

Whitehouse Corridor Strategic Plan



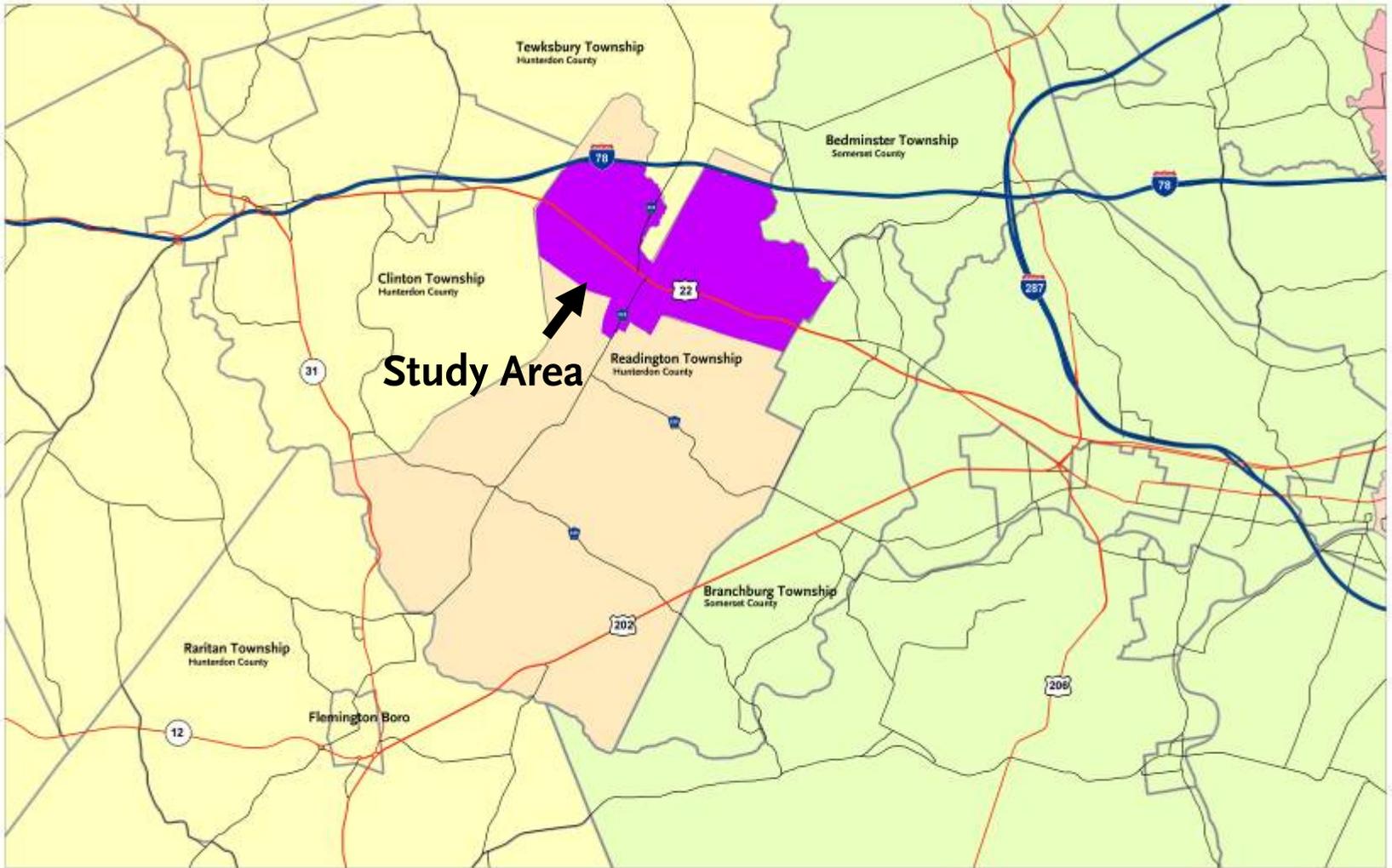
Prepared for the Readington
Township Planning Board

March 27, 2006

Clarke Caton Hintz



Study Area Profile



WHITEHOUSE CORRIDOR MASTER PLAN

Regional Map

Readington Township, Hunterdon County, NJ | January 2005

 Study Area

Clarke Caton Hintz

Architects
Planners
Landscape Architects



Built Environment

- Whitehouse Station



Built Environment

- **Whitehouse Station**

- Historic village
- Mixed uses with a primarily office and specialty retail core surrounded by residential neighborhoods
- Train station provides rail service to New York City
- Predominantly Victorian and Colonial architecture
- Human scale: buildings located close to street and streetscape invites pedestrian activity
- Pedestrian oriented: sidewalks are provided along streets; building entrances are oriented toward the pedestrian; roads are narrow; slow moving traffic

Built Environment

- Whitehouse



Built Environment

- **Whitehouse**
 - Historic village
 - Almost entirely residential with minimal commercial uses
 - Backs up to business district along Route 22
 - Predominantly Victorian and Colonial architecture
 - Human scale: buildings located close to street
 - Primarily pedestrian oriented: sidewalks are incomplete; building entrances are oriented toward the pedestrian; street is narrow; slow moving traffic

Built Environment

Route 22

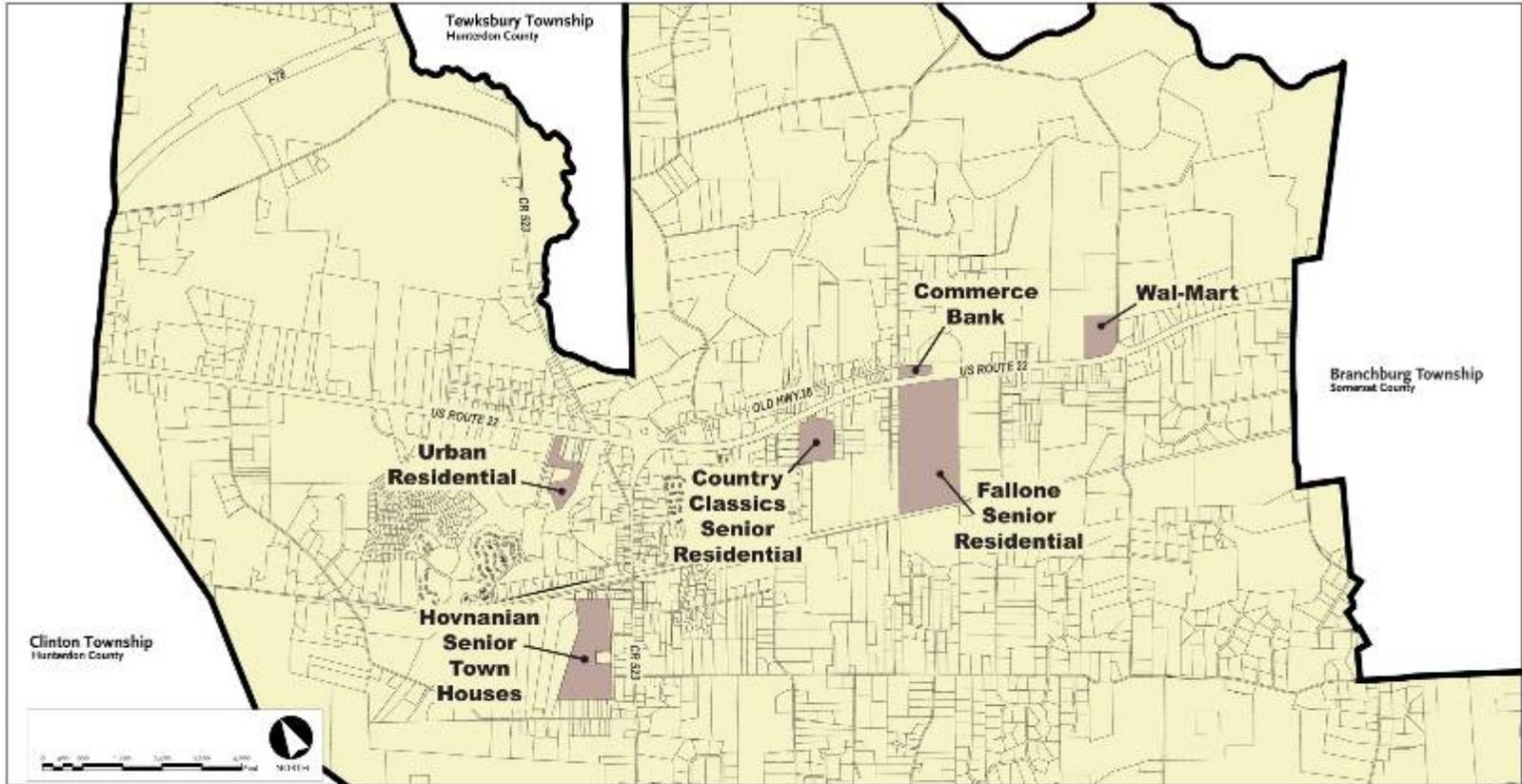


Built Environment

- **Route 22**

- Four-lane highway
- Retail and office uses clustered around the intersection with Route 523
- Intermittent commercial uses along Route 22
- Low intensity commercial uses and open space at the periphery
- Minimal residential
- Characterized by residential to commercial conversions and highway commercial architecture
- Parking and signage are predominant
- Vehicle oriented; no pedestrian access: no sidewalks; buildings are oriented toward parking lots for the motorist

Recent and Proposed Development



Legend

 Recent or Proposed Development

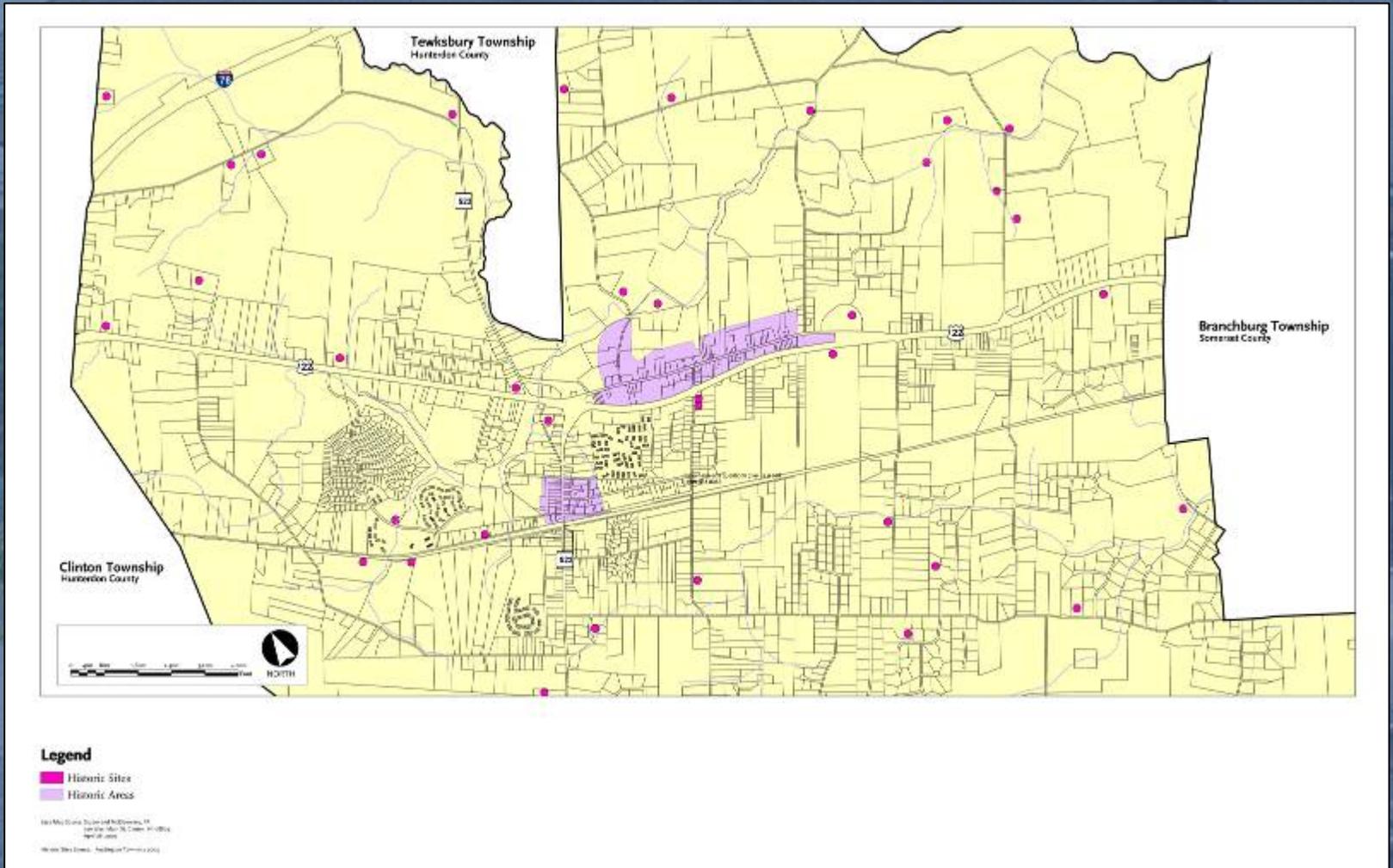


Historic Character

- 36 Historic Sites within the study area
- 2 Local Historic Areas
 - White House – 108 properties
 - Whitehouse Station – 65 properties



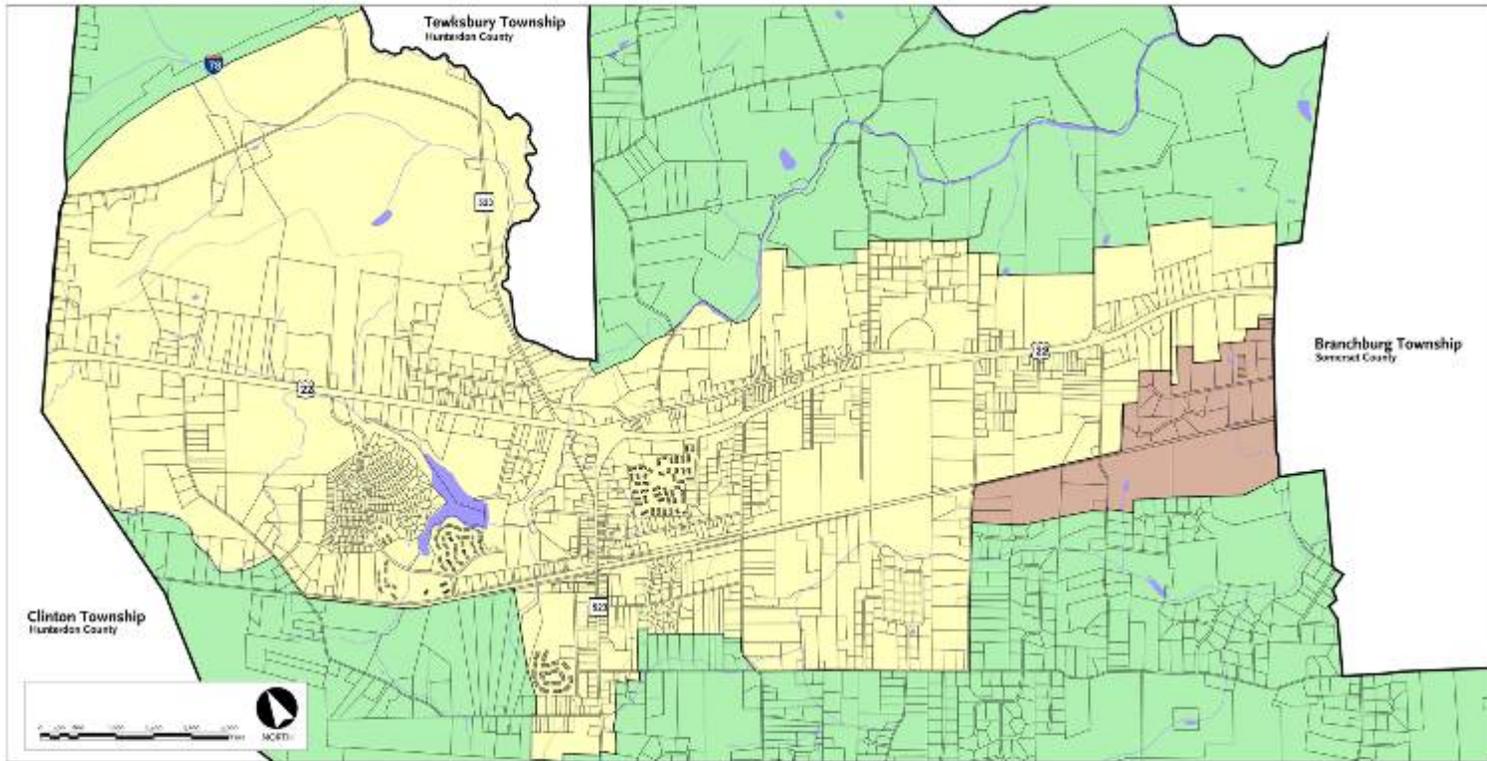
Historic Character



Rural Character & Environs



Wastewater Service



Legend

- Readington - Lebanon Sewer Service Area
- $470,000$ GPD - Discharge to Groundwater Permitted
- Proposed Sewer Service Area
- Land Clumdie Sewer Service Area
- Water

Readington has no additional wastewater capacity.

- Total RSLA allocation: 935,000 gallons per day

Source: Draft Report - Clumdie Sewer Service Area
Phase 1 - Study and Feasibility
Study Area: Readington, Branchburg, and
Clinton, NJ

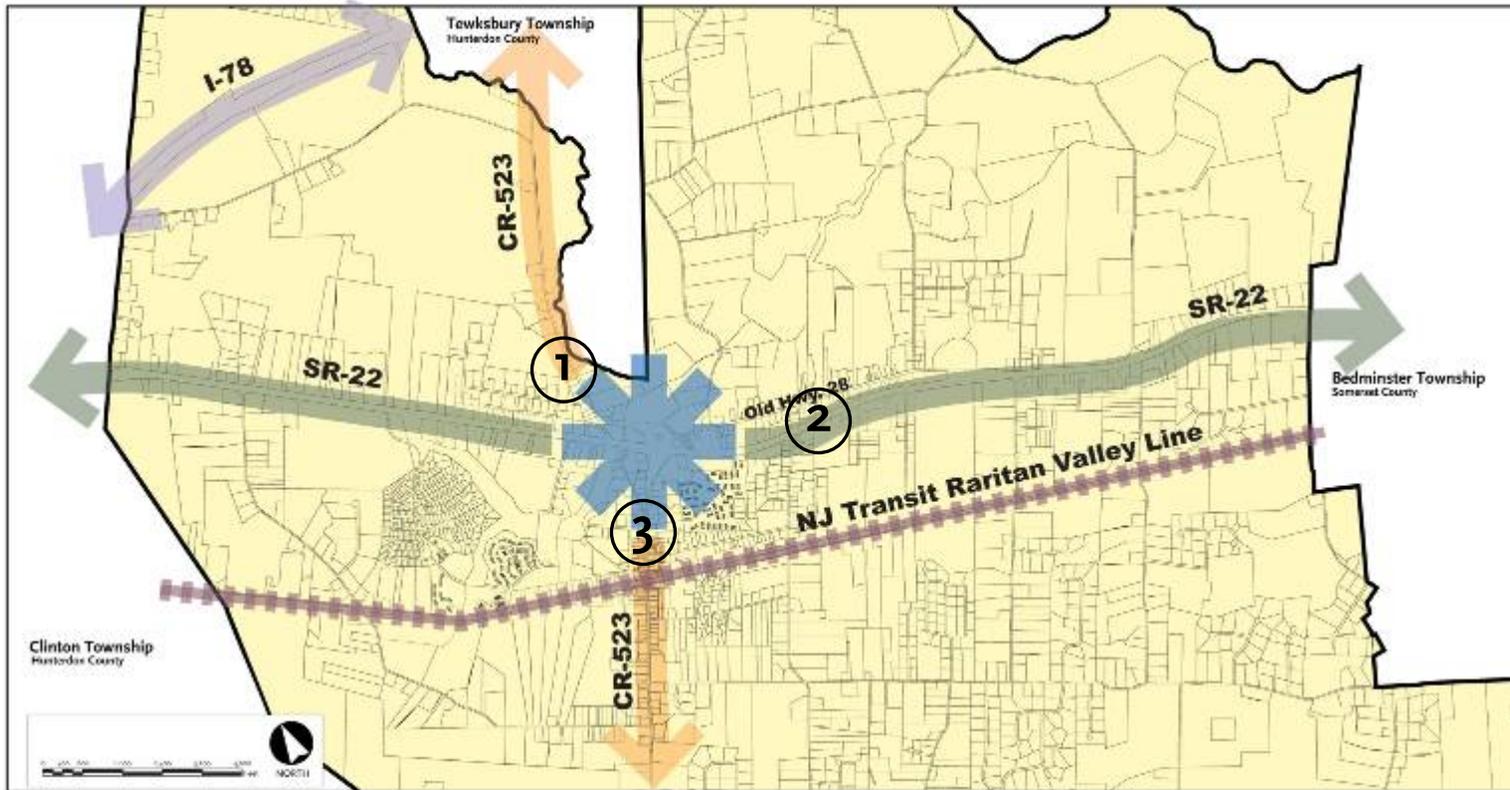
Map by: Clarke Caton Hintz
Map Date: 10/15/2014



Water Service

- Water service is provided by Elizabethtown Water, via New Jersey American Water Co.
- Elizabethtown provides water to multiple New Jersey municipalities on a first come, first serve basis.
- Additional water service is available to the region :
 - Yearly Allocation Limit: 68,397 MGD
 - Yearly Demand (current peak): 54,174 MGD

Traffic Circulation



2004
Traffic
Counts

1 2,537
AADT

2 30,600
AADT

3 13,224
AADT

Legend

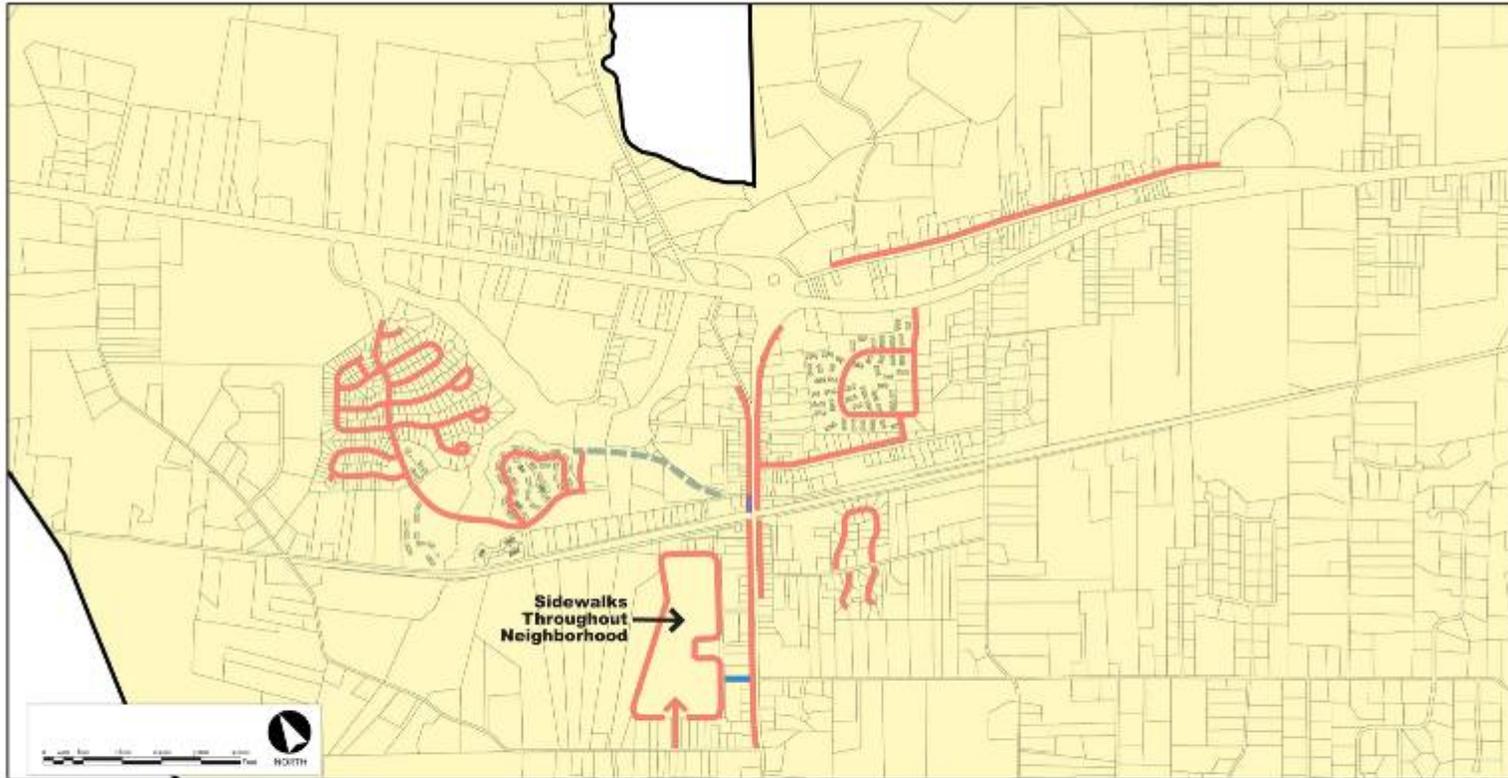
-  Interstate
-  County
-  State
-  Train

Source: Data of this report, Office of Information Technology, and the Pennsylvania State University, Harrisburg, PA, 2004.

This report is intended only for the use of the Pennsylvania State University, Harrisburg, PA, and is not to be used for any other purpose without the express written permission of the Pennsylvania State University, Harrisburg, PA.



Pedestrian Circulation

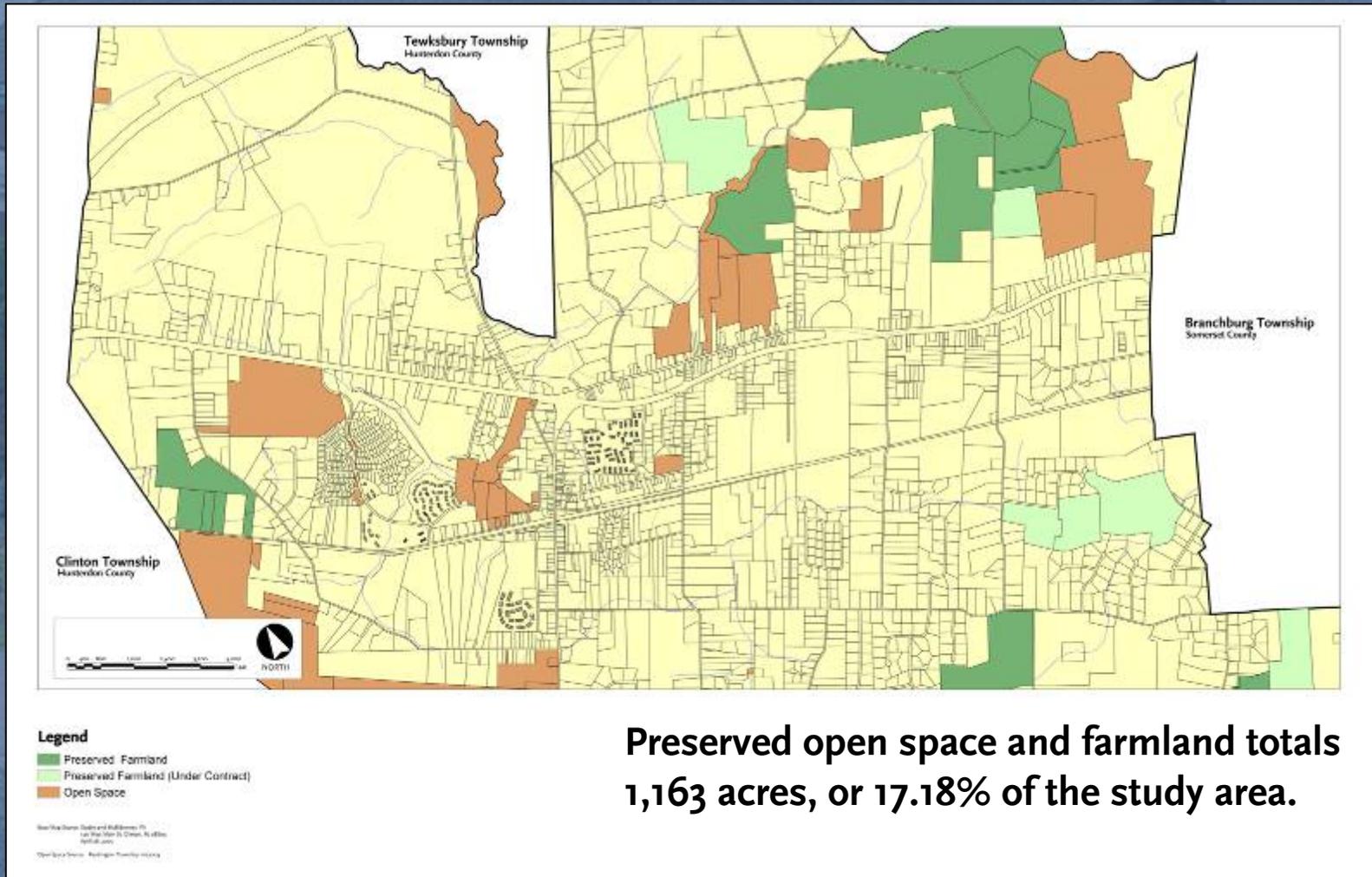


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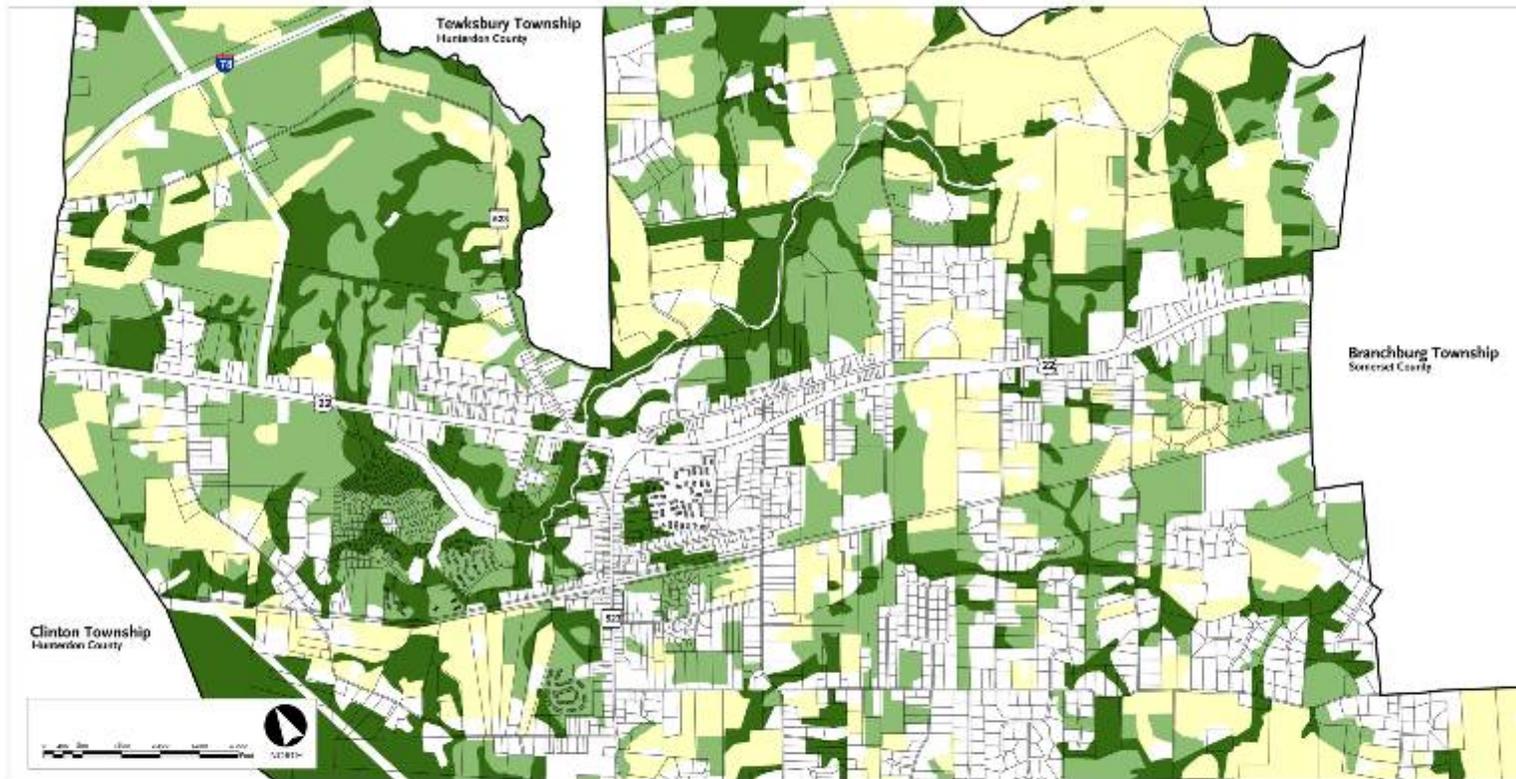
- Sidewalks
- Service Access
- Unimproved Path
- Planned Trail



Open Space & Preserved Farmland



Vegetation



Legend

- Forest
- Brush / Shrubland
- Cropland and Pastureland

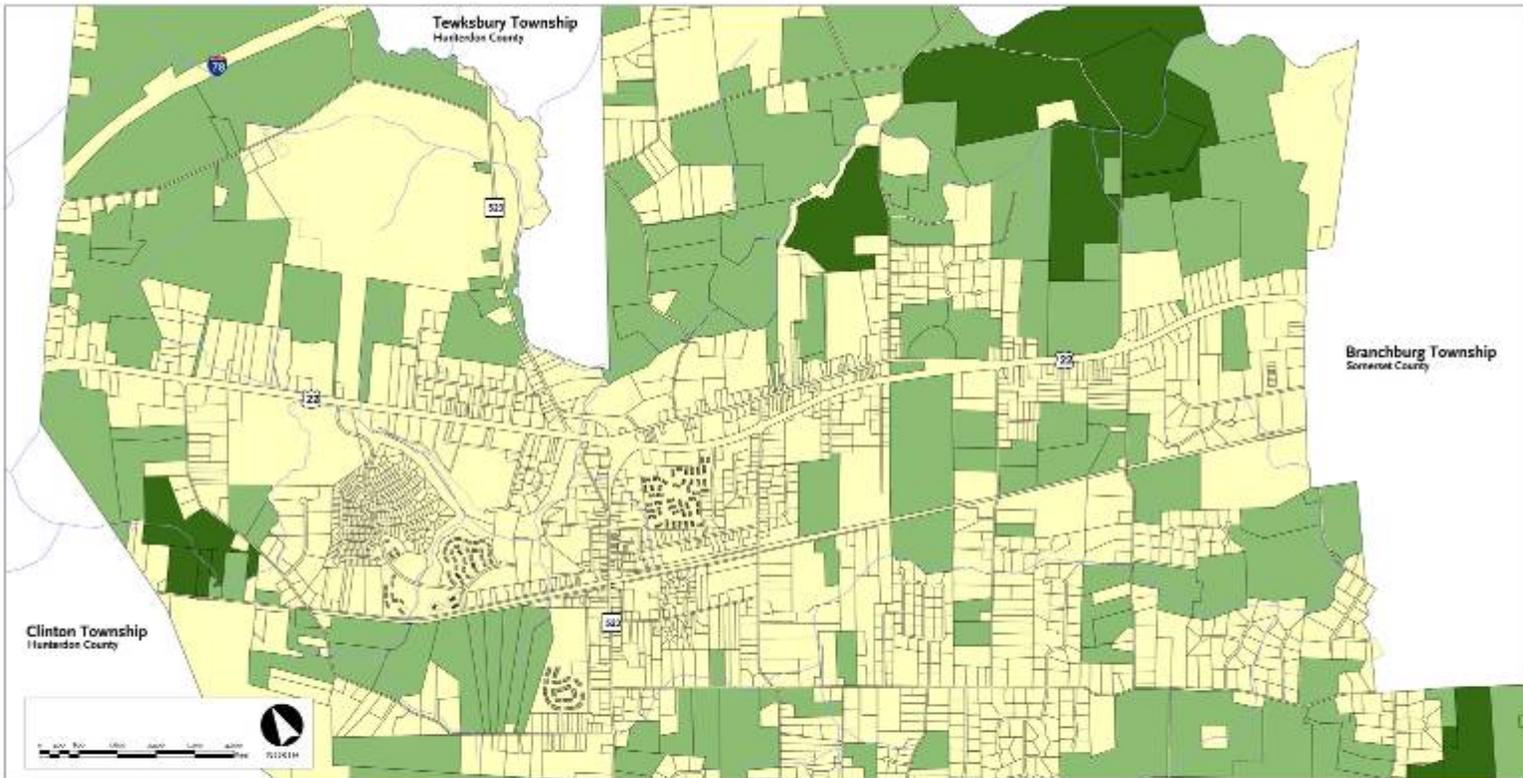
In excess of 60% of the study area has not been cleared for development.

More than 40% of lands in the study area consist of forest and brush.

Map: 2010-2011 Vegetation and Land Use Data
www.branchburgnj.com

This map was prepared using GIS software and data provided by the Branchburg
Municipal Government. It is for informational purposes only. It does not constitute
any warranty or representation of any kind.

Farmland



Legend

- Assessed Farmland
- Preserved Farmland
- Other Uses

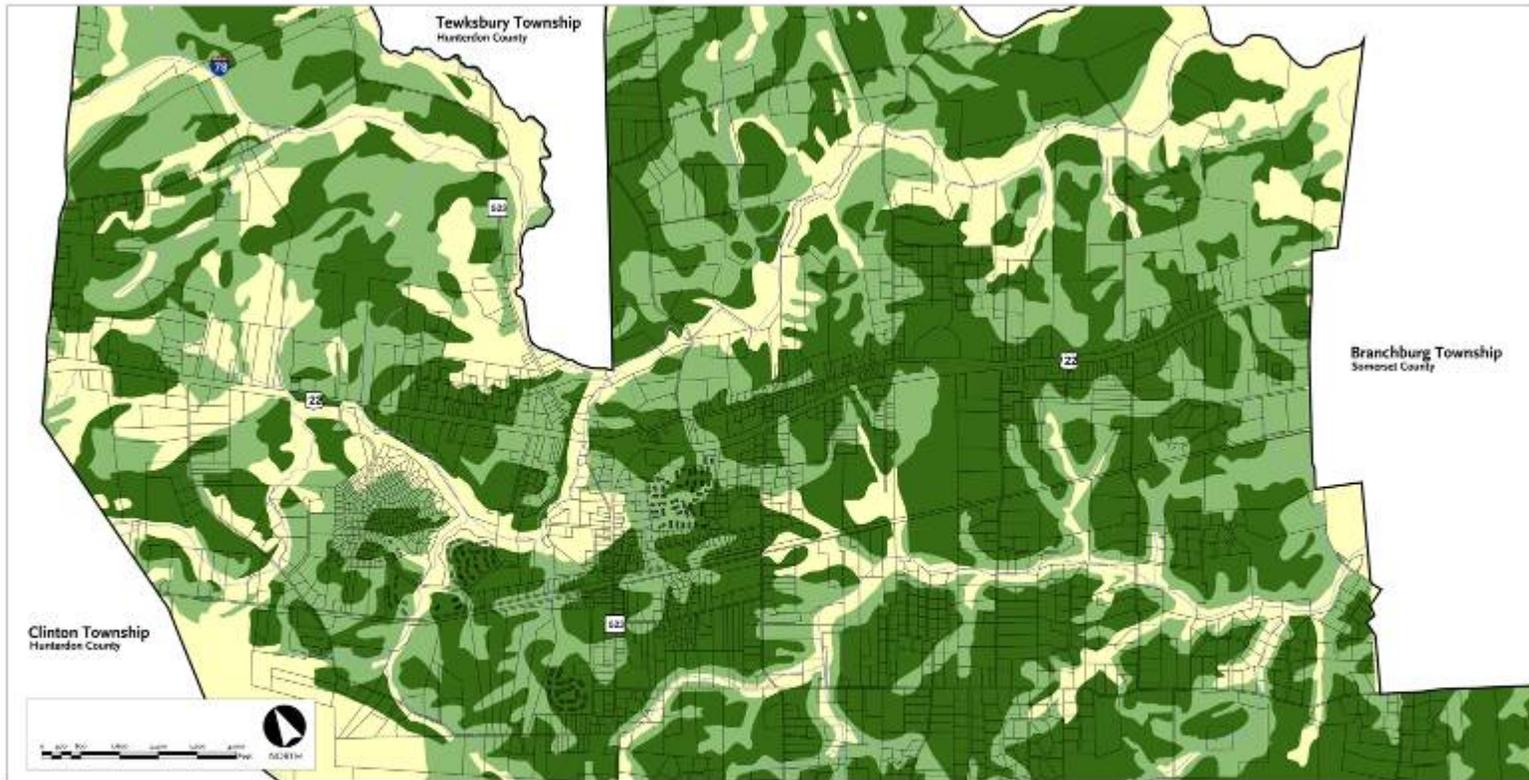
See the Final Report and the Online GIS for more information. Created by the GIS Unit, April 2010.

Approved by the Board of Selectmen for the Town of Tewksbury, Vermont.

Preserved farmland totals 583 acres, or 8.61% of the study area.
Assessed farmland totals 2,366 acres, or 34.78% of the study area.



Agricultural Soils



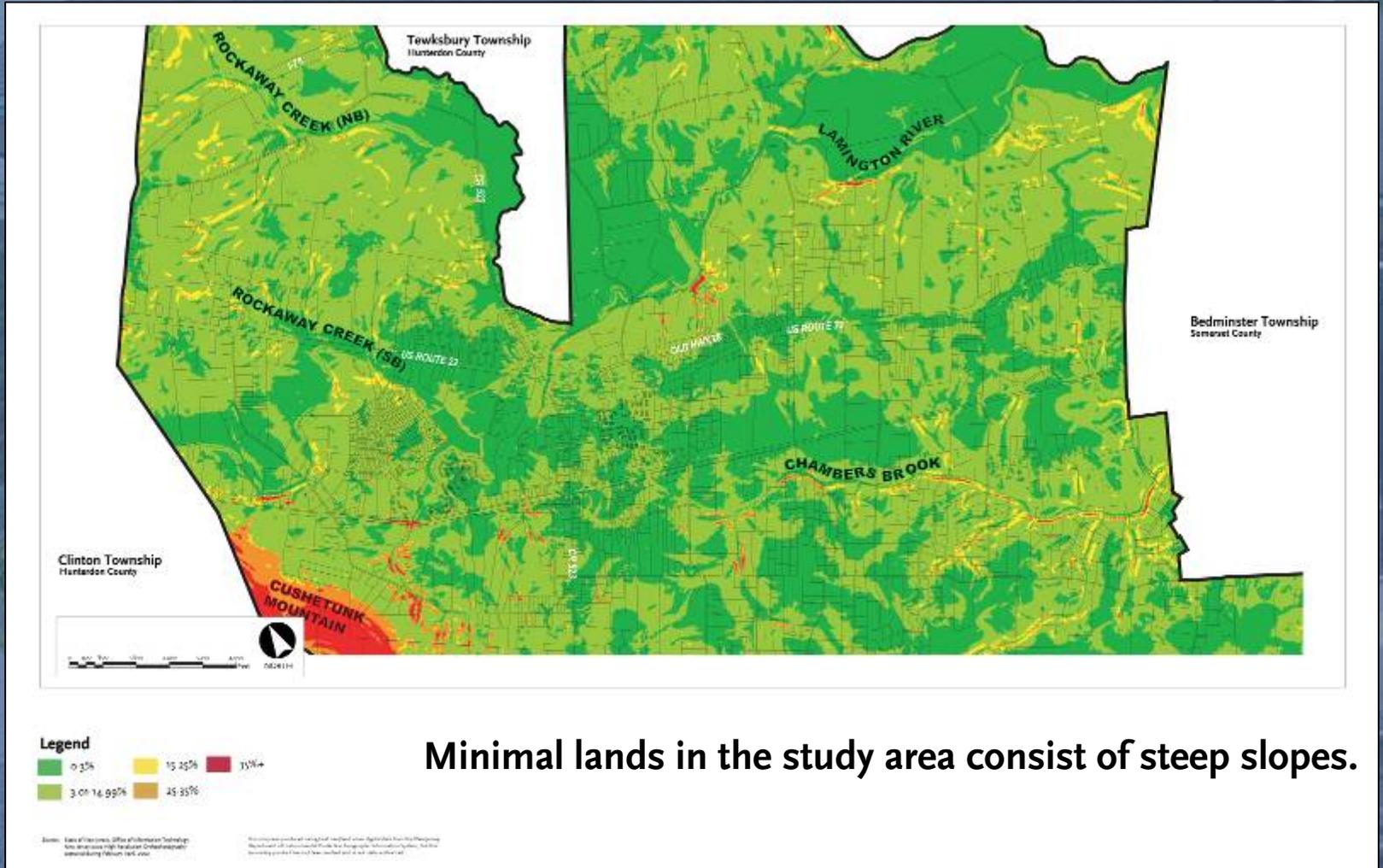
Legend

- Prime Agricultural Soils
- Soils with Statewide Importance
- Other Soils

The majority of soils in the study area are Prime Agricultural Soils or Soils of Statewide Importance.

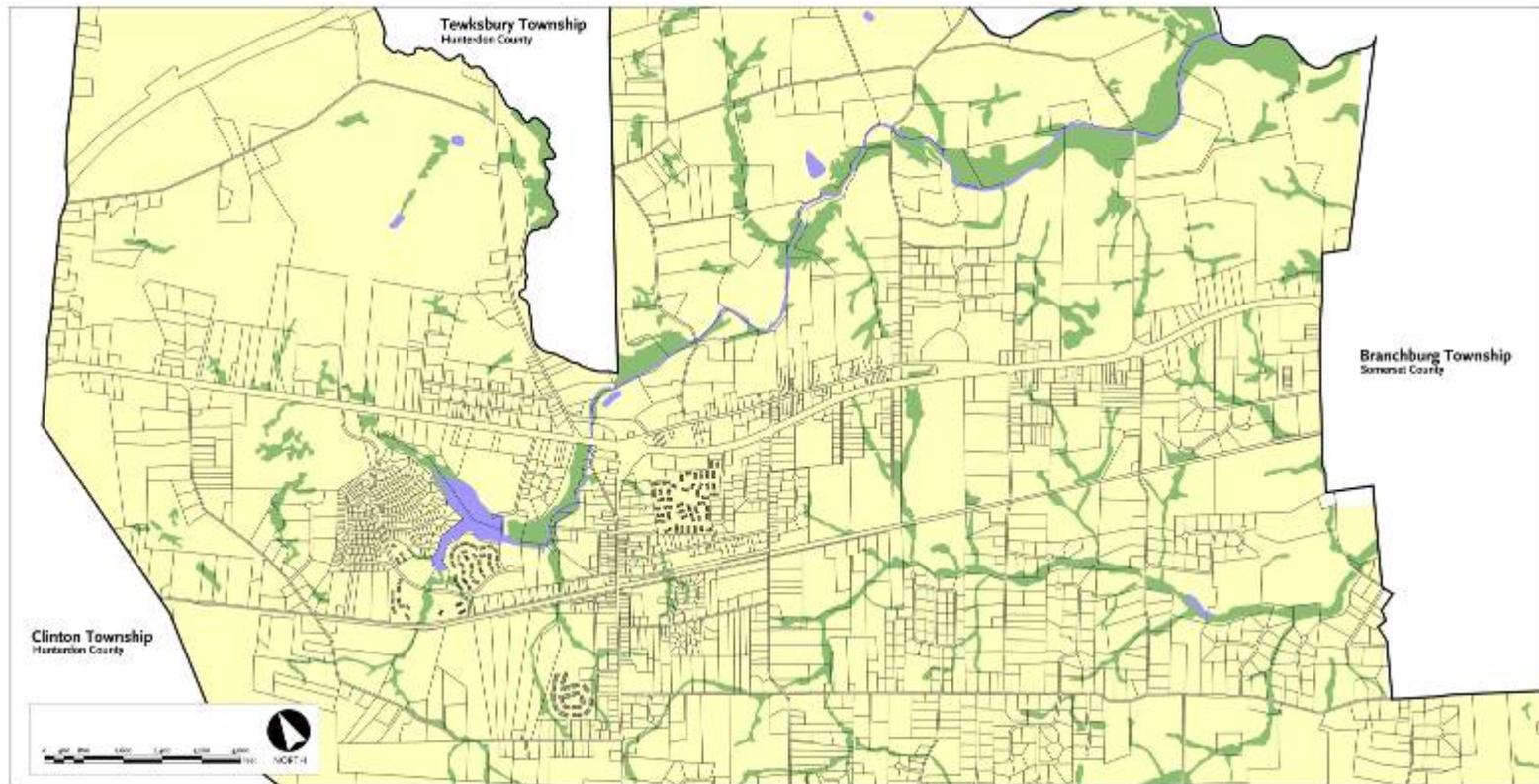


Steep Slopes



Minimal lands in the study area consist of steep slopes.

Freshwater Wetlands



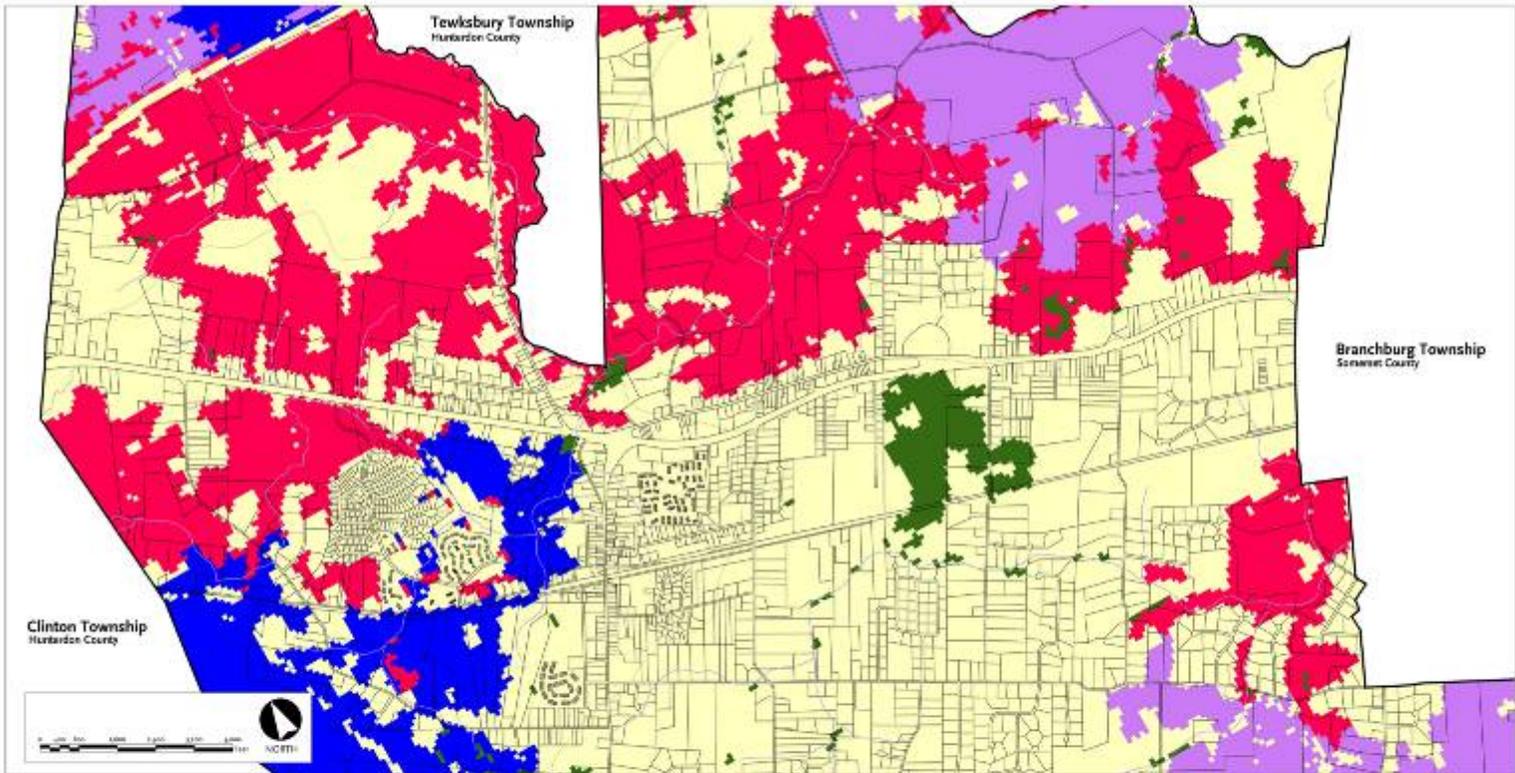
Legend

- Freshwater Wetlands
- Water
- Uplands

559 acres, or 8.25% of the study area consists of freshwater wetlands.



Wildlife Habitat



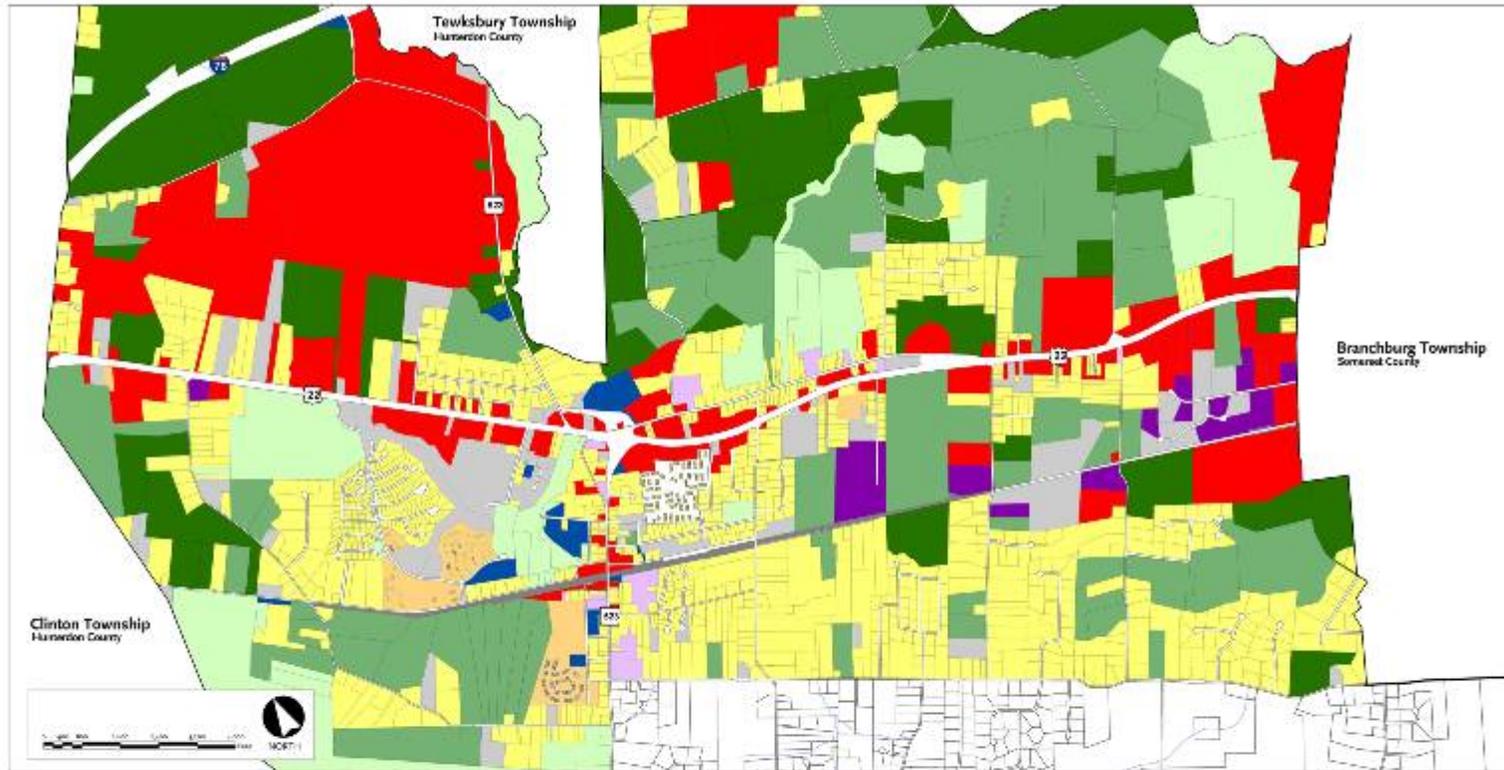
3,376 acres, or 49.89% of the study area, is important habitat.

New York Department of Environmental Conservation
Division of Fish and Wildlife, Wetlands Program

This map was developed using New York Department of Environmental Conservation GIS data. The data was provided by the New York Department of Environmental Conservation. The data was provided by the New York Department of Environmental Conservation. The data was provided by the New York Department of Environmental Conservation.

Build Out Analysis: Development Potential

Land Use

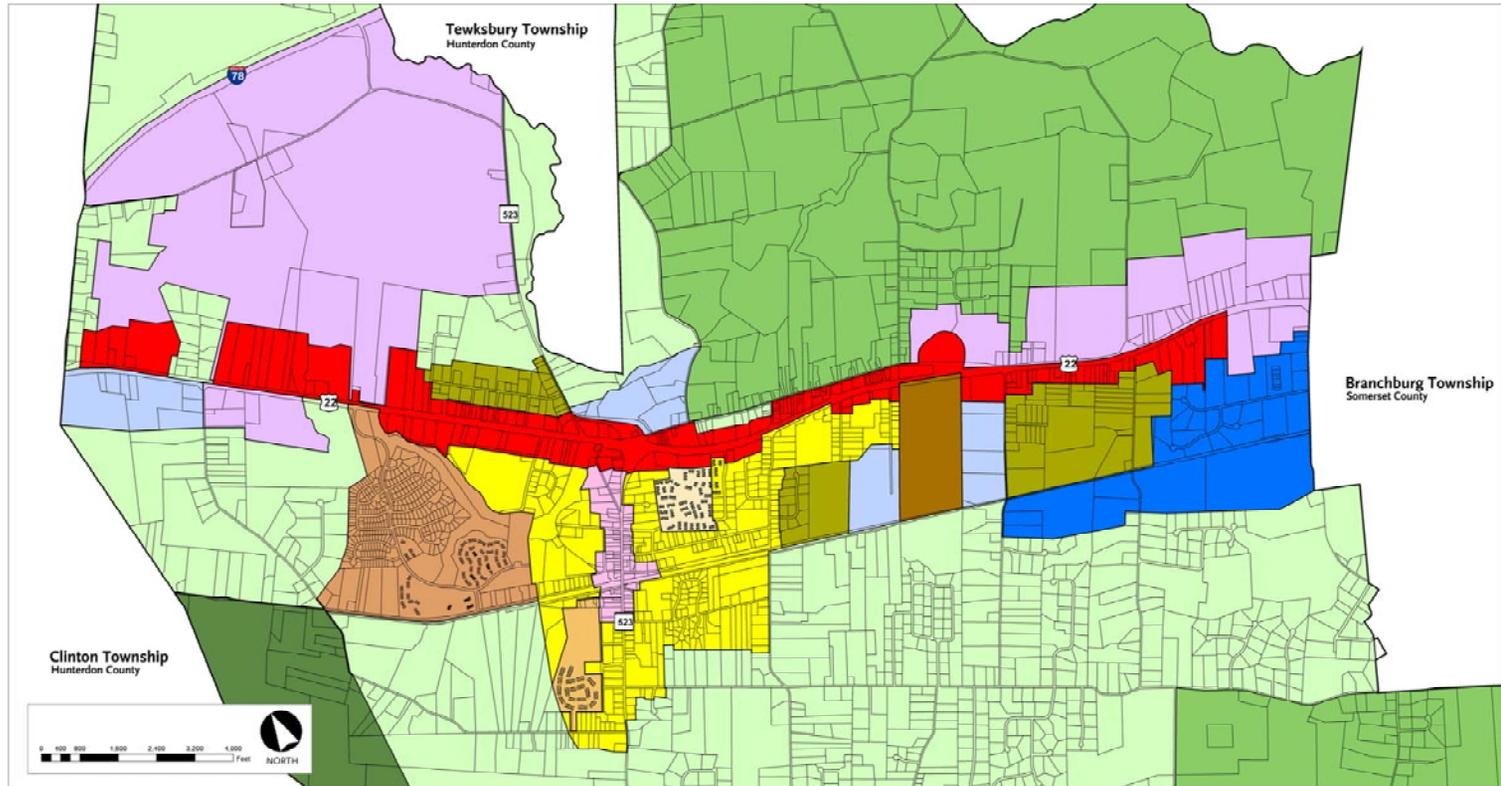


Farmland:
3,163 acres,
or 46.74%.

Single Family
Residential:
1,254 acres,
or 18.53%.

Commercial:
1,050 acres,
or 15.51%

Existing Zoning



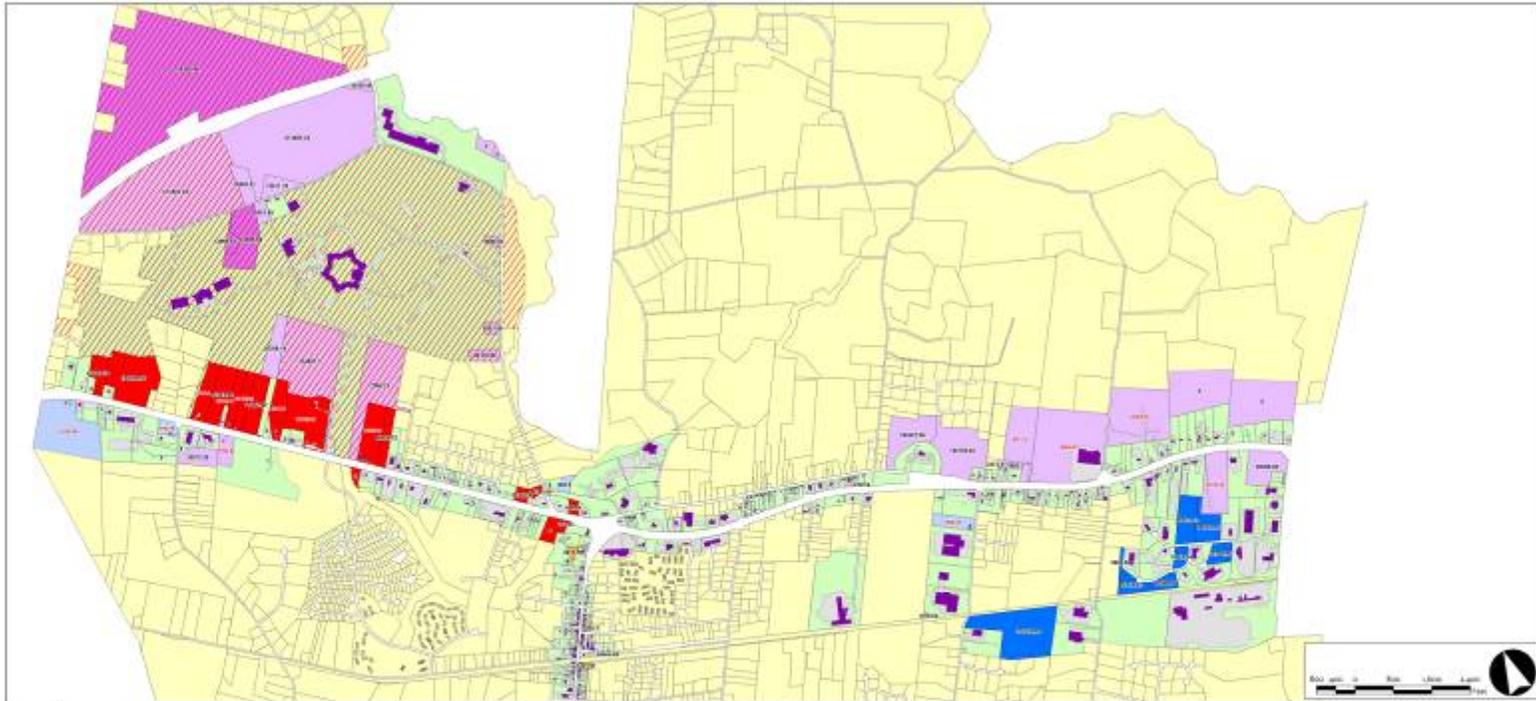
Legend

 PND/SCV	 VR/ SC-4	 B	 ROM2
 SC-3	 PND	 BB2	
 SSR	 PND1	 VC	
 AR	 PND/ SCV	 RO	
 RR	 SC	 RO-1	
 R-1	 SC-2	 ROM1	

Source: Readington Township Existing Map, October 2016
 Base Map Source: Staller and McElhinney, PA
 100 West Main St, Clinton, NJ 08809
 April 26, 2016



Existing Nonresidential Development



Legend

- ZONE**
- R
 - RD
 - RDM1
 - RDM2
 - FF as RD
 - VC

- Properties owned by Marsh
- Non-Residential Lots
- Buildings
- Impervious Areas

43560-10 • Developable Area (Square Feet)

43560-10 • Redevelopable Area (Square Feet)



Build Out Analysis

- **Nonresidential Build-out Analysis:**
 - *Existing Nonresidential: 3,707,172 s.f.*
 - *Potential New Nonresidential: 4,039,419 s.f.*
 - B zone: 379,691 square feet
 - RO zone: 3,212,824 square feet
 - ROM-1 zone: 91,267 square feet
 - ROM-2 zone: 339,441 square feet
 - VC zone: 16,196 square feet

Build Out Analysis

- Residential Build-out Analysis:
 - *Existing Residential: 1,586 units*
 - *Potential New Residential: 444 units*
 - AR zone: 80 units
 - R-1 zone: 25 units
 - RR zone: 71 units
 - SC-2 zone: 205 units
 - VR zone: 63 units

Build Out Analysis Implications

- Additional wastewater demand: 531,338 gpd
 - Residential - 155,400 gpd
 - Nonresidential – 375,938 gpd
 - Existing Allocation: 935,000 gpd

Build Out Analysis Implications

- Additional vehicle trips: 57,088 – 62,020
 - Residential – 4,484 trips
 - Nonresidential - 52,604 – 57,536 trips

Build Out Analysis Implications

- **Vegetation loss: 1,589 acres in the non-residential zones**
 - Forest and brush: 1,206 acres
 - Agricultural lands: 383 acres
- **Additional Impervious Cover: Range of 201 - 419 acres in the non-residential zones**
 - 8,744,387 – 18,266,145 square feet

Build Out Analysis Implications

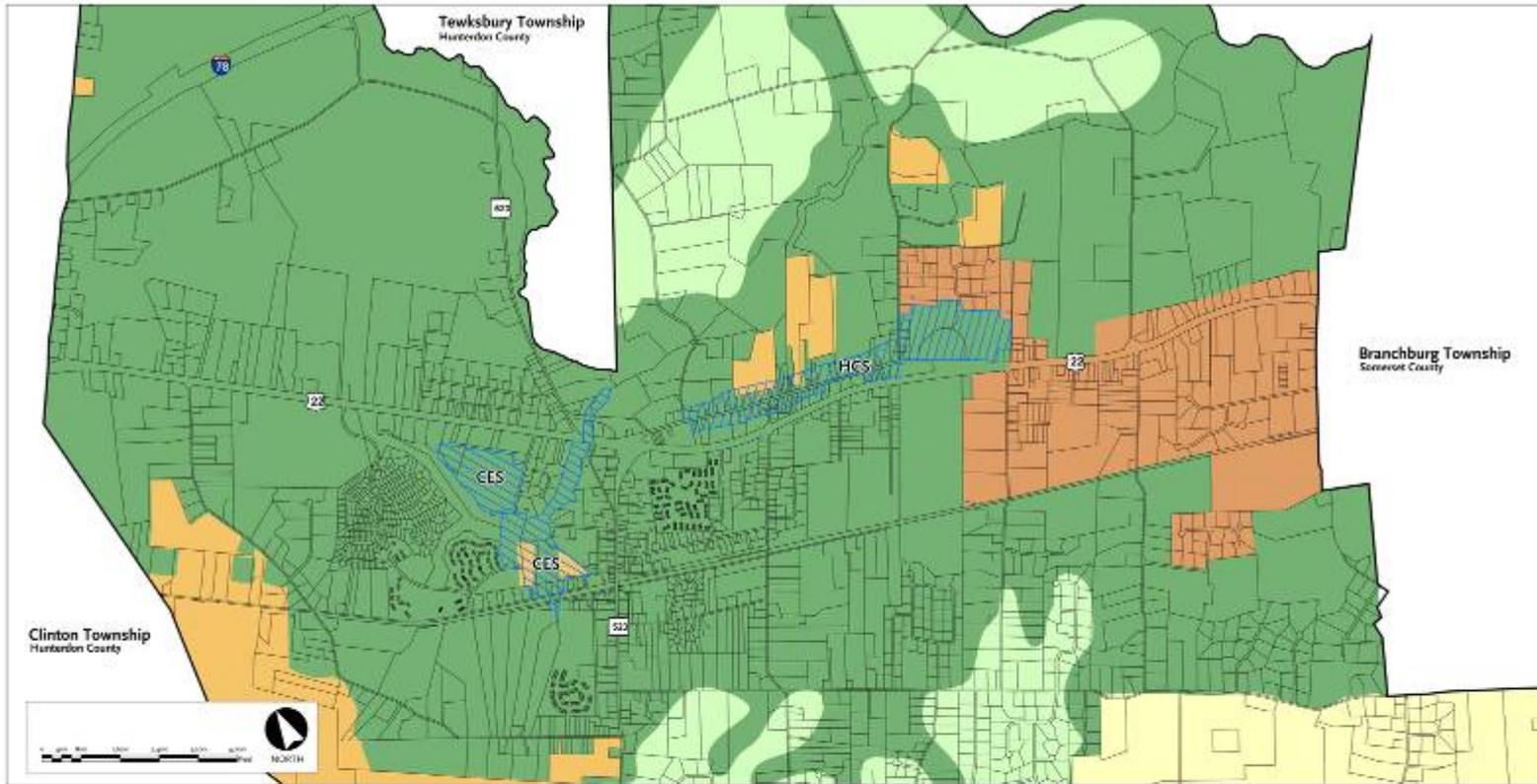
- Character

- Route 22 will consist of a continuum of non-residential uses
- Historic character of Whitehouse and Whitehouse Station will be eroded
- Agricultural / rural environs will be diminished
- Sense of distinct center at the confluence of Routes 523 and 22 will be lost



WHERE DO WE GO FROM HERE?

County Proposed State Plan



- Legend**
- 3 - FRINGE
 - 4 - RURAL
 - 4B - RURAL ENV. SENSITIVE
 - 5 - ENVIRONMENTALLY SENSITIVE
 - 6 - PARK
 - (HCS) HISTORIC / CULTURAL SITE
 - (CES) CRITICAL ENVIRONMENTAL SITE

Prepared by the County and proposed in response to the State prepared Preliminary State Plan Map.

PA 5:
5,038
acres, or
74.44%

PA 4b:
940 acres,
or 13.89%

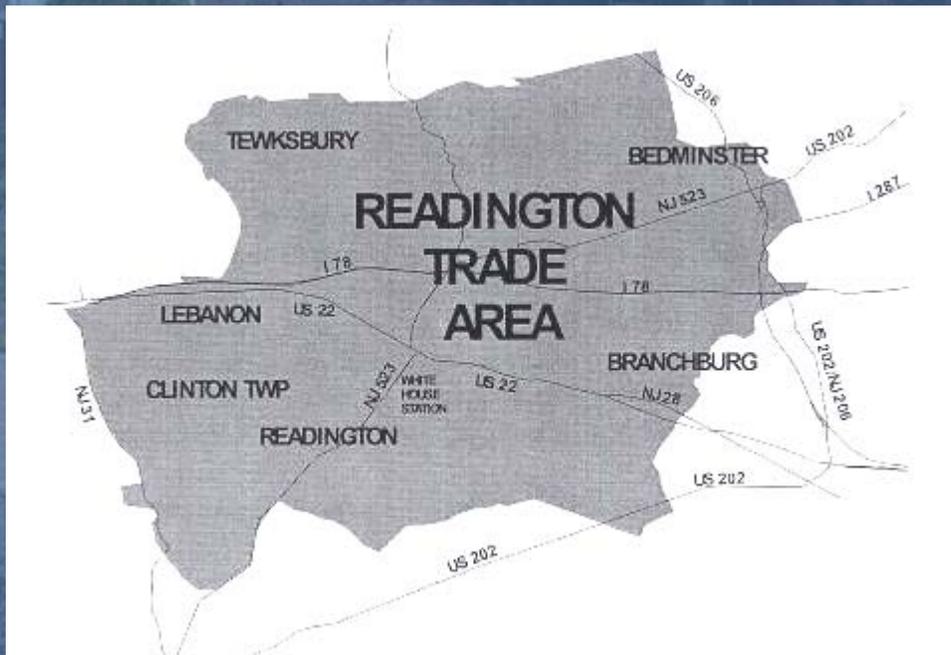
PA 3: 585
acres,
or 8.64%

Minimal
lands in
other
Planning
Areas.



Commercial Market Analysis

- In 2003, Urban Partners conducted a Market Analysis of the *Readington Trade Area*.
 - The majority of the Trade Area is not located in Readington Township.



Centered on Whitehouse Station:
approximately 15 miles east-west along
Route 22 and 14 miles north-south
along Route 523.

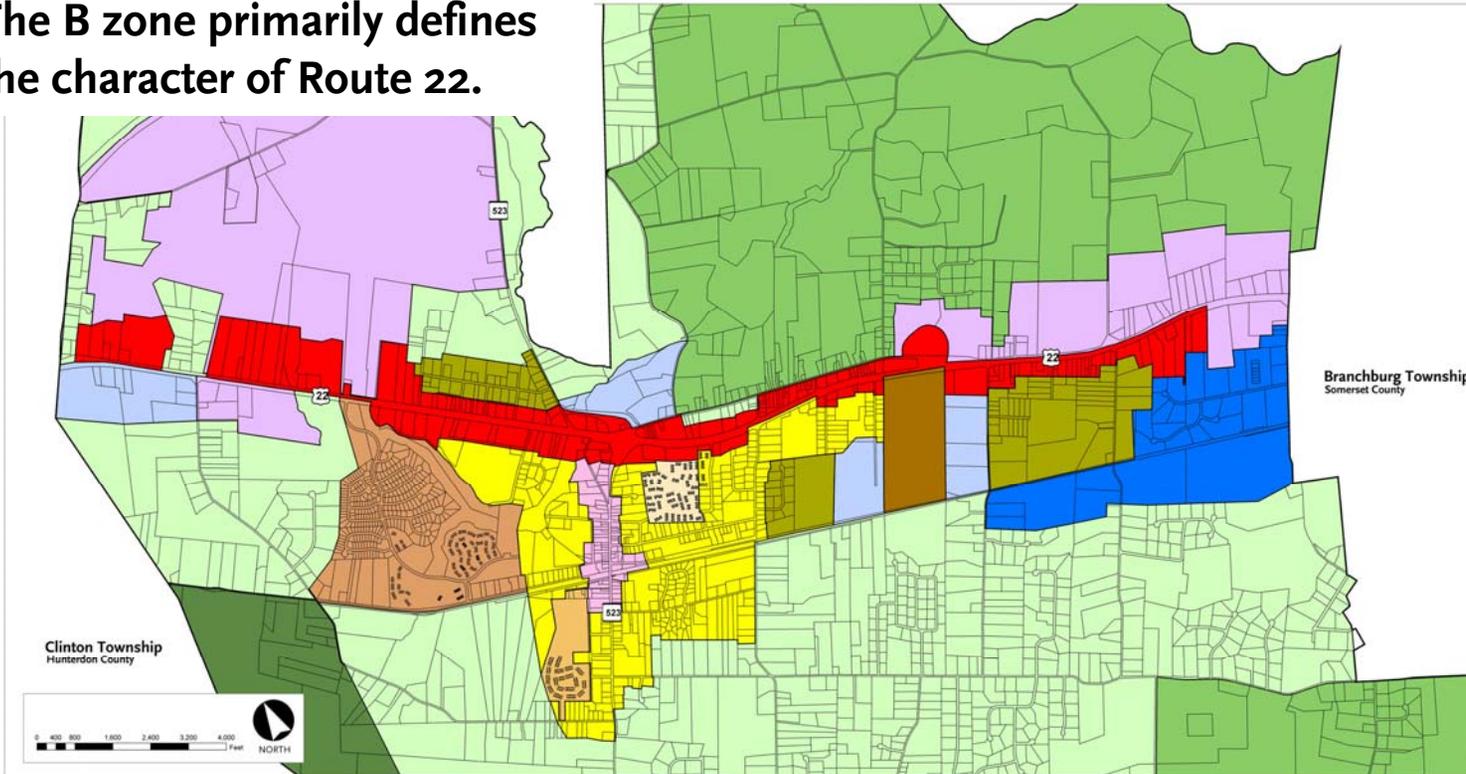
Includes portions of Readington,
Lebanon, Tewksbury, Clinton
Township, Bedminster and
Branchburg.

2003 Market Analysis continued...

- An additional 250,000 square feet of retail space can be supported in the Trade Area
- A modest amount of service oriented businesses can be supported along Route 22
- Class A office construction along Route 22 is unrealistic
- Readington may continue the niche-market small office space in Whitehouse Station

Zoning

The B zone primarily defines the character of Route 22.



Legend

PND/SCV	VR/SC-4	B	ROM2
SC-3	PND	BB2	
SSR	PND1	VC	
AR	PND/SCV	RO	
RR	SC	RO-1	
R-1	SC-2	ROM1	

Source: Readington Township Zoning Map, October 2016.
Base Map Source: Stuber and McElwain, PA
Van Riper Maps & Clients, NJ 08839
April 26, 2013

AR zone:
2,443 acres,
or 36.11%

RO zone:
1,340 acres,
or 19.80%

RR zone:
976 acres,
or 14.43%

B zone: 448
acres, or
6.61%

The AR, RO and RR are the largest zone districts, totaling approximately 70% of the study area.



What is Smart Growth?

- Mix land uses
- Walkable neighborhoods
- Distinctive, attractive communities offering sense of place



What is Smart Growth? continued...

- Transportation option variety
- Range of housing choice & opportunity



What is Smart Growth? continued...



- Compact, clustered community design
- Open space, farmland, & scenic resource preservation
- Future development strengthened & directed to existing communities using existing infrastructure

What is Smart Growth? continued...

- Predictable, fair & cost-effective development decisions
- Community & stakeholder collaboration in development decision-making



Vision

- Land Use
- Open Space
- Circulation
- Parking
- Utilities
- Stormwater
- Design
- Character

Whitehouse Station



Whitehouse



Route 22 Corridor

