whereas only 10.05% of households earning more than 75K spent more than 30% on housing costs. The affordability gap is even larger for renters alone. Per 2017 5-year estimates, more than one-third of renter households earning less than \$75,000 annually spent more than 30% on housing renter costs (36.3%) where less than one percent (0.7%) of \$75K+ households spent more than 30%. The affordability gap for homeowners was much less prevalent by comparison (15.6% for households earning less than \$75K and 12% for households earning more than \$75K).

"The younger adults waiting to marry and have kids and the older population looking to age in place have formed a new housing demand profile..."

H-2 Sustainability

A continuing recommendation of the 2002 Master Plan is to prepare a Conservation and Sustainable Community Plan Element as part of any new Master Plan undertaken by the Town. Until that time, there are emerging “green” trends now that can be discussed as part of this effort. The following “green” trends that apply to the housing element are discussed below while other “green” trends are discussed in some of the other Master Plan Reexamination Report Elements.

Alternative Fuel Vehicles.

Multi-family housing complexes are ideal locations for recharging and refueling stations. EV charger installations should be encouraged in all new multi-family or major mixed-use construction. The Town has drafted an ordinance requiring EV charging stations for certain developments. This ordinance is currently under review and may be adopted by the end of 2019.

Green Infrastructure

Multi-family housing complexes are ideal places to provide green infrastructure, such as pervious pavements and rain gardens to capture parking lot runoff, and in existing storm water retention basins.



Duplex



Multi-Family Apartment



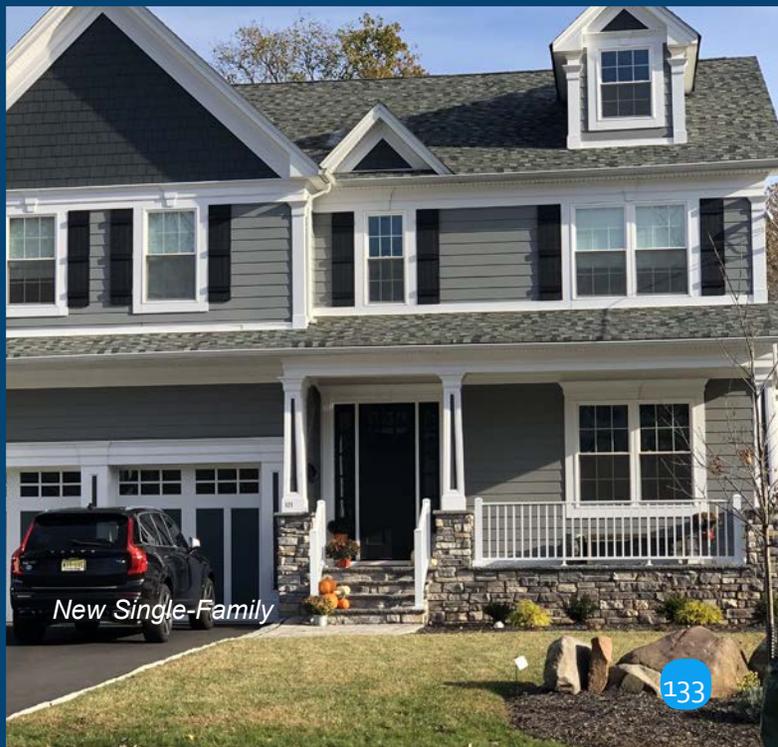
Single-Family



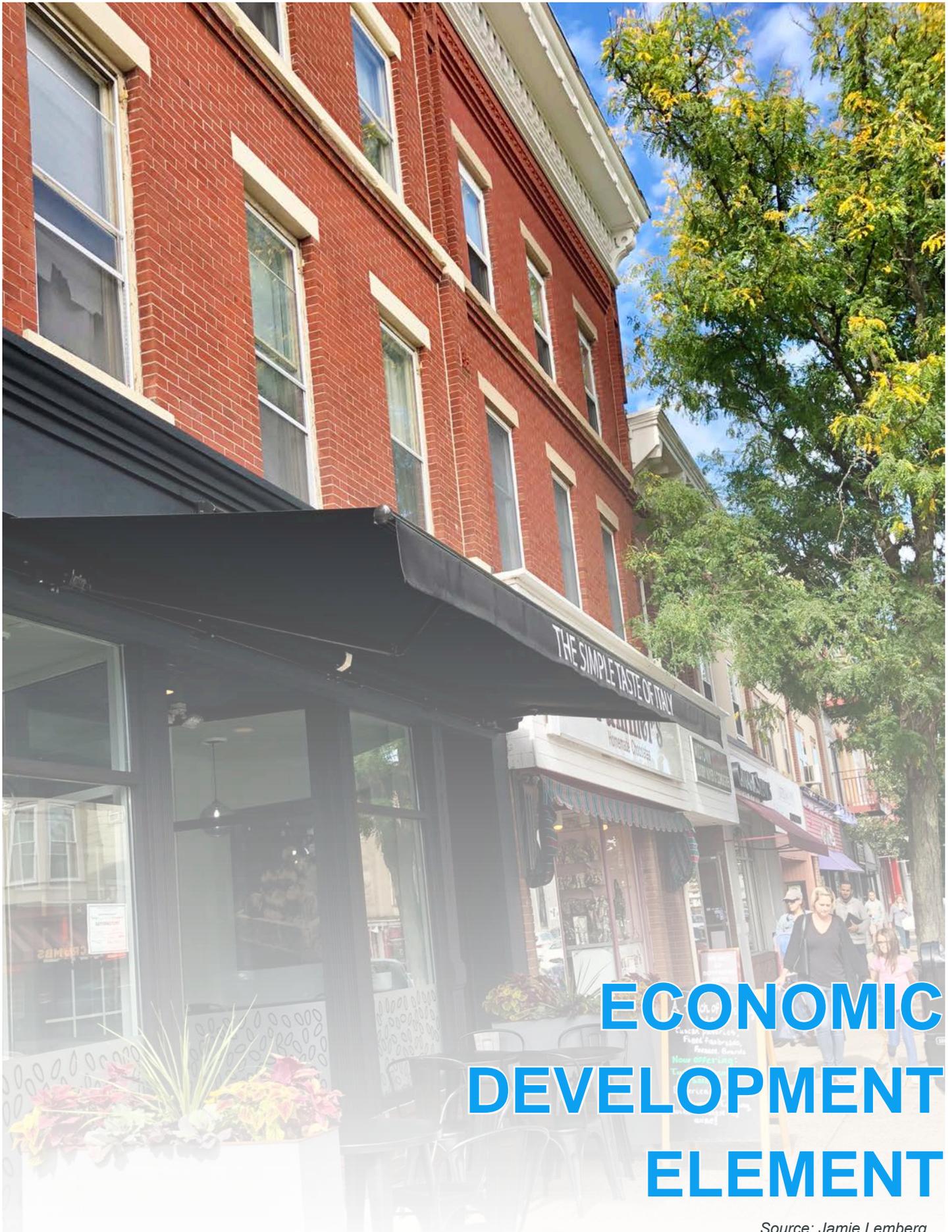
Historic Single-Family



Garden Apartment



New Single-Family



ECONOMIC DEVELOPMENT ELEMENT

Source: Jamie Lemberg

KEY TAKEAWAYS

When asked to rate a list of issues affecting Westfield, survey participants rated:

5

Goods & services in downtown



61%

agree, Westfield

could use more entertainment establishments

could use more restaurants

56%

agree, Westfield

Other Notable Topics

- Downtown severely lacks public spaces and needs placemaking to create interesting public nodes and activate the street level.
- Need more experiential retail and entertainment options.
- Attract traditional and non-traditional employers to diversify the tax base, support downtown businesses and offer residents an opportunity to work where you live.
- Draft a comprehensive streetscape plan to link the downtown through cohesive design, including street trees, furniture, sidewalks and plantings.
- Capitalize on underutilized properties, such as surface parking lots and one-story structures for future redevelopment and development opportunities.

ECONOMIC DEVELOPMENT RECOMMENDATION PLAN

Part 1

Below is a comprehensive Economic Development Recommendation Table that includes recommendations from the 2002 Master Plan and 2009 Reexamination Report that still apply today (indicated with a ED-1a, for example), as well as new recommendations identified as part of this 2019 Master Plan Reexamination effort.

Directions

“Check off” a completed Recommendation and mark the year of completion as a way to measure progress.

Short: complete in 1-2 years; **Medium:** complete in 3-5 years; **Long:** complete in 10+ years.

Economic Development Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|---|--|--|------------------|------------------|-----------------------|
| Designation Processes | | | | | |
| 1 | (ED-4a) Continue to support and endorse the downtown special improvement district and the managing entity, the Downtown Westfield Corporation. | Town Council | Ongoing | | |
| 2 | (ED-6a) Continue to implement the 1999 Downtown Westfield Improvement Plan. | Downtown Westfield Corporation, Town Council | Medium | | |
| 3 | (ED-6d) Study the appropriateness of extending SID boundaries. | Downtown Westfield Corporation, Town Council | Medium | | |
| 4 | (ED-6e) Study the appropriateness of obtaining Transit Village designation for the Town. | Town Council | Medium | | |
| 5 | (ED-6f) Investigate designations such as “Certified Local Government”, “Town Center”, and “Tree City” to assist Westfield in planning resources and grant opportunities. | Town Council, Other Partners | Short to Medium | | |
| Infrastructure and Buildable Land Supply | | | | | |
| 6 | (ED-6c) Conduct Area in Need of Redevelopment or Rehabilitation in appropriate locations, such as the municipally owned parking areas in the commercial districts to incentivize development and rehabilitation. | Planning Board, Town Council | Short | | |
| 7 | Explore areas for placemaking and creative placemaking in all areas of Town, including open space and public nodes to encourage more than a one stop trip in Westfield. | Downtown Westfield Corporation, Town Council | Short to Medium | | |
| 8 | (ED-4c) Conduct studies to determine opportunities for increasing the use of shade trees and planters, and for preserving and enhancing the open space areas in the business districts. | Shade Tree Commission, DPW, Downtown Westfield Corporation | Short to Medium | | |
| 9 | Prepare a comprehensive streetscape and design guidelines for the Downtown. | Planning Board, Town Council | Short | | |
| 10 | Locate wayfinding signage for parking and destinations, at strategic areas throughout Town. | Planning Board, Town Council | Medium | | |

Economic Development Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|----|--|--|------------------|------------------|-----------------------|
| 11 | (ED-5a & 5b) Maintain, improve, and provide additional pedestrian access routes between public parking and businesses. | Town Council, DPW, Downtown Westfield Corporation | Ongoing | | |
| 12 | Encourage and help facilitate “social infrastructure” by introducing street-level energy in pop-up public spaces of vacant storefronts. | Downtown Westfield Corporation, Downtown Property Owners, Local Community Groups and Nonprofits | Short | | |
| 13 | (ED-4b) Continue to support the function of the architectural review board and design standards in advising the Planning Board and Board of Adjustment concerning the design of public and private improvements in the business districts. | Architectural Review Board, Planning Board, Board of Adjustment | Ongoing | | |
| 14 | Support and help facilitate property owners wishing to undertake façade improvements. | Downtown Westfield Corporation, Town Council | Ongoing | | |
| 15 | (ED-6b) Continue programs of restoration and improvement of downtown buildings. | Town Planner, Architectural Review Board, Planning Board, Historic Preservation Commission, Board of Adjustment, Tenants and Property Owners | Ongoing | | |

Infrastructure and Buildable Land Supply

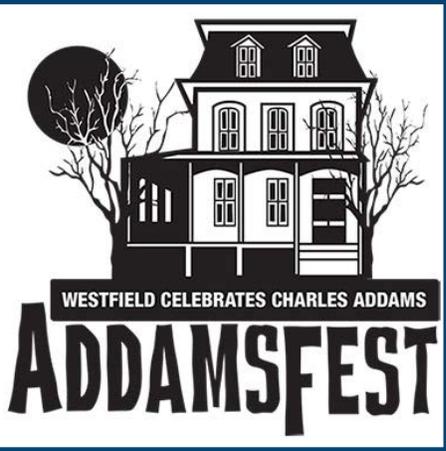
| | | | | | |
|----|---|--|-----------------|--|--|
| 16 | Work with property owners to ensure their spaces are modernized to attract employers looking to locate in non-traditional workplace environments. | Downtown Westfield Corporation, Town Council, Property Owners, Major Employers | Ongoing | | |
| 17 | Recognize the locally employed workforce and other visitors as a potential customer base and target their needs. | Downtown Westfield Corporation | Short | | |
| 18 | Ensure quality, modern residential units for “downtown dwellers” that would result in downtown activation. | Property Owners, Planning Board, Zoning Officer | Short to Medium | | |
| 19 | Continue to develop and implement a branding identity and marketing strategy for Westfield’s downtown. | Downtown Westfield Corporation, Town Council | Short | | |
| 20 | Implement the land use and circulation recommendations for the Town’s downtown to make attractive and accessible environments where businesses will want to locate. | Town Council | Ongoing | | |
| 21 | Continue to host shopping and entertainment events, with music and activities in the downtown area. | Downtown Westfield Corporation | Ongoing | | |

Part 2

Below is a summary of the past issues and recommendations that have reduced or increased based on the discussions identified in the **Past Issues and Recommendations** section of this Element.

Summary Table of Past Economic Development Issues and Recommendations

| <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|--|--|----------------------------------|
| <i>ED-4 Downtown Aesthetic</i> | | |
| a Downtown Westfield Corporation (DWC) | x | |
| b Architectural Review Board in Business Districts | x | |
| c Open Space in Business Districts | x | |
| d DWC Streetscape Improvement Project | | x |
| <i>ED-5 Pedestrian Access Between Retail and Parking</i> | | |
| a Improvements | x | |
| b Acquisition | x | |
| <i>ED-6 Economic Vitality</i> | | |
| a Downtown Westfield Improvement Plan | x | |
| b Downtown Building Improvements | x | |
| c South Avenue Revitalization | x | |
| d Special Improvement District (SID) Boundaries | x | |
| e Town Designations | x | |





NEW ISSUES

ED-1 DOWNTOWNS AS CENTER OF PLACE

ED-2 EVOLUTION OF RETAIL

ED-3 NON-TRADITIONAL WORKPLACE

» A robust community outreach process uncovered several land use issues and trends forming in Westfield today. These new issues and trends and discussed in the following pages. Previous issues already identified in the 2002 Master Plan or 2009 Reexamination Report are discussed in the **Economic Development Past Issues** section of this Element.

ED-1 Downtowns as Centers of Place

Downtowns have traditionally offered residents places to shop, places to worship, and opportunities to civically engage. While downtowns thrived as places to congregate, the rapid suburban growth of the 1950s not only brought a boom of single-family residences, but with it strip mall retail and big box stores. Downtowns during this time became neglected and deteriorated over time. Today, downtowns are back and thriving once again, as centers of place, offering a variety of amenities, activities and conveniences for all ages. Downtowns have a special place in the minds of Americans. We have fond memories of colorful Fourth of July parades down Main Street, shopping trips spent gazing at holiday storefront displays, and pleasant strolls along bustling pedestrian-crowded streets.



Image courtesy of DWC

Downtowns across the nation are supporting business communities, attracting “downtown dwellers”, encouraging arts and culture, and providing activities for residents and consumers with programs like Yoga in the Square (Pittsburgh, PA), Dog Days of Summer (Boonton, NJ) or Gallery Walk (Paseo Arts District, Oklahoma City, OK). Downtowns will continue to thrive as they provide unique experiences not found in Big Box or strip retail of yesteryear.

One way Westfield can ensure the future of its downtown as a center of place is through placemaking. Placemaking creates public spaces that promote people’s health, happiness, and well-being while also capitalizing on a community’s assets, inspiration, and potential. Westfield’s assets include its reputation as having an excellent downtown, variety of shopping and restaurants, and unique and historic building facades. The Town should capitalize on these existing assets to create unique public spaces throughout downtown. Building upon this concept of placemaking is “creative placemaking”, which uses the power of arts, culture, and creativity to serve a community’s interest. With Westfield’s recently established Public Arts

Commission, the Town has the capacity to promote and install public art and murals throughout Town.



Another strategy for the downtown is branding. Branding can take a variety of forms, but the most prominent may be banner signs, streetscape improvements, planters, and annual events such as Farmer’s Markets, street festivals, and online marketing presence. The Westfield Downtown Corporation does an excellent job at branding Westfield downtown to residents and local consumers with buying power and should continue these efforts.



Another way to generate activity nodes in the commercial downtowns is to attract residents to the area. There is a current trend to live in downtowns as more people are choosing to live in core neighborhoods with walkable amenities. With access to commuter rail and bus service to NYC, downtown businesses, and access to local Mindowaskin Park, “downtown dwellers” would enjoy what Westfield has to offer. While the Town’s zoning code currently permits apartments above commercial, these apartments should be analyzed to ensure that quality residential units are available, that meet the modern needs of future residents.

ED-2 Evolution of Retail

With a changing population both on the national and local level comes changed shopping preferences. The new wave of consumers today are less inclined to buy consumer goods than consumer experiences. The Millennial and iGen are not buying as much goods as their Baby Boomer counterparts, in part due to these “Millennial Buyer” preferences and in part due to financial considerations, where Millennials have less disposable income today when compared to Baby Boomers at the same age. Compounding these buyer preferences and limited buying power is the fact that there will be less consumers in the future than today, as the US Census Bureau projects that by 2035 older adults aged over 65 will outnumber children. These older adults are past their peak spending years (average age 42) and will spend less in the marketplace as they age. Retailers are beginning to feel these affects as national retailers are closing their doors from increased competition amongst a smaller and less rich consumer base.

In addition, even people who do purchase consumer goods, the shift is towards “e-commerce” and away from traditional brick and mortar retail stores. Over the past several years, ecommerce spending has grown by about 15% each year, and now represents about 14% of total retail sales in the United States. Of that online spending (\$517.36 billion), 40% is attributed to Amazon. While the 14% figure is relatively small today, more than half of all retail sales growth is online. So not only are small businesses needing to reflect changing consumer spending patterns, larger traditional retailers (Walmart and Target as “category killers”), they must also differentiate themselves to the consumer who has the power to buy anything from anywhere from their home or smartphone.

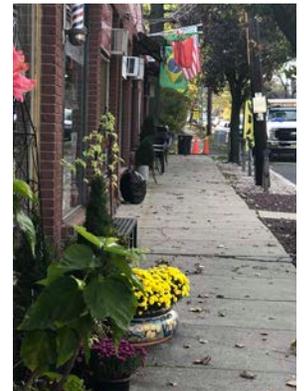
With this increased competition, property owners and landowners now need to create themed entertainment marketplaces, providing customers an experience beyond quality price and product variety. In fact, 61% of survey respondents indicated they would like more entertainment establishments in Westfield, and 56% stated they would like more restaurants. When asked about what development trends survey respondents would be in favor of, respondents picked unique trends that don’t currently exist within the downtown: 56% strongly approved of rooftop bars/lounges, 47% strongly approved rooftop gardens, and 47% strongly approved of microbreweries/distilleries in the downtown. Westfield should look at the zoning code



to ensure that entertainment type establishments are permitted and encouraged in the downtown.

In addition to creating these unique experiences inside their stores, retailers are now looking for asset-rich places to locate, where customers are more inclined to wander and shop longer. Municipalities play a large part in attracting retailers and consumers by providing these outdoor experiences.

Municipalities should look to improve streetscapes, make it easy for shoppers to navigate an area such as finding parking easily, and create an overall pleasant and safe pedestrian environment. Amenities such as resting areas, plantings, lighting, and art/culture/history in strategic locations will encourage shoppers to walk around



and shop longer or initiate a second point-of-sale, for example. It is strongly recommended that Westfield develop a streetscape master plan and streetscape design standards that the Westfield can implement as funding become available, but also to create standards that any property owner or development must implement as part of a site plan application.

To provide a safe and pleasant pedestrian environment, the Town should consider a Façade Improvement Program to reactivate building facades and welcome shoppers into the commercial downtowns. Large storefront windows would also augment the shopper’s experience in the public realm, encouraging the impulse to walk around and continue to shop. Another way to encourage walkability among visitors is to ensure safety from roadway traffic. Creating unique place identities through the public realm will attract retailers and will advance economic viability in these areas. These pleasant shopping experiences are also not limited to downtowns and can be applied through improved site design at shopping centers.

ED-3 Non-Traditional Workplace

Where retail vacancies do occur in Town, Westfield can combat the trend through a tactical approach: physically occupying vacant storefronts and turning them into pop-up public spaces. Westfield does encourage temporary occupancy of vacant storefronts through its zoning ordinance and it is often implemented through seasonal Halloween stores and showcasing of local art. For example, Town groups or local non-profits could occupy vacant storefronts, offering free wi-fi, hosting game nights, documentary screenings, tournaments, or other events, not only introducing a little “social infrastructure” into downtown but also adding street-level energy in an otherwise vacant and low-energy location. Culture House, a non-profit organization located in Boston, was successful in implementing this idea, and did it rent-free. Where vacancies occurred, they negotiated with landowners to occupy vacant spaces until they could be filled by paying tenants. Westfield should consider this out-of-the-box idea to combat retail vacancies in the downtown.

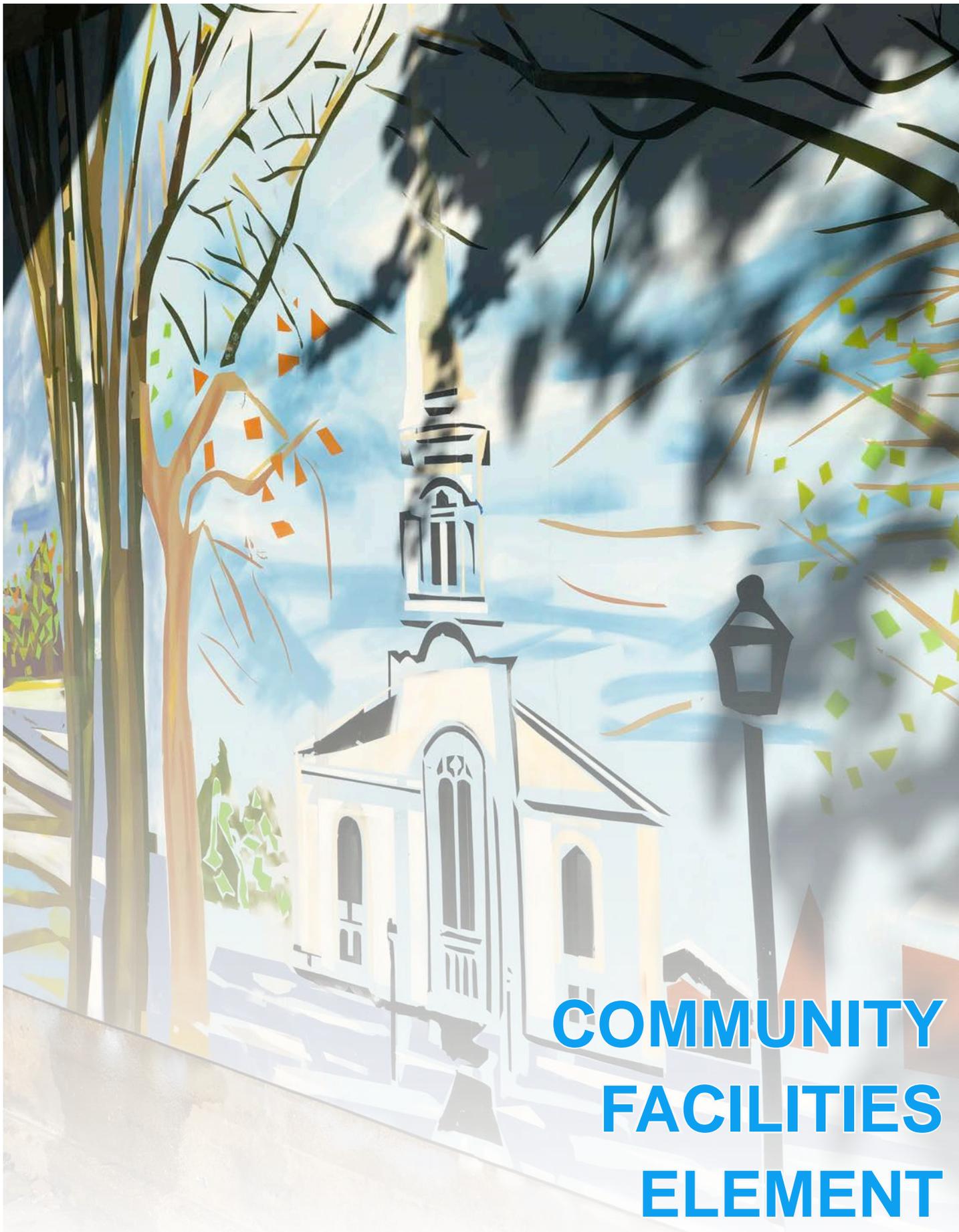


Image: Boston, temporary occupancy

Traditional centralized workplaces are not as common today as they were in the age of suburban office parks of the 1980s and 1990s. Instead, companies are increasingly using freelancers or contractors to complete tasks, a new “gig economy”, where these temporary employees do not need to go to a centralized office location to complete their work. Remote work, also referred to as telecommuting or teleconferencing, for permanent employees is also on the rise, breaking traditional proximity requirements. In Westfield, 7.62% of workers work from home, over double that of the county’s share (3.75%). The future workplace no longer looks like a cubicle, but rather a home office, a café, or co-workspace. Co-workspaces are shared work environments for employees not employed by the same organization, but who work independently and share similar values, and offers solutions for work from home distractions and isolation. Even traditional workplaces are providing their employees with alternate options to their desks such as standing desks, work bars or cafes built into traditional work environments. Increasingly, these spaces are becoming more popular, changing the way we have traditionally thought of workplace environments. When asked about development strategies for the downtown, 36% of survey respondents strongly agreed that Westfield should attract major employers. Westfield should attract employers and other non-traditional workspaces into the downtown and other commercial areas, while recognizing the need of these employers to offer local amenities and modern office spaces to its employees.

Many downtowns such as Westfield have a need for a diversity of non-residential uses, such as modern office space or work share space to provide alternate goods and services as well as employment opportunities, which will further the diversity of the tax base. The presence of a workforce in the town of Westfield, especially within the Downtown, creates additional disposable incomes that will support the local businesses, especially during the midweek lunch period, where most retailers see a drop in revenue.

The future of Westfield relies on attracting residents, businesses, and visitors to build a sustainable economic base.



COMMUNITY FACILITIES ELEMENT

KEY TAKEAWAYS

When asked to rate a list of issues affecting Westfield, survey participants rated:

2

*Condition of
parks & rec.*



Other Notable Topics

- Develop a multigenerational performing arts/community/cultural center that will act as a community hub for residents and visitors of Westfield.
- Identify additional opportunities for community meeting space.
- Implement the recommendations of the of the Strategic Parks Plan.
- Encourage sustainability measures in existing and proposed community facilities with requirements set forth in the zoning code.
- Upgrade technology in civic functions such as online tax payments, online building permits, and WiFi in the downtown.
- Relocate the Historic Fire Department and develop a plan for a new centrally located facility or two separate departments. The historic firehouse should be rehabilitated for a community and commercial space.

COMMUNITY FACILITIES RECOMMENDATION PLAN

Part 1

Below is a comprehensive Community Facilities Recommendation Table that includes recommendations from the 2002 Master Plan and 2009 Reexamination Report that still apply today (indicated with a CF-1a, for example), as well as new recommendations identified as part of this 2019 Master Plan Reexamination effort.

Directions

“Check off” a completed Recommendation and mark the year of completion as a way to measure progress. **Short:** complete in 1-2 years; **Medium:** complete in 3-5 years; **Long:** complete in 10+ years.

Community Facilities Recommendation Plan

| | <i>Recommendations</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|-------------------------------|--|---|------------------|------------------|-----------------------|
| Educational Facilities | | | | | |
| 1 | (CF-8b) Continue to share school facilities, such as gyms, classrooms, and fields, for recreation activities, community groups, and the public. | Town Council, Board of Education, Community and Rec. Groups | Ongoing | | |
| 2 | (CF-8c) Continue to study on-street parking and traffic conditions around public schools, and if problems are determined to exist, identify actions and opportunities to reduce or eliminate those problems. | Town Council, Board of Education, Public Safety Transportation & Parking Committee, Traffic Safety Consultant | Ongoing | | |
| 3 | (CF-9a) At such a time that the National Guard Armory becomes available, acquire the building and site for educational purposes. If not needed for education, the site should be used for affordable housing purposes. | Town Council, National Guard, Board of Education | Ongoing | | |
| 4 | Consider a joint venture between the Town of Westfield and the Board of Education to rebuild, renovate, and refurbish community facilities and multi-use athletic fields on school properties. | Town Council, Board of Education | Short | | |
| Town-owned Facilities | | | | | |
| 5 | (CF-9b) Conduct a complete building evaluation of Town Hall to determine scope of work, necessary for the next 5-10 years to retain integrity and functionality. | Town Council | Short | | |
| 6 | (CF-9c) Complete a facilities audit for Town-owned buildings and properties to ascertain uses, conditions, and both the need and potential for optimization of use of existing facilities. | Town Council | Short | | |
| 7 | (CF-11c) Proactively encourage private investment of the north side train station, in the event that NJ TRANSIT chooses to no longer lease the building for ticket sales. | Town Council | Medium | | |
| 8 | (CF-13a) Complete an energy-audit of all Town-owned buildings to determine energy usage and the need to achieve greater energy efficiency. | Town Council | Short to Medium | | |
| 9 | (CF-13b) Conduct a water consumption analysis for all municipal facilities. | Town Council | Short to Medium | | |

Community Facilities Recommendation Plan

| | <i>Recommendations</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|------------------|--|-------------------------------------|------------------|------------------|-----------------------|
| 10 | (CF-13c) Purchase “green” goods and materials to meet the needs of Town government, where feasible. This includes the purchase of vehicles such as hybrids. | Town Council, Purchasing Department | Short to Medium | | |
| 11 | (CF-9c) Prepare a long-term facility plan to address and properly provide for the space and functional needs of all Town Departments and those departments’ parking needs. | Town Council | Medium | | |
| 12 | (CF-13f) As part of the long-term facilities plan recommended in #11 above, provide mechanisms for “green” building enhancements, such as green stormwater infrastructure. | Town Council | Medium | | |
| 13 | (CF-9d) Develop public uses, such as educational and town-owned facilities, in a manner that is compatible with neighborhood development, as practicable. | Planning Board, Board of Education | Ongoing | | |
| 14 | Consider small technology investments across civic functions. | Town Council | Short to Medium | | |
| 15 | Consider relocating the Fire House Headquarters from its location on North Avenue. | Fire Department | Short | | |
| 16 | Improve Fire House #2 located on Central Avenue and transfer the headquarters title to this location. | Fire Department | Short | | |
| Parks | | | | | |
| 17 | (CF-10a) Continue to review the listed properties for open space acquisition, if they become available. | Town Council | Ongoing | | |
| 18 | (CF-10b) Continue to beautify Foundation Park. | Town Council, Parks Department | Ongoing | | |
| 19 | (CF-10f) Continue to use Brightwood Park for primarily passive recreation activities and strongly discourage conversion to active recreation. | Town Council, Parks Department | Ongoing | | |
| 20 | (CF-11d) Continue to maintain and preserve the Plaza War Memorial. | Town Council, DPW | Ongoing | | |
| 21 | Implement the recommendations from the 2019/2020 Strategic Parks Plan. | Various Implementing Parties | Ongoing | | |
| Community | | | | | |
| 22 | (CF-14b) Investigate opportunities for enhanced lighting for pedestrian activity. | Town Council, DPW | Short | | |
| 23 | Consider constructing a Town Community Center, built with reservable meeting/event space, indoor recreational facilities, and with programming for all-age activities, to meet the needs of all Westfield residents. | Town Council | Medium | | |
| 24 | Collaborate with community-based arts and culture organizations to include programming in Town parks and in downtown, and to integrate public art throughout Westfield. | Town Council | Ongoing | | |

Community Facilities Recommendation Plan

| | <i>Recommendations</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|-----------------------|---|---|------------------|------------------|-----------------------|
| Sustainability | | | | | |
| 25 | (CF-12a) Continue to support and aim to increase participation of the Town Recycling program. | Town Council, Recycling Coordinator, DPW | Ongoing | | |
| 26 | (CF-12b) Consider public recycle containers in the Central Business District. | Town Council, Recycling Coordinator, Downtown Westfield Corporation (DWC) | Short | | |
| 27 | Consider public recycle containers in Town parks. | Town Council, Recycling Coordinator, DPW | Short | | |
| 28 | (CF-12c) Study and determine the advisability of providing uniform recycling containers for private properties. | Town Council, Recycling Coordinator, DPW | Short | | |
| 29 | Develop local programs to reduce the use of single-use plastics. | Town Council | Short | | |
| 30 | Develop local programs to divert food waste from the disposal waste stream. | Town Council, Recycling Coordinator | Short | | |
| 31 | Expand curbside recycling to include additional materials (subject to the global market). | Recycling Coordinator | Ongoing | | |
| 32 | Improve communication about the recycling schedule and recyclable materials via the Town's website, and via the mobile app Recycle Coach, made available for free by the State. | Recycling Coordinator | Short | | |
| 33 | Study the feasibility of expanding the operating hours of the Conservation Center. | Town Council, DPW | Short | | |
| 34 | (CF-12d) Prepare and adopt a Recycling & Utilities Plan Element to the next Master Plan. | Planning Board | Long | | |
| 35 | (CF-13g) Prepare and adopt a Conservation and Sustainable Community Plan Element to the next Master Plan. | Planning Board | Long | | |
| 36 | (CF-13d) Assess opportunities for use of alternative fuels in Town DPW rigs, vehicles, fire trucks, and equipment. | Town Council, DPW | Short | | |
| 37 | Install recharge stations in municipal parking lots. | Town Council | Short | | |
| 38 | (CF-13e) Minimize chemical use (i.e. pesticides, herbicides, fertilizers) in parks and other Town-owned lawns and open spaces. | DPW | Short | | |
| 39 | Prepare an Impervious Cover Assessment and Reduction Action Plan to address localized street flooding. | Town Council, Rutgers | Short | | |
| 40 | Adopt design standards and siting and maintenance guidance for green stormwater infrastructure within the Town's Land Use Ordinance. | Planning Board, Town Engineer | Short | | |
| 41 | Locate, design, and oversee the installation of a demonstration rain garden at a Town park or other Town facility. | Town Council, Rutgers University Water Resources Cooperative Extension | Short | | |

Community Facilities Recommendation Plan

| | <i>Recommendations</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|----|---|---------------------------|------------------|------------------|-----------------------|
| 42 | Explore the installation of solar photovoltaic panels or other renewable energy installations at Town-owned properties. | Town Council | Short to Medium | | |
| 43 | Study the feasibility of a solar canopy at the Memorial Pool Complex. | Town Council | Short to Medium | | |
| 44 | Amend the Town's current solar panel ordinance to allow more residents to benefit from solar energy. | Town Council | Short | | |
| 45 | Explore energy aggregation programs to benefit residents. | Town Council | Short to Medium | | |

Part 2

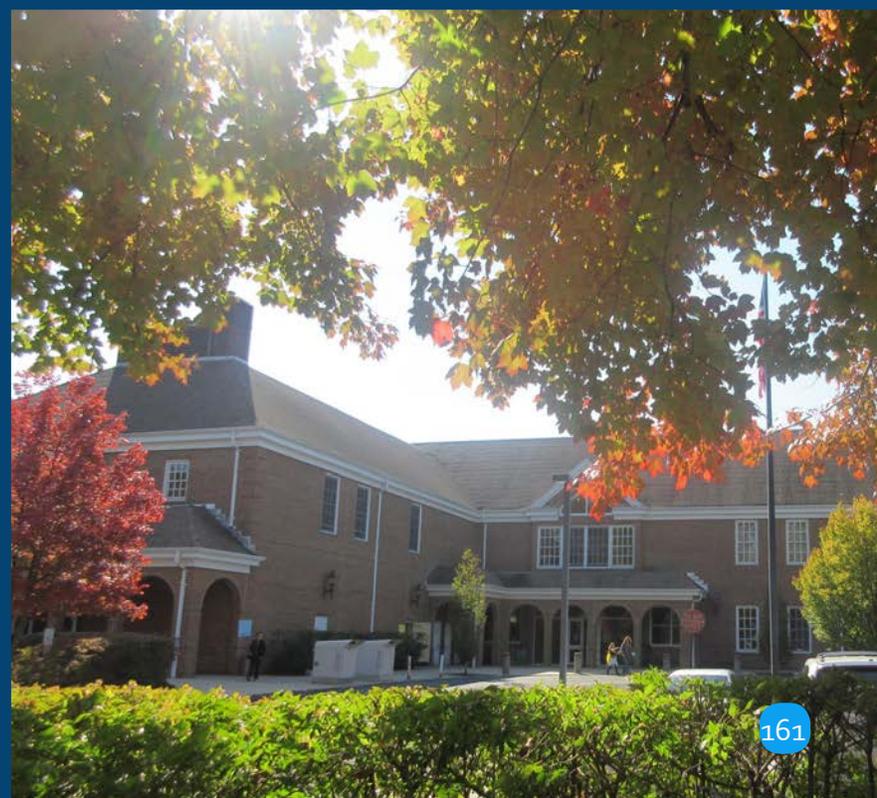
Below is a summary of the past issues and recommendations that have reduced or increased based on the discussions identified in the **Past Issues and Recommendations** section of this Element.

Summary Table of Past Community Facility Issues and Recommendations

| <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|--|--|----------------------------------|
| <i>CF-8 Education Facilities</i> | | |
| a Lincoln School | | x |
| b Facility Sharing | x | |
| c School Traffic | x | |
| <i>CF-9 Public Facilities</i> | | |
| a The National Guard Armory | x | |
| b Town Hall | x | |
| c Facilities Audit | x | |
| d Minimize Detrimental Impacts | x | |
| <i>CF-10 Open Space and Recreation</i> | | |
| a Future Open Space | x | |
| b Beautification | | x |
| c Mindowaskin Park | | x |
| d Memorial Pool Complex | | x |
| e Clark Park | | x |
| f Brightwood Park | x | |
| g Gumbert Park | | x |
| <i>CF-11 Community Uses in Historic Structures</i> | | |
| a North Avenue Fire House | | x |
| b Historic Reeves House | | x |
| c North-side Train Station | x | |
| d Plaza War Memorial | x | |

Summary Table of Past Community Facility Issues and Recommendations

| <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|--|--|----------------------------------|
| <i>CF-12 Recycling</i> | | |
| a Recycling Program | x | |
| b Public Recycle Containers | x | |
| c Uniform Recycle Containers | x | |
| d Recycling & Utilities Plan Element | x | |
| <i>CF-13 Sustainability</i> | | |
| a Energy Audit | x | |
| b Water Consumption Analysis | x | |
| c “Green” Purchasing | x | |
| d Alternative Fuels | x | |
| e Chemical Use | x | |
| f “Green” Building Enhancements | x | |
| g Conservation and Sustainability Community Plan Element | x | |
| <i>CF-14 Arts & Culture</i> | | |
| a Cultural Arts Center Feasibility | | x |
| <i>CF-15 Safety</i> | | |
| a Pedestrian Lighting | x | |





NEW ISSUES

CF-1 COMMUNITY CENTER

CF-2 PARKS PLAN

CF-3 ARTS & CULTURE

CF-4 TOWN TECHNOLOGY

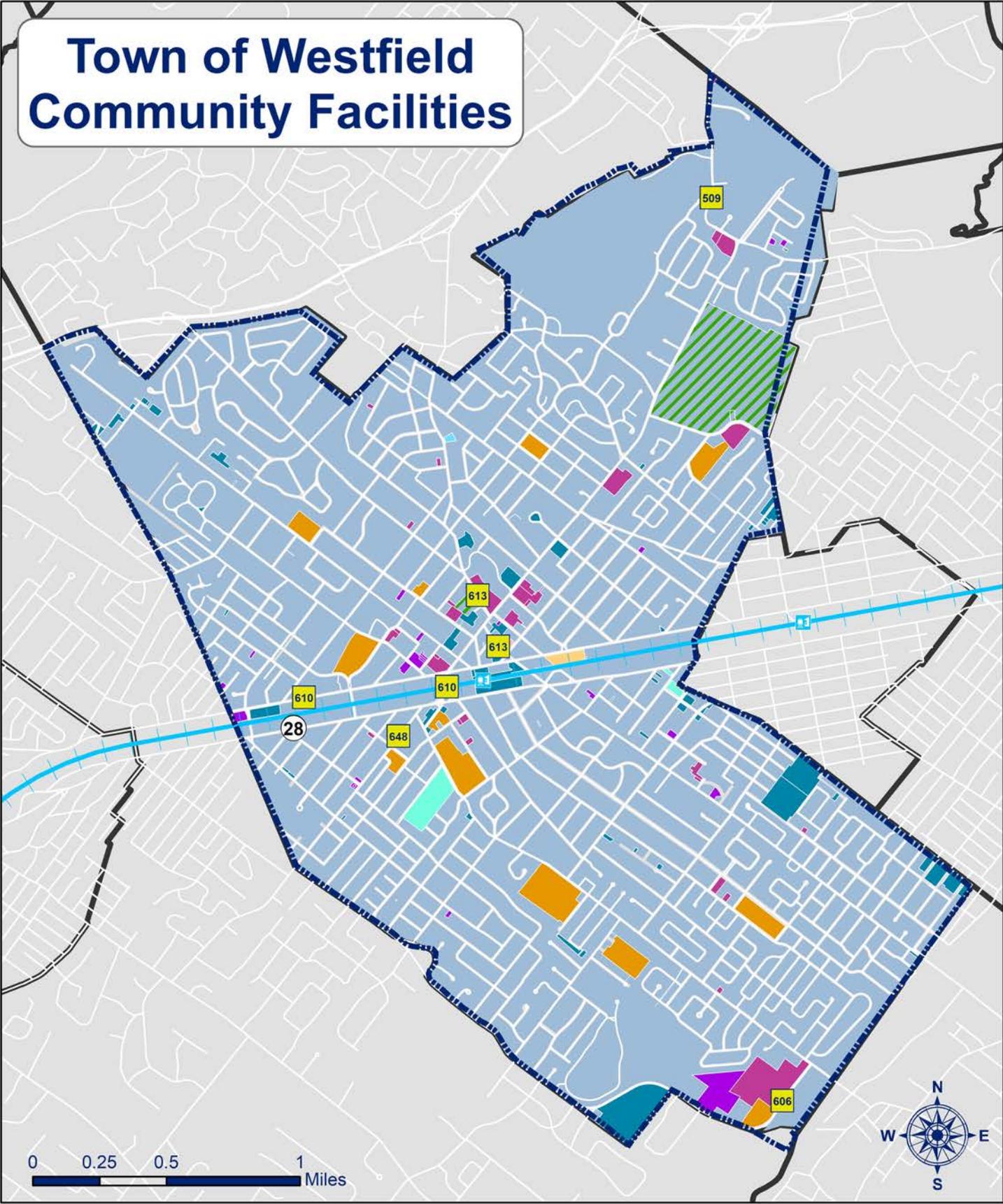
CF-5 TOWN SERVICES

CF-6 EFFICIENT USE OF BOARD OF EDUCATION
PROPERTIES

CF-7 SUSTAINABILITY

» A robust community outreach process uncovered several land use issues and trends forming in Westfield today. These new issues and trends and discussed in the following pages. Previous issues already identified in the 2002 Master Plan or 2009 Reexamination Report are discussed in the **Community Facilities Past Issues** section of this Element.

Town of Westfield Community Facilities



- Museum
- County Facility
- Religious
- State Facility
- Cemetery
- Post Office
- School Facility
- Other (Nursing Home, Veterans, etc.)
- Town Facility

CF-1 Community Center

One of the most recurrent themes of discussion at the Spring 2019 community workshop sessions are the desires to have a multi-generational community center and access to rentable meeting/event space. Residents expressed their desire for a center that would not be specific to any one age group, such as teens, or seniors, but rather a place welcome to all community members that offers a variety of activities. While there is an existing community center operated by the United Way of Greater Union County located at 558 Broad Street and a Teen Center located in the lower level of Town Hall, both spaces are outdated, underutilized, and not well advertised for public use. The Broad Street community center offers several activities programs including programming for senior citizens and offers its space for rent while the Teen Center caters to teens and has limited hours.

Many members of the community also expressed a concern over a lack of adequate meeting space in Town. While the Town does offer some adequately sized meeting spaces, including the Town Hall Community Room and some rooms of the Westfield Public Library, neither have abundant parking capacity or offer the proper venue for events that may need use of a kitchen.

Westfield should consider building a Community Center built with reservable meeting/event space, gym space, activities for teens and seniors, among other age groups, and indoor recreational activities to meet the needs of Westfield residents. When considering locations for a community center, one option would be to co-locate near to an existing park, school field facility, other Town-owned community facility, or as part of a new development.

CF-2 Parks Plan

The Parks Strategic Master Plan is being prepared concurrently with the Reexamination Report for the Town of Westfield. While the Parks Plan had a public outreach process separate from the process for this Master Plan Reexamination Report, two public outreach meetings were hosted jointly for the Parks Plan and the Reexamination Report. Residents voiced concerns over the quantity and quality of recreational fields in the Town of Westfield at all of the Master Plan Reexamination Report meetings held during Reexam public outreach process. Once completed, this Parks Plan should be considered for adoption as an element of the Town's Master Plan.



CF-3 Arts & Culture

Throughout the Spring 2019 community workshops, residents expressed a desire for more arts and culture in the Town of Westfield. Feedback indicated a preference for public art in the downtown and in parks. Others suggested more community-related art activities and programming, while others recommended a visual arts center or performing arts center. Positive comments were received about the Rialto Movie Theatre and Summer Jazz nights. The Town should collaborate with community-based arts and culture organizations such as the Westfield Community Players theatre to advertise events, include programming in Town parks and in downtown, and to integrate public art throughout Westfield. If a community center is constructed, perhaps a portion of the building could include spaces for making and showcasing art pieces and performances.

The Town has established a seven-member Public Arts Commission to help promote the installation of public

art and murals throughout the Town, as well as review their proposed installations. Among their powers are to hear and review applications for the creation of public art within Town, including murals, and the power to render decisions regarding the issuance or denial of permits for them; to advise the Mayor and Council, Planning Board, and Board of Adjustment regarding matters which affect the creation of public art within the Town; and, to create a non-exclusive list of spaces that are eligible and appropriate for the location and siting of murals and public art within the Town.

CF-5 Town Services

The Westfield Fire Department Headquarters is located in downtown at 405 North Avenue within a locally designated historic landmark. The building is also located on the state and national historic registers. Modern 21st century fire trucks, and the regulations by which fire stations should house these trucks, are no longer compatible with this historic fire house. While modernizing the interior of the historic structure to accommodate these trucks is an option, it would require substantial financial resources to implement upgrades, that may alter the structure's unique historic appearance as a result. Eliminating a fire house is not recommended, as a Fire House assessment study currently underway preliminarily recommends Westfield maintain two firehouses, to ensure effective response times and adequately serve the community. Instead, the Town should consider relocating the station out of the historic structure, implementing necessary improvements to Westfield Fire House #2 on Central Avenue, and transferring the headquarters designation from the first firehouse to Fire House #2. Any new location of the current firehouse headquarters should be centrally located in order to adequately serve the needs of all residents with reasonable response times.

CF-4 Town Technology



Technology systems are being implemented in a growing number of municipalities across the U.S. Beyond social media, digital interactions between U.S. municipalities and residents is already widely practiced, whether it be through recycle route alerts or reminders, alerts about road closures, or online bill pay. Some digital applications, for instance, allow for development application submissions, tracking, and public viewing. Other web applications offer online community engagement initiatives for Town-sponsored projects. Data-driven efforts across civic functions is also gaining popularity. Jersey City's Open Data Portal, for instance, offers a multitude of interactive datasets including zoning, murals map, municipal budget visualization, and more. Technology services are desired by Westfield residents. When asked which technology service Westfield should implement, survey respondents chose free wi-fi in downtown (52%), online parking registration and bill pay (52%), and building permit submittal and applications (51%), most of the time. Westfield should consider the plethora of online services available to municipalities, that allow for efficient processes, civic engagement and transparent government.



CF-6 Efficient Use of Board of Education Properties

In conjunction with a lack of meeting space, were residents' desire for improved coordination for use of Board of Education facilities. Many residents felt school gyms, rooms, and fields could be better shared with the public. In addition, residents voiced their concerns over the quality of school fields in particular. With a reputation for a high-quality education in Westfield, that reputation should also be reflected in school properties.

Historically, the School Board has bonded for school property improvements through voter referendum. In recent years, these referendums have received mixed results as the number of improvements spans eleven school properties, all with a combined average building age of 75 years old. Below is a history of some of the major school referendums:

- 1998 referendum for \$11.73M for various schools to provide new classrooms, provide cable to classrooms and libraries, upgrade lavatories to comply with the Americans with Disabilities Act (ADA), replace floors, and expand Wilson School library.
- 2000 referendum for \$21M for the Westfield High School to construct a 55,000 square-foot addition to the science wing and renovate the Girls' Athletic Complex at Kehler Stadium.
- 2004 referendum for \$1.38M for Kehler Stadium to install artificial turf and a new running track.
- 2007 referendum for \$9.4M for Lincoln School rededication, expansion of the Roosevelt Intermediate School cafeteria and library, window replacements at Edison Intermediate School
- 2015 referendum for \$8.6M for Priority One Safety Infrastructure Projects

Both the Town and the Westfield Board of Education should consider entering into a joint venture to rebuild, renovate and refurbish community facilities and multi-use athletic fields on school properties.



Woodbridge, NJ: A Case Study *The Woodbridge Township School District Facilities Improvement Project*

When redevelopment projects increased in the township in 2006, as did "PILOT" (Payment in Lieu of Taxes) funds, Woodbridge unofficially began a policy to share PILOT funds with education partners. To achieve this joint venture, the township passed a Bond Ordinance to achieve large-scale investment in the school district, and used 25% of PILOT funds as a way to pay debt service on the borrowing. However, the PILOT fund investment must also benefit the community. From 2013 to 2014 for example, \$16.84 million in two bond ordinances was dedicated to more than 40 community-related projects on school properties, such as multi-use turf fields, new softball fields, tennis courts, new auditorium seating, and new school playgrounds. Ultimately, this program helps increase the township's "curb appeal" on the image of its school system, park facilities, and overall reputation.

CF-7 Sustainability

A continuing recommendation of the 2002 Master Plan is to prepare a Conservation and Sustainable Community Plan Element as part of any new Master Plan undertaken by the Town. Until that time, there are emerging “green” trends now that can be discussed as part of this effort, such as climate resiliency and mitigation, “green” buildings, recycling, green infrastructure, and sustainability management systems, among other topics. “Green” trends that apply to the community facilities element include, green infrastructure, energy planning, and recycling. These items are discussed in more detail below while other “green” trends are discussed in some of the other Master Plan Reexamination Report Elements.

Green Infrastructure

Under natural conditions, precipitation (or stormwater) is absorbed into the ground, where it is filtered, and replenishes aquifers or flows into streams, rivers, and estuaries. In developed areas, impervious surfaces such as pavement and buildings prevent stormwater from naturally soaking into the ground. Stormwater runoff from lawns and streets flow through the storm sewer system carrying loads of pesticides, fertilizers, automotive oil, and grease that directly pollute our streams, rivers, and coastal waters. The resulting rush of stormwater discharge across these impervious surfaces can also cause infrastructure damage, downstream flooding, and stream bank erosion. Localized flooding on Westfield streets and properties is commonplace with storm events of 1 inch or more. Stormwater management can be an effective tool to prevent the unintended consequences of development from negatively impacting the environment.

Green stormwater infrastructure is an adaptable term used to describe an array of products, technologies and practices that use natural systems or engineered systems to enhance overall environmental quality and provide utility services. As a general principle, green stormwater infrastructure techniques use soils and vegetation to infiltrate, evapotranspiration, cleanse, and/or recycle stormwater runoff and help resolve environmental issues related to non-point source pollution, water quality and storage. These technologies can simultaneously help improve air quality, reduce energy demands, mitigate urban heat islands, and sequester carbon while also providing communities with aesthetic and natural resource benefits. Some examples of low-impact techniques of green stormwater infrastructure include rain gardens,

swales, porous or permeable pavers, and rooftop gardens. To address localized street flooding, Westfield should prepare a more systematic and informed Impervious Cover Assessment and Reduction Action Plan to identify what types of green infrastructure work best in specific areas of concern; such a plan can be prepared by the Rutgers University Water Resources Cooperative Extension Service for a very modest fee.

Ideally, however, all subdivisions and site plans subject to Town approval should include the use of green stormwater infrastructure and no-structural best management practices (BMPs) and the Town of Westfield should offer developers and applicants design standards and siting and maintenance guidance for green stormwater infrastructure. For example, multi-family housing complexes and municipal buildings and properties are ideal places to provide green infrastructure, such as porous pavements and rain gardens to capture parking lot runoff, or flow-through planters at gateway entrances or walkways.

Parks are also an ideal place to install highly visible demonstration rain gardens and other green infrastructure facilities. For example, the Town could spend a portion of its budget on a partnership with the Rutgers University Water Resources Cooperative Extension to locate, design and oversee installation of a demonstration rain garden in Westfield. In addition, Rutgers Extension has agreed to provide, free of charge, green infrastructure training for planners, engineers and interested residents through the Sustainable Jersey Union County Regional Hub; this training can result in rain garden concept designs for a limited number of residents, CEU credits for Town engineers and CM credits for planners.

Energy Planning

According to the U.S. Department of Energy (in 2005), energy can account for as much as 10 percent of the local government’s annual operating budget. Reducing energy use in public buildings can provide a multitude of benefits, including reduced greenhouse gas emissions and other environmental impacts; reduced energy costs, annual taxpayer savings; increased economic benefits through job creation and market development; demonstrated leadership; improved air quality and productivity in energy-efficient and green buildings; and engagement with the community.

Local governments can promote energy efficiency in their jurisdictions by developing and implementing strategies that improve the efficiency of municipal facilities and operations, and further, can lead by

example, thereby motivating the private sector and other stakeholders to follow suit. First, Westfield should conduct a baseline assessment of energy performance in existing buildings, a practice known as benchmarking. While these assessments can take many forms, local governments, for example, can compare a building's energy performance to the performance of similar buildings across the country. Or, local governments can conduct an energy audit, which compares actual performance of a building's systems and equipment with its designed performance level or the performance level of top performing technologies. Typically prepared by an energy professional, energy audits can be used to prioritize energy efficiency investments.

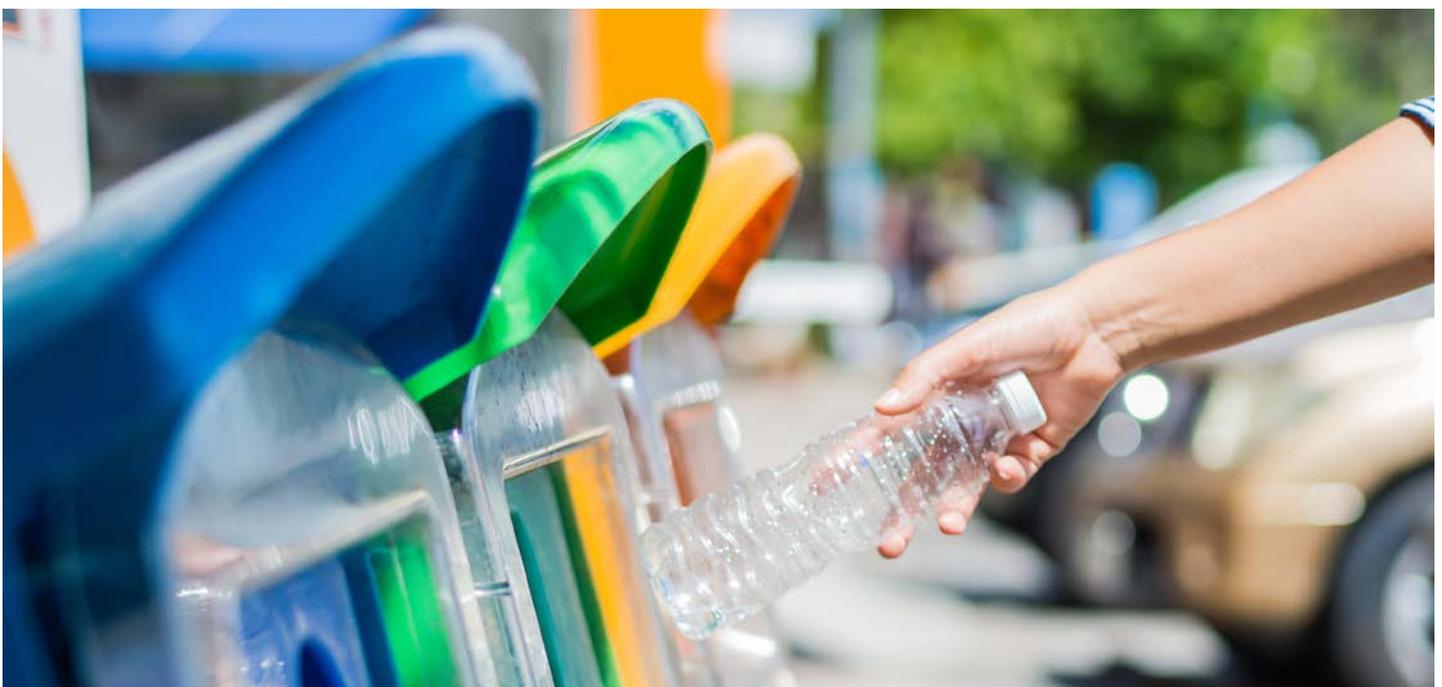
The Town should also explore the installation of solar photovoltaic panels or other renewable energy installations to both reduce energy costs and avoid greenhouse gas emissions. For instance, the Town could study the feasibility of a solar canopy at the Memorial Park Complex, which could save up to \$100,000 per year at no cost to the Town. Changes to the Town's solar panel ordinance would allow more residents to benefit from solar energy.

Westfield can also reduce energy consumption by developing financing options to help lower the cost of making energy efficiency improvements in new or existing homes. By adopting these energy efficiency policies and programs, Westfield will help

homeowners save money on their energy bills, and lower greenhouse gas emissions. The Town should explore energy aggregation, for instance, which helps residents save money through a volume discount and collectively designate renewable energy generation sources, similar to what several towns in Essex County have done individually or collectively.

Recycling

Westfield can minimize the many adverse health and environmental impacts of solid waste disposal by expanding the range of materials that are recycled in Westfield and, more importantly for the longer-term, by reducing the sources of generation of such wastes. Some ways to achieve this beyond what we have already accomplished include: (1) developing local programs to reduce the use of single-use plastics; (2) building a program to divert food waste from the disposal waste stream, to reuse for energy recovery or to the production of compost materials that can be used by the community; (3) expanding curbside recycling to include other materials (subject to the global market); (4) introducing additional recycling programs at the Recycling Center; (5) introducing recycling to downtown and all parks; (6) better educating citizens on the proper ways to recycle, including what is acceptable for routine pick-ups (e.g., wet paper and soiled or contaminated cardboard are not permitted) and what is recyclable at the recycle center; and (7) expanding the hours of the Recycle Center.



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**HISTORIC
PRESERVATION
ELEMENT**

KEY TAKEAWAYS

80%

survey respondents

***agreed
historic preservation is
very important***

Stoneleigh Park



Dudley



Boulevard



Wychwood



Newly Restored Homes



603 Clark Street
Designated 2019



Mountain Avenue
Restored 2019

Other Notable Topics

- Educate, Educate, Educate.
- Restore older homes – no more cookie-cutter designs.
- Bring back the front porch.
- Identify threatened homes and market them for restoration, set up a website, and work with preservation groups.

HISTORIC PRESERVATION RECOMMENDATION PLAN

Part 1

Below is a comprehensive Historic Preservation Recommendation Table that includes recommendations from the 2002 Master Plan and 2009 Reexamination Report that still apply today (indicated with a HP-1a, for example), as well as new recommendations identified as part of this 2019 Master Plan Reexamination effort.

Directions

“Check off” a completed Recommendation and mark the year of completion as a way to measure progress.

Short: complete in 1-2 years; **Medium:** complete in 3-5 years; **Long:** complete in 10+ years.

Historic Preservation Recommendation Plan

| | <i>Recommendation</i> | <i>Implementing Party</i> | <i>Timeframe</i> | <i>Completed</i> | <i>Year Completed</i> |
|------------------------------|---|--|------------------|------------------|-----------------------|
| Designation Processes | | | | | |
| 1 | (HP-4a) Formally designate more historic sites and districts that were identified in the 2002 Historic Preservation Plan, beginning with more notable properties such as Kehler Stadium, the public schools, Armory, Fairview Cemetery, Arcanum Hall, and the Flat Iron building. | Historic Preservation Commission | Short to Medium | | |
| 2 | (HP-4c) Add notation by appropriate superscripts for those listed historic properties, within the Historic Preservation Ordinance. | Historic Preservation Commission | Short | | |
| 3 | (HP-4e) Apply to the Office of New Jersey Heritage to receive certified local government status. | Historic Preservation Commission | Short to Medium | | |
| 4 | (HP-5a) Continue to use publicly owned historic sites until such use is no longer feasible. | Town Council, Historic Preservation Commission | Ongoing | | |
| 5 | (HP-5b) Explore adopting architectural regulations by ordinance for Westfield Historic Districts. | Historic Preservation Commission | Short | | |
| 6 | Amend the historic preservation ordinance as may be required by Certified Local Government Program requirements, streamline the local designation process, and ensure consistency with provisions contained within the Municipal Land Use Law. | Town Council, Planning Board, Historic Preservation Commission | Short | | |
| Streetscapes | | | | | |
| 7 | (HP-6a) Maintain Wychwood areas without curbs in order to preserve the historic streetscape. Study other streets that may be eligible. | Historic Preservation Commission | Short-term | | |
| 8 | (HP-6b) Monitor preservation, removal and replacement of bluestone sidewalks in the historic districts and adjacent to historic sites, in order to preserve the historic streetscape. | Historic Preservation Commission | Ongoing | | |
| 9 | Consider reestablishing the 50/50 cost-sharing sidewalk repair program. | Town Council, DPW | Short-term | | |
| 10 | (HP-6c) Ensure grass is planted between the street pavement and the public sidewalk and prohibit interruption of the public sidewalks by driveway pavement. | Historic Preservation Commission | Ongoing | | |
| 11 | Preserve street trees and the aesthetics of tree-lined streets. | Town Engineer | Ongoing | | |

Historic Preservation Recommendation Plan

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|---|--|--|------------------|------------------|-----------------------|
| Demolitions & Rehabilitation | | | | | |
| 12 | (HP-4b) Continue to maintain a list of historic homes and a list of “threatened” homes that may be demolished. | Historic Preservation Commission | Ongoing | | |
| 13 | Educate homeowners on the benefits of a historic preservation easement and work with interested owners to execute such agreements. | Historic Preservation Commission | Short to Medium | | |
| 14 | Educate owners of income-producing buildings on the 20% income tax credit and encourage rehabilitation of such buildings. | Historic Preservation Commission, Downtown Westfield Corporation | Short to Medium | | |

Part 2

Below is a summary of the past issues and recommendations that have reduced or increased based on the discussions identified in the **Past Issues and Recommendations** section of this Element.

Summary Table of Past Historic Preservation Issues and Recommendations

| <i>Past Issue or Recommendation (from 2002 Master Plan or 2009 Reexam)</i> | <i>Increased or Maintained and Should Continue</i> | <i>Decreased or Resolved</i> |
|--|--|----------------------------------|
| <i>HP-4 Designation Processes</i> | | |
| a Historic Designation | x | |
| b Listing/Survey Maintenance | x | |
| c Notation by Superscripts | x | |
| d Zoning Map Updates | | x |
| e Certified Local Government Status | x | |
| <i>HP-5 Historic Buildings</i> | | |
| a Adaptive Reuse | x | |
| b Compatible Architectural Design | x | |
| <i>HP-6 Historic Streetscapes</i> | | |
| a Curbing | | x |
| b Sidewalks | x | |
| c Street Edge | x | |
| d Street Lighting | | x |
| e Commemoration | | x |



HISTORIC PRESERVATION

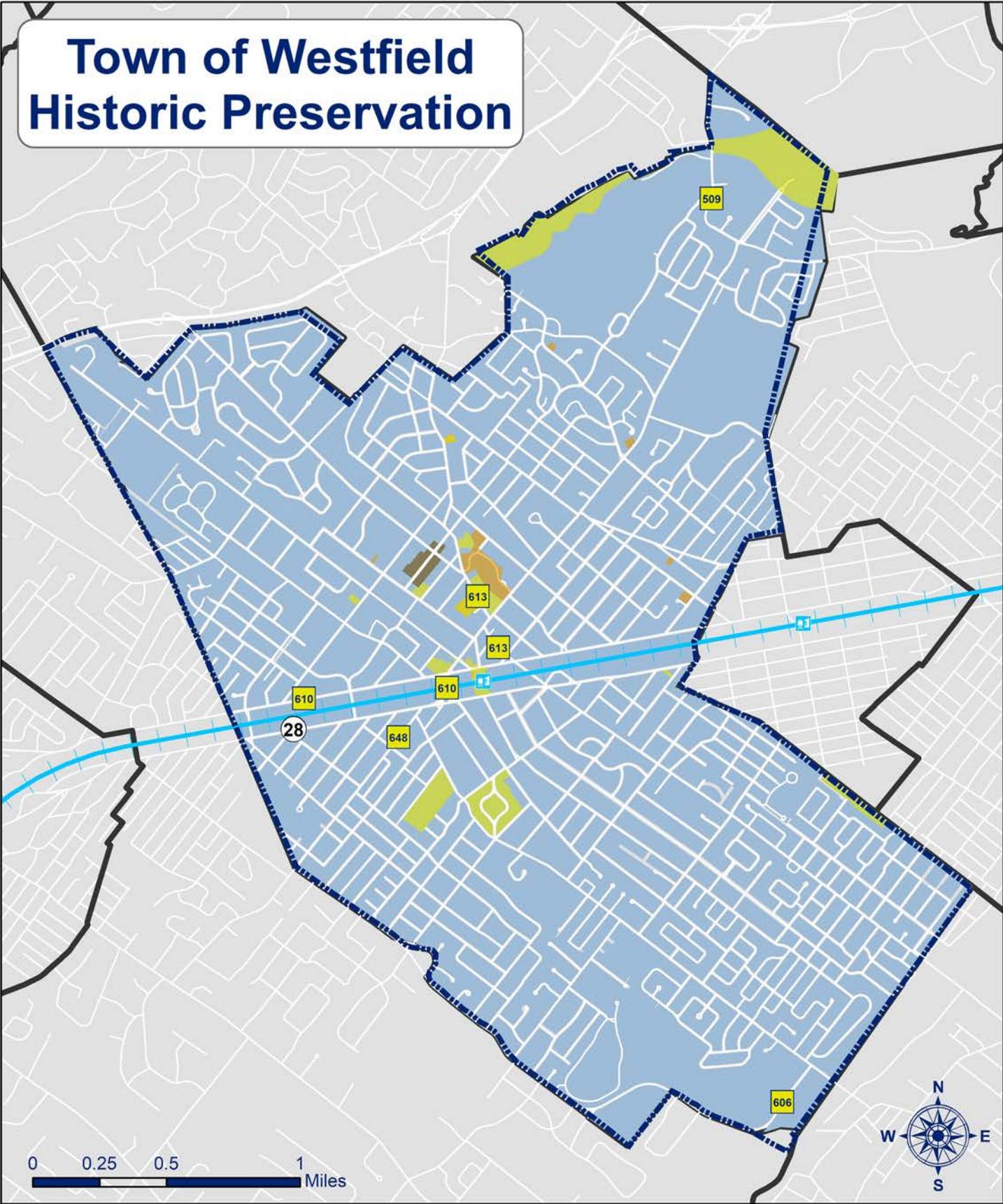
NEW TRENDS / ISSUES

- NEW ISSUES
- HP-1 DEMOLITIONS & REHABILITATION
- HP-2 EDUCATION & BENEFITS
- HP-3 STREETSCAPES

» A robust community outreach process uncovered several land use issues and trends forming in Westfield today. These new issues and trends and discussed in the following pages. Previous issues already identified in the 2002 Master Plan or 2009 Reexamination Report are discussed in the **Historic Preservation Past Issues** section of this Element.



Town of Westfield Historic Preservation



- Historic Properties
- Local Historic Landmark
- Historic District

HP-1 Demolitions and Rehabilitations

Throughout the public outreach process, the most recurring comment was to prevent tear-downs of homes. 31% of survey respondents were very unsatisfied with the home teardowns to build larger homes, and 49% of survey respondents agreed that residential teardowns, the fourth highest response, was one of the major issues affecting Westfield today. While not mentioned in the 2002 Plan, the 2009 Reexamination Report did begin to recognize the number of teardowns and loss of potentially historic homes, which heightened awareness of the value and importance of the Town's historic resources and the need to enhance efforts in preservation and protection. While this heightened awareness has increased over time, no actions have occurred to stop or mitigate the issue and it is now at the forefront of historic preservation issues facing Westfield today.

For example, 9 Karen Terrace once housed a 225-year-old farm house ("the Bagger House") across from Fairview Cemetery. It was demolished in 2010 after it was approved in 2000 for a three-lot subdivision in exchange for restoring the home. A house was constructed in 2002, and in 2008 the farm house was moved to the corner lot in order to build on the middle lot. Since the house was determined to have structural

issues in 2008, the Town deemed it to be 75% in need of repair. As the house was not locally designated as a historic landmark, it was demolished without a review by the Historic Preservation Commission. A new house was built in its place.

Westfield's Historic Preservation Ordinance regulates standards for an application to demolish a historic landmark. The ordinance states that in the case of a historic landmark, the Planning Board reserves the right to consider acquisition for a period of up to one-year, with appropriate compensation provided to the owner. While this "demolition delay" is an effective tool in possible acquisition of historic landmarks for preservation by the Town of Westfield or other agency, the structure must first be locally designated as such. Additionally, while it is an effective ordinance for preservation of properties of the greatest historic significance to Westfield, it is an unfortunate circumstance that with the high number of historic properties in Westfield, not all historic structures can be acquired for preservation. Finally, provisions in the Municipal Land Use Law make this tool available for historic sites, and not all buildings within a historic district.



HP-2 Education and Benefits

Although 80% of survey respondents agreed that historic preservation is a worthwhile goal for the Town, individuals asked about the process of historic preservation and inquired about the incentives of historic designation throughout the public outreach process. The Town of Westfield, in conjunction with the Historic Preservation Commission and the Historical Society should work to make residents aware of the value of historic properties. Preservation of historic properties, for instance strengthens neighborhoods by raising home values and adding local character, charm, and a sense of civic pride. Preservation also creates positive economic benefits by building on the existing and unique assets of an area, which in turn attracts visitors, new residents, and investment. There is pending state legislation that would provide potential tax incentives to encourage historic preservation as well. Most importantly, however, given the demolition issue mentioned above and in the Land Use Element, historic preservation is an excellent agent for managing growth and change.



The Westfield Historic Preservation Commission successfully holds speaker events throughout the year as well as hosts the awards program honoring outstanding efforts in restoration, expansion, alternation and maintenance of older properties. However, these initiatives should be more widely advertised to continue preservation education efforts.



Incentivizing private preservation is key to combating against Westfield's historic demolition issue, mentioned previously. One way to do so is through tax benefits, such as the federal income tax deduction a property owner is eligible to receive if they pursue

a historic preservation easement. Through an easement, a property owner can voluntarily place restrictions on the development of or changes to their historic property, and then transfer these restrictions to a preservation or conservation organization. This legal agreement, typically in the form of a deed, permanently protects a historic property. The Historic Preservation Committee and the Historical Society should work to educate homeowners on the benefits of a historic preservation easement and work with interested owners to execute such agreements.

For commercial historic properties, a 20% income tax credit is available for the rehabilitation of historic, income-producing buildings, determined to be "certified historic structures" by the Secretary of the Interior through the National Park Service.

HP-3 Streetscapes

Although preserving historic streetscapes is identified as an issue in the 2002 Plan and discussed in the **Past Issues and Recommendations** portion of this Element, the preservation of trees and the aesthetics of tree-lined streets were repeated comments by the public throughout the public outreach process.

As mentioned earlier, other aspects of streetscapes such as curbing, sidewalks, street lighting, and street edge are discussed in the **Past Issues and Recommendations** section of this Element.





Redevelopment and Rehabilitation Initiatives

The Local Housing Redevelopment and Housing Law (LRHL) grants New Jersey's municipalities the authority to designate areas in need of rehabilitation or in need of redevelopment given that they meet specific statutory criteria. The LRHL also provides a process for the preparation and implementation of redevelopment plans for designated areas. This section provides details on areas in Westfield that have been designated for redevelopment or rehabilitation and/or for which a redevelopment plan has been adopted, or for areas that are recommended for initial study.

"Redevelopment Planning" is a term used to describe both redevelopment and rehabilitation activities and is a regulatory land use tool used to benefit the general public by addressing environmental, economic, social, and physical conditions of communities in need of revitalization. It contains certain tax incentives and other tools that may spur new life into an area.

Redevelopment is a process to rebuild or restore an area in a measurable state of decline, disinvestment, or abandonment. Redevelopment may be publicly or privately initiated but is commonly recognized as the process governed by the Local Redevelopment and Housing Law and undertaken in accordance with a redevelopment plan adopted by the municipality. If used correctly, it can transform an underutilized or distressed area into an economically viable and productive part of the community.

Rehabilitation is an undertaking, by means of extensive repair, reconstruction or renovation of existing structures, with or without the introduction of new construction or the enlargement of existing structures, in any area that has been determined to be in need of rehabilitation or redevelopment, to eliminate substandard structural or housing conditions and arrest the deterioration of the area.

Current Redevelopment Areas

Westfield's only redevelopment study, at the time of this plan preparation is for the area known as the Elite North and South Affordable Housing Overlay Zone Site, located on South Avenue, zoned as the SW-AHO overlay zone, as part of the Town of Westfield's adopted 2018 Housing Element and Fair Share Plan. The Elite South Site, is currently used as an autobody and repair garage, allows for a density of 25 units per acre, a required 15% set aside for affordable housing and the construction of 5,000 square feet of neighborhood retail and service uses. The Elite North Site, currently several vacant light industrial uses, allows for a density of 37.77 units per acre or 156 units of market rate and affordable units, with a require 15% set aside of affordable units and 12,000 square feet of neighborhood retail space.

On September 3, 2019, Resolution No. 220-2019 states that the Mayor and Council desires to explore whether the real property located at Block 3307, Lots 1 and 2; Block 4004, Lot 17; and Block 4005, Lots 3 and 4, all as shown on the Official Tax Map of the Town of Westfield (the "Study Area") may be an appropriate area for consideration as an area in need of redevelopment, without condemnation, and therefore authorized the Planning Board to conduct a study and present its findings at a public hearing and make a recommendation to the Mayor and Council in the form of a resolution with supporting documentation as to whether the Mayor and Council should designate all or some of the area identified above as a non-condemnation redevelopment area pursuant to the Local Redevelopment and Housing Law.

Future Redevelopment Opportunities

As market conditions change and permitted land uses become obsolete or sites remain underutilized, redevelopment is one planning tool that the Town of Westfield should look to implement as a strategy to enhance the character of the community while providing for alternate living options and the opportunity to diversify the municipal tax base.

Future redevelopment opportunities that should be explored in more detail include a reassessment of the South Avenue Train Station Parking Lot, properties owned by Hudson's Bay Corporation (HBC), the parent company of Lord and Taylor along North Avenue, and all municipally owned parking lots.

Redevelopment Planning Process

1. Westfield Town Council authorizes the Planning Board to conduct an Area in Need of Redevelopment and/or Rehabilitation Study of specific properties, explicitly stating whether eminent domain is used or not.
2. The Redevelopment and/or Rehabilitation Investigation Report, authored by the municipal or consultant planner, identifies those properties that meet the requirements per the Local Redevelopment and Housing law, N.J.S.A. 40A:12A-1, et seq. The findings are presented at a public hearing to the Planning Board. The Planning Board recommends to the Town Council that all, some, or none of the properties be designated for Redevelopment/ Rehabilitation. The Town Council adopts all, some, or none of the properties as an Area in Need of Redevelopment/Rehabilitation.
3. A Redevelopment Plan, authored by the municipal or consultant planner, is prepared for the designated area. The Redevelopment Plan identifies appropriate land uses and building requirements and other public improvements. The Redevelopment Plan is adopted by Ordinance at a public hearing of the Town Council and either supersedes or overlays existing zoning.

APPENDICES

Appendix A: Parking Plan Element

Appendix B: Master Plan Reexamination Report Survey Results

Appendix C: Public Engagement Materials

Appendix D: Bike/Walk Westfield-Bicycle and Pedestrian Plan

Appendix E: Walkable Communities Workshop Report

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APPENDIX A

Parking Plan Element
(Recommendations Only)

- 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 |