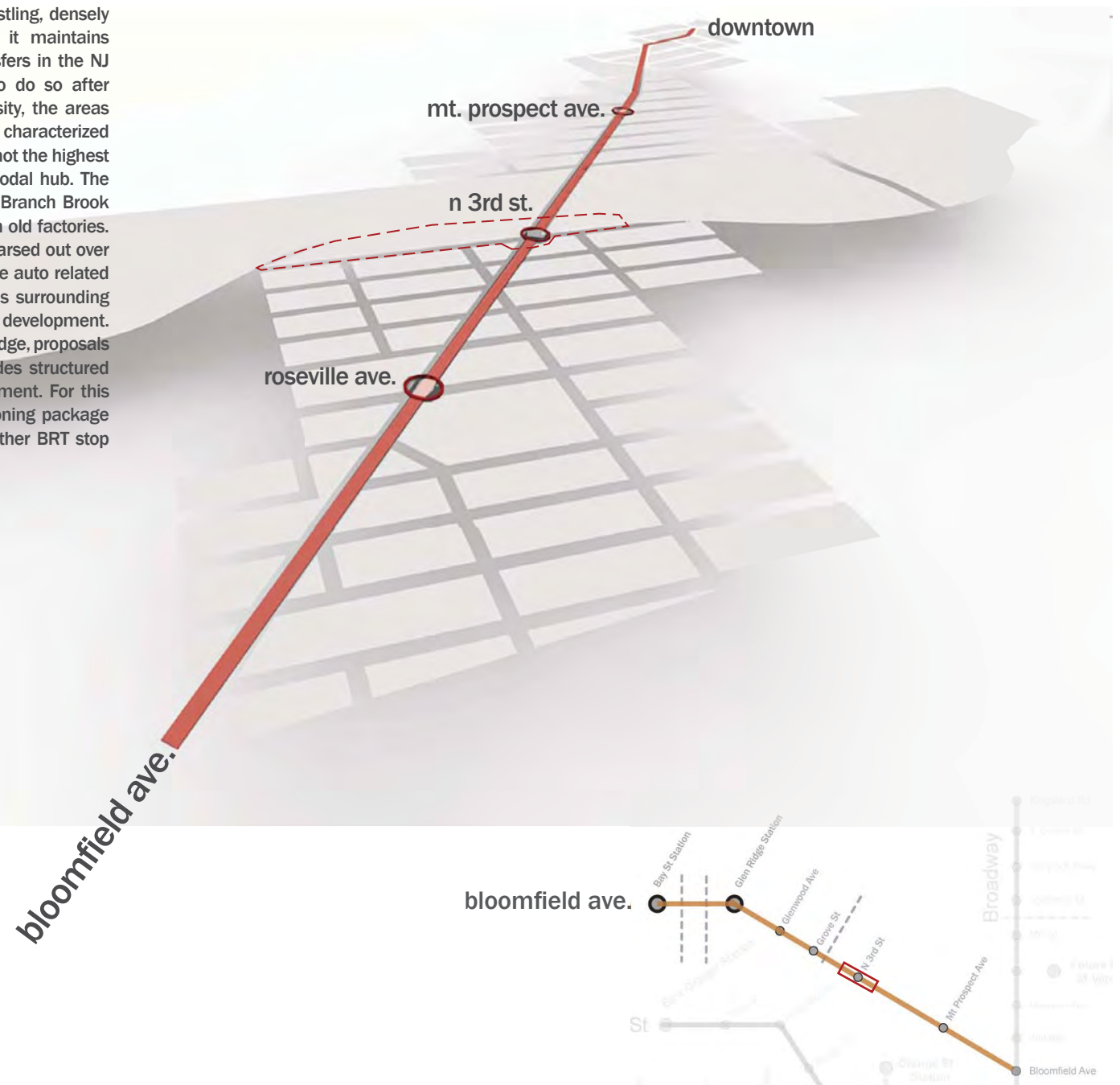


**TOD - BLOOMFIELD AVE.**

The Bloomfield Avenue site falls within a bustling, densely populated and diverse community. Today, it maintains the highest number of bus to light rail transfers in the NJ TRANSIT system and will likely continue to do so after the BRT begins service. Yet despite its density, the areas immediately surrounding the train station are characterized by auto-related and industrial uses, arguably not the highest and best uses for such an important intermodal hub. The station environs also serve as a gateway to Branch Brook Park, yet the edges of the park are lined with old factories. The urban design proposals that follow are parsed out over eight phases beginning with conversion of the auto related uses and adaptive rehabilitation in the areas surrounding the train station, followed by more residential development. Because of the unique conditions at the park edge, proposals follow a consistent cross section that includes structured parking, townhouse and apartment development. For this site, students developed a highly detailed zoning package that could be used as a zoning overlay at other BRT stop locations in Newark.



TOD - BLOOMFIELD AVE.





## area description

The intersection of Bloomfield Avenue and North Third Street offers a unique location for BRT. Its features include established commercial uses, strong residential neighborhoods, and good transit connections. Bloomfield Avenue was originally laid out and constructed by the Newark and Pompton Turnpike Company in the early 19th century and quickly became an important commercial and mixed-use corridor, running east-west through several Morris and Essex County towns including Belleville, Bloomfield, Montclair, Verona, Caldwell, and West Caldwell. In Newark, Bloomfield Avenue is characterized by a series of bakeries, restaurants, and small grocery stores that reflect the ethnic diversity of the community. There are also important cultural and community features that serve residents in the surrounding neighborhoods.

The Newark Light Rail runs along the former Morris Canal bed. The below-grade tracks lie between Branch Brook Park and North Third Street, adjacent to industrial development that was once served by the canal. The Morris Canal, which ran from the Delaware River in the west to the Hudson River through Newark in the east, was built in the 1830s and ceased to be used by the 1920s. At that time, the canal and right of ways were covered over by bridges, roads, and new transportation uses in most parts of the state.



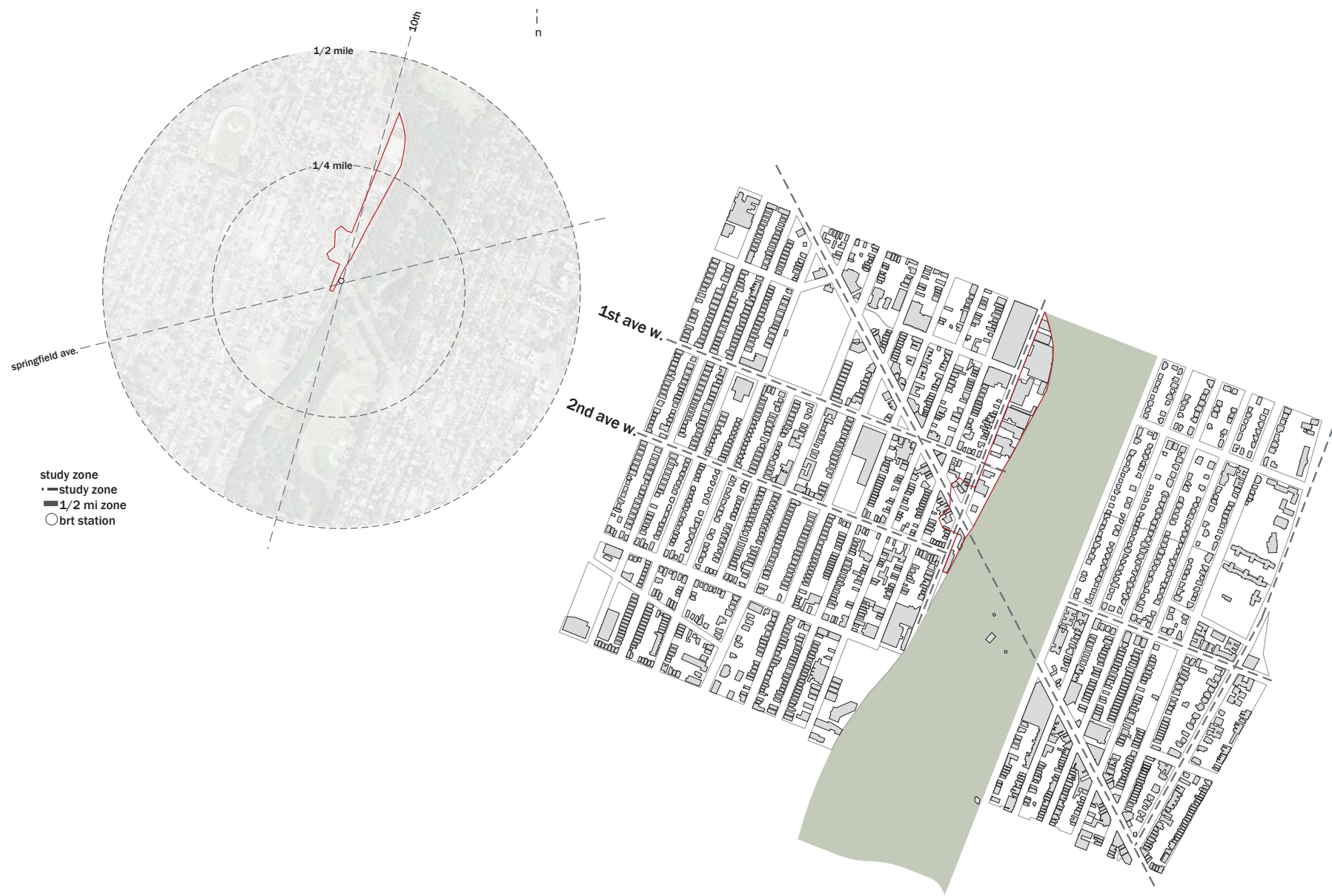
the crossing of bloomfield ave. and 3rd st.



streetscapes in the study area

TOD - BLOOMFIELD AVE.

study zone

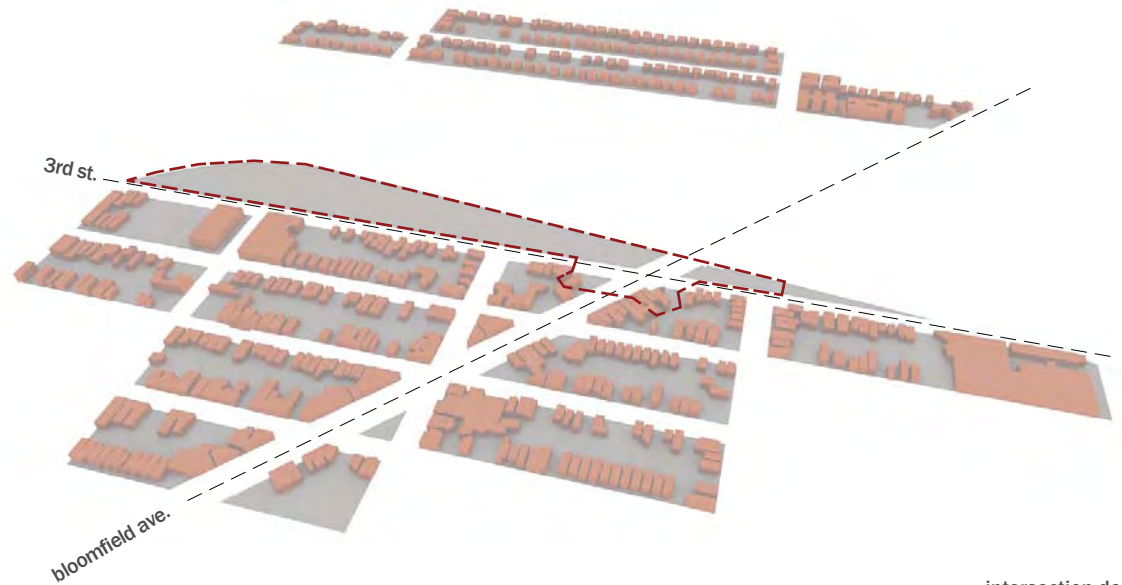




## study area

The Bloomfield Avenue study area is in Newark's North Ward and comprises approximately 6.5 acres. Its irregular-shaped boundary is defined by Branch Brook Park on the north and east, and by North Third Street on the west. Four parcels around the intersection of Bloomfield Avenue and North Third Street define the southern boundaries. The Newark Light Rail runs along the eastern portion of the site, and stops at the Bloomfield Avenue Station near the southeast corner of the study area.

The desire to preserve and expand the existing residential character of the west side of North Third Street guided the site selection. This prompted an analysis of current land uses within a quarter mile radius of the existing light rail and proposed BRT station on Bloomfield Avenue. Much of the land within the radius consists of established residential and commercial convenience uses, with the exception of industrial properties along North Third Street and auto-related uses near the existing transit station.



intersection density



branch brook park



low rise development along bloomfield ave

# TOD - BLOOMFIELD AVE.

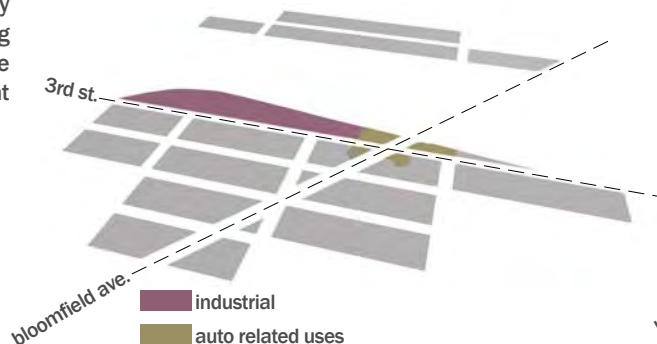
## current planning efforts

The Liberty Corridor BRT will commence service along Bloomfield Avenue in the fall of 2009 as the Bloomfield Go Bus connecting Bloomfield Center to the Newark Liberty International Airport. It will stop at North Third Street, allowing transfer to the Newark Subway. This intermodal exchange will serve as the center of the transit-oriented development proposed here.

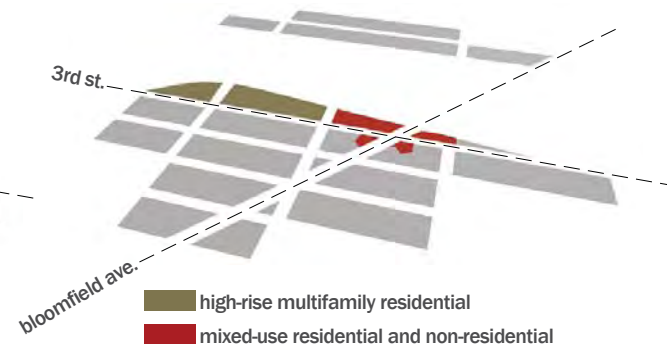


north 3rd st.

## existing land use



## proposed land use



## the future land use plan 2004

The Future Land Use Plan (2004) proposed new zoning for the entirety of Newark. The parcels along the east side of North Third Street are zoned R-LM: Low Rise Multi Family Residential, permitting building heights of up to four stories and approximately 60 units per acre. Areas zoned R-LM would also permit health care or assisted living facilities, as well as more intense civic or community uses.

A majority of the residential zoning adjacent to the study area and a small parcel in the southern portion of the study area calls for R-HD: High Density Detached and Attached One-to-Three Family Townhouse, which is intended to provide for infill housing opportunities. Maximum density for new development could range from 15 units per acre for single-family units to 40 units per acre for three-family units, with up to three stories permitted.

Bloomfield Avenue's commercial corridor is zoned C-C: Community Commercial, meant to allow for both convenience-oriented retail and specialty stores. Development in these areas should be geared towards pedestrians rather than the automobile by using predominantly on-street parking.

## proposed zoning

An overlay zone of SM: Mixed-use residential and non-residential is recommended for the portion of the site closest to the Light Rail and proposed BRT stations to better accommodate various uses based on market demand. This area includes the four corners on the Bloomfield Avenue and the first block of North Third Street.

In line with the City's proposed changes, residential uses are recommended along North Third Street, with an R-HM: High-rise multi-family residential overlay allowing for higher densities than originally proposed because of the advantageous location of the site.



bloomfield ave.

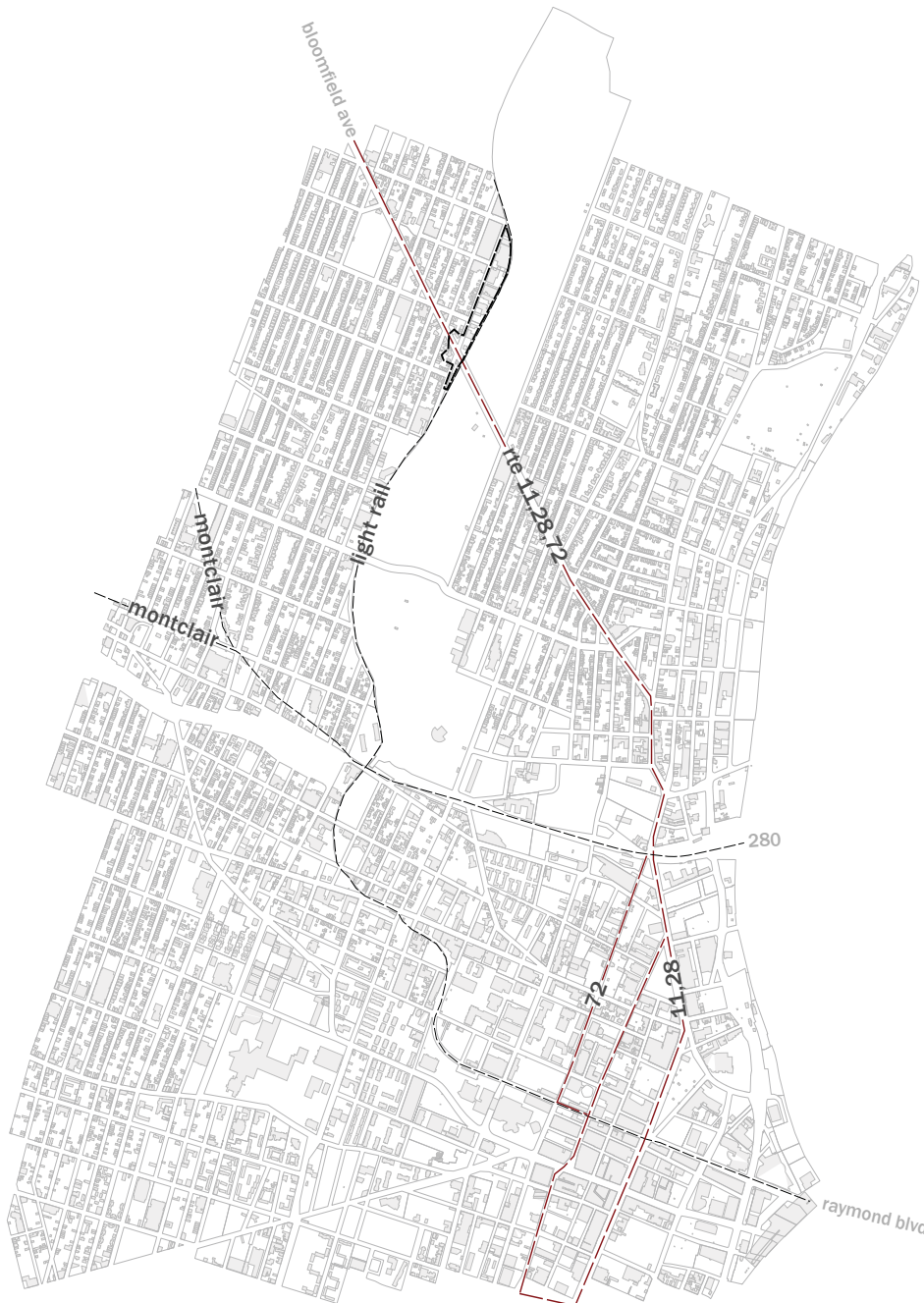


# TOD - BLOOMFIELD AVE.

## public transportation

The Bloomfield Avenue site is characterized by high quality existing intermodal transit connections. Each day, approximately 1,500 people board the light rail at the Bloomfield Avenue Station. The Bloomfield Avenue Station is seven stops from Newark Penn Station with the Davenport Light Rail Station to the north and the Park Avenue Station to the south. Three bus lines, Routes 11, 28 and 72 also run through or near the study site, facilitating passenger transfers from bus to light rail. The existing transportation network and proximity of the site to downtown Newark, Newark Liberty International Airport, and Newark Penn Station make the Bloomfield Avenue site ideal for a BRT station and new transit oriented development.

The transit-dependent population in the Bloomfield Avenue neighborhood is significant. NJ TRANSIT bus ridership data shows that 50 percent of trips that originated from the Bloomfield Avenue Station were either from work or home and 70 percent of these trips involved walking. This suggests that there is a concentration of residential and work-related uses in this area, due to shorter trip lengths. After getting off the bus at Bloomfield Avenue, people either walk or take a connecting bus service to reach their final destination. The ridership data also shows that 70 percent of riders have no vehicle available to make the trip and that transit is very important to them. All age groups, particularly the 60-plus age group, used bus service. The Bloomfield Avenue neighborhood already exhibits a number of key elements associated with transit-oriented development that can easily be capitalized upon, the most significant of which are the high levels of transit use and walking.



bloomfield ave. businesses

# TOD - BLOOMFIELD AVE.

## existing zoning

The Bloomfield Avenue neighborhood is characterized by established residential communities made up of single- and multiple-family houses. While many of these houses are on older, former industrial properties on North Third Street, many are in the process of being redeveloped into “Bayonne Box”- style single-family homes. This new development emphasizes the increasingly residential tenor of the neighborhood, as it shifts from a mix of industrial and residential to purely residential uses.

## industry

The east side of North Third Street is currently zoned and used for industrial purposes. Many properties appear to be in disuse while several industrial units are still active. The gas station at the intersection of Bloomfield Avenue and North Third Street is a Known Contaminated Site; this may have implications for future development within the larger study area. With a 63-foot right-of-way, North Third Street is wide enough to accommodate two-way traffic, but is currently used as a one-way street, limiting easy access to homes and businesses along the street. This also forces the heavy trucks going to the industrial uses to drive through the residential neighborhood surrounding the study site.

## commercial

Along Bloomfield Avenue, retail uses are characteristically ground-floor convenience commercial with two stories of residential or office space above. The actual structures vary in style, from brick to traditional residential-style buildings and converted ground floor and single-story structures.

There are auto-related uses on all four corners of the intersection of Bloomfield Avenue and North Third Street, including a gas station directly adjacent to the Light Rail Station and an auto-body shop with an extensive paved area on the northwest corner.

## streetscape

The areas around the Light Rail Station on Bloomfield Avenue typically have wide sidewalks, defined crosswalks with pedestrian crossing signals, and street trees. With minimal improvements, the existing layout and infrastructure could foster a positive pedestrian experience along Bloomfield Avenue.

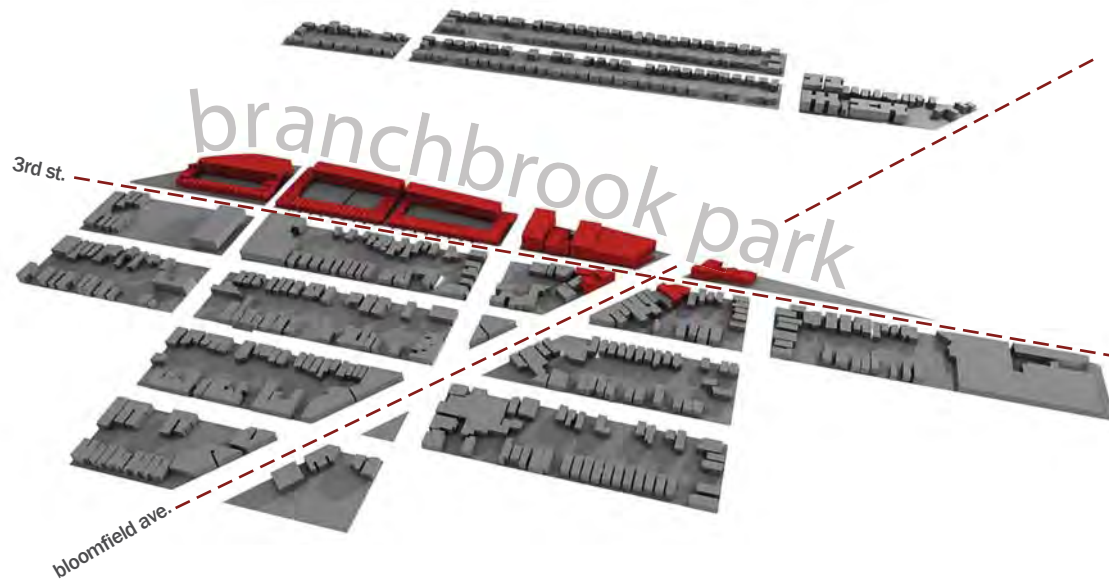


## branch brook park

The light rail, which is below grade on the site, impedes access to Branch Brook Park from Bloomfield Avenue neighborhoods. Currently, the easiest way to enter the park from the study area is by using a vehicular road from Bloomfield Avenue because sidewalks and safe pedestrian pathways do not lead into the park at this location. The next park access point lies over a half mile to the north at the footbridge at Davenport Avenue.



## redevelopment plan



## site plan

Proposed redevelopment of the site will occur in phases, allowing portions of the site to be developed based on market conditions. The redevelopment proposal consists of retail and commercial uses along Bloomfield Avenue, and varied residential building typologies along North Third Street with connected structured parking. The design would maintain the existing residential character of the neighborhood and provide public amenities such as the streetscape and other improvements to Branch Brook Park. The proposed development will also attract new residents and workers to the neighborhood through the creation of live/work space and parking spaces.



davenport bridge

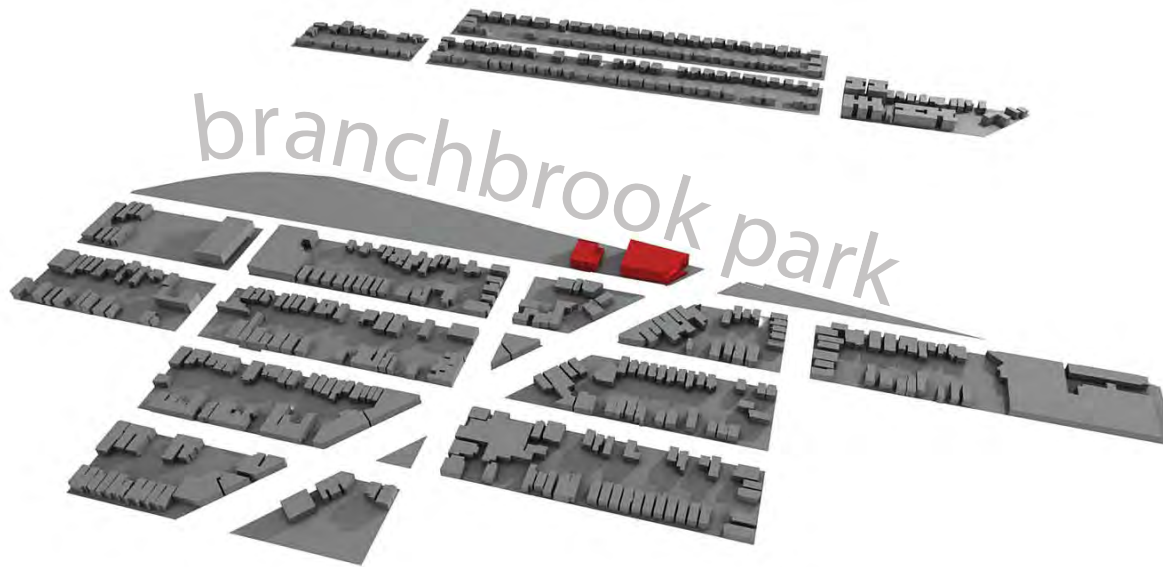
## circulation

The east side of North Third Street is currently a “superblock” that is over 2,000 feet long, far exceeding the 750-foot distance that people are willing to walk from their car to a destination such as a store, work, public transportation, etc. The concept plan recommends dividing this block by extending two existing streets, First and Abington Avenues, to the west to terminate at the light rail right of way. The extended streets will connect to pedestrian footbridges, similar to the one at the Davenport Avenue Light Rail Station, providing direct access and views into Branch Brook Park.

A new street running between the two newly extended streets is also proposed. This measure will help create a more pedestrian-friendly walking environment, allow for more views into the park, and establish an additional access point with a footbridge.

# TOD - BLOOMFIELD AVE.

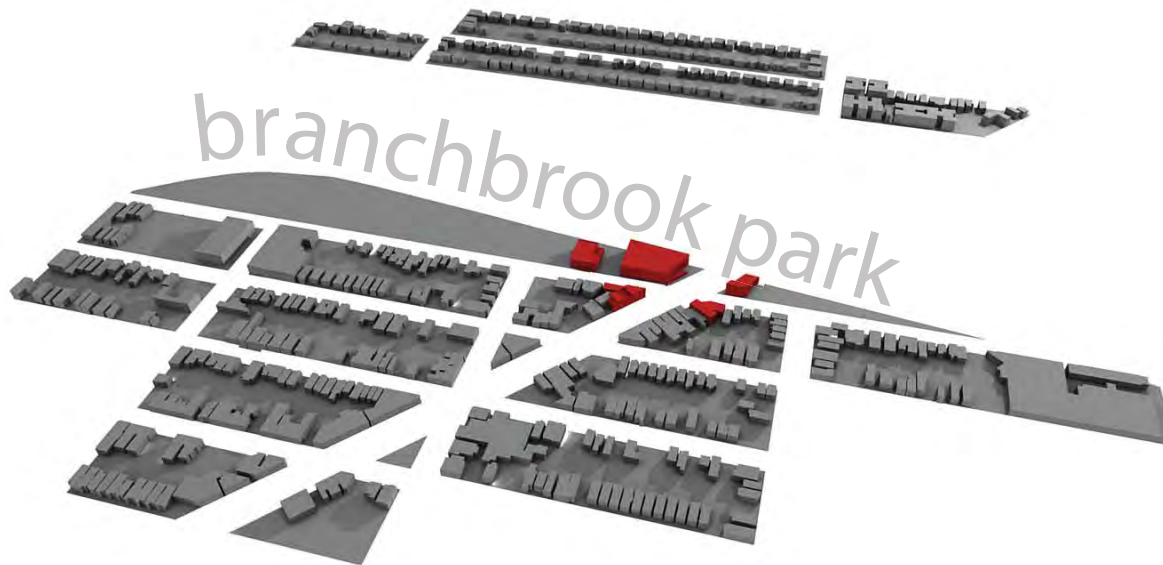
## phase 1



The first phase of redevelopment includes a mixed-use building that incorporates both indoor and outdoor space for a BRT station. Indoors, a café or coffee shop on the ground floor with large glass exterior walls allows riders to watch for vehicles. In season, the outdoor plaza can be used for a farmers' market and other community related uses. The outdoor plaza space contains ample seating and landscaping to attract passersby, thereby increasing the safety of pedestrians and café customers. This building also includes indoor, below-grade pedestrian access to the light rail platform and retail space that allows for increased pedestrian connectivity between the Light Rail Station and proposed BRT Station.

Phase one includes the adaptive reuse of a historic industrial building on the study site into live/work space. Parking for residents of the building will temporarily be on-street, but in later phases, residents will have access to parking within garages.

## phase 2



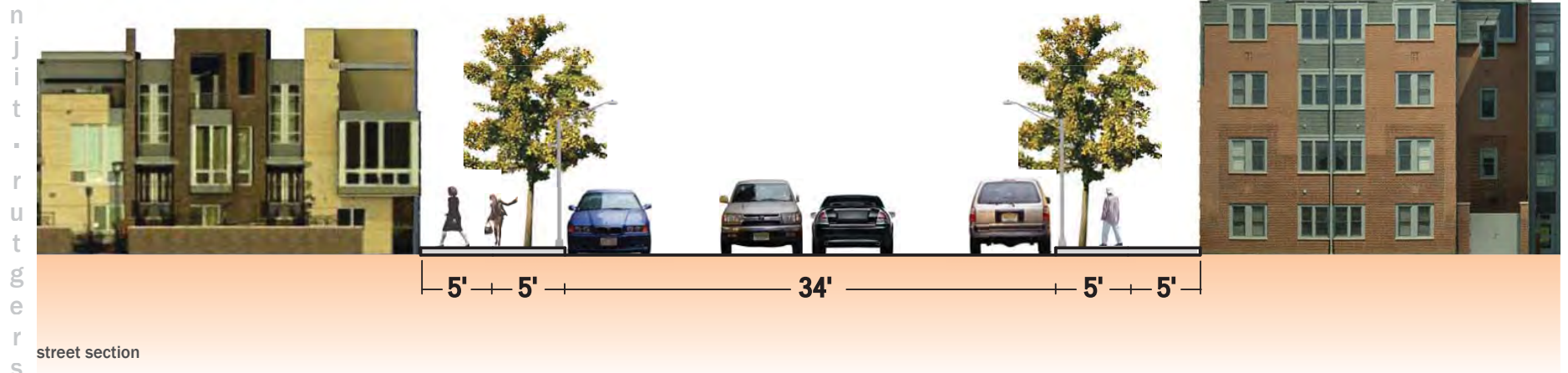
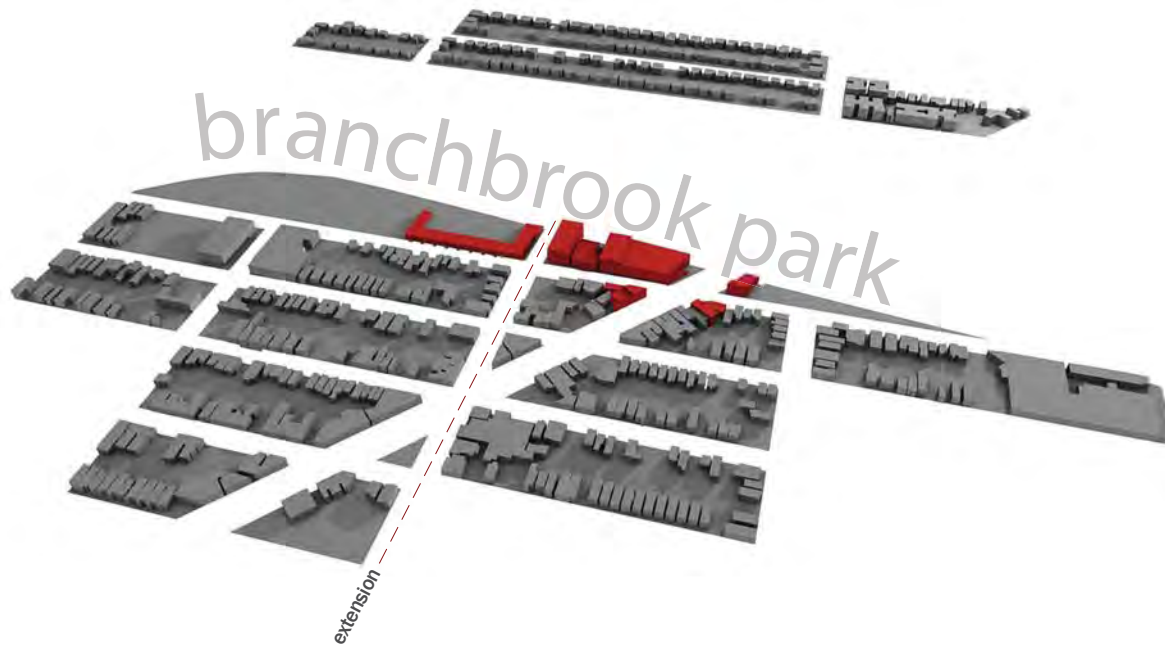
The second phase includes the addition of mixed-use buildings at three corners of the Bloomfield Avenue and North Third Street intersection. These contain bottom-floor retail with upper-floor residential and/or commercial space. All mixed use buildings proposed for the site are planned to have a floor to ceiling height of at least 12 feet, allowing for build-out scenarios that can accommodate both residential and commercial uses.

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## phase 3

In this phase, the first block of townhouses is constructed, along with a parking garage that will support future residential development. Phase 3 also adds two more mixed-use, live/work buildings on either side of the renovated historic building.



## TOD - BLOOMFIELD AVE.

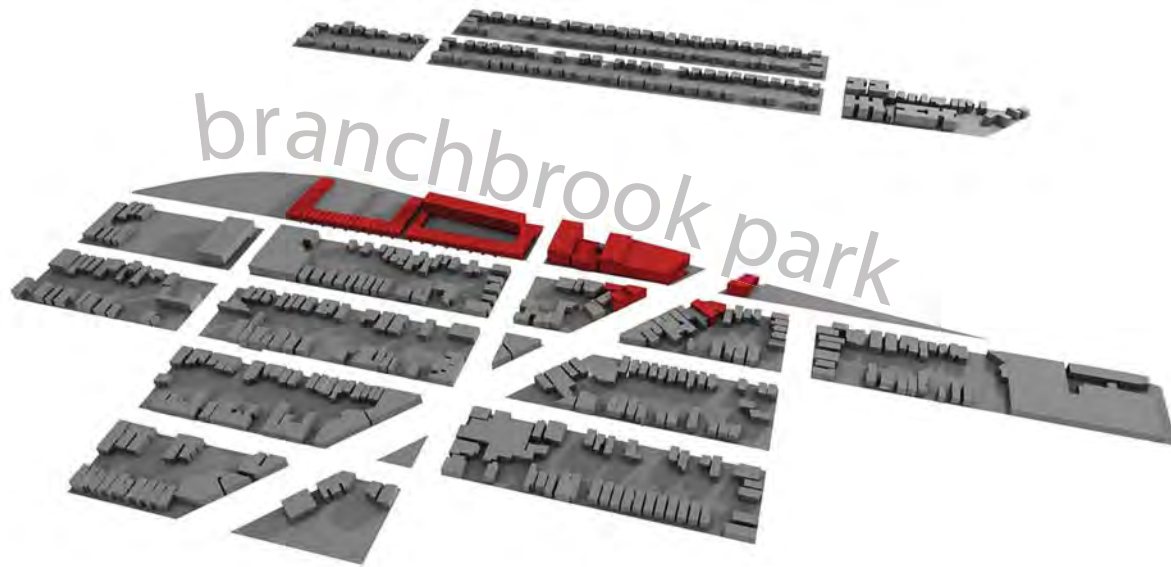
## phase 4



Phase 4 includes the addition of a six-story apartment building behind the townhouses, constructed on top of the parking structure that was completed in phase 3. The width of the apartment building allows it to share the supportive structure of the parking garage. Since the apartments sit on top of the garage, even first-floor units will be above electric wires of the light rail, thus providing an unobstructed view of Branch Brook Park.



## phase 5

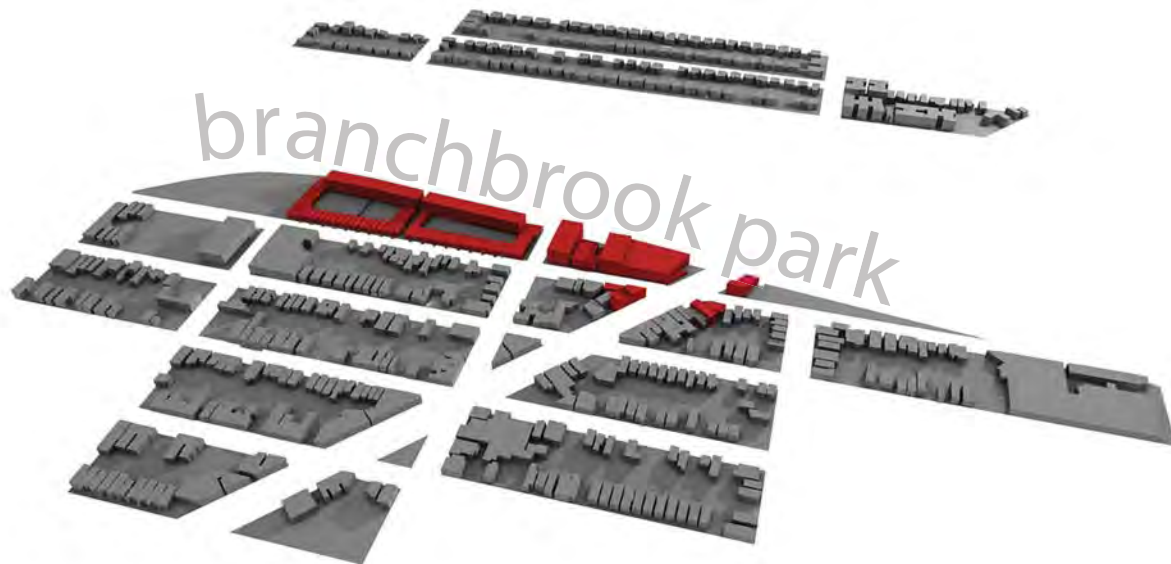


Phase 5 is similar to phase 3, and includes an additional block of townhouses wrapped around a parking garage.



townhouse rendering

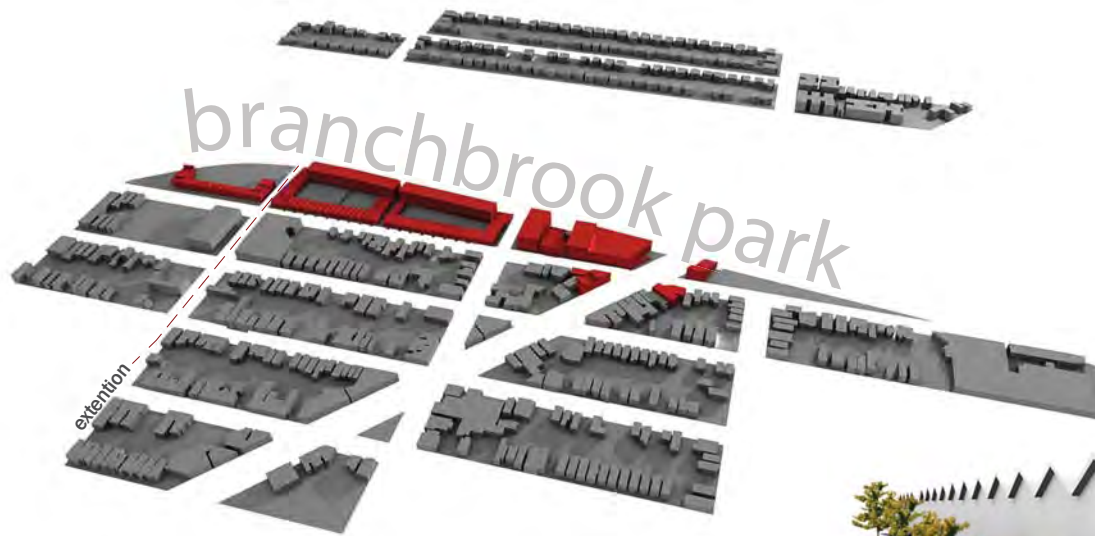
## phase 6



In phase 6, a six-story apartment building is added to the townhouses and parking garage constructed in phase 5.

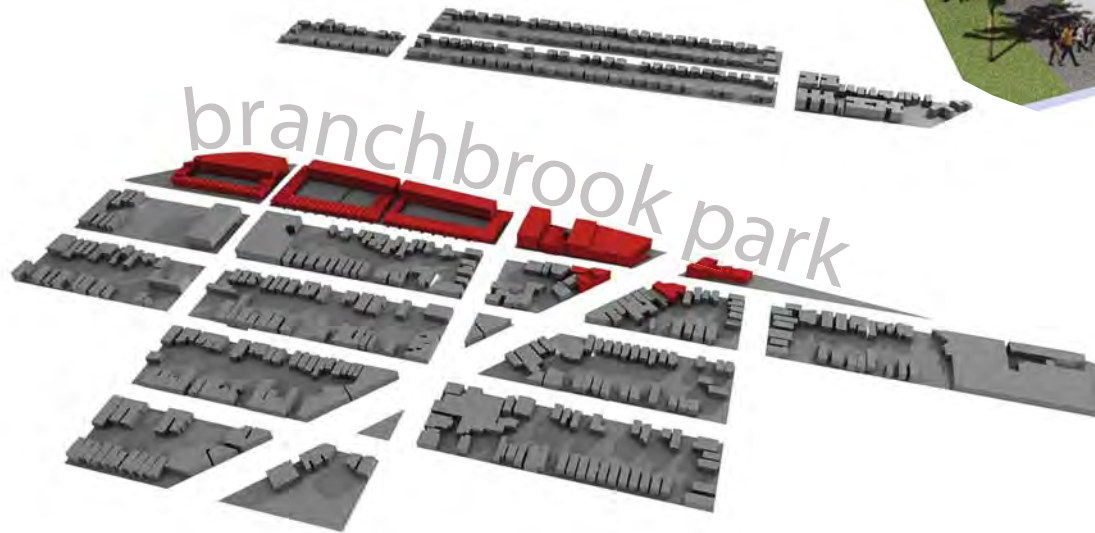
# TOD - BLOOMFIELD AVE.

## phase 7



The third block of townhouse-wrapped parking is constructed in phase 7, along with a park on the very end of North Third Street.

## phase 8



townhouse layout

This final phase sees the construction that defines the edges of the new development. South of Bloomfield Avenue, several townhouses are built on North Third Street. Each includes ground floor parking, with two floors of residential living space directly above. The lot south of the townhouses, too narrow for residential construction, will be a community garden.

An additional six-story apartment building and parking garage is added to the townhouses north of the Abington Avenue extension.

'' j i t ' r u t g e r s



proposed ordinances

R-HM high rise multi-family residential district

This designation would be applied to a majority of development along North Third Street. Mid-rise multi-family housing would include apartment buildings of five to six stories in height. Buildings higher than seven stories will also be eligible under this designation, but with conditional uses.

In addition, this designation will also allow townhouse residential development along North Third Street. A single residential unit will consist of two or three floors attached to the adjacent unit and separated by a vertical partition wall. Townhouses may be located on a single lot in common ownership such as a condominium, where an individual owns a building but the land is held in common ownership.

A. Principal Permitted Uses. Each lot in the district may contain one or more of the following uses:

- 1. Residential, including condominium and townhouse units
- 2. Multi-family residential units
- 3. Senior/Assisted housing
- 4. Parks and plazas

B. Accessory Uses:

- 1. Uses that are customarily incident to a principally permitted use in the district
- 2. Structured parking
- 3. Signs, in accordance with the City of Newark sign ordinance

commercial mixed use district

The S-M: mixed-use, residential and non-residential designation is applied to the proposed redevelopment area to encourage a mix of uses, including residential, retail, offices, and community space. This designation would allow ground floor use with apartments above. One-to three-family residential units will also be permitted. Loft buildings with higher ceilings that can be used as live/work space will also be permitted and can be used for flex space.

n C. Permitted non-residential uses in each lot in the district may contain one or more of the following uses:

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| 1. Retail                          | 10. Business and Personal Service                    |
| 2. General and Professional Office | 11. Theaters and other forms of indoor entertainment |
| 3. Medical and Dental Office       | 12. Parks and Plazas                                 |
| 4. Restaurants, Cafes and Taverns  | 13. Hair Salon                                       |
| 5. Banks                           | 14. Copy/Print/Fax                                   |
| 6. Hotels and Motels               | 15. Overnight Delivery/ Postal Services              |
| 7. Childcare Facilities            | 16. Book Stores                                      |
| 8. Health Clubs                    | 17. Drug Store                                       |
| 9. Houses of Worship               | 18. Municipal Uses                                   |

D. Accessory Uses:

- 1. Uses that are customarily incident to a principally permitted use in the district
- 2. Structured Parking
- 3. Signs, in accordance with the City of Newark sign ordinance

# TOD - BLOOMFIELD AVE.

fiscal analysis

The study conducted a fiscal impact analysis for two periods of development at Bloomfield Avenue, phases 1 through 4 and phases 5 through 8, to determine the projected revenues to the municipality and the school district. The impacts demonstrate the resulting tax revenues less the increased cost of additional schoolchildren.

The net fiscal impact is positive during both periods. The first would bring in approximately \$800 thousand in revenues to municipality and the school district and the second would provide an additional \$1.2 million. Period 1 would result in the creation of 278 new jobs and period 2 would add 506 jobs to Newark's workforce.

net fiscal impact	scenario 1	scenario 2
Revenue to municipality and school	\$.8 million	\$1.2 million
New jobs	278	506