

MADISON AVENUE

COMMUTER RAIL CORRIDOR STUDY

PATERSON, NJ



FINAL PLAN

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Prepared for:
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EXECUTIVE SUMMARY

The purpose of the Madison Avenue Commuter Rail Corridor Study was to consider how the proposed NJ Transit Passaic-Bergen Passenger Service Restoration Project can best serve the community, stimulate economic activity, enhance pedestrian safety, and coordinate new and existing transit options. The goal was to develop a concept plan that would result in attaining the highest and best uses and urban design for the area surrounding the Madison Avenue Station, and act as a working model for other stations along the line within the City of Paterson.

The \$250,000 study was funded through the North Jersey Transportation Planning Authority and a local match from Passaic County.

The Passaic-Bergen Passenger Service Restoration Project is a project being undertaken by New Jersey Transit to reintroduce passenger service on the existing New York, Susquehanna and Western Railway (NYS&W) Main Line rail corridor. The project will connect Hawthorne and Hackensack through the City of Paterson. Ultimately, service may offer future passenger connections to commuter rail service on NJ Transit's Bergen County and Pascack Valley lines and into New York. A total of nine (9) new train stations are proposed as part of the project, with five (5) in Paterson and, one (1) in Hawthorne in Passaic County.

The study area covers the ¼ mile area around the intersection of Madison Ave and Broadway in Paterson. This commercial area serves a dense residential population as well as several public schools, dozens of religious institutions, and historic resources. The resources in the study are and the prospects for revitalization, the opportunity to work with the City of Paterson and the local stakeholder groups made this a priority site among all of the proposed train station stops.

A grass-roots, community based planning process was used to understand the study area and determine the priorities for the future. The project began with two public introductions to the study which yielded many questions about the planned NJ Transit investment into the rail line. This need was met with three meetings sponsored by NJ Transit to explain the details about the construction of the rail line and the subsequent service. The needs and priorities within the community were addressed in three "visioning sessions" where members of the public were asked for their take on what could and should happen as a result of such an important transit investment. Participants gave feedback on issues such as security, building types, mass transit options, parks and open space, types of businesses and services needed, and many other issues and concerns. The process yielded some interesting results that help explain some of the overall trends that appeared in the research done throughout the study. This feedback is at the heart of the vision plan and the recommendations that

have been put forward.

The Vision Plan emphasizes Madison Ave and Broadway as historic commercial corridors in Paterson while creating a distinct identity for the neighborhood. The new development connects the surrounding neighborhoods and uses by filling gaps in the street. Siting the buildings up front to the sidewalk gives the businesses a strong presence on the street and creates a safer and more enjoyable area for pedestrians. A plaza at the station area gives people a sense that something important is happening and provides more visibility to the station. The preservation and adaptive reuse of architecturally significant buildings and historic resources is emphasized in the plan in order to strengthen and enhance the existing character of the neighborhood.

The uses in the area focus more on commercial and residential opportunities rather than office space. More than 70% of the housing was built before 1959 and feedback from our public meetings demonstrated a need for new and affordable housing. As a result the plan calls for a more of a live work area with service sector jobs which make up 49% of the jobs in Paterson. This will reduce people's dependence on cars and make the area a destination for the various bus lines that travel through the area.

The plan organizes the circulation around the station area by reorganizing the one-way road patterns running east and west. The plan also calls for a new set of one way roads around the station to calm the vehicular traffic for pedestrians, make it easier to access the facility, and provide more on-street parking. Other improvements call for new lane and parking striping and improve safety and reduce documented accidents. Way-finding signs are recommended to better organize the traffic and connect people to other parts of Paterson.

Parking was an issue that was brought up from the first public meeting. Angled parking in the commercial areas around the station maximizes customer exposure and increases the total spots. Moving the buildings to the street creates shared parking opportunities and the possibility for structured parking as well. Parking enforcement close to intersections was an issue and will help with seeing around intersections and pedestrians that are crossing. Loading zones in the commercial area are suggested for safety and convenience for businesses. In order to help accommodate the large need for parking at Public School 13, it is recommended that the area surrounding the school be restricted to employees during school hours. These spots will be offset by the other parking strategies.

The introduction of a train station makes pedestrian and bicycle access and safety a primary concern.

In addition, research showed that Paterson has a high percentage of school age children, and with so many schools in the area, pedestrian safety is a critical issue that the plan addresses by calling for enhancements to major intersections, street trees to offer shade and green space, and signage to help people access services and alternative transportation options. This also helps beautify the neighborhood and makes it a place people want to use at all hours of the day. The plaza area at Madison Ave and Ellison St called “The Hub” offers a unique area for outdoor activities and green space.

Supplementing “The Hub” is a series of parks and open space areas throughout the study area. A survey of the study area demonstrated a clear lack of park and open space with this area being a missing link to other facilities in all directions. The plan builds on the parks and other facilities that already exist to enhance those features and offer more open space throughout the study area. The most significant opportunities involve greening the playground at Public School 13 and creating a new park near the historic Masonic Temple. In order to enhance the whole area the plan emphasizes green roofs, street trees, pocket parks, and landscaping parking lots wherever possible.

The plan has been presented to the Paterson Planning Board and was received positively. Passaic County Planning staff will continue working with the City of Paterson to implement the recommendations in the plan which includes adopting the plan, a vision for the Madison Avenue Station Area, as a part of the Paterson Master Plan, implementing zoning changes, and seeking NJ Transit Village Designation for the study area.

PURPOSE

The purpose of the Madison Avenue Commuter Rail Corridor Study was to investigate how the proposed NJ Transit Passaic-Bergen Passenger Service Restoration Project, which would restore passenger rail service between the Main Line in Hawthorne and State Street in Hackensack, can transform the Passaic County portion of the corridor into a transit oriented development (TOD) that will stimulate economic activity, coordinate new and existing transit options, and link to other activity centers. Construction for restoration of the passenger service is anticipated to commence in fall 2009. This study outlines a comprehensive strategy on how the existing and future transit modes, land use options, and transit/pedestrian oriented development could benefit from smart planning along the corridor and specifically around the proposed Madison Avenue train station that will be located at the intersection of Madison Avenue and Ellison Place. The findings and recommendations for the Madison Avenue train station will serve as a template for strategies on how to implement TOD around all of the train stations along the rail line. This project is consistent with the State Plan goals to reinforce existing urban centers and increase economic competitiveness and attractiveness as places to live and its recommendations and strategies for redevelopment and revitalization of the corridor are consistent with recommendations of the 2003 Paterson City Master Plan Reexamination Report, the Passaic County Strategic Revitalization Plan, the Paterson Research Initiative and the 4th & 5th Ward Redevelopment Plans of 2003. The concept developed in this project is consistent with the guidelines outlined by the New Jersey Department of Community Affairs Office of Smart Growth (OSG) grant and the NJ Transit Village for TOD and smart growth.

Funding for this study was provided through a partnership between North Jersey Transportation Planning Authority (NJTPA) and Passaic County. Stakeholders included representatives from the local community (residents & businesses), the Planning and Engineering Departments of the City of Paterson, New Jersey Transit, the Mayor's office, NJTPA and Passaic County Planning Department. The project was steered by a Technical Advisory Board (TAC) comprised of representatives from Passaic County Planning Department, the City of Paterson, Congressmen Bill Pascrell's Office, New Jersey Transit and NJTPA.

The Passaic-Bergen Passenger Service Restoration Project is a project being undertaken by New Jersey Transit to reintroduce passenger service on the existing New York, Susquehanna and Western Railway (NYS&W) Main Line rail corridor. The project will connect Hawthorne and Hackensack through the City of Paterson. Ultimately, service may offer future passenger connections to commuter rail service on NJ Transit's Bergen County and Pascack Valley lines and into New York. As documented in the Environmental Impact Statement (EIS) by NJ Transit dated November 2007, the service will be provided in newly built Diesel Multiple Unit rail cars operated at 15-minute headway during the peak hours and at 30-minute headways during the off-peak. A total of nine (9) new train stations are proposed as part of the project, one of which is the Madison Avenue/Broadway train station. Additional information and Frequently Asked Questions (FAQ's) about the Passaic-Bergen Service Restoration Project and details about the

1.b.

Madison Ave Station are provided in Appendix A.

NJ Transit predicts that the Broadway/Madison Avenue train station will have the highest daily boardings of all stations on the Passaic-Bergen rail line, but this is only one reason why it was selected as the focal point of the TOD vision plan. In addition to its potential ridership, it will be within two blocks of the Madison Ave/Broadway intersection which is one of the busiest commercial intersections outside of downtown in Paterson. The approximately ¼ mile area surrounding this intersection is primary commercial and one of the largest and most heavily traveled along the rail line. This commercial area serves a dense residential population as well as several public schools, dozens of religious institutions, and historic resources. The fact that Madison Avenue is a county road played another significant role in selecting this station, but it was the opportunity to work with the City of Paterson and all of its entities that cemented the selection. Currently the City Parking Authority owns several pieces of vacant property adjacent to the proposed Madison Avenue Station making TOD a very real possibility in the near future. This study offered the opportunity to lend more technical research and a more involved public process to assist the decision making process for everyone involved. Since the original location of the Madison Avenue station was at the intersection of Madison Ave and Broadway, the study area generally radiates approximately ¼ mile out from that spot, but it is also defined by the commercial area and properties in flux and stays away from the more stable residential properties. Design guidelines and principles addressing residential properties can be found in the redevelopment plans and define good principles for building

Organization

Specifically, the report is divided into the following sections:

Background – This section presents existing conditions and trends including demographics, employment, housing stock, land use, zoning, parks/open space as well as mobility; emphasizing the needs of the study area. Under “mobility,” the capacity, circulation, safety and functionality for all modes of transportation including walking, biking, driving, transit, rail and para-transit are reviewed. Parking needs are also evaluated in this section.

Public Outreach – In this section, the visioning process and events utilized to engage the public and stakeholders to identify their vision for the study area is presented. The results of the visioning process are documented and utilized to illustrate a vision, which means what the residents and stakeholders would or would not like to enhance their quality of life.

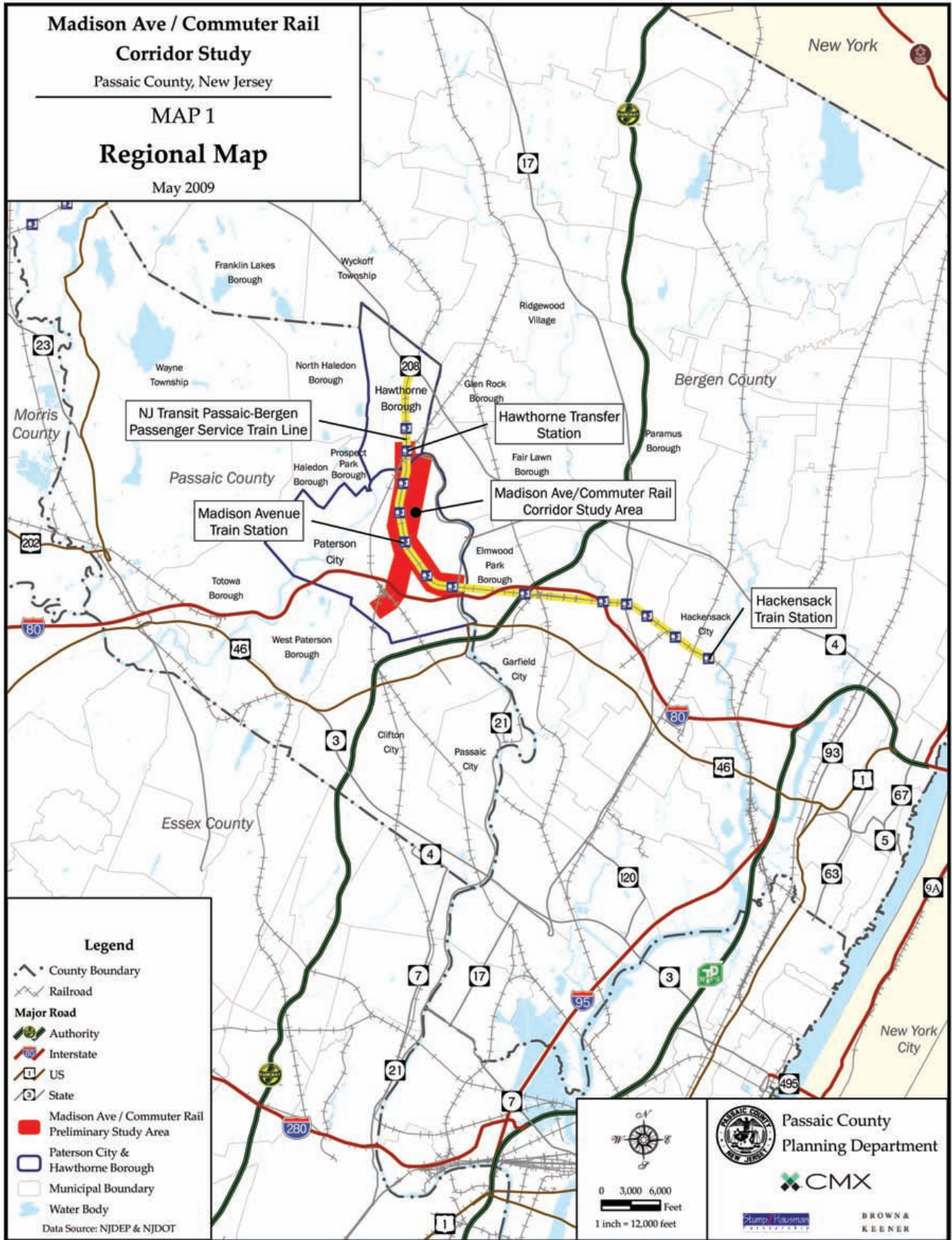
The Vision Plan – This Plan presents a mixed-use vision for the study area which includes recommendations for residential dwellings, commercial retail, live-work dwellings and office, taking advantage of the transit oriented development potential of the area around the proposed Madison Avenue/Broadway train station. The Plan addresses the needs identified in the background and the public outreach sessions including streetscape and open/green space. Recommendations to enhance circulation and mobility for all modes are presented highlighting potential phasing.

Definitions

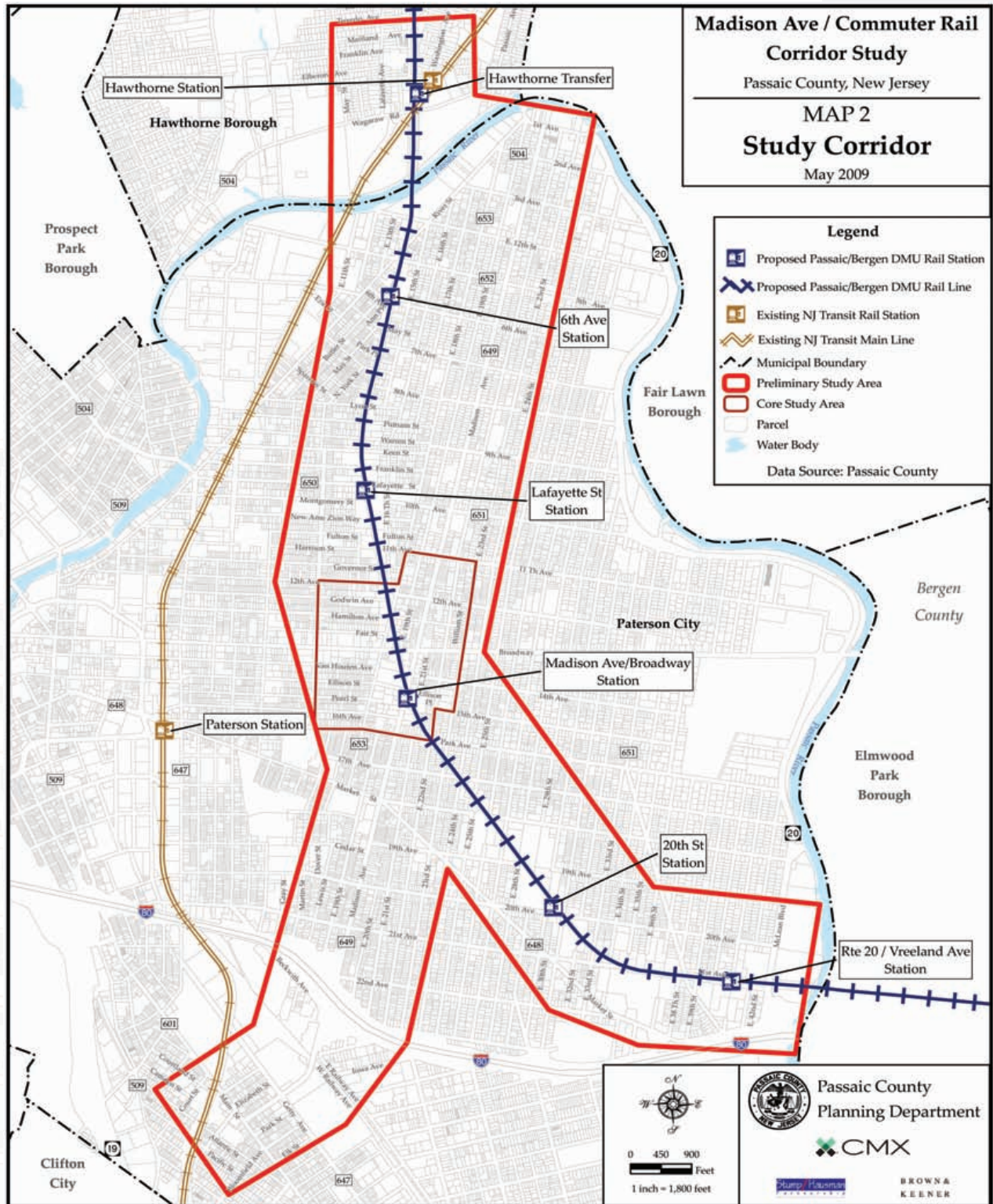
The Region – this shows the big-picture geographic location of the study corridor in Passaic County and adjacent municipalities and counties. The Region is illustrated in Map 1 – the Regional Map, includes the **study corridor**.

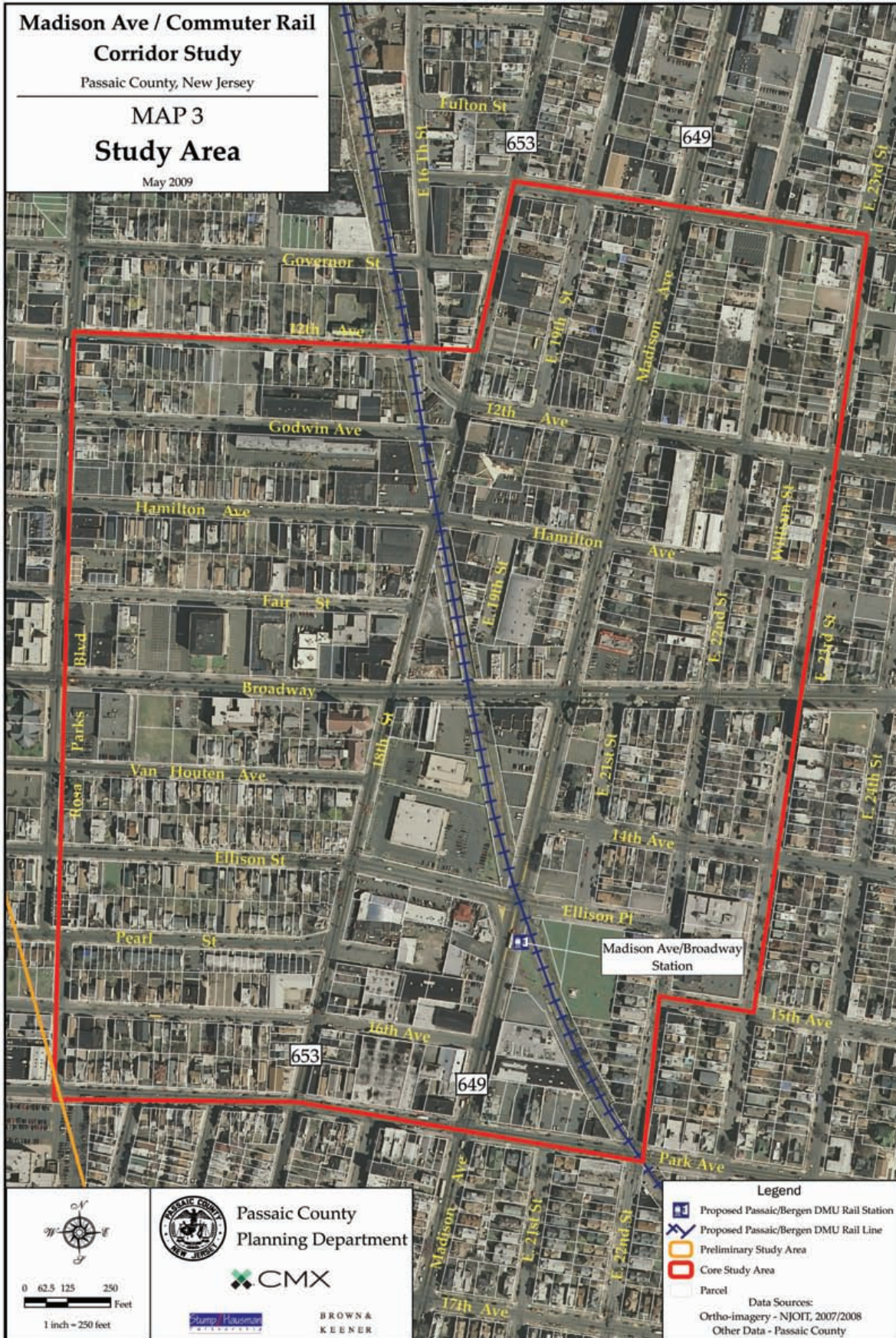
The Study Corridor – this refers to the extent of the proposed Passaic-Bergen Rail Line from the Hawthorne Station to the Route 20/Vreeland Avenue Station and includes the approximately ¼ mile radius envelope on either side of the Rail Line (influence area for the train). The Study Corridor illustrated in Map 2 includes the **study area**.

The Study Area – this refers to the immediate area around the Madison Avenue/Broadway train station and is illustrated in Map 3. This area is the primary focus for the vision: transit oriented development around the train station. The study area is approximately a ¼ mile radius around the intersection of Madison Avenue and Broadway. The study area is interchangeably referred to as the **core**.



Project Overview





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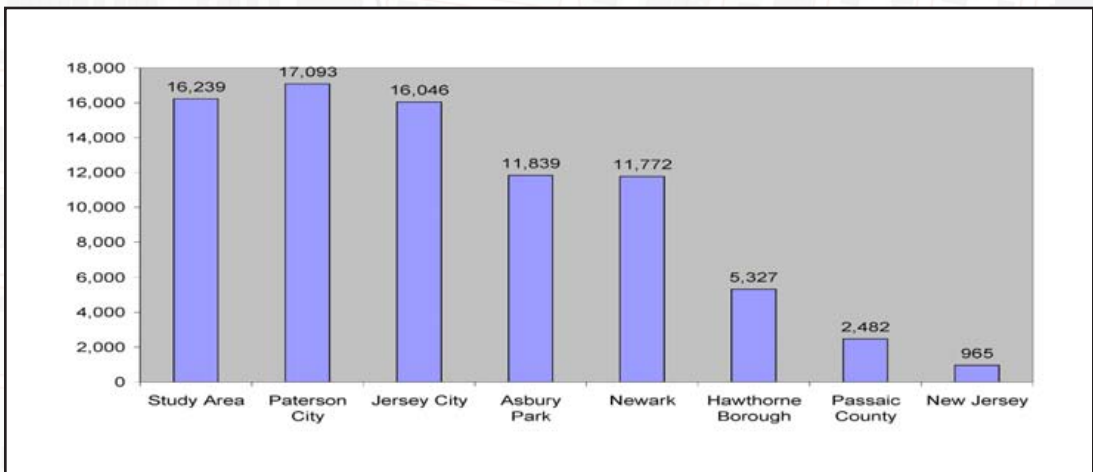
DEMOGRAPHICS

An understanding of demographics is necessary to draw relationships between population, their activities and how they travel to/from the various activity centers. The demographics reviewed here include population size and composition, types and location of employment, employment info, and income. The demographic data for the study area is compared with similar data for the City of Paterson, Hawthorne, Passaic County and the State, and where data is available, with similar data for other downtown areas and other TOD including Asbury Park, Newark and Trenton to further understand and to forecast mobility needs and smart growth. **A more detailed compilation of these statistics is available in Appendix B**

Total Population

TOD tends to have high population densities to support transit with a threshold of 15,000 persons per square mile (Transit Cooperative Research Program, TCRP 2008, MTR Report 01-15 for FHWA, May 2002). A review of the 2000 Census data identifies a population density of 16,239 persons per square mile for the study area, making it a suitable candidate for TOD. Also as illustrated in Figure 1-1 below, the study area population density is substantially higher than densities in Hawthorne, Passaic County or the State as a whole, qualifying them as being capable to support transit and TOD. The study area has similar density to other TOD such as Asbury Park.

**FIGURE 1-1: POPULATION DENSITY COMPARISON
STUDY AREA, MUNICIPALITIES, COUNTY AND STATE, 2000**



Source: US Census 2000

NJTPA projects a 20% increase in population in Paterson between 2000 and 2030. Population increase generally increases the demand for transportation and accessibility to work, shopping etc.

Age of Residents

The age distribution of a resident population in an area with TOD potential is critical to understand the needs of the existing community in terms of accessibility and sufficiency of services. Typical needs include access to jobs, recreation, schools and other services. The critical age groups are commuters, school aged children and the elderly. As seen in Table 1-1, almost 33% of the population in the study area are school aged children (up to age 19) as compared to 27% in the State. This age group requires special attention to access schools, amenities, and services. Additionally, the elderly population in the study area makes up approximately 12% of the total population. Again, this population requires special attention to access opportunities and services. Accessibility and specifically, walkability is needed to cater for these populations and TOD population. Walkability in and around a train station is critical in making it transit friendly and livable.

**TABLE 1-1: AGE DISTRIBUTION COMPARISON
STUDY AREA, PATERSON, PASSAIC COUNTY & NJ, 2000**

AGE COHORT	STUDY AREA	PATERSON	PASSAIC COUNTY	NEW JERSEY
UNDER 5	8.0%	8.4%	7.4%	6.6%
5 TO 19	25.1%	24.5%	21.3%	20.4%
20 TO 44	39.6%	40.1%	38.1%	37.1%
45 TO 59	15.8%	15.3%	17.4%	18.7%
60 TO 74	8.2%	8.0%	9.9%	10.8%
75 TO 85+	3.3%	3.6%	5.9%	6.4%

Source: US Census 2000 (Summary File 3)

Employment Trends

The workforce within the study area is made up predominantly of service jobs and production, transportation and material moving jobs. These account for 49% of the workforce as opposed to 25% for the state. Income levels, occupations and unemployment rates can be correlated with education and training of a population. In 2000, 12% of the study area residents had an associates degree or higher as compared to 35% for the State. The study area median household income is less than \$30,000, which is lower than the median incomes in Hawthorne, Passaic County, and the State. The median income of the State and cities such as Hackensack and Hawthorne are over \$55,000. More than 35% of State, Hawthorne and Hackensack workers work in management and professional occupations compared to 17% for the study area.

There is a clear relationship between employment and travel (journey to work) in the City of Paterson when looking at the data summarized in Table 1-2. Approximately 56% of the Paterson residents are employed within the City of Paterson and the surrounding municipalities, but more than 80% of these residents use a car to get to work. This trend may be attributed to various factors including lack of mass transportation access to service industry centers, schedules that do not accommodate late hours, a lack of appropriately priced housing near jobs and inefficient mass transit travel routes.

TABLE 1-2: PLACE OF WORK FOR PATERSON RESIDENTS IN 2000 (EXCEEDING 2% OF TOTAL COMMUTERS)

PLACE OF WORK	COMMUTERS	PERCENT OF ALL COMMUTERS
PATERSON	13,545	27.4
WAYNE	4,055	8.2
CLIFTON	2,670	5.4
TOTOWA	2,355	4.8
PARAMUS	1,810	3.7
PASSAIC	1,350	2.7
FAIR LAWN	1,185	2.4
HACKENSACK	1,080	2.2

Source: US Census Transportation Planning Package, 2000

In summary, the study area is in need for:

- more service industry jobs
- better mix of jobs
- providing affordable housing
- more opportunities for high skilled training and education

Transit oriented development would attract redevelopment and provide jobs, shopping and recreation within the study area. As documented in the EIS prepared by NJ Transit for the proposed passenger rail service restoration, the service will provide alternative access and connectivity to opportunities in cities such as Hackensack and New York City, potentially improving livability and all other aspects including training and income.

With a significant worker population of the study area traveling outside Passaic County for work, an enhanced transportation system with alternative modes including the restoration of passenger rail service would provide access to additional opportunities for work, new access to points within the county, other train lines, and reallocation of redundant bus services. This can increase the availability of access to centers and at the same time reduce congestion.

2.a.

Housing Stock Distribution

The housing stock in the study area includes a mix of single family, two-family, and apartments. **See Appendix C for the existing housing stock.** The majority of the buildings in the study area (70%) were built before 1959, with only 7% built since 1980. As a result, building conditions vary greatly, although many of the buildings are well maintained and some of the originally architectural details still exist. This provides an opportunity to better define the neighborhood through the existing architecture and restoration of the numerous historically significant buildings that exist. The buildings along the main corridors appear to better maintained and have newer construction in the form of commercial buildings. There is very little in the way of new housing and large pockets of vacant housing in the northwest corner of the study area along Rosa Parks Blvd. By contrast, at the state level, 23% of the housing stock was constructed in 2000 and have in some instances enhanced architecture, particularly around train station embodying TOD concepts. The median housing value for the study area is \$75,000 - \$150,000, which lags behind housing values in Hawthorne, Passaic County and statewide at \$170,800 and above. As indicated earlier, the core study area also has residents with lower end median household income (less than \$30,000). Even with such modest home values only 31% of homes are owner occupied as opposed to Passaic County at 56%, and New Jersey at 66%. (Source US Census 2000) These statistics and feedback from the local community point to a need for access to higher quality and availability of low income housing. Enhancements to the streetscapes and providing better access to jobs with a TOD can also entice more owner occupancy and the opportunity for a live-work environment. Enhancing the housing stock through TOD has the potential to increase property values. Typical property values increase by 5-15%, reflecting direct benefits to residents and businesses. The benefits are reflected in increased commercial activity, employment, and retail, which can result in increased tax revenue.

Historic Resources

There are important historic resources located within the study corridor. **See Appendix C for detailed mapping of historic resources.** The southern portion of the Eastside Park Historic District (listed on the National and State Registers in 2004) overlaps the southeastern leg of the corridor between East 42nd Street, 20th Avenue, and Vreeland Avenue. Small portions of the Barbour Park Historic District are located in the corridor, and the Masonic Temple is located in the core of the corridor on Broadway. The Barbour Park Historic District received an opinion of eligibility from the State Historic Preservation Officer (SHPO) in 1991, and the Masonic Temple received a SHPO opinion in 2004 and a Certificate of Eligibility (COE) in 2006. The proposed train service would not negatively impact the existing historic aesthetics of the communities largely because the railroad already exists.

Important Architecture



Residential Homes



Showcase Laundromat



12th Ave. Apartments



Broadway Apartments



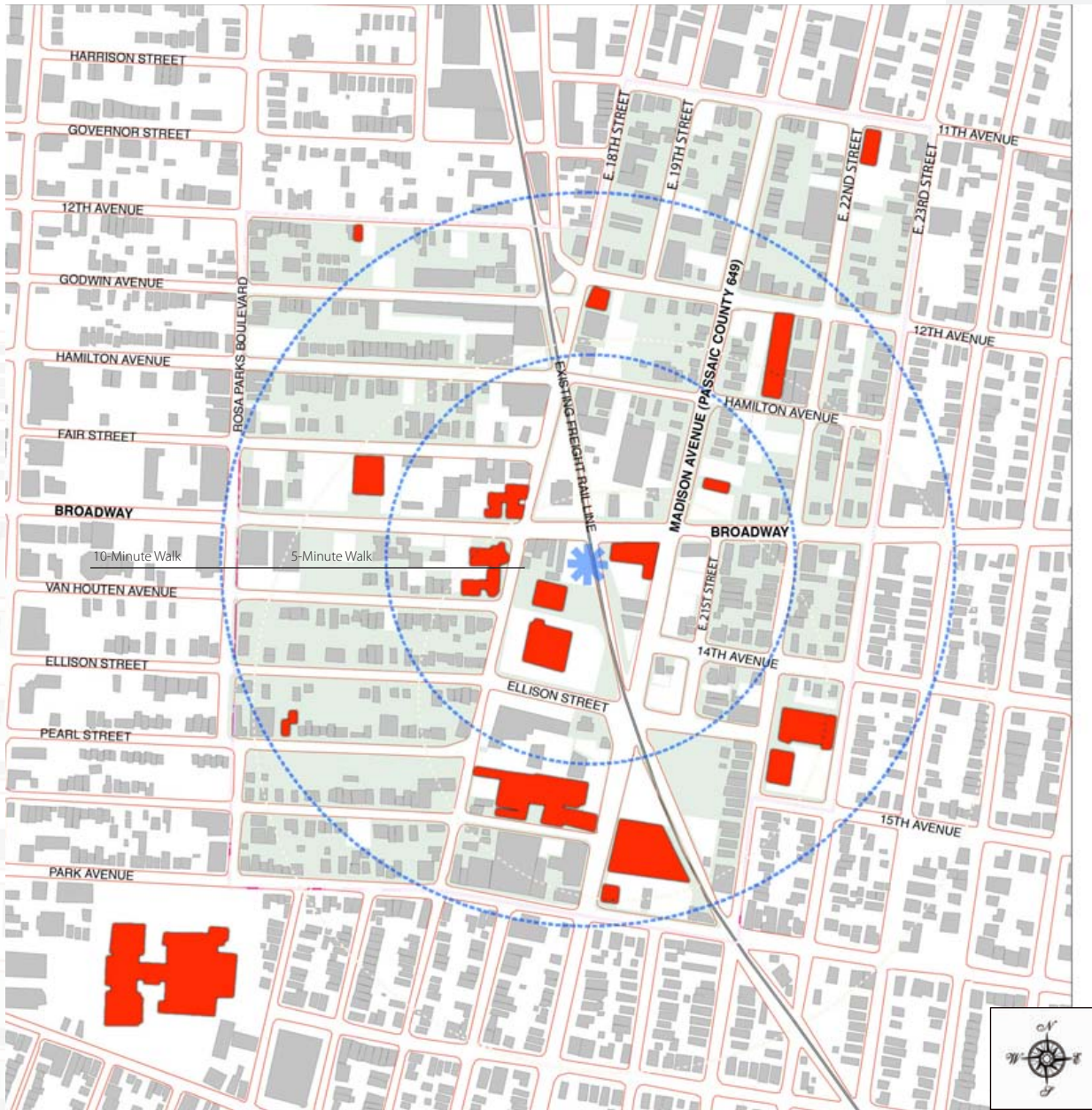
Funeral Home

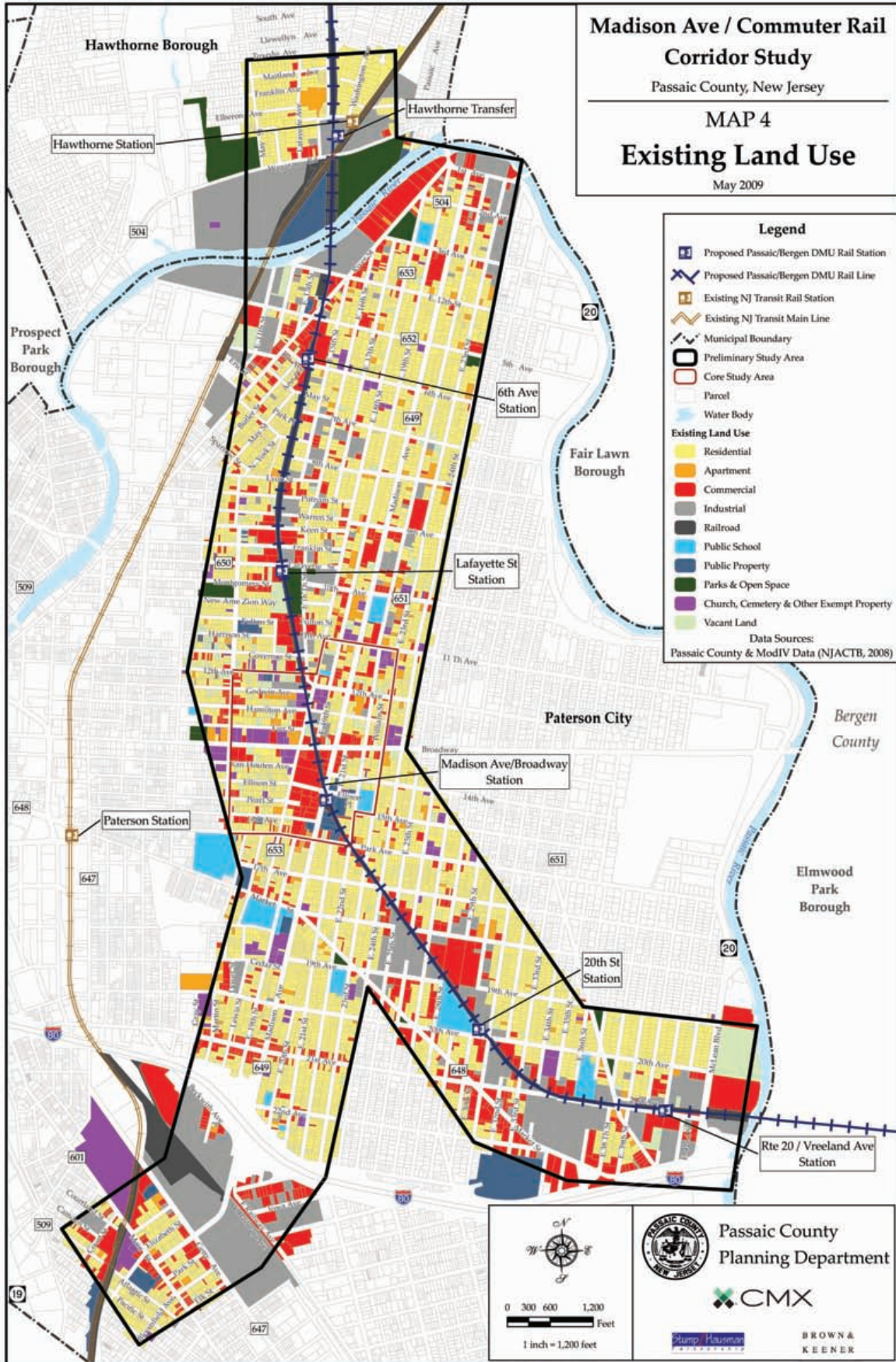


Love of Jesus Church

In the vicinity of the planned station there are many beautifully detailed early 20th century buildings. Some, such as the former Scottish Rite Temple, are constructed of enduring materials – marble, limestone, or brick. Residential buildings such as the porched houses along William Street, create a handsome ensemble that conveys a sense of neighborly watchfulness. Buildings and urban places of this quality endure and hold value if architectural heritage is preserved by public policy and if normal private investment in maintenance, rehabilitation and adaptive reuse is economically viable over time.

Important Architecture (5 & 10 Minute Walk from Train Station)





Existing Land Use

Map 4 illustrates the land uses in the study corridor. The corridor is mostly residential in character, comprising 46% (485 acres) of the area. The corridor contains very limited vacant land (37 acres) and tax-exempt (non-government) properties (30 acres). Parks and open space, public schools and other public property are lacking and only account for 6% (63 acres) of the corridor.

In the study area there is abundance of institutional (churches, cemetery, schools and public property) which are tax exempt. The major employers include Paterson Paper, Bus Depot, and PS 13.

See appendix for detailed land uses in the core study area. The institutions are located along Broadway, west of Madison Avenue and, along Madison Avenue north of Hamilton Avenue. Other train stations in the corridor do not have similar magnitude of exempt uses and vacant land in the immediate vicinity. They have mixed uses including commercial and industrial uses. Residential uses including apartments are located immediately adjacent to the commercial uses. The concept of mixed use around train stations appears to already exist in the study area as well as the study corridor. Commercial and general business uses are also concentrated along major thoroughfares including 21st Avenue, Market Street, Broadway, and River Street.

As recommended in the 4th & 5th Ward Redevelopment Plans of 2003 plans, development of a mixed use TOD at the proposed train stations is critical to enhance livability and opportunities that will benefit residents, businesses and generate tax revenue. Similar recommendations are documented in the 2003 Paterson City Master Plan Reexamination Report, the Passaic County Strategic Revitalization Plan, and the Paterson Research Initiative. Table 2-1 provides details on the zoning regulations in these areas.

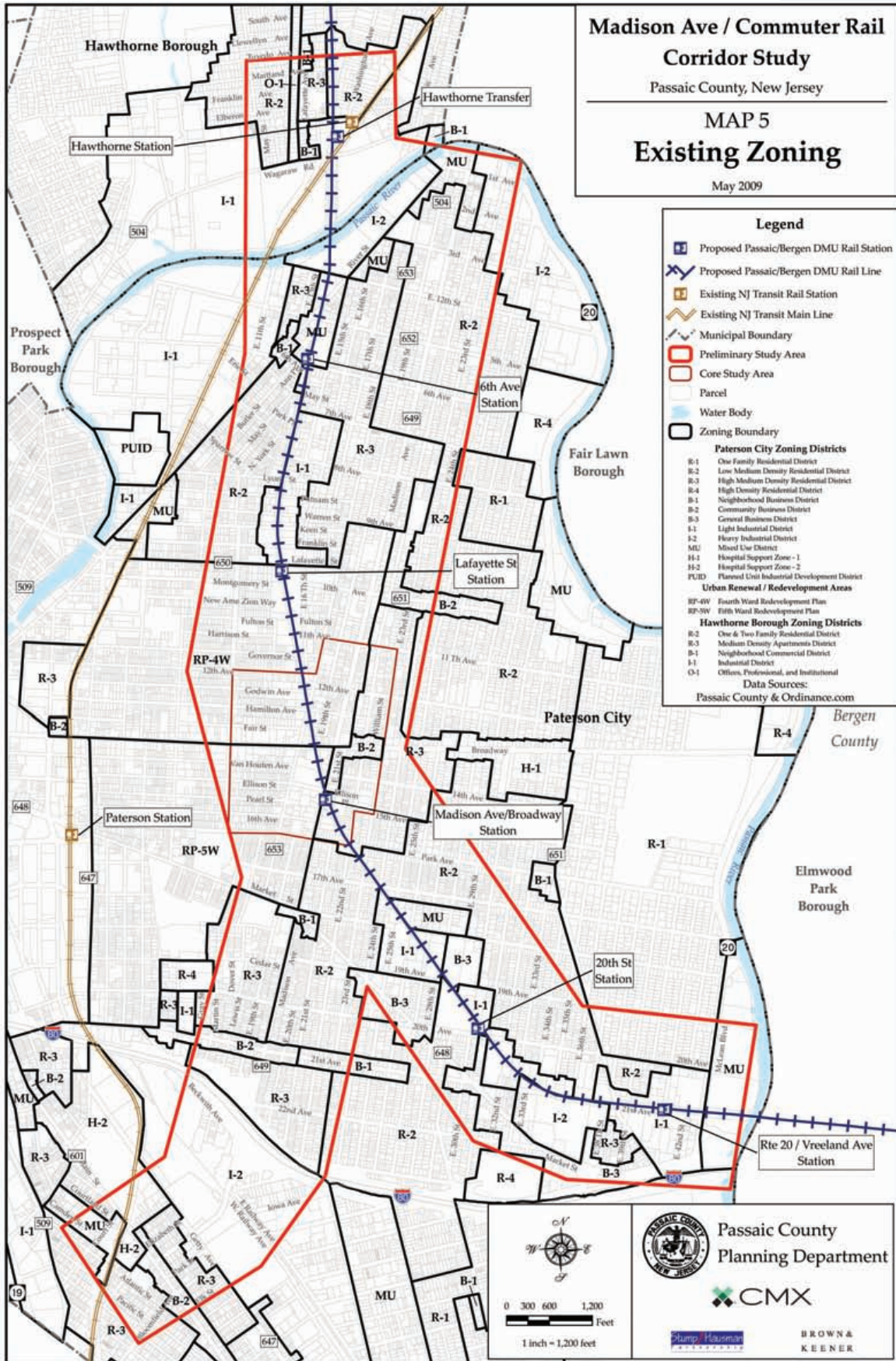
Existing Zoning

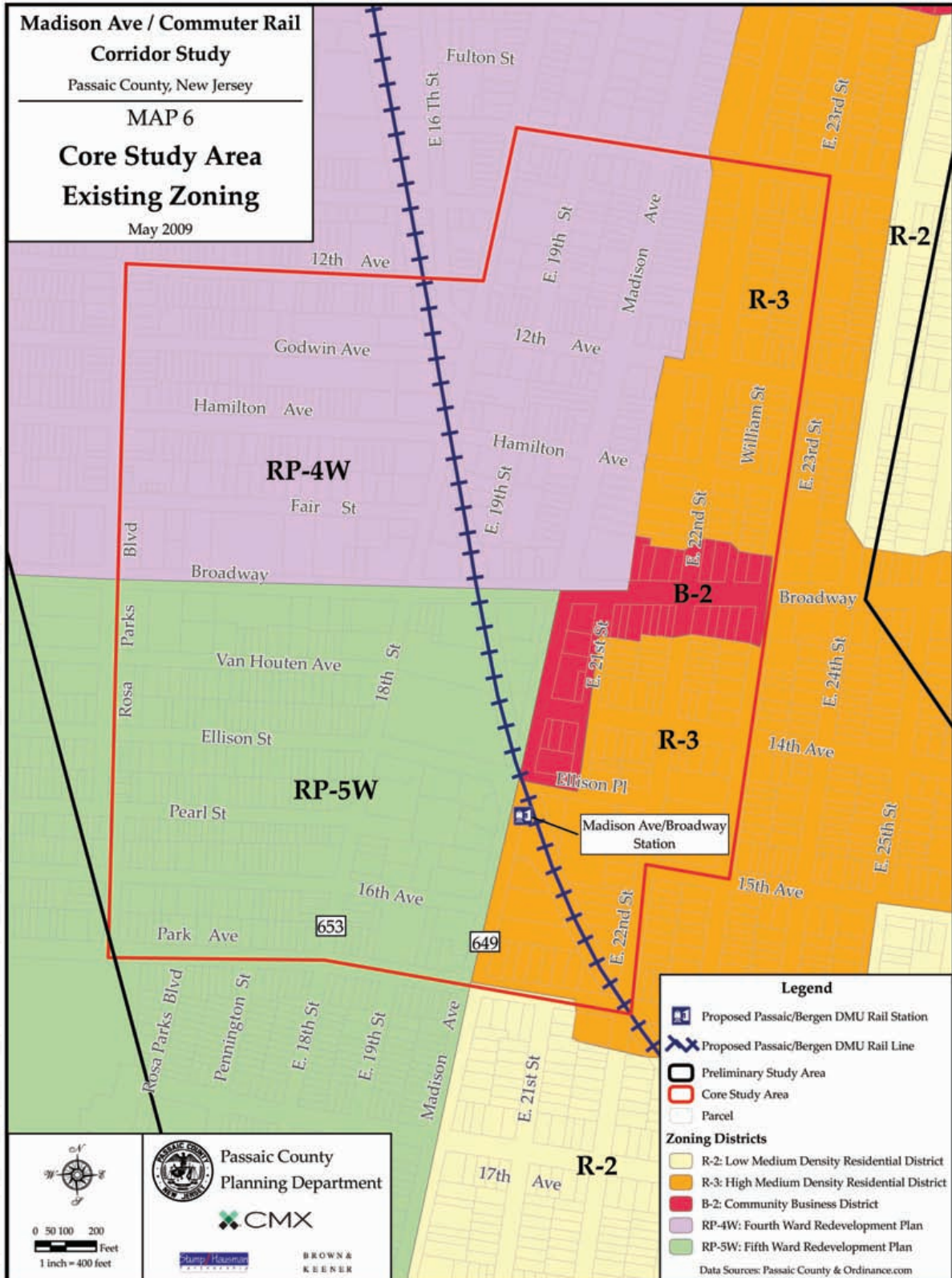
The existing zoning in the vicinity of the Madison Station is generally compatible with the concept of a TOD, i.e., mixed use at medium to high density. Maps 5: Existing Zoning and Map 6: Core Study Area Zoning, illustrate the existing zoning regulations. Most of the study area, primarily west of Madison, is covered by the 4th and 5th Ward Redevelopment Plans, which assign two districts to the study area – **Medium-High Density Residential and General Commercial**, and a **Public Overlay District** adjacent to the station.

The Medium-High Density Residential District is designed to permit a more intensive residential use of land with various types of dwellings. Density is maintained in medium range, (35-50 du/acre) while building height is kept low enough to be generally compatible with one and two family residential development. The intent of the General Commercial District is to provide sufficient space in appropriate locations for a wide variety of commercial and service activities. This district is normally located along major thoroughfares where a general mix of commercial and service activity now exist. The intent of the Public Overlay District is to create areas for public and quasi-public uses located close to commercial centers, but still accessible to much of the neighborhood.

The remainder of the core area is under the standard Zoning Code and is covered by the **R-3 High Medium Density Residential District** and the **B-2 Community Business District**.

The R-3 High Medium Density Residential District is designed to permit more intensive residential uses including townhouses, garden apartments and low-rise apartment buildings. Building height is kept low enough to be generally compatible with one- and two-family residential development (i.e., high-rise





2.a.

apartment buildings are prohibited). Certain low-intensity uses, e.g., long-term care facilities, and small-scale professional offices, are also permitted. Neighborhood retail and personal service uses that are located on corner lots along major roads are permitted in order to serve the needs of the surrounding neighborhoods.

The intent of the B-2 Community Business District is to provide for a wide variety of commercial and service activities, serving a wider area than the immediately surrounding neighborhood such as supermarkets. More intensive and larger scale commercial uses such as motor vehicle sales, building supply stores, and warehousing and light industrial uses are not permitted.

TABLE 2-1: EXISTING ZONING IN THE CORE STUDY AREA

DISTRICT	PRINCIPAL PERMITTED USES	DENSITY/INTENSITY
4th and 5th Ward Redevelopment Plans		
<i>Medium-High Density Residential</i>	Single, two, three and four-family dwellings. Neighborhood commercial on the first floor with two floors of residential above; restricted to corner parcels.	<ul style="list-style-type: none"> • Lot size: 2,500 to 3,500 SF • Density: 35 du/ac • Height: 35 ft/3 stories
General Commercial	Retail stores, restaurants, banks, galleries, loft dwellings, live/work units, funeral homes.	<ul style="list-style-type: none"> • Lot size: 5,000 SF • Density: 50 du/ac • FAR: 6.0 • Height: 60 ft/5 stories
Zoning Code		
<i>R-3 High Medium Density Residential</i>	From single-family to seven-family dwellings (but not high-rise apartment buildings).	<ul style="list-style-type: none"> • Lot size: 5,000 to 15,000 SF • Density: 50 du/ac • Height: 35 ft/3 stories to 80 ft/7 stories
<i>B-2 Community Business</i>	From single-family to seven-family dwellings (but not garden, low-rise or high-rise apartment buildings). Mixed use residential-commercial buildings. Full range of retail goods and services.	<ul style="list-style-type: none"> • Lot size: 5,000 SF • Density: 50 du/acre • FAR: 2.0 • Height: 40 ft/3 stories
<i>All use, bulk standards and enforcements are subject to additional conditions and requirements based on specific application.</i>		

Existing parking standards are high, requiring 4 spaces/1,000 SF of office space and 5 spaces/1,000 SF of retail space.

Recent residential developments in the area do not appear to match in character or adhere strictly to the 4th and 5th Ward Redevelopment Plans. Future developments should strictly adhere to the standards put forth in the Redevelopment Plans in order to stay in line with the goals and procedures put forth in these documents.

A review of the existing zoning immediately around the Madison Avenue/Broadway train station is R-3 which permits medium-high density of 50 dwelling units/acre at 3-7 stories. The R-3 zone around the train station area would offer significant benefit as high intensity mixed use including retail and office. The height restriction is reasonable although 4-5 stories may be more appropriate for transit oriented development. The RP-4W, RP-5W and B-2 Zones permit mixed uses and are generally consistent with TOD.

Environmental Resources

A detailed report on the environmental features is documented in the NJ Transit Environmental Impact Statement (EIS) of November 2007. The EIS assessed potential environmental impacts from the proposed project, and evaluated mitigation strategies and identified that there would be no significant negative impacts. The EIS determined that the proposed project and land around the stations would most likely attract development consistent with TOD, compared to existing less dense and auto-dependent development. Wetland losses of less than one acre would be mitigated through replacement, restoration, and protection.

2.a.

Green/Open Space

The study area generally lacks in Green/Open space as illustrated in the map below. Residential, institutional and commercial uses as well as the Barbour Park to the west, Wrigley Park to the north and recreational fields at Eastside HS require an enhancement to interconnect them with green space along streets and sidewalk. Green/open space in and around the station and in the study area are important for ecological health, quality of life and economic value, and green infrastructure increases attractiveness and overall image of an area.

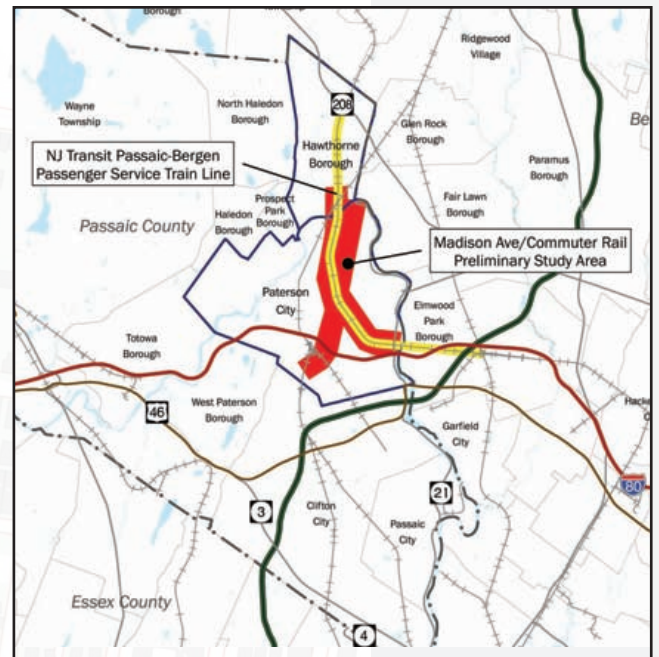
The Disconnect and Lack of Green/Open Space in the Study Area



2.b.

TRANSPORTATION SYSTEM NETWORK

The study area and City of Paterson have an extensive transportation system that accommodates automobiles, buses, trucks, bicyclists, passenger rail, and freight rail. The existing Main Line provides passenger rail service that runs west of the proposed passenger service with a designated stop in Downtown Paterson Business District and one in Hawthorne that will serve as the main line transfer point for the proposed passenger rail line. The roadway network comprises of roads, bus network, pedestrian amenities, parking, traffic control (signals, stop signs etc.) and the existing freight rail line that will be shared with the proposed passenger train service. The roadway network is well linked to the regional highways and provides accessibility to/from other parts of Passaic County, New Jersey, New York and Pennsylvania, among others through Interstate 80, the Garden State Parkway, US-46, and NJ-19, NJ-20 and NJ-208. An efficient and extensive transportation network provides opportunities to access jobs, shopping, recreation etc. Further, it facilitates alternative modes and access to both the locale of the TOD and neighboring cities. Coordination of the transportation system will be required to satisfy residents, visitors, and businesses, among others. Parking, capacity, safety and pedestrian & handicap amenity needs and loading areas for trucks along the commercial corridors (Broadway and Madison Avenue) will need to be enhanced. The following transportation system needs and efficiency are identified:



Traffic Flow and Roadway Capacity

In order to better evaluate traffic flow and capacity throughout the study area traffic models were constructed to look at what the actual traffic movements look like in the study area and what conflicts exist between vehicles, pedestrians, and bicycles. They also allow for various scenarios based on how much development the future vision of the study area may bring. Traffic counts were conducted for 36 intersections in the study area and additional information was provided from the Passaic-Bergen Passenger Service Restoration Project Environmental Impact Statement (EIS) prepared by New Jersey Transit. Future traffic demands were also modeled using the population and employment projections from the NJTPA as a baseline and making changes according to the results of the visioning recommendations. In addition, crash data was gathered for all the intersections along with side visits to determine any issues along the roadways and at the intersections for cars, pedestrians, and bicyclists. **More detailed information on how the models were constructed and the results can be found in Appendix D.**

2.b.

Madison Avenue/Ellison Place

Traveling North



Traveling West

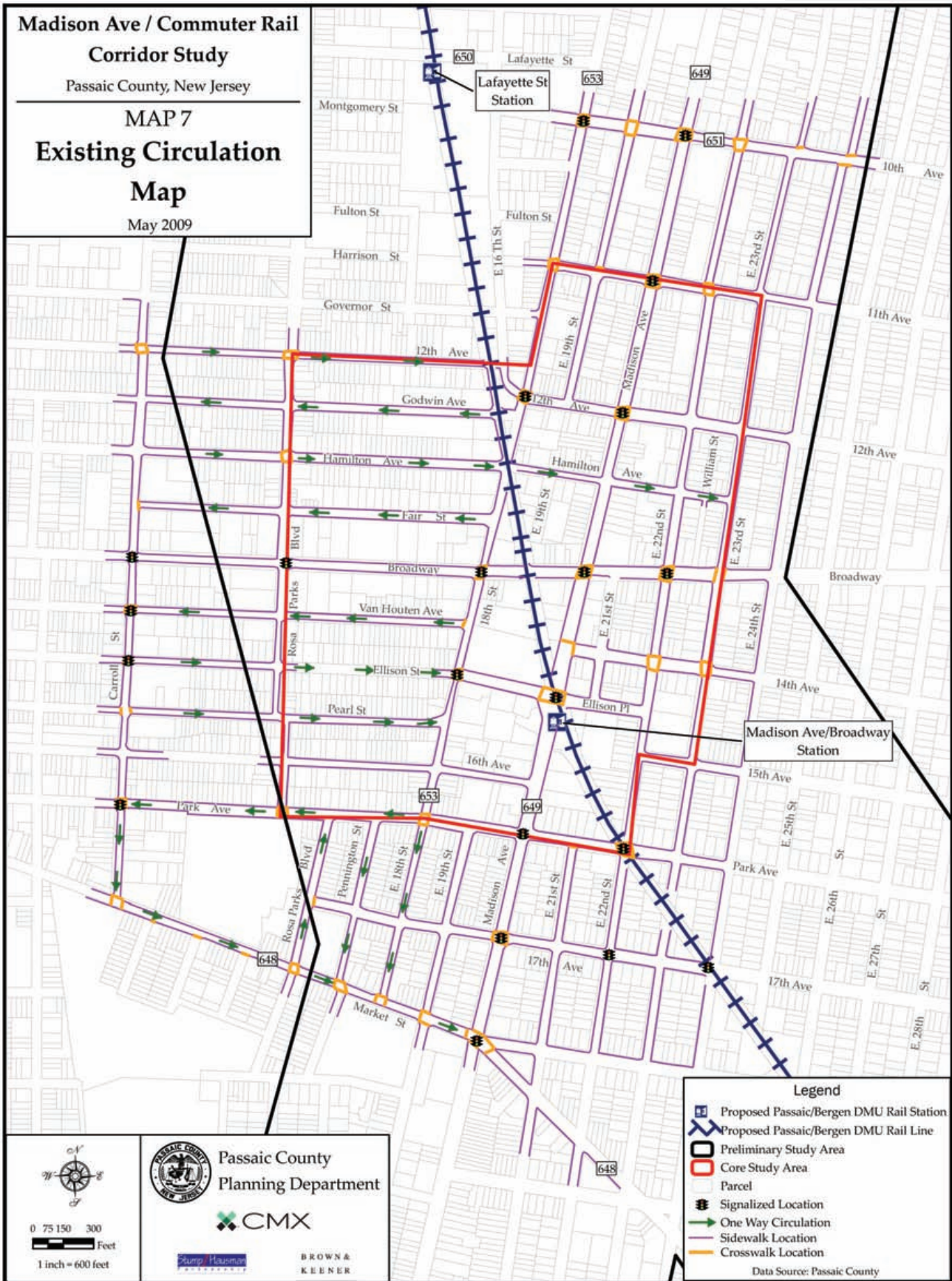


Traveling South



Traveling East





2.b.

The existing roadway network generally operates with nominal congestion. The intersections of Madison Avenue with Market Street, Park Avenue and Broadway generally experience some congestion from 7-8am and from 4:30-5:30pm but operate efficiently during other times of day. Occasional back-ups at these intersections and at the intersection of Madison Avenue with Ellison Place occur when the existing freight train is passing. The queues dissipate shortly afterwards. According to the NJ Transit EIS and the findings of this study, congestion will worsen in 2025, with or without the TOD. However, overall, the study area will not experience a significant change in operating capacity. Geometry and traffic control enhancements are recommended to increase intersection capacity and functionality as well as accommodate alternate modes including pedestrians and bicycles (see Traffic Flow/Circulation Enhancements below).

Traffic and Pedestrian Circulation

Traffic circulation in the study area requires enhancements to promote efficiency and functionality. The only circulation enhancements that have been proposed for the construction of the Madison Avenue Train Station as part of the NJ Transit Passaic-Bergen Passenger Service Restoration are signal timing changes to ensure sufficient capacity of vehicles. Appropriate enhancements for pedestrians and motorists to and from the station have not been proposed. The likely increase in pedestrian traffic as a result of a TOD, the train activity, the PS 13 School, and the residential neighborhood calls for significant enhancement of the pedestrian and vehicular circulation at this intersection.

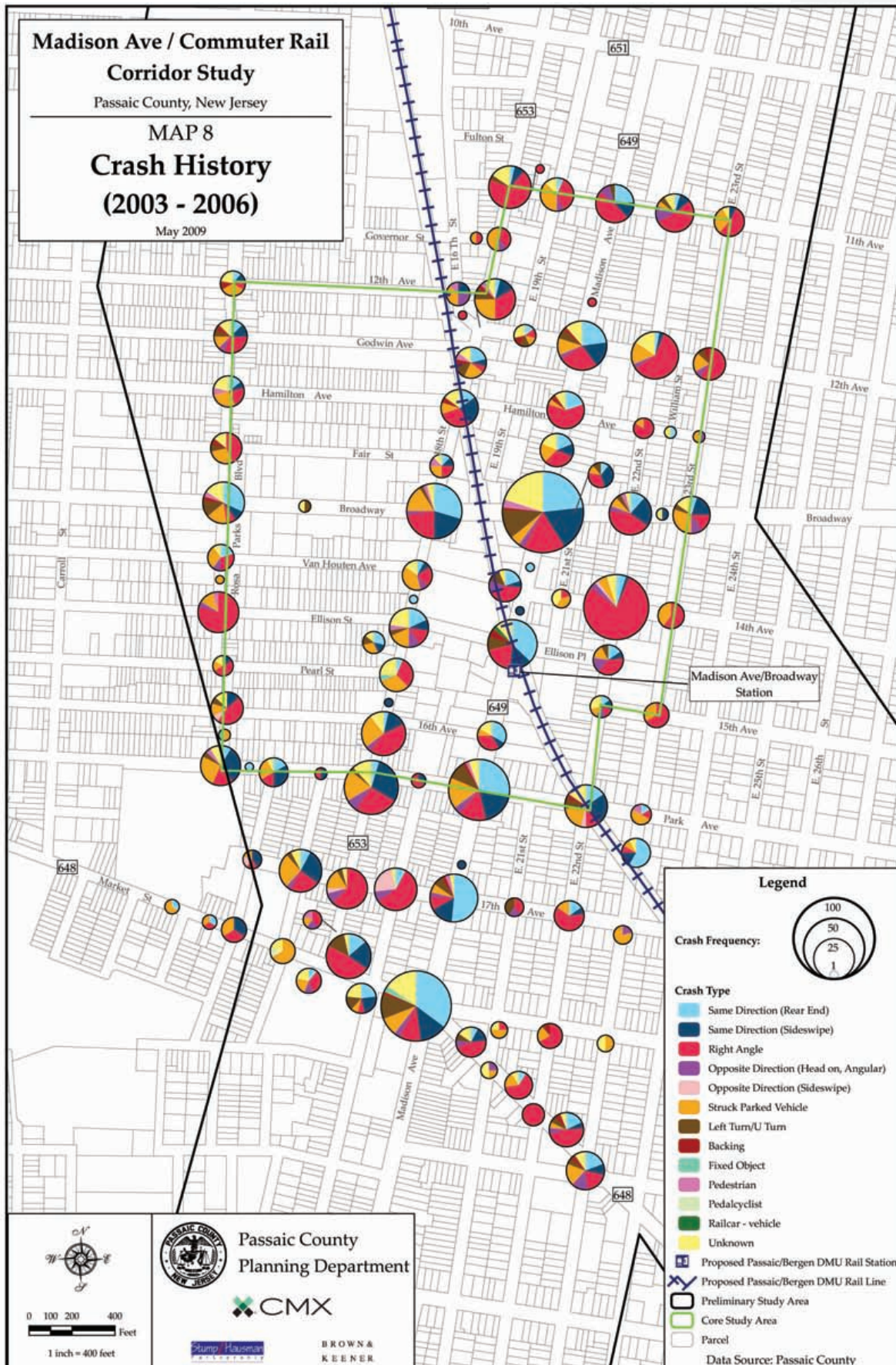


The series of one way eastbound streets west of Rosa Parks Boulevard south of Madison makes it somewhat difficult for visitors to navigate through the study area. **Consideration could be made to redesignate one way pairs instead of a series of eastbound one way streets and install way finding signage.** Traffic circulation is functional if there is appropriate information to guide the motorists or pedestrians. Currently, there is no information of how to travel to downtown Paterson from the study area.

Roadway Safety

The study area and particularly Madison Avenue experiences significant crashes as illustrated in Map 8. Based on the type of crashes in the immediate past 3 years, it appears that the key causes of accidents are:

- Wide, undesignated travel lanes that encourage bypassing and confuse motorists
- Restricted sight lines at intersections due to parked vehicles



2.b.

- Maneuvers into mainline traffic from parked locations especially near intersections
- Limited visibility due to street lighting
- Reactions to avoid jay-walking pedestrians especially at night when there is limited visibility
- Bypassing double parked vehicles/trucks
- Speeding possibly due to missing speed limit signs and enforcement

Specifically the following intersections have the most significant safety issues:

- **Broadway/Madison Avenue intersection**– experienced the highest number of accidents with 62% being either rear-end or right angled, including vehicles attempting to bypass others in the wide travel lane and vehicles maneuvering from parking.
- **14th Avenue/E. 22nd Street intersection**– approximately 80% of the crashes were right-angle crashes due to limited sight lines that are blocked by parked vehicles all the way into the intersection.
- **Madison Avenue/Market Street intersection** – approximately 65% of the crashes were either rear end or right angled including vehicles attempting to bypass others in the wide travel lane and vehicles maneuvering from parking. Vehicles parked into the intersection also raised concerns.
- **Madison Avenue/17th Avenue intersection** – more than 60% of the crashes were either right-angle or rear end accidents due to bypass maneuvers around stopped traffic.
- **Ellison Place/Rosa Parks Boulevard** – approximately 75% of the crashes were right-angle accidents owing to limited sight distance at the intersection due to parked vehicles.
- **Broadway/E. 18th Street** - approximately 80% of the crashes were either rear-end or right angled including vehicles attempting to bypass others in the wide travel lane. Signage restricting eastbound left-turns is confusing and is not clear to an approaching motorist.

Pedestrian Amenities

Numerous publications on TOD provide evidence that residents of transit-oriented neighborhoods tend to rely more on walking and public transit than residents of other neighborhoods. As such, walkability is at the heart of a TOD. Walkable design gives pedestrians the highest priority and although there is extensive sidewalks along the streets in the study area, there is little or no streetscape to enhance and motivate people to walk. Further, no streetscape is currently proposed in the area of the proposed train station. A walkable area is pedestrian-friendly if it provides convenient connectivity and environment to/from areas accessible to pedestrians. Such areas include the proposed train station, the proposed TOD, and the existing residential, religious institutions, PS 13, businesses and shopping along Madison Avenue and Broadway. The density and diversity of nearby amenities in or near the TOD enhance walkability.

An inventory of existing pedestrian amenities identified missing links in the pedestrian network including a lack of crosswalks and handicap ramps, some of which have simply faded over time due to tear and wear. Significant pedestrian traffic utilizes the sidewalk and crosswalk but jaywalking is apparent along the major roadways (particularly Broadway, Madison Avenue and Market Street) during the off-peak



Madison Avenue Intersections

hours, which may suggest that pedestrians do not always rely on straight paths along roadways but may be inclined to identify a convenient path because of no clear crossings. Pedestrians crossing midblock weave between parked cars to cross the street which is a safety concern. During the evening peak hours, pedestrian traffic was noted to be significant along Broadway and Madison Avenue and most people generally crossed at the intersections and not midblock. The apparent excessive street-widths without appropriate medians for refuge such as along Madison Avenue at Ellison Place are not appropriate or safe for pedestrian/handicap crossing. Additionally, where numerous vehicular conflicts occur, the propensity for pedestrian crashes increases. Table 2-2 shows the number of pedestrian crashes in the study area in the last 3 years, which is coincident with locations with the highest vehicular traffic conflicts and crashes such as the Madison Avenue/Broadway intersection that had 3 pedestrian crashes. Note that a number of traffic signals do not have pedestrian heads or count down timers.

As currently proposed under the NJ Transit design, the train station will be installed with a platform with a small shelter. The entire platform is not proposed to be covered. An enhanced train station is attractive to potential transit users and creates a sense of place/belonging.

Possible enhancements to the station are already being considered through the NJ Transit Public Transit Arts program but other elements such as a covering over the entire platform, wayfinding, and other signature elements should be looked at in order to reinforce the station as the focal point of the TOD.

2.b.

TABLE 2-2: PEDESTRIAN CRASHES (2003-2006)

CRASH LOCATION	# OF CRASHES
18TH ST (CR 653) & ELLISON ST	1
570-576 E 18TH ST (CR 653)	1
789 E 18TH ST (CR 653)	1
BROADWAY & E 22ND ST	1
BROADWAY & 18TH ST (CR 653)	1
E 18TH ST (CR 653) & 12TH AVE	1
FAIR ST & 18TH ST (CR 653)	1
MADISON AVE (CR 649) & BROADWAY	3
MADISON AVE (CR 649) & 7TH AVE	1
MADISON AVE (CR 649) & PARK AVE	1
PARK AVE & E 23RD ST	1
ROSA PARKS BLVD & BROADWAY	1
ROSA PARKS BLVD & ELLISON ST	1
ROSA PARKS BLVD & HAMILTON AVE	1
ROSA PARKS BLVD & PARK AVE	1
12TH AVE & E 16TH ST	1



2.b.

Bike Network

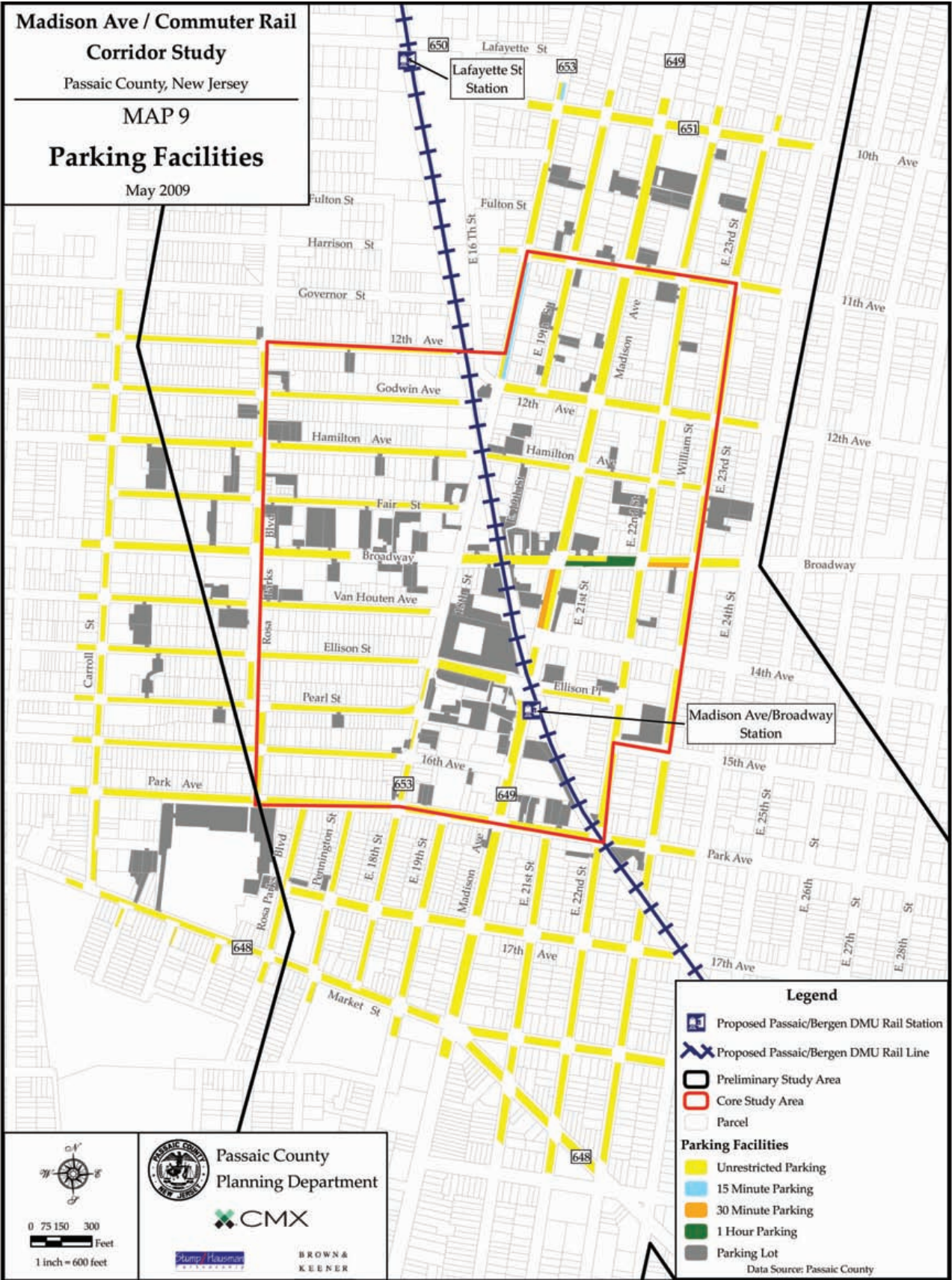
There are currently no designated bike routes in the study area. Currently approximately 0.3% of the commuters in the study area ride to/from work and yet biking is known to typically encourage residents that do not live in the immediate vicinity of a destination or the proposed train station to ride their bike instead of walking. Currently the bicyclists ride along the street or on the sidewalk. Riding along the street is preferred due to the excessive pavement widths of the main thoroughfares. Although detailed study and design are necessary to appropriately locate a safe and functional bike network, there is opportunity to incorporate bike paths within the existing right-of-way and thus “share” the streets. Considerations would include functionality of parking and bike lanes on the same side of the street and treatment at intersections. By providing bike paths along the major roadways in the study area will provide access not only to the TOD and core study area but to other places in the immediate area through yet another mode of non-motorized travel. With more than seven schools including Eastside High School, PS 13, Paterson School 24, and elementary/daycare centers proximate to the train station the need to enhance bike accessibility is apparent. Further, biking can be encouraged by providing such amenities such as bike racks at the train station and in strategic areas as well as partnering with transit providers to include bike racks on the buses. Biking is well publicized through public/civic education on wellness and health.

Parking Facilities

On street parking is permitted on the majority of the roadways in the study. Motorists park on either side of the streets. However, owing to the lack of designation of parking along the streets and the demand for parking in the area, motorists also park immediately adjacent to the intersections (illegally at times), often blocking sight lines. As currently proposed, the train station will not have a parking lot. No park-n-ride is planned in and around the station will constrain its accessibility and potential for TOD.

Additionally, there is no designated parking area for the PS 13 School which has approximately 85 members of staff. The staff park along adjacent residential streets where available. **During a preliminary meeting with the County, the school expressed the lack of parking as a major concern.**

Map 9 illustrates the designated on-street parking facilities including durations for which parking is currently permitted. The map illustrates available surface lots in the area including the parcels currently owned by the Parking Authority, which are located in the immediate vicinity of the proposed train station, that are conceptualized for redevelopment as part of the TOD.





2.b.

Bus Transit Service

NJ Transit provides bus service to the study area, Paterson City and the surrounding municipalities. The bus routes provide transit access and circulation in the local area as well as Paterson City, New York, Wayne and others. Map 10 illustrates the existing bus service to the study area, Paterson and other cities in the region. The buses that serve the study area provide good access and bus transfer opportunities to access residential, jobs and local stores in the local area and Paterson. In reviewing the bus routes and schedules and where residents of the study area go to work in the region including Wayne and Hackensack, it appears that there is ample weekday service from approximately 5AM to 11PM. However, when discussing bus service with local residents at the visioning session there was a major concern expressed about bus service to other areas for individuals working nights and weekends. These workers seem to have very few options to commute to work without a car and can explain the reliance of individuals in the study area to keep cars although there are a number of bus lines servicing the area. Further investigation of these schedules indicate more limited service after 8:45 PM and requires transfers that can deter riders. Bus service to Totowa, which supports 5% of the study area workers, is only from 5:45-8:45AM and from 3:45-6:45PM, further demonstrating a gap in service for a population very much in need of mass transit options at various parts of the day to access service industry jobs.

The commute to/from Hackensack by bus is likely to be shorter with the proposed train and could provide an opportunity to move these resources to the second shift and weekend workers. With coordination of schedules for the train and bus service, the proposed train will compliment the bus service and provide alternate accessibility to other modes of transportation such as the automobile. This coordination will be part of NJ Transit's work to make the Passaic-Bergen Passenger Rail Service operational. With a TOD, the local bus service will have to carry passengers destined to/from the train and the TOD while the train will provide access to the study corridor between Hawthorne and Hackensack and connecting train lines. As noted in the Access & Mobility 2030: Refining Transportation Strategies by NJTPA, bus routes in Paterson should be designed to compliment the proposed Passaic-Bergen passenger rail line and could be part of the resources used that are freed up by activating the rail line. The corridor along Broadway linking the TOD to the downtown should be reinforced as a safe route between the downtown and this new service hub for mass transit riders, pedestrians, and other modes of transportation. This emphasis will also bolster the TOD by making it an ideal transfer point for many of the bus lines that converge in the area and should be a priority as NJ Transit looks at bus service in the future.

There are four existing bus stops located proximate to the proposed Broadway/Madison Avenue station that are within one block of the planned station, making it an easy bus-train transfer. **However, there are no bus shelters at the bus stops.** Shelters generally provide convenient waiting areas

2.b.

including shelter from acute weather and are added value to attract passengers. These should be installed for the future and additional facilities should be considered if this is to be a bus hub between the new rail service and connecting to the west side of the city and the downtown.

Jitney Services

Jitney services generally operate on a fixed route, often with a flexible schedule. Spanish Transportation, a private firm in Paterson is the primary operator for jitney services in the City, linking Main Street through South Paterson, and Broadway to Elmwood Park, with final destinations in New York City and Jersey City. Other locations served from Paterson include Fort Lee, Union City, Garden State Plaza, Teaneck, Hackensack, and Clifton. In recent years however, there have been additional competition by other operators including NJ Best Way Transit Corporation and Meadowlink, primarily serving downtown Paterson and linking to adjoining municipalities. There is however limited service to the study area and the nearest service are along Broadway in the downtown area. Spanish Transportation has expressed significant interest to extend their service to the areas around the proposed train station. By providing service to/from the residential areas and other land uses to both the proposed train service as well as to/from work opportunities in cities such as Hackensack and beyond, Spanish Transportation foresee their service as complimenting the proposed train service.

Paratransit

The study area is served by various forms of transportation with flexible routes and schedules including taxicabs, limousines, and senior citizen and community center vans. There are eight listed taxi companies and numerous limousine companies in Paterson. The taxi companies are located primarily to the west of the study area in the downtown. Limousine service is more accessible to the study area and is more readily utilized by the local residents within the study area. The Passaic County Para Transit Program provides transportation for the county's senior citizens and disabled residents in need of non-emergency rides to medical appointments, shopping centers, County-run nutrition and adult daycare sites, and for the disabled residents to attend group work programs. Special lift vans are available to accommodate non-ambulatory individuals. Businesses offering day-labor jobs utilize private vans or hire jitneys to collect workers in the downtown as well as in the study area in the morning and return them in the evening.

3.a.

VISIONING PROCESS

The Visioning Process for the project involved tiered efforts to reach and engage the public and stakeholders. Through extensive coordination by the Passaic County Planning Department, a community engagement plan was developed. The process involved the following:

Met with local officials - Two meetings (coincident with NJ Transit public outreach meetings for the train service) were held to identify the key stakeholders, residents, and civic organizations that needed to be engaged and involved in the visioning process. Additional meetings were held with stakeholders and civic groups to further identify the best avenues for reaching people which included coordination with church groups, mail out survey, flyers, through the radio, newspaper, etc. Emphasis was laid on to engage the study areas multicultural community. The venue selected to hold the meetings was the St. Paul's Church. The first meeting on December 10, 2008 was held in the evening while the second meeting on February 12, 2009 was held in two sessions; one in the morning and the other during the afternoon.

Toured the study area - An extensive tour of the study area was conducted to carefully evaluate the study area to understand how people currently use it and navigate through it, to observe the building patterns that have evolved over time, and to photograph the existing design elements that make the study area and Paterson unique. Discussions were conducted with local residents and store owners.

Community Visioning Workshops (or "Events") - As indicated above, two community workshop meetings were conducted; one in December 2008 and the other in February 2009. These events provided community stakeholders with the opportunity to express their opinions on a range of urban design topics that might affect the corridor as the new train station makes new development possible. All the meetings were held at the St. Paul's Church hall in Paterson. Attendees included local residents who comprised of both English and Spanish speaking population.

After a short introduction and presentation by civic leaders and design consultants, stakeholders were each handed an identical set of "Talking Cards" to discuss in smaller groups with an assigned facilitator. The cards featured photographs of urban design topics or concepts with a title on the front, while the backs had space for ranking that topic's importance to the community and making extra comments. Participant cards were collected at the end of each session, after each group had enough time to discuss, rank, and comment on each topic.

In addition, data from the workshops was supplemented by a mail survey to the local residents. The responses from residents outlined their vision for the study area with regard to lacking services and amenities, quality of life and other concerns including security and safety.

TALKING CARDS



MULTI-FAMILY



NEIGHBORHOOD COMMERCE



CENTER

Data Analysis - The detailed data collected was then arranged in three prominent categories: buildings, streets and sidewalks, and operations. Every card that was collected was grouped in to one of these categories, and every ranking was recorded in a spreadsheet that was specially formulated to maximize statistical accuracy. The topics that consistently rated highest in each category, by average ranking, became the focus of the project team's analysis. The additional comments on stakeholders' cards for those top topics were then compiled and added to the recommendations. Besides adding valuable detail, the comments show that the statistical data is consistent with the citizens' vision.

3.b.

Community Visioning Event

TALKING CARDS



Is this important for the Station Area?
¿es importante para el área de la estación de tren?

NO
(NO)

YES
(SI)

If "YES," then how important is it?
(¿Si "SÍ," entonces que importante es?)

1 ← **2** — **3** — **4** → **5**
Not very important (No muy importante) Very important (Muy importante)

Comments (Comentarios): *This type of building would be a good addition to the area, as long as it was only allowed around the station and had a mix of shops.*

Community Visioning Event

DECEMBER 10, 2008



FIRST VISIONING EVENT SUMMARY

The three primary concerns of the participants in this session indicated a desire to “create an atmosphere” around the Madison Avenue Commuter Rail Station. First of all, they felt that the strong perception of public safety was critical to support activity in the corridor. Secondly, the results of the surveys show high levels of interest in a dense, mixed-use building program that would encourage an active street life. This development should occur in buildings adapted for reuse as well as new buildings that reflect the historic character of Paterson. The third significant concern was walkability. Future streetscape improvements around the station should address navigation, safety, and accessibility issues.

Relative to other corridor improvements, there are certain aspects of potential future development to which respondents dedicated relatively little importance. The results indicate that screen-printed signs are an undesirable aesthetic. Similarly, when compared to buildings with historic character, the majority of participants did not view buildings with a “contemporary” appearance as strong solution to development issues. The higher levels of rail activity and increased pedestrian traffic may increase the amount of noise but participants seemed willing to tolerate this factor. Finally, buildings set back from the street line also received a poor rating.

Community Visioning Event

FEBRUARY 12, 2009



SECOND VISIONING EVENT SUMMARY

The participants in the February session were interested in concepts that relate to the ability of the rail station and the future corridor to serve the community. Like the first session, participants felt that the strong perception of public safety was critical to support activity in the area. Furthermore, their interest in concepts that address navigation and pedestrian safety indicate that the design must have a strong level of walkability. Finally, participants were concerned with how the operation of the train station and surrounding businesses would fit in with their daily schedules.

Unlike the December group, the majority of the concepts presented were fairly important. However, the concepts to which the participants dedicated relatively little importance are noise, traffic, and screen-printed signs. The February responses show that they would like to see a well-managed flow of traffic and that they are willing to tolerate the noise associated with increased rail activity. The only design concept that received a poor rating was screen-printed signs.

FINDINGS

Top 10 Participant Concerns by Average Rating (Out of 5)	
<i>December 10, 2008</i>	
Policeman Walking	4.47
Night Lighting	4.20
New Buildings Near Station	4.00
Rail Station Retail	3.87
Restore Historic Buildings	3.80
Apartments Over-the-Shop	3.73
Textured Crosswalks	3.67
Wayfinding Signage Guidelines	3.60
Multi-Lingual Signs	3.60
Public Art in Station	3.57

Top 10 Participant Concerns by Average Rating (Out of 5)	
<i>February 12, 2009</i>	
Coordinated Transit	4.27
Policeman Walking	4.16
Night Lighting	4.15
Parking Around the Station	4.14
Street Trees	4.12
Clearly Marked Crosswalks	4.07
Wayfinding Signage Guidelines	3.99
Multi-Lingual Signs	3.90
Security Gates	3.85
Later Hours of Operation	3.77

Public Safety

The results of both sessions show that public safety was the overwhelming concern for future development in the Corridor. In the December survey, fourteen out of the fifteen participants survey expressed a desire for walking policemen, and seventy-three percent of the 'yes' responses rated the policemen at the highest level possible. Night lighting was the second most important concern in the survey with an average rating of 4.2 out of 5. Ninety-seven percent of the February respondents felt that night lighting was important to the station area while policeman walking was the second highest rated concept at 4.16 out of 5.



Foot patrols or other increased visibility of public safety officers will enhance the perception of public safety around the station

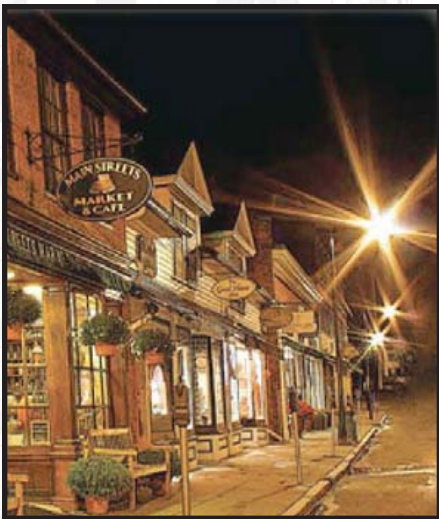
"It will stop the crime a whole lot."

"Safety improvement, encourages more personal contact w/ police & citizens."

"** Safety First!"

"Huge! Better presence than just a patrol car."

"Residents always voice concerns about safety."



The design can coordinate street lights, lit signs, exterior building lights, and light from the inside of buildings to promote safety. In addition, night lighting will also help to "create an atmosphere."

"Safety! Entice people to check out the area, draw people to spaces."

"Safety!"

"Definitely needed around the station."

"Safety and security."

"Very important to make the neighborhood safe at night."

Visioning Event Results

3.d.

Walkability

A pedestrian-friendly environment was another major area of concern in both visioning sessions. Textured crosswalks to improve pedestrian visibility and safety received a relatively high combined average rating of 3.87 while an overwhelming number of respondents indicated that wayfinding signage could improve the accessibility and navigability of the area. To address the diverse demographics in Paterson, 95% of all participants voted in favor of multi-lingual signs. The February session also showed a high level of interest in street trees.



Brick, stamped patterns, or other special pavers at designated crosswalks could improve safety of pedestrians in the station area.

"Much safer for pedestrians."

"Encourages pedestrians to cross at the right places."

"Provides safety and continuity."

"Need pedestrian safety."



The coordination of wayfinding signage and posted maps assist in navigation. These items highlight major destinations and other points of interest in a district or corridor. Signs may be multi-lingual.

"Should be put in English and Spanish."

"It's a must because people who don't live here don't know how to get around."

"Paterson is very hard to navigate. NO SIGNS NOW!"

"Would be valuable and give a boost to area's image."

Building Design and Program

One category in which December participants expressed great interest was the design of buildings in the Corridor. 100% of the participants felt that it was important that new buildings surround the station, yet they do not want these buildings to take on a “contemporary” appearance. Rather, 87% said that they would like to see the reuse of historic buildings that reflects the historic character of Paterson. The responses to “Apartments Over-The-Shop,” to which 93% of respondents voted “yes,” stressed the importance of density and a mix of uses to guide the future building program.



New construction of buildings with a mix of uses adjacent to and in the vicinity of the new station help to create a “Transit Village.”

“Help with the aesthetic of the station.”

“Mixed use makes the most sense.”

“Very nice as long as we keep the beauty of Paterson in tact; Green Built!”

“Lift up quality of living.”



Older buildings can be restored to their original appearance whether or not they continue to host the same uses. Old mills can become apartments or offices, adding more options for housing, bringing residents to the station area, and helping business grow.

“CRITICALLY IMPORTANT!”

“This is the basis of what makes Paterson beautiful.”

“For Paterson history purposes.”

“Identity with Place/Culture.”

“Yes, where possible.”

3.d. Visioning Event Results

Operations in the Station Area

Participants of the February session felt that the station area should be able to serve the community in a functional manner. Ninety-four percent of the responses indicated that coordinated transit was important to the station area and the concept earned the highest average rating of 4.27. Ninety percent of the respondents voted in favor of having businesses with later hours of operation.

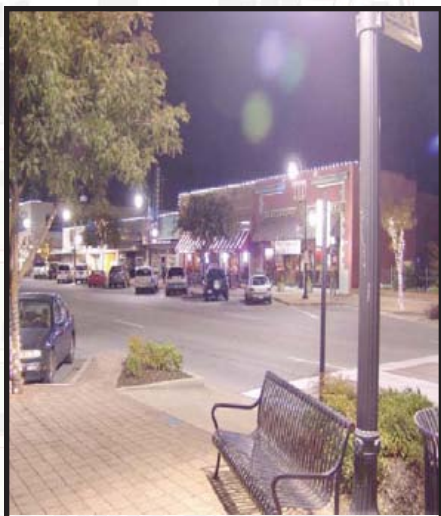


Bus schedules are changed to coordinate with the new train schedules. Buses would arrive at the station before each train arrives and departs after each train departs allowing for maximum transferability.

“So we don’t waste time.”

“Save travel time to jobs outside Paterson.”

“Definitely.”



New development in the corridor may include businesses that operate during later hours of the night.

“Yes they need to be open.”

“Some people work long hours and to have stores and shops open after working hours is great.”

“Giving something else to eat late.”

“Stores should be open late for people on the train.”

Concepts with Negative Responses or Little to No Importance

Compared to other site improvements, there are certain aspects of potential future development to which participants reacted negatively or rated with relatively little importance. With a combined average rating of 1.85 between the December and February sessions, one of the least important concepts for the December session was screen-printed signs. Fifty-five percent of all respondents indicated that noise was not important an important factor. However, the comments show that steps should be taken to prevent disruptive noise.



Screen-printed signs are large, vinyl, backlit signs with colorful words or photos that advertise the name and services to be found inside commercial establishments.

"Can be over the top and tacky."

"Not attractive."

"These type of signs are so common in my neighborhood. It would be refreshing to see a diversity."

"It is an eyesore."



People can become a source of noise when commuting or gathered in large crowds

"Its always gonna be noisy."

"It's a city, noise is therefore a factor of life."

"Noise shouldn't be a problem."

"Peace and quiet, train noisy."

"Some noise is tolerable."

In the December session, two other concepts that received poor ratings were design elements. 53% of participants voted against the incorporation of contemporary building appearances into the future concept. However, of those who responded yes, it received a relatively high rating. The comments reflect a preference among the December respondents towards historic character and a desire to include contemporary buildings only where appropriate. Although 68% approved of buildings that are set back from the streets as a concept in the future design, its average rating of 1.73 shows that it was relatively unimportant.



Newer buildings, such as the County Complex in downtown Paterson, can have a contemporary appearance in form as well as building materials and finishes.

“Should be context sensitive to historic surroundings.”

“Does not have to be modern-looking in order to work.”

“Not Faux.”



Most commercial buildings in Paterson today are close to street, while most residential buildings are set back a small distance.

“Liven up sidewalk life.”

“NO SETBACKS!”

“Maybe only residential.”

“Depends on existing buildings and building type.”

CONCEPTS



THE STATISTICAL RESULTS OF THE VISIONING EVENT SHOWED MANY CONSISTENCIES REGARDING A NUMBER OF URBAN DESIGN CONCEPTS. OVERALL, MOST SEEMED TO FAVOR PLANNING AND DESIGNING FOR A “SAFE, WALKABLE” TRANSIT-ORIENTED NEIGHBORHOOD. ACHIEVING THAT VISION WOULD REQUIRE:

● BUILDINGS

Near Streets and Sidewalks

Mix of Uses: Shops with apartments above

New and Restored/Re-used

● STREETS & SIDEWALKS

Active Street Life

Easy and safe to cross streets

Pedestrian-oriented streetscaping

Parking behind buildings and on streets

● OPERATIONS

Attractive green space and public signage

Well-lit and patrolled

Visioning Concepts

3.e.

BUILDING PLACEMENT

"Buildings Set Back (Far) From Street" Setback Lines received among the poorest of ratings (1.73). This concern supports our recommendation that buildings, especially those of a commercial nature and near the station, should be close to the street. Parking can still be provided, as can open space, with careful design.



3.e.

BUILDINGS

Participants valued “Apartments Over The Shop” (93%) with “Rail Station (related) Retail” on the ground floor. These mixed-use buildings, at appropriate scale Buildings with historic appearance also rated highly among respondents (3.80), although those with contemporary appearance would be acceptable if they followed mixed-use form and arrangement. Also note that 100% of participants felt it was important that new buildings surround the station, which we also recommend as a primary design feature.



Visioning Concepts

3.e.

STREETS

“Clearly Marked Crosswalks” and “Textured Crosswalks” scored highly in both December and February sessions, showing that there is a concern over the crossability of streets in the area. It is our recommendation that streets be designed for slower auto traffic, with adequate signage and material changes to promote safe pedestrian circulation throughout the station area.



3.e.

SIDEWALKS

Many comments referred to a desire for a safe, walkable neighborhood. The high rankings of concepts such as "Policeman Walking," "Night Lighting," "Street Trees," and those relating to crosswalks supported these comments. To achieve those goals, we recommend adequate sidewalks, crossings, and pathways be provided. To maximize safety and usability, they should be landscaped with street trees and provide benches, bike racks, and streetlamps.



Visioning Concepts

3.e.

PARKING

"Parking Around The Station" was of high concern for many respondents. Since "New Buildings Near Station" and "Rail Station Retail" were also of concern. We recommend that new buildings be constructed near the station with ample parking located behind the new buildings and on streets where possible. This arrangement will maintain the walkable streetscape that many citizens have called for.



3.e.

OPERATIONS

Since the overall concepts that emerged related to public safety and walkability are interrelated. The building and street operations should be designed to promote and maximize these concepts. For example, "Policemen Walking" (4.16-4.47) on foot patrols will be made easier by enhancing walkability and minimizing auto-dependence, which along with "Night Lighting" (4.15-4.20), will help make safe "Later Hours of Operation" (3.77) possible.



3.e.

OPEN SPACE

High levels of interest in a dense building program should also allow the opportunity for small open spaces. Large open spaces did not appear in many comments. Open Spaces and other civic landmarks should be easy to find, since “Wayfinding Signage Guidelines” (3.99) and “Multi-lingual Signs” (3.90) rating, were very high among participants. Large expanses of parking should not count as Open Space.



VISION

This section of the Madison Avenue Corridor Study illustrates the Vision Plan for the study area. The Vision Plan recommendations were formulated in response to needs demonstrated through the demographic research, mobility modeling, feedback from various stakeholder groups, and results of the visioning sessions and public comments that are detailed in the previous sections. These recommendations will serve as a base to start developing specific concepts with the City of Paterson in the form of “problem statements” for the NJTPA Capital Transportation Planning Process in order to qualify for federal transportation improvement funding. The Vision Plan is broken down into the following sections:

1. **The Vision** – This presents the overall vision for the study with all of its components. The main focus of this section is the land use and how the recommendations shape the build environment. The overall map is followed by two simulations of what intersections could look like in this new building environment. A land use chart provides more detail on the new residential, commercial, and office space in each building. The last part of this section provides photos of what the locations currently look like or what the possibility is for each of the locations. These photos correspond to labels on each of the buildings on the map (A – GG).
2. **Circulation and Streets** – This section illustrates the recommendations for traffic flow, including new circulation patterns, and details about specific enhancements based on the capacity and safety research that was done.
3. **On-Street Parking** – This presents recommendations on-street parking configurations based on the needs expressed at the public meetings, the potential need for parking of the new building recommendations, and availability of various opportunities. Included in this are parking on-street parking rule restrictions, loading zone recommendations, and types of parking (i.e. parallel and angled parking).
4. **Off-Street Parking** – This section details off-street parking strategies that make the best use of the new building configurations, how to “green” parking facilities, and ways coordinate and consolidate parking.
5. **Streetscape** - This section shows where streetscape improvements should be strongly emphasized in order to create a safe and attractive environment for pedestrians, enhance the buildings, connect people to different sections, and provide more green space and trees. The recommendations target different areas as focal points.
6. **Green/Open Space** – This section provides recommendations on how current facilities can be enhanced with green features such as street trees, landscaping parking lots, pocket parks, and green roofs. In addition it focuses on specific recommendations for new parks. The new recommendations correspond to the map using a number system.

4.a.

VISION

Transit-Oriented Development potential around the station is highest on Municipally-owned parcels and single-use retail properties with oversized surface parking lots. Blocks with this type of Land Use or occupancy could be turned in to a walkable neighborhood center for the community. A focal plaza, surrounded by mixed-use buildings of 3-5 stories, would act as the “hub” of this urban village.

Broadway will also benefit from Transit-Oriented Development around the station, and special care should be taken to ensure that it reaches full potential and operates in tandem with any new construction to continue serving the people of Paterson.

Vacant lots not specifically mentioned or given a number are recommended to be built as infill Single/Two Family Homes, though garage doors or front auto access should be avoided.



4.a.

VISION

Possible Future Configuration at the Intersection of Madison Avenue and Ellison Street

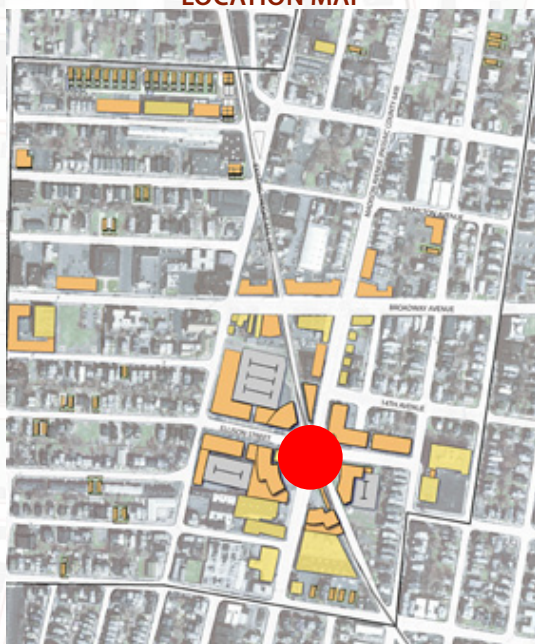


NOTE: The above image shows general design concepts only and does not represent any specific proposals



Existing

LOCATION MAP



4.a.

VISION

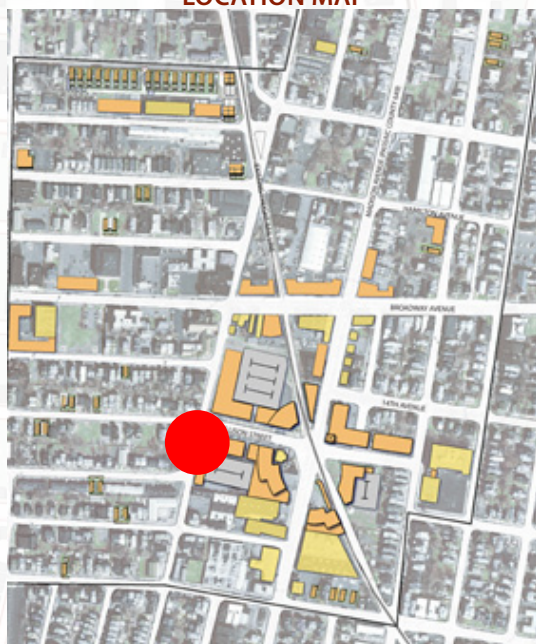
Possible Future Configuration at the Intersection of 18th Street and Ellison Street



NOTE: The above image shows general design concepts only and does not represent any specific proposals



LOCATION MAP



4.b.

LAND USE

Concentrating Retail uses on the ground floor of buildings surrounding the train station plaza and along Broadway should help create a vibrant urban neighborhood center. The upper floors of the mixed-use buildings should be constructed (or renovated) to contain multifamily residential units. Office space may be plausible but in limited numbers and should mostly concentrated near the train station.

		Retail Floors (#)	Office Floors (#)	Res Floors (#)	TOTAL FLOORS (#)	Retail Area (sf)	Office Area (sf)	Residential Area (sf)	TOTAL Area (sf)	Notes
Footprint in SF or Building Type for NEW CONSTRUCTION										
A	13,000	-	-	3.0	3.0	0	0	39,000	39,000	35 Res Units +/-
B	13,000	-	-	3.0	3.0	0	0	39,000	39,000	35 Res Units +/-
C	8,000	-	-	3.0	3.0	0	0	24,000	24,000	21 Res Units +/-
D	4,000	1.0	-	-	1.0	4,000	0	0	4,000	
E	9,000	-	-	3.0	3.0	0	0	27,000	27,000	23 Res Units +/-
F	15,000	1.0	-	2.0	3.0	15,000	0	30,000	45,000	
G	15,000	1.0	-	2.0	3.0	15,000	0	30,000	45,000	
H	9,500	1.0	-	2.0	3.0	9,500	0	19,000	28,500	
H2	5,700	-	1.0	3.0	4.0	17,000	5,700	17,100	39,800	Res Units Above for Veterans
I	15,000	1.0	-	2.0	3.0	15,000	0	30,000	45,000	
J1	7,500	-	-	2.0	2.0	0	0	15,000	15,000	13 Res Units +/-
J2	Townhomes	-	-	-	-	0	0	0	0	4 Townhomes
K	7,000	-	-	3.0	3.0	0	0	21,000	21,000	18 Units
L	L/W (1,200)	-	-	-	-	0	0	0	0	2 Live/Work Homes
M	0	-	-	-	-	0	0	0	0	See 4.b. for Recommendations
N	0	-	-	-	-	0	0	0	0	See 4.b. for Recommendations
O	22,000	1.0	-	2.0	3.0	22,000	0	44,000	66,000	28 Res Units +/-
P	6,000	1.0	-	1.0	2.0	6,000	0	6,000	12,000	
Q	L/W (1,200)	-	-	-	-	0	0	0	0	2 Live/Work Homes
R	14,000	-	-	2.0	2.0	0	0	28,000	28,000	24 Res Units +/-
S(Base)	18,000	1.0	-	-	1.0	18,000	0	0	18,000	Base (1st floor of Bldg S)
S(Tower)	9,500	-	-	2.0	2.0	0	0	19,000	19,000	Tower (Upper floors of Bldg S)
T	5,000	1.0	-	-	1.0	5,000	0	0	5,000	
U	20,000	1.0	-	1.5	2.5	20,000	0	30,000	50,000	25 Res Units +/-
V	10,000	-	-	2.0	2.0	0	0	20,000	20,000	22 Res Units +/-
W	0	-	-	-	-	0	0	0	0	See 4.b. for Recommendations
X(Base)	30,000	1.0	-	-	1.0	30,000	0	0	30,000	Base (1st floor of Bldg X)
X(Tower)	12,000	-	1.0	3.0	4.0	0	12,000	36,000	48,000	Tower (Upper floors of Bldg X)
Y	9,000	1.0	3.0	-	4.0	9,000	27,000	0	36,000	
Z	11,000	1.0	-	3.0	4.0	11,000	0	33,000	44,000	
AA	0	-	-	-	-	0	0	0	0	See 4.b. for Recommendations
BB	0	-	-	-	-	0	0	0	0	See 4.b. for Recommendations
CC	38,000	1.0	-	-	1.0	38,000	0	0	38,000	
DD	0	-	-	-	-	0	0	0	0	See 4.b. for Recommendations
EE	0	-	-	-	-	0	0	0	0	See 4.b. for Recommendations
FF	L/W (1,200)	-	-	-	-	0	0	0	0	4 Live/Work or Small MixedUse
GG	0	-	-	-	-	0	0	0	0	See 4.b. for Recommendations
Full Vision Total						230,500	44,700	405,100	680,300	+1,200sf in Office or Retail per L/W (plus 1 Res Unit)...also SF and Townhomes

4.b.



BUILDING A

Located on 12th Avenue, this new 3-story residential loft style building would be one of a three part building solution to accommodate Paterson's residential needs in this section of the study area. This building could range between 38,000 and 40,000 square feet, and with industrial aesthetic and modern amenities, it could fit well in this block.



BUILDING B (GODWIN AVE MILL)

Located on 12th Avenue, this building is the second part of the three part residential solution on 12th Avenue. This building could convert the existing Mill building to a loft style residential building.



BUILDING C

Located on 12th Avenue, this 3-story residential loft style building is part three of a three part building solution to accommodate additional residential needs. This building could range between 38,000 and 40,000 square feet.



BUILDING D

This small corner store building, ranging between 4,000 and 10,000 square feet, is located at E 23rd Street and 11th Avenue. This building has the unique opportunity to lease out property for the adjacent Church's benefit.

4.b.



BUILDING E

A small 26,000 to 28,000 square foot corner store building could be located at Godwin Avenue and Rosa Parks Boulevard, and would serve as a mixed use building.



BUILDING F (CURRENTLY OFFICE BUILDING)

This existing office building located on Broadway near Rosa Parks Boulevard has the opportunity to undergo a renovation (or redevelopment) to a parkside mixed-use building with residential floors above retail. It also has the potential to be expanded to Rosa Parks Boulevard with internal an parking court. As a park "liner" building, it's primary purpose would be to frame the new park and compliment the solution proposed for Building G.



BUILDING G

Much like Building F, Building G should frame the proposed park. As a 44,000 to 46,000 square foot mixed use building, located at the temple parking lot, this could also potentially add ratables and leasable space for the church's benefit.



BUILDING H (also H2)

Located on the North side of Broadway West of the rail tracks, this Building H would serve as a mixed use "Main Street" style building with ground-floor shops and apartments above.

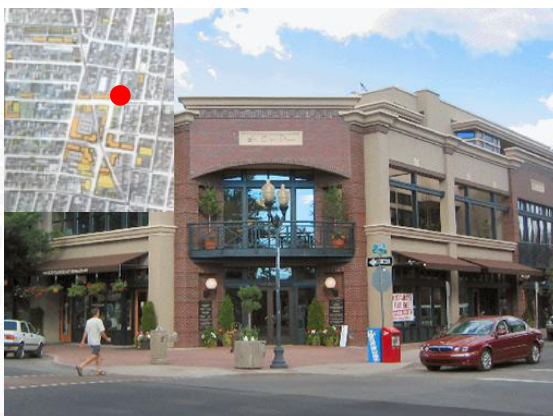
Building "H2" is a current proposal for a new 4 story building with commercial on the first floor and residential (for veterans and low income) on the top three floors.

4.b.



BUILDING I

Similar to Building H, this building would also serve as a mixed use building. This building however would be made to look like a series of connected buildings through variations of materials and setbacks along the facade.



BUILDING J

Located at Broadway and Madison, this building would be a mixed use building with a prominent corner presence. The side facing Broadway would serve as retail, while the side facing Madison would serve as live/work.



BUILDING K

This 2-3 story building at Hamilton avenue would cater to the growing need of residential buildings in Paterson and would range from 20,000 to 22,000 square feet.



BUILDING L (BROADWAY AVENUE INFILL)

Located opposite of Buildings H and I, Building L would be a mixed use building designed to compliment the aesthetics of the neighboring mixed use buildings on Broadway. These uses range from shop-window retail on the ground floor to residential on the top.

4.b.



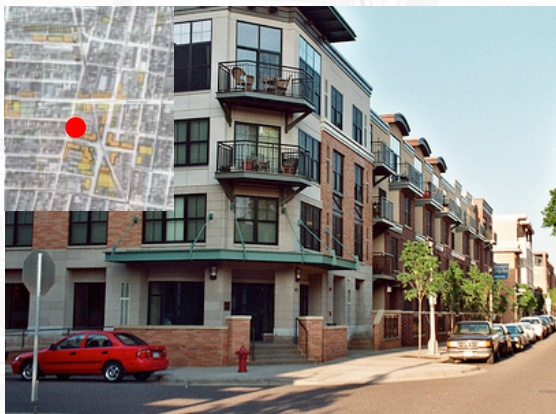
BUILDING M (SHOWCASE LAUNDROMAT)

This existing commercial building, located at Broadway and Madison, will be preserved as a prominent corner landmark. The parking area in the rear can be consolidated.



BUILDING N (BROADWAY AVENUE COMMERCIAL ROW)

Located across Madison from Building M, this existing mixed use building would be preserved as part of a preservation of all mixed use buildings on Broadway. Where there is only 1 floor of retail, residential or office units could be added above.



BUILDING O

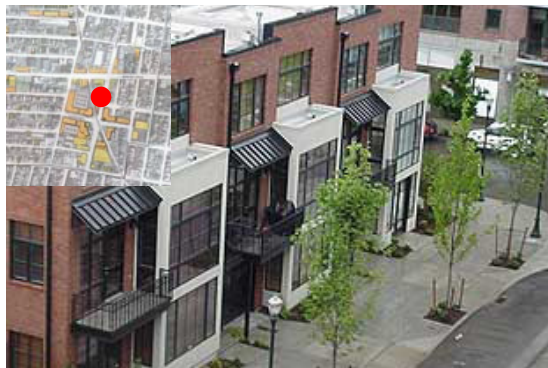
Building O should be a 55,000 to 65,000 square foot mixed use building that would feature a parking solution in the rear, either as a structured parking deck or as a landscaped surface lot.



BUILDING P

Located between 14th Avenue and Broadway on Madison, this 11,000 to 13,000 square foot building would screen the existing rail road tracks from Madison Avenue.

4.b.



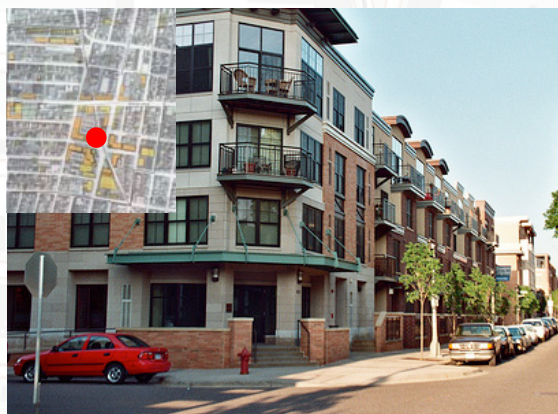
BUILDING Q

These single homes are part of a relocation strategy for buildings that are currently located on 14th Avenue. Rather than completely remove them, they could be renovated into professional offices or other home-based commerce.



BUILDING R

Similar to Building O, this 26,000 to 28,000 square foot building would feature residential units overlooking Ellison street. This 2-4 floor building is part of a series of buildings that will create a promenade leading to the center of Patterson.



BUILDING S

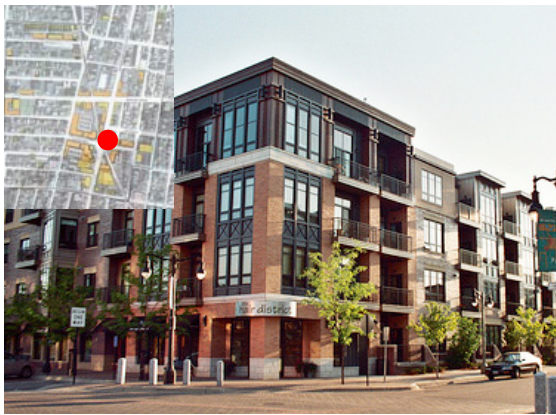
Building S will function as a mixed use building with a multifamily residential tower at the corner of Ellison and Madison. About half of the approximate 37,000 proposed square feet will be dedicated to retail space, where as the remaining space will be dedicated to the multifamily units.



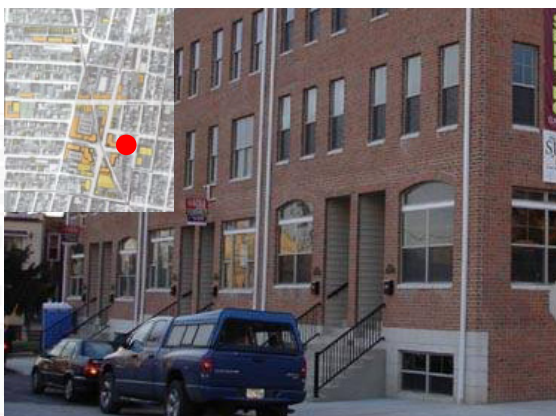
BUILDING T

This small, 5,000 square foot building located on Madison just off of the major intersection and the station area could function as a covered pavilion for temporary commercial uses; such as farmers markets and seasonal sales. This building also functions as a buffer to the rail road tracks.

4.b.



BUILDING U Similar to Building S, Building U could include about two dozen residential units and almost 20,000 square feet of retail space. This building also includes surface parking, and would combine two existing blocks into one to relieve congestion and circulation confusion at the center of Patterson. The existing housing units would be relocated to Building Q's location as part of the relocation strategy. Building U has an excellent opportunity to act as a "beacon" for people traveling from Downtown to Madison Avenue, and should feature an integrated Bell Tower or other significant architectural feature.



BUILDING V

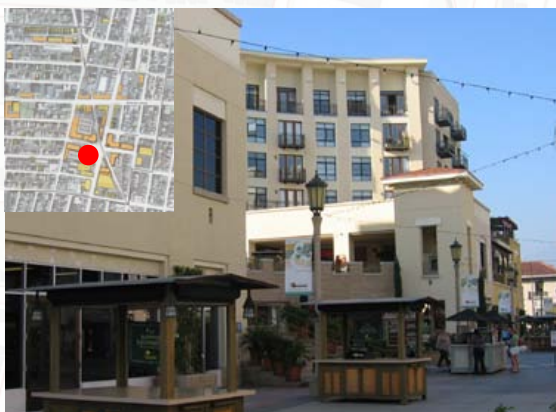
Located at 22nd and Ellison, this building could accommodate new residential units, with parking located behind it that will be shared with P.S. 13.

On 14th Avenue, single homes are part of a relocation strategy for buildings that are currently located on the block proposed for Building U. Rather than completely remove them, they could be relocated here, behind Building V.



BUILDING W (P.S. 13)

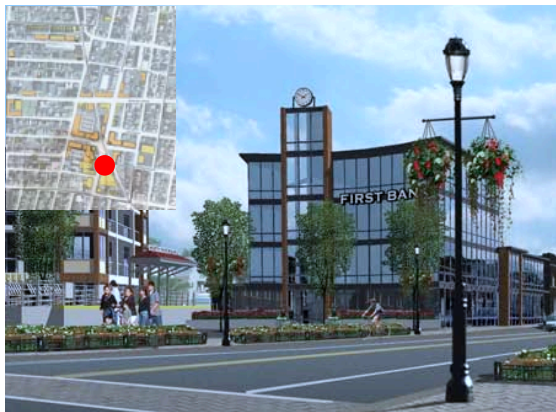
As part of the Patterson proposal, P.S. 13's school yard would be made into a much friendlier setting by replacing the current asphalt with a park and recreational fields.



BUILDING X

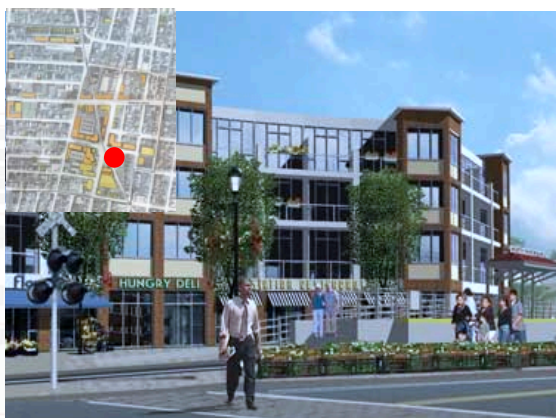
This 60,000 to 70,000 square foot mixed use building would allocate space for ground-floor retail with direct access to the plaza. Residential units would occupy the floors above, with a tall residential tower of 4-5 floors and available parking behind the building.

4.b.



BUILDING Y

Located on the South end of the proposed plaza, Building Y is a Transit-Oriented commercial building with 36,000 square feet on 4-5 floors.



BUILDING Z

Similar to Building X, Building Z is a 44,000 square foot building with ground floor Transit-Oriented retail and residential units above.



BUILDING AA (HISTORIC SERVICE STATION)

The Historic Service Station, located to the South of Building X, will be preserved and function as a cafe or small retail space, such as a florist or news shop within the proposed plaza.



BUILDING BB (PATERSON PAPERS)

Paterson Papers, a historic industrial building located at the corner of 16th and Madison, has a nice main building on the corner that should be preserved. The remaining space can be used to expand either Building BB or X, or to accommodate a larger parking garage behind X.

4.b.



BUILDING CC (NJ TRANSIT BUS DEPOT)

The 39,000 to 41,000 square foot bus depot, located South of the proposed plaza on Madison, can undergo renovations and function as a large retail use (such as a supermarket) while preserving the building's current facade.



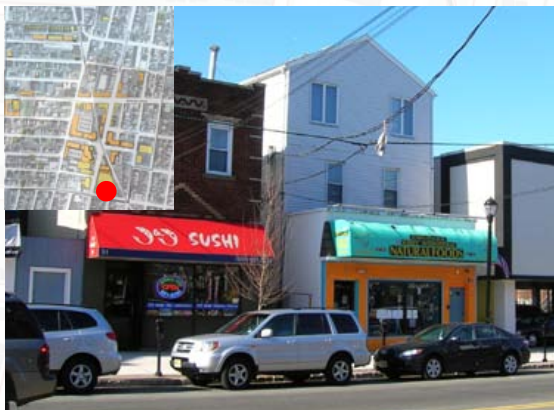
BUILDING DD (BUS DEPOT/WAREHOUSE)

A primary target for renovation, as it is perfectly suited to accommodate a loft style transit-oriented complex. The older sections can be preserved and renovated as lofts or offices with historic features. However, it could also continue to function as an industrial use to keep jobs in the station area.



BUILDING EE (FUNERARIA LAS AMERICAS)

Building EE is a Funeral Home that recently suffered a damaging fire. Renovation and preservation of this important building as a commercial use should be studied.



BUILDING FF

Small mixed use buildings, made to appear as single family homes; similar to the single family units in the surrounding area.

4.b.



BUILDING GG (WAREHOUSE BESIDE RICO FOODS)

Potential redevelopment opportunity. Can be preserved and renovated as lofts or offices with historic features. Remainder of lot could act as parking area for this building, or can be shared with businesses nearby.

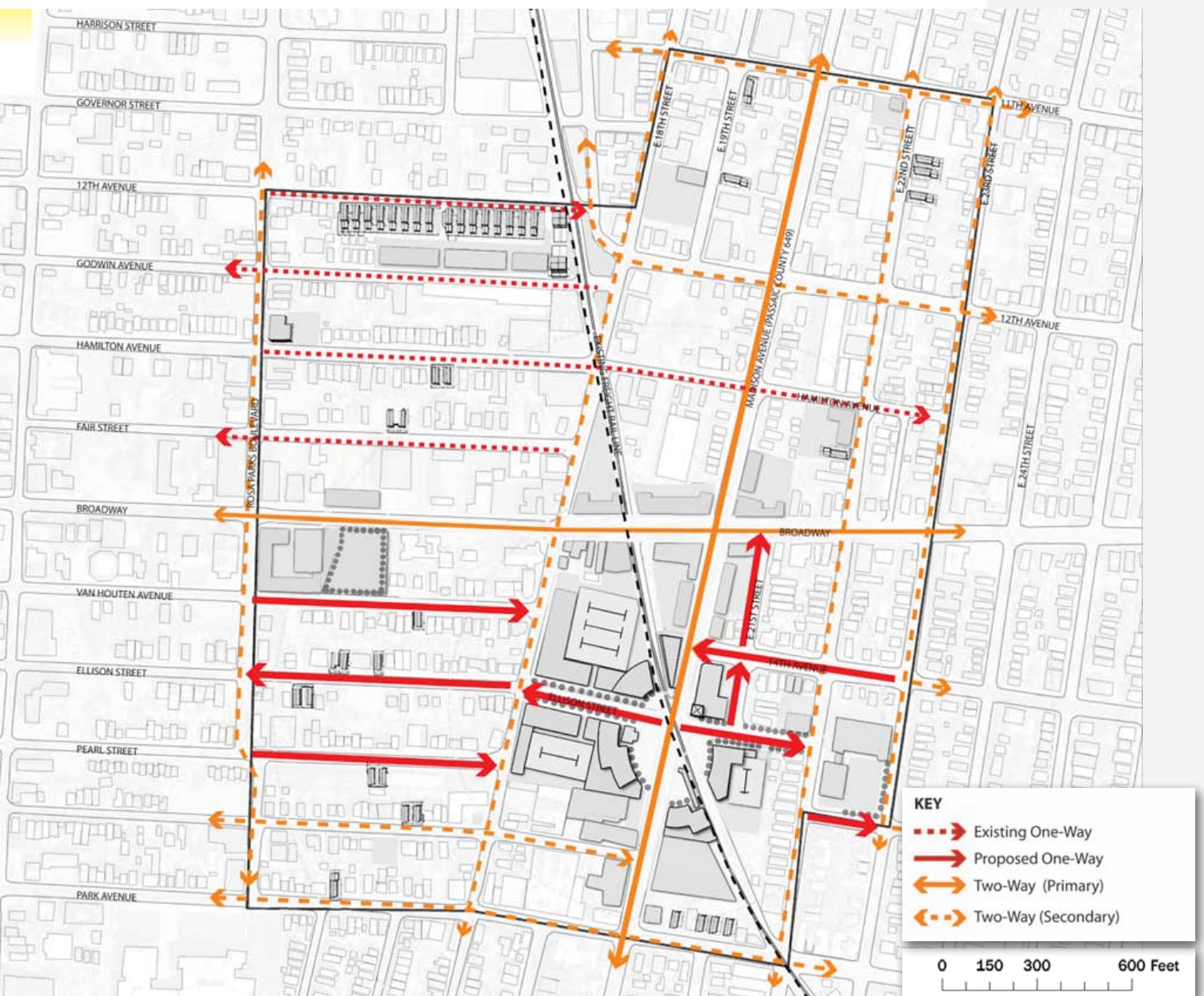
4.c.

CIRCULATION/STREETS

CAPACITY ENHANCEMENT

As illustrated on the concept plan, the following improvements are recommended to enhance circulation, access, safety and capacity of the transportation system, consistent with the requirements for a TOD as promulgated in the NJ Transit Village and OSG guidelines for TOD:

- Madison Avenue/Ellison Place – Ellison Place one-way away from the intersection and elimination of the Ellison Place phase. This concept also eliminates delays and potential traffic conflicts between vehicular, pedestrian and train. Geometry is modified to define lane widths to no more than 14 FT. With the recommendations for a “One Way Pair” on Ellison Street, vehicular circulation should improve around the train station. However, pedestrian circulation should also remain a priority.



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- To address the concerns for PS 13, it is proposed to convert Ellison Place east of Madison Avenue to be one way eastbound with the addition of angle parking; 15th Street to be one way eastbound with angle parking and 14th Street to be one way westbound with angle parking.
- New Buildings Q, S, T, U, X, Y, Z
- Renovated Buildings BB, CC and DD

The Streetscape Exhibit will show important locations for improved pedestrian crossings and sidewalks. Those should be combined with the additional pedestrian improvements:

- Between Ellison Street and any new parking areas on adjacent blocks
 - Along Broadway to access the proposed open space
 - Mid-block crossing along Van Houten Ave to access the proposed park
 - Across Madison Ave in the vicinity of the NJ Transit Station.
- Madison Avenue/Broadway – traffic signal timing modification and geometry modification to limit and define lane widths to no more than 14 ft.
 - Madison Avenue/Park Place - traffic signal timing modification and geometry modification to limit and define lane widths to no more than 14 ft.
 - Madison Avenue/Market Street - traffic signal timing modification and geometry modification to limit and define lane widths to no more than 14 ft.

With the recommended improvements outlined on the concept plan, the study area roadway network will operate efficiently and without capacity constraints.

SAFETY ENHANCEMENTS AND SHORT-TERM IMPROVEMENTS

The following improvements are recommended for the short term to alleviate safety concerns and enhance walkability. Short term improvements are generally low cost and can be effected immediately without significant expenditure or additional design.

4.c.

- Restripe faded road-markings/stripping and crosswalks at the following intersections:
 - Madison Avenue/Broadway
 - Broadway/18th Street
 - Madison Avenue/17th Avenue
 - Madison Avenue/12th Avenue
 - Park Avenue/E. 22nd Street
 - Park Avenue/17th Avenue
- Stripe crosswalks at the following intersections:
 - Madison Avenue/Park Avenue
 - E. 22nd Street/17th Avenue
- Designate truck loading zones along Broadway and along Madison Avenue to eliminate double parking and unsafe maneuvers as illustrated on the concept plan.
- Install signage – speed limits, road names, bus stop signs, no parking/no standing signs, truck loading zones in the study area
- Sign to restrict parking within 50-75 FT of intersections to eliminate parking related crashes at intersections
- Delineate travel and turn lanes the following intersections:
 - Along Broadway at Madison Avenue
 - Along Madison Avenue at Ellison Place
 - Along Madison Avenue at Park Avenue
 - Along Ellison Place at Rosa Parks Boulevard
- Install local way-finding signs along Madison Avenue and Broadway including location of schools, the City, historic places, the train station etc.
- Review bus schedules to incorporate additional late evening and weekend service.

Medium-Longer Term Improvements

The following medium-long term improvements are recommended:

- Integrate transit service including train, bus, jitney, taxi and TOD by facilitating convenient connectivity between the train and the roadway modes as well as pedestrian access to the station.
- Designate one-way pairs to enhance safety, circulation, capacity and parking at the following locations:
 - Madison Avenue/Ellison Place – see concept
 - 14th Avenue from Madison to E. 26th Street and beyond – see Vision Plan
 - 15th Avenue from E. 22nd Street to E. 26th Street and beyond – see Vision Plan

4.c.

- Construct bump-outs at intersections to restrict on-street parking at intersections.
- Enhance pedestrian and handicap circulation and safety by providing textured crosswalks, handicap ramps, warning signs for the blind, etc. at the following intersections. Where necessary, amenities to accommodate the hearing impaired should be installed.
 - Madison Avenue/Ellison Place
- Modify existing traffic signals to include pedestrian buttons/heads and count-down signs.
- Design and construct shelters at bus stops and at the train station. Shelters generally provide convenient waiting areas including shelter from acute weather. They are however prone to vandalism and abuse.
- Design and install bike network/amenities
- Install regional way-finding signs to/from the study area to access the regional highways.
- Develop a parking management plan which includes any metering, limited parking, and long-term parking designation, among others.

4.c.

ON-STREET PARKING

A shared parking strategy should be investigated throughout the study area, focusing on blocks adjacent to the station and the school, where faculty can park in some locations during the day and residents in the same spots in the evening. For example, streets around the PS13 school should be designated as school parking only during school hours.

On-street parking throughout the study area should be implemented where feasible. This will replace surface lots, while also helping add an extra layer of pedestrian safety.

The one-way designation realizes a total of 140 parking spaces proximate to the school that a portion can be dedicated to staff during school hours. The parking can be shared with residents and visitors outside of the school hours. Ellison Place is also proposed to be designated as one way westbound from Madison Avenue and provided with angle parking. This parking will directly compliment proposed parking for the train station and the TOD.



4.c.



ON-STREET PARKING, ANGLED/PARALLEL

On Street Parking should be preserved or added where the street dimensions allow. Angled parking and parallel parking on proposed one-way streets such as **Ellison Street, Ellison Place, 15th Avenue, and 14th Avenue**, will add an extra layer of pedestrian safety and will keep traffic moving at safe speeds, all while providing adequate parking opportunities away from surface lots.



MADISON AVENUE: ENHANCE PARKING

Where possible, Madison Avenue should have new parallel on-street parking spaces on both sides for its length.



BROADWAY: MANAGE PARKING DEMAND

Main-Street parking solutions with meters and curb bump-outs would improve the parking situation along Broadway.



ALL STREETS WITH ON-STREET PARKING

Existing and proposed on-street parking spaces can be part of the “shared parking” strategy.

4.c.

OFF-STREET PARKING

New reconfigured parking lots should be screened with tree plantings and landscaping where possible, creating visual barrier between the parking lots and the sidewalks. Recommended locations for these new and improved parking lots and structures are shown below.

A new TOD-supportive parking ratio is recommended throughout the study area. The general standards should be set at a maximum of **3 parking spaces per 1,000 square feet of commercial area**, or **1 parking space per residential unit**. These residential parking numbers are lower than New Jersey's RSIS requirements because this is an urban neighborhood with a new train station at its core similar to Hoboken and Jersey City. We also recommend dropping any minimum parking requirements, especially on blocks that border the station.



4.c.



OFF-STREET SURFACE PARKING, GENERAL

As described in the above recommendations for “Green / Open Space,” parking lots should provide opportunities for the continuation of a green space network by using pervious pavement surfaces, planted buffers, and rain gardens. Plantings and attractive gates at the perimeter of each surface lot should be installed or repaired.



PARKING AREA 1 (STRUCTURED OPTION)

A large parking garage structure, screened from the road by “Liner Buildings,” should be located internally to this block. It would serve businesses, local residents, and commuters using the new train station.

As a temporary first phase, this area should at least be combined in to a single cohesive lot to be shared by Broadway merchants and customers as well as those along Ellison and Rosa Parks.



PARKING AREA 2 (STRUCTURED OPTION)

Another parking garage structure, screened from the road by “Liner Buildings” R and X, should also be located internally to this block. It would serve businesses, local residents, and commuters using the new train station. A pedestrian connection between Buildings X and BB should be maintained to ensure easy access between the garage and the train station.



PARKING AREA 3 (STRUCTURED OPTION)

With the combination of Transit-Oriented commercial use in Building Z and contamination on its site, this parking area should be a structured deck with “tuck under” sections on the first floor, which would still allow some commercial floor area on the lowest level. Special care should be taken to ensure that the Single Homes behind this structure are properly buffered.

4.d.

STREETSCAPE

Streetscape Improvements to increase safety and walkability of the station area should include new tree planting where existing street trees are missing, widening of sidewalks where space is available, and the implementation of a comprehensive street furniture installation plan. Street furniture can include new benches, trash bins, and signage, with special care and priority taken to adding attractive night lighting, along the following:

- Madison Avenue between Park Avenue and Hamilton Avenue
- Broadway Avenue between E18th Street and 22nd Street
- Ellison Place between E18th Street and 22nd Street
- Park Avenue between Madison Avenue and 22nd Street



4.d.



STREETScape, GENERAL

General Streetscape Improvements to increase safety and walkability of the station area should include new trees, repaired sidewalks, and the implementation of a comprehensive street furniture installation plan. Gaps along the street (for example: at parking lots) should be “cleaned up” by adding low, black metal fencing and landscaping.



1 (“HUB” STATION AREA PLAZA)

This plaza should be landscaped and hardscaped to reflect its role as the main gathering area of the community. Adequate benches, improved lighting, and attractive trash bins should be installed.



2 (MADISON AVENUE)

Madison Avenue, for at least the section labeled with the middle #2 from the train station to Broadway, should be improved for better pedestrian connections between those two places. Sidewalks and curbs should be fixed up where they are in poor condition, and new trees should be planted where existing street trees are missing.



3 (BROADWAY)

Broadway should be treated like the classic American Main Street. Enhancements of appropriate trees, landscaping, and benches will go a long way to reaching this goal. Sidewalk lighting should be improved to where it feels like a well-lit room at night.

4.e.

GREEN/OPEN SPACE

Green Infrastructure describes the network of open space in the station area and the important functions associated with these spaces. Elements of the green infrastructure network include playing fields, parks, parking lots and plazas, as well as streets, sidewalks and building exteriors. All of these elements of green infrastructure can be enhanced to accommodate more than one function, including functions related to ecological health, quality of life and economic value.

- Manage stormwater
- Mitigate climate change effects
- Provide wildlife habitat
- Create new space for recreation
- Improve image of overall area
- Increase attractiveness to visitors
- Stormwater management
- Mitigation of climate change effects
- Wildlife habitat



4.e.

PLAYING FIELDS

Playing fields offer large areas of pervious surface where stormwater can be infiltrated. This process of infiltration can be improved through the application of a subsurface infiltration bed.



POCKET PARKS

A pocket park is a small area of open space that is designed and maintained for active or passive recreational use. A pocket park may include lawn areas, seating, pervious hardscape materials, paths, planting beds or water features.



RESIDUAL GREEN SPACE

Left over space, such as right-of-ways and medians, offers tremendous potential to create usable green space. In these areas, vegetative buffers and simple rain gardens can be applied.



STREETS AND SIDEWALKS

The street system is an important form of open space that can be used to manage stormwater and link other open spaces. Any street that uses vegetated facilities to manage stormwater can be referred to as a “green street”. These vegetated areas can be integrated into parking lanes, sidewalks and curb bumpouts.



PLANTING IN ANGLED PARKING LANES

In parking areas, pervious pavers can be installed so that water is allowed to infiltrate. In addition to allowing for water infiltration, this paving strategy allows parking spaces to be distinguished from the road surface.

In addition, green spaces can be integrated into the leftover area between the sidewalk and the parking space.

SIDEWALK PLANTINGS

Along sidewalks, stormwater planters can be installed instead of traditional tree pits. Rainwater can be diverted from the gutter and funneled into stormwater planters.

4.e.

PARKING LOTS

Parking lots serve a vital function in communities accessed by vehicular traffic and also provide opportunities for the continuation of a network of green spaces, by using pervious pavement surfaces, planted buffers, or rain gardens.



BUILDINGS

The interaction of a building's structure and the landscape is one that is often overlooked but vitally important when considering green Infrastructure. Ways to incorporate building systems and ecological systems include the installation of green roofs and the disconnection of gutters to send rainwater into rain gardens or to collect in cisterns.



4.e.

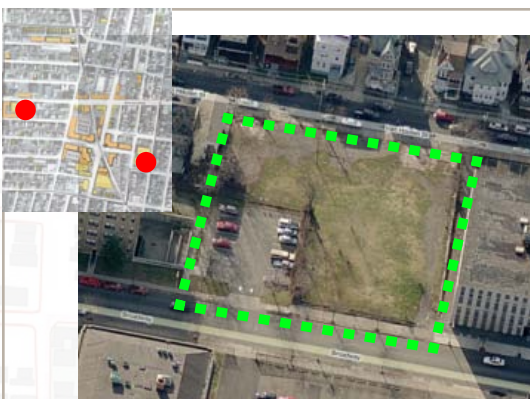


GREEN/OPEN SPACE 1, 2, 7

Pocket parks will be added at the site of...

Potential Green Strategies:

- Install a rain garden: Plant gardens of flood-tolerant plants in depressions rather than in the traditional mounded shape.
- Plant street trees or a vegetated buffer area to soften roadway areas.
- Where hardscape exists, choose permeable pavers that infiltrate water rather than traditional paving materials.



GREEN/OPEN SPACE 3, 8

Parks with informal play areas should replace vacant land (3) and parking (8.) Either space could also host basketball courts.

Potential Green Strategies:

- Install a subsurface infiltration bed.
- Use rainwater collected under the field to irrigate the field.
- Hardscape basketball courts can utilize porous asphalt with a subsurface infiltration bed.

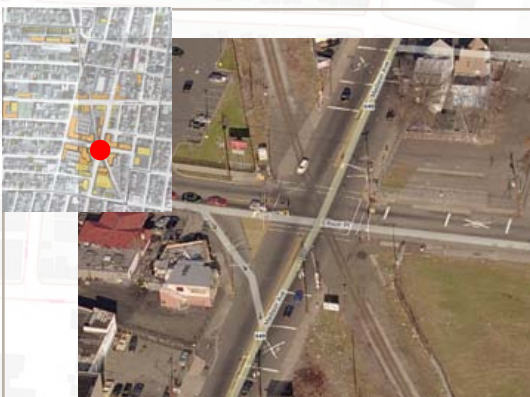


GREEN/OPEN SPACE 4, 5, 6

Leftover spaces off of 18th Street can be treated to manage stormwater and create a green buffer along the roadway.

Potential Green Strategies:

- Install rain gardens: Plant gardens of flood-tolerant plants in depressions rather than in the traditional mounded shape.
- Plant street trees or a vegetated buffer area to soften roadway areas.



GREEN/OPEN SPACE 9

The Central Plaza represents the heart of the development and will be used as a public gathering space. The Central Plaza space will be defined by the buildings that surround it and the ground plane will be a hardscape material.

Potential Green Strategies:

- Choose permeable pavers or porous asphalt rather than traditional paving materials so that water can infiltrate.

POLICY & STRATEGY

1. Policy

The envisioned transformation of the Madison Avenue Commuter Rail Station Area provides a technical and design framework to incrementally build a new place in Paterson, a hub of commerce and city life. Implementation will be pursued over time as resources and opportunity permit. The process will involve adopting the vision by a planning board resolution as part of master plan (or whatever other means to make it an adopted vision for the City of Paterson). In addition, the recommendations should be adopted by the Passaic County Planning Board as well.

2. Review, Revise and Readopt Redevelopment Plans.

To provide a basis for implementing the Rail Station TOD Plan, the Fourth and Fifth Ward Redevelopment Plans should be amended to incorporate the provisions of the Rail Station TOD Plan. The redevelopment plans would be amended by the City Council in consultation with the planning board in accordance with the Local Redevelopment and Housing Law.

3. Transit Village Designation.

The City should pursue transit village designation from NJ Transit by demonstrating that the Madison Station Plan meets the following criteria.

NJT Transit Village Criteria

- A good Transit Village candidate must make a commitment to grow in jobs, housing and population.
- A designated Transit Village must have a transit facility. This can be a rail or light rail station, ferry terminal, a bus hub or bus transfer station.
- The candidate for Transit Village designation must have vacant land and/or underutilized or deteriorated buildings within walking distance of transit where redevelopment can take place.
- A Transit Village candidate must have an adopted land-use strategy for achieving compact, transit-supportive, mixed-use development within walking distance of transit. This land use strategy should be based on transit-oriented development (TOD) principles and can be in the form of a redevelopment plan or zoning ordinance.
- The candidate must have a strong residential component. This can include mid-rise buildings, townhouses or apartments over first-floor businesses. A wide variety of housing choices within walking distance of transit helps to support transit ridership.

5.a.



- A good candidate will have “ready-to-go” projects. This means at least one transit-oriented project that can be completed within three years.
- In order for a municipality to succeed as a Transit Village, it should demonstrate pedestrian and bicycle friendliness. This means clear, direct pathways from the transit station to shops, offices, surrounding neighborhoods and other destinations.



- A good candidate views its transit station as the focal point of the community and uses its station plaza as a gathering place for community activities such as festivals, concerts, public ceremonies and farmers markets.
- A good candidate includes its transit station in a station area management plan, in a special improvement district (SID) or as part of a Main Street New Jersey designation.
- A good candidate should strive to minimize automobile use by maximizing the appeal of transit. One example of this is the concierge service in the Metuchen train station. A bus shelter is attractive and provides refuge to transit riders.



- The candidate should provide commuter parking for residents and non-residents. A Transit Village should also strive to reduce parking requirements near transit stations and implement shared parking solutions wherever possible.
- The candidate should support local arts and culture. This brings vibrancy and activity to a community. Designating an arts, antique or restaurant district helps make a Transit Village a

destination.

- The candidate should support the historic and architectural integrity of the community by ensuring that new buildings blend in with the existing buildings. This can be done with architectural design guidelines that govern new building facades, window replacements, awnings, lighting and signs.



- The candidate should consider how to incorporate some affordable housing within walking distance of transit since low and moderate income households rely heavily on public transportation. This was highlighted as a major need for the study area.

4. Evaluate Establishment of a Special Improvement District (SID) aka Business Improvement District (BID).

SID's are created under state law, enacted by municipal ordinance and governed locally. A SID is an organization, management and financing tool to provide specialized services to local businesses. Its services are designed to complement rather than replace municipal services and to enhance business retention and attraction.

A SID empowers private business owners and municipalities to compete more effectively and efficiently with private retail/commercial markets, especially shopping malls. Enhanced services help the business community to professionally manage and market themselves in an organized and competitive way. A SID permits private business owners and municipalities to employ the advantage of commercial management techniques in partnership with the business community.

FUNDING OPPORTUNITIES

The TOD proposed as part of this project is eligible to the following potential funding sources for infrastructure, economic investment and other grants. The TOD design is consistent with the guidelines outlined by the Department of Community Affairs Office of Smart Growth (OSG) grant and the NJ Transit Village criteria qualifying if for Smart Future Grants.

Based on the NJ Transit Village Criteria, a good Transit Village must make a commitment to grow in jobs, housing and population; must have a transit facility; and must have vacant land and/or underutilized or deteriorated buildings within walking distance of transit where redevelopment can take place, all of which are true for the Madison Ave Station. The TOD design adopts a land-use strategy that achieves compact, transit-supportive, mixed-use development within walking distance of the proposed train station.

The OSG Grant guidelines which include opportunities for active pedestrian-generating land uses encouraged to concentrate in activity centers within walking distance of the train station; mixed use that encourage high density to support transit located in walkable distance from the station; on and off street parking; and site planning and design that encourages architectural variety and continuity, streetscape, and pedestrian activity are demonstrated in the TOD design. The following grant programs are available to the various aspects of the TOD as conceptualized:

NJTPA Capital Planning/Funding Process – provides federal funding for capital transportation improvements. The first step would be to coordinate with the Passaic County representatives to the NJTPA and develop problem statements on specific transportation issues based on the recommendations of this study. Once these problem statements are developed, move them through the process of receiving funding for design, planning, and construction.

NJDOT Centers of Place Program – provides funding for municipalities that have been designated as a Center of Place by the New Jersey Department of Community Affairs. The program funds non-traditional transportation improvements that advance the municipal growth objectives and improve quality of life. Awards range from \$60,000 to \$170,000. Funding announcements are made annually in May. The grant must be submitted electronically through the State's System for Administering Grants Electronically (SAGE) Program.

NJDOT Municipal Aid Program – provides funding to municipalities with road improvement projects such as resurfacing, rehabilitation or reconstruction and signalization plans, with special attention going to those applications that support walking and bicycling in their communities. Funding announcements are made annually in May. The grant must be submitted electronically through the State's System for Administering Grants Electronically (SAGE) Program.

DOT Transportation Enhancement Program (T-21) – funds are available for design, right of way acquisition, and construction. Solicitation packages are usually sent out in the winter to every municipality and county inviting them to submit an application in one or more of twelve (12) eligible categories, including: pedestrian and bicycle facilities; safety and educational activities for pedestrians and bicyclists; acquisition of scenic easements and/or historic sites or historic highway programs;

landscaping and other scenic beautification; historic preservation, rehabilitation and operation of historic transportation buildings; structures and facilities and preservation of abandoned railway corridors; removal of outdoor advertising; archeological planning and research environmental mitigation to address water pollution due to highway run-off or reduce vehicle-caused wildlife mortality while maintaining habitat connectivity establishment of transportation-related museums.

NJDOT Transportation Village – The New Jersey Department Of Transportation (NJDOT) Transit Village Grant Program is designed to assist municipalities who have been formally designated as Transit Villages by the Commissioner of Transportation and the inter-agency Transit Village Task Force.

NJDOT Safe Streets to Transit – The NJDOT Safe Streets to Transit Program provides funding to counties and municipalities in improving access to transit facilities and all nodes of public transportation. The objectives of the program include: to improve the overall safety and accessibility for mass transit riders walking to transit facilities; to encourage mass transit users to walk to transit stations; to facilitate the implementation of projects and activities that will improve safety in the vicinity of transit facilities (approximately one-half mile for pedestrian improvements). The SSTT Program provides \$5,000,000 over five years for pedestrian safety improvements in areas surrounding transit facilities. This initiative is funded from the state Transportation Trust Fund and provides \$1,000,000 each year. Funds are made available annually in June. The grant must be submitted electronically through the State's System for Administering Grants Electronically (SAGE) Program.

NJDOT Transportation Enhancement Program - Transportation Enhancement (TE) projects are designed to foster more livable communities, preserve and protect environmental and cultural resources and to promote alternative modes of transportation. Funds are available for design, right of way acquisition and construction. Selection of TE projects involves the participation of civic and environmental groups, the transportation community and other government organizations. Eligible categories include: provision of facilities for pedestrians and bicyclists; provision of safety and educational activities for pedestrians and bicyclists; acquisition of scenic easements and scenic or historic sites, scenic or historic highway programs; landscaping and other scenic beautification; historic preservation, rehabilitation and operation of historic transportation buildings; structures and facilities, preservation of abandoned railway corridors; control and removal of outdoor advertising; and archeological planning and research environmental mitigation to address water pollution due to highway runoff or reduce vehicle-caused wildlife mortality while maintaining habitat.

NJDOT Local Aid Infrastructure Fund – Subject to funding appropriation, a Local Aid Infrastructure Fund is established to address emergencies and regional needs throughout the State. Any county or municipality may apply at any time. These projects are approved at the discretion of the Commissioner.

NJDOT County Aid – County funds are appropriated by the Legislature annually for the improvement of public roads and bridges under County jurisdiction. Public transportation and other transportation projects are also included. Counties are allotted funds not less than their combined total of 1984 appropriated Federal Aid Urban System funds and State match including their portion of any non-attributable funds made available to Small Urban Areas. The maximum allotment is \$300,000.

NJDCA Office of Smart Growth Downtown Business Improvement Zone Loan Fund – provides low-interest loans to any municipality with one or more established Special Improvement Districts (SID) or the district management corporation of an existing SID. Loan funds may be used to purchase, lease, condemn or acquire land or an interest therein as necessary for right of way or other easement to or from the zone; relocate and move persons displaced by the acquisition of land; the rehabilitation and redevelopment of land; acquisition, construction, reconstruction, rehabilitation or installation of parking and other public facilities and improvements; costs of appraisals or other professional services directly related to effectuating the improvement. Loans up to a maximum of \$100,000 at 0% interest do not require matching funds; loans between \$100,001 and \$500,000 at 0% interest require a dollar-for-dollar match. This program is made available annually each June. The grant must be submitted electronically through the State's System for Administering Grants Electronically (SAGE) Program.

NJDCA Special Improvement District Challenge Grant – provides funding for municipalities that do not have an existing Business Improvement District (BID) or Special Improvement District (SID) but do have a compact, mixed-use downtown or neighborhood commercial corridor. These Challenge Grants are intended to support professional planning activities, design, development, and most importantly, implementation of a Business (Special) Improvement District, the revenue from which may support an existing Downtown Management Corporation (e.g. a local Main Street Program) or where none exist, a newly created one. The maximum award is \$10,000. This program is made available annually each February. The grant must be submitted electronically through the State's System for Administering Grants Electronically (SAGE) Program.

NJDCA Community Development Block Grant (CDBG) Program – provides state funds for a wide range of community development activities toward neighborhood revitalization, economic development, and improved community facilities and services. CDBG funds have been used to fund pedestrian improvements, including streetscape improvements, sidewalk installation, curb ramps, and building modifications to meet ADA requirements. CDBG funds can also be used to help construct neighborhood centers, rehabilitate public and private buildings, and provide planning assistance for community development activities.

NJDCA Main Street New Jersey – provides designated Main Street New Jersey with technical assistance and training of proven value in revitalizing historic downtowns. The program helps municipalities improve the economy, appearance and image of their central business districts through the organization of local citizens and resources. Every two years, the Department of Community Affairs (DCA) accepts applications and designates selected communities to join the program. These communities receive valuable technical support and training to assist in restoring their Main Streets as centers of community and economic activity.