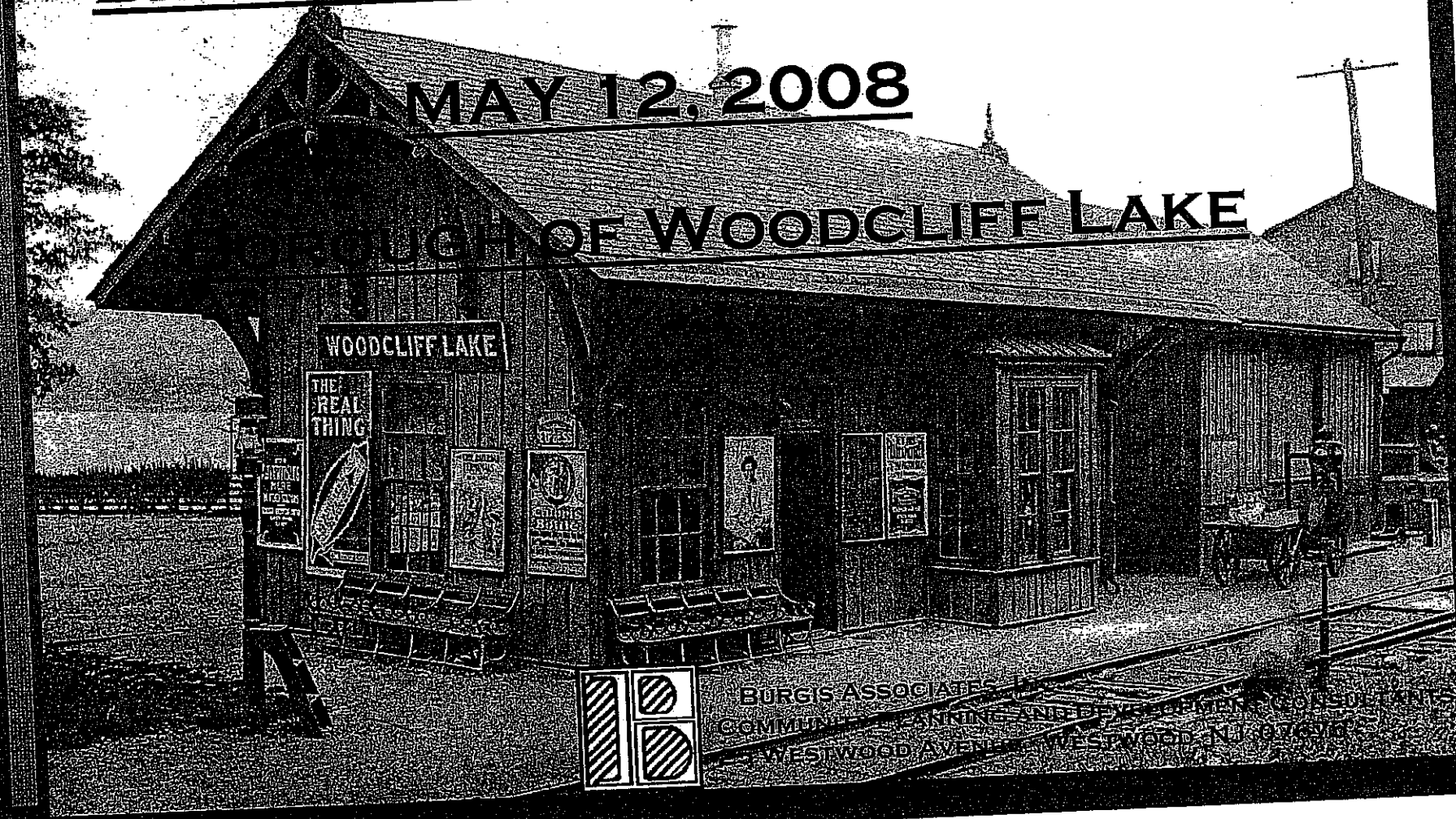
BROADWAY CORRIDOR STUDY

MAY 12, 2008

BOROUGH OF WOODCLIFF LAKE

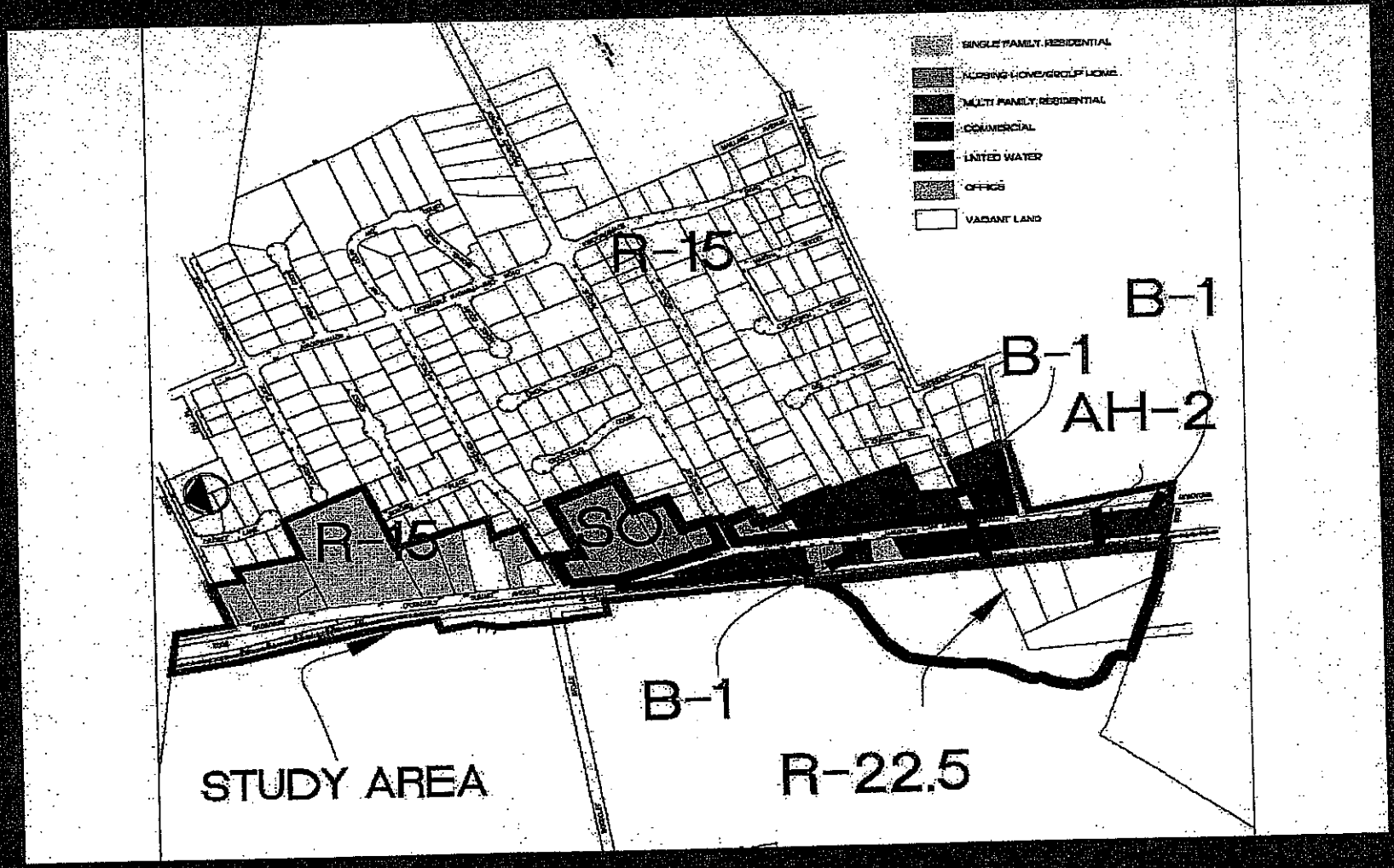


BURGIS ASSOCIATES, INC.
COMMUNITY PLANNING AND DEVELOPMENT CONSULTANTS
25 WESTWOOD AVENUE, WESTWOOD, NJ 07675

CORRIDOR POTENTIAL

- ACCOMMODATE CHANGING MARKETS
- ENHANCE "DOWNTOWN HUB"
- ESTABLISH IDENTITY
- STABILIZE PROPERTY VALUE

BROADWAY CORRIDOR



HIDDEN IN PLAIN SIGHT....

- UNDERUTILIZATION
- TRANSIT
- DESIRABLE COMMUNITY
- SCENIC LOCATION

MIXED USE BENEFITS

- CONNECTIVITY
- SUSTAINABILITY
- EFFICIENCY

BERGEN COUNTY POPULATION

- 2000 POPULATION = 884,100
- 2020 POPULATION = 996,000
- 111,900 MORE RESIDENTS

RENTAL SHORTAGE

- 26% - 32% RENTALS (BERGEN COUNTY)
- MEDIAN YEAR BUILT = 1959
- MEDIAN RENT = $996
- 58% OF MEDIAN INCOME REQ. TO RENT VS. 237% TO OWN
- RENTALS MORE AFFORDABLE
- ONLY 4.8% IN WCL RENTALS

NAT'L MARKET FOR INFILL/MIXED USE

- 50% YOUNG SINGLES & COUPLES
- 40% EMPTY NESTER & RETIREE
- 10% FAMILIES

- 21.6% OF US HOUSEHOLDS ARE MARRIED COUPLES WITH CHILDREN
- PROJECTED TO DECLINE FURTHER OVER TIME
- FASTEST GROWING HOUSEHOLDS
  - YOUNG PROFESSIONALS
  - EMPTY NESTER
  - SINGLE PARENT
  - COUPLE WITHOUT CHILDREN
  - SENIORS

RENTERS...

- ALMOST 1/4 RENTERS EARN $50,000 & MORE
- 40% OF RENTERS CHOOSE FOR LIFESTYLE

MAIN POPULATION GROUPS

BABY BOOMERS

- BORN 1946-1964
- AGE 44-62 YRS

MILLENIALS

(CHILDREN OF BOOMERS)

- BORN 1977-1996
- AGE 12-31 YRS

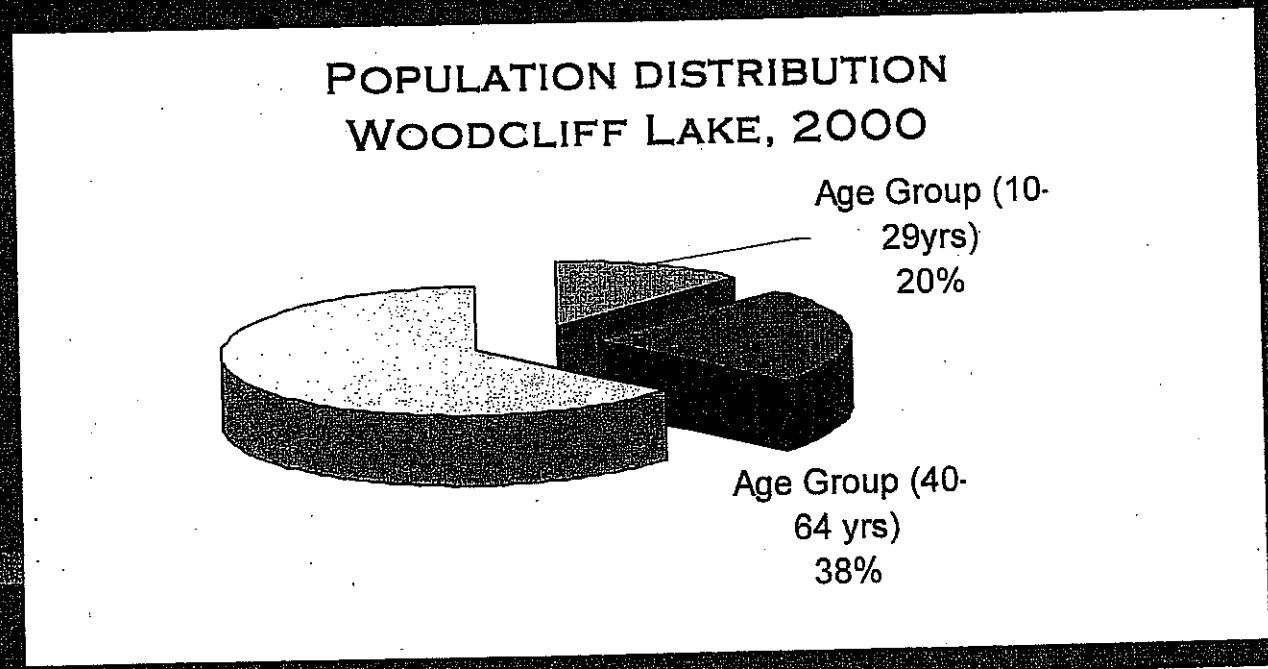
NATIONWIDE COMBINED
34% OF POPULATION

BABY BOOMERS	MILLENIALS
MATURE	PLACE MATTERS
LOW MAINTAINENCE LIFESTYLE	INTERNET, ENTREPRENEUR
WALK TO RETAIL & ENTERTAINMENT	CONVENIENCE

WOODCLIFF LAKE

5,745 POPULATION (2000 CENSUS)

BABY BOOMERS	38%
MILLENIALS	20%
TOTAL	**58%**



BABY BOOM TRANSITION

- EMPTY NESTER 1991-2011
- RETIREMENT/2ND CAREER 2011-2029

MILLENIAL TRANSITION

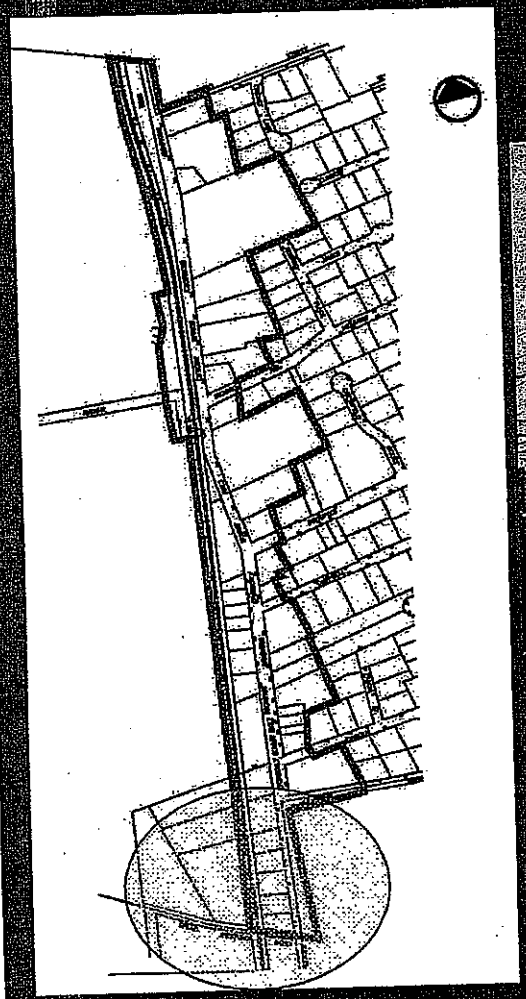
- ENTER JOB MARKET 1999-2018
- WORKING YEARS 2013-2032
- EMPTY NESTER 2024-2043

TRANSIT ORIENTED DEVELOPMENT (TOD) SOLUTION

TRANSIT ORIENTED DEVELOPMENT

- REDEVELOPMENT
- MIXED USE
- LIVE/WORK
- 1/4- 1/2 MILE TO TRANSIT STOPS.

EXISTING CONDITIONS



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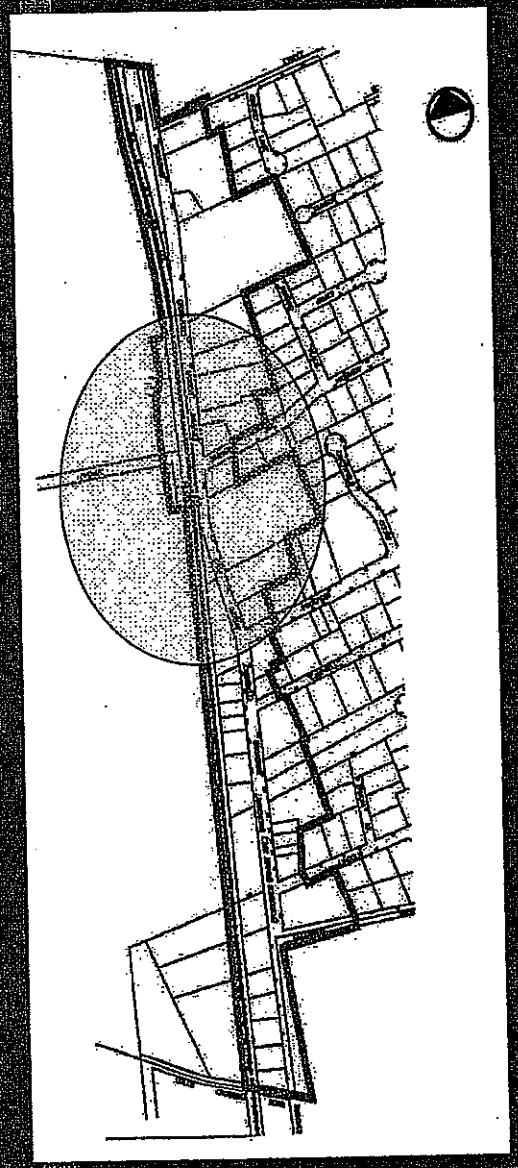

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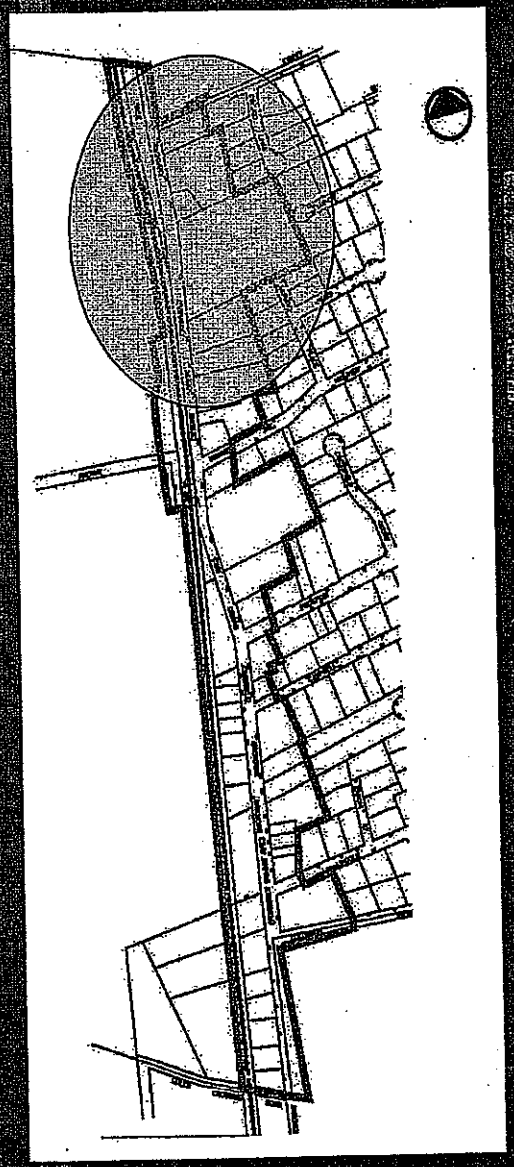


LEED-ND

- SMART GROWTH
- NEW URBANISM
- GREEN BUILDING

MASTER PLAN

- 2002 Borough MP recommends improvement to train station, linkage to Broadway District.
- Create "Unique Identity".
- Permit mixed use as an incentive for redevelopment.

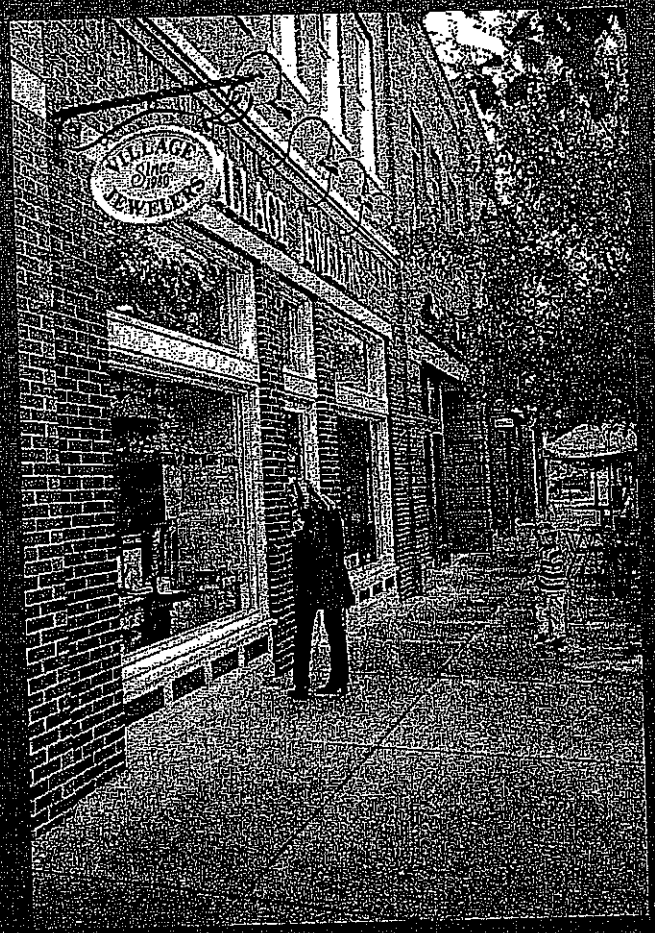
LEED-ND

- 1ST NAT'L STD FOR NEIGHBORHOOD DESIGN
- DRAFTED BY USGBC
- CONGRESS FOR NEW URBANISM
- NATURAL RESOURCES DEFENSE COUNCIL

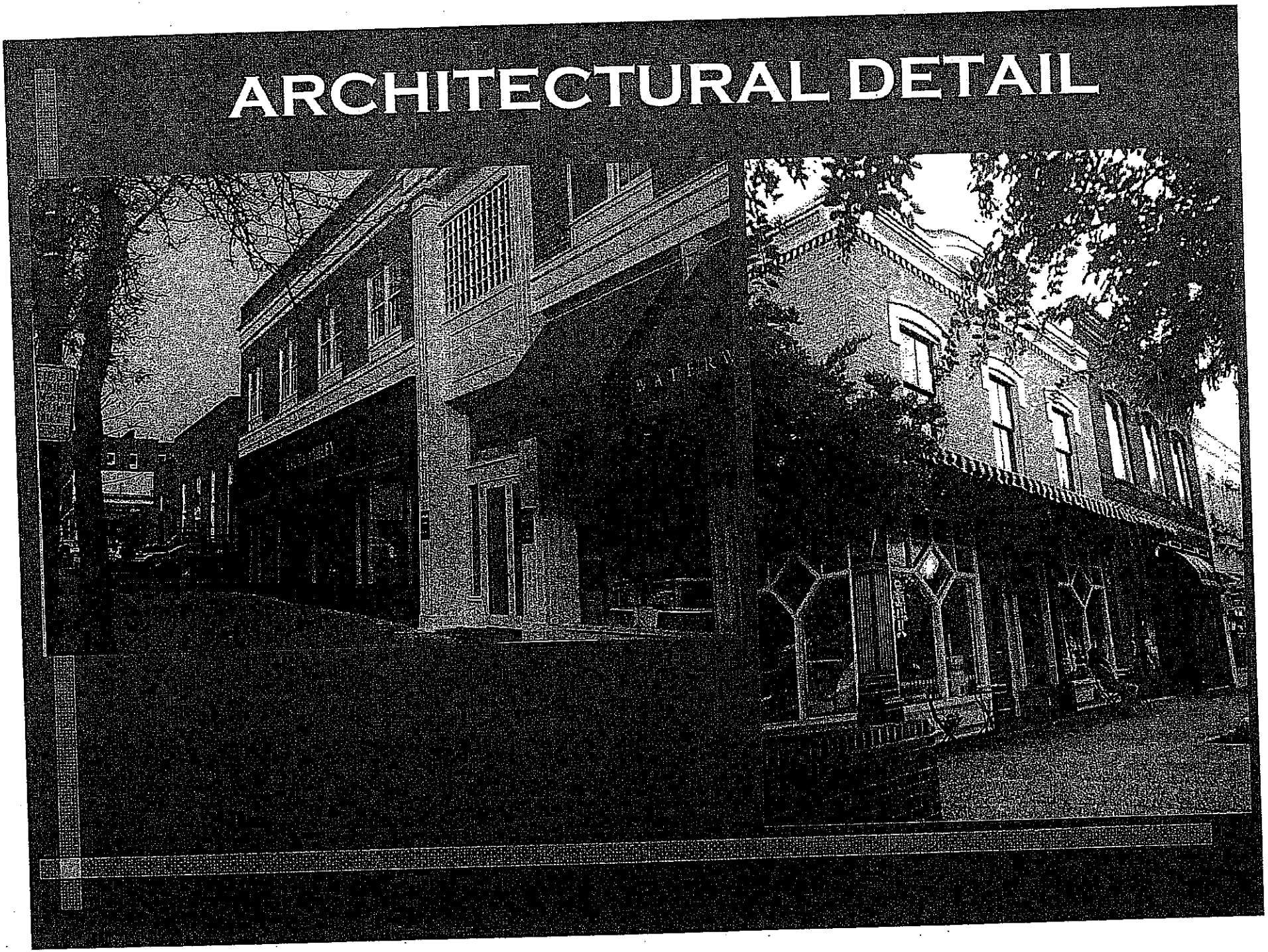
LEED-ND GOALS

- ENERGY EFFICIENCY
- REDUCED WATER USE
- BUILDING REUSE
- RECYCLED MATERIALS
- HEAT ISLAND REDUCTION

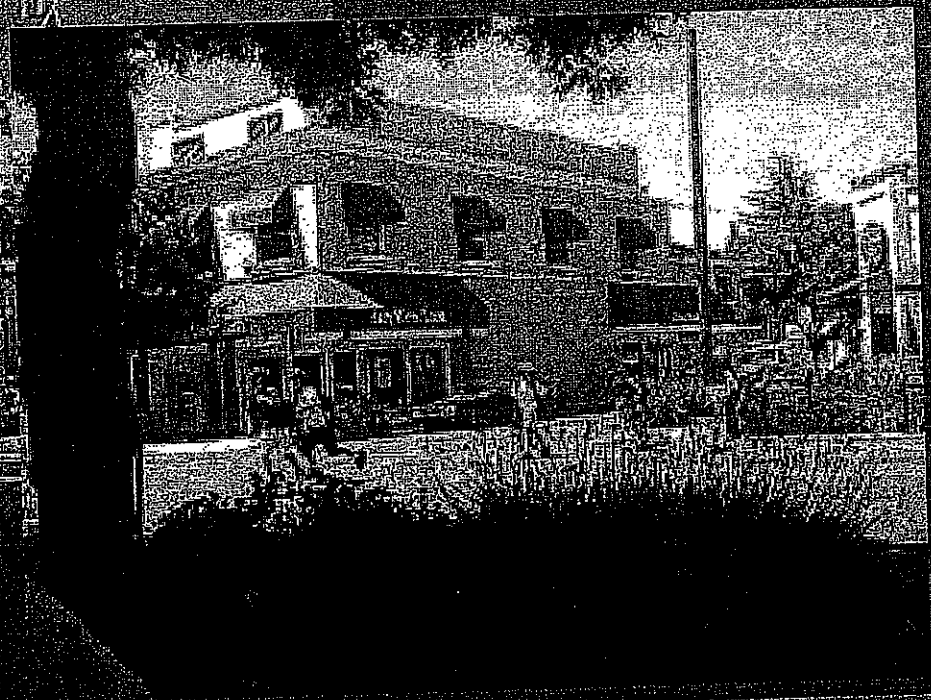
COMPACT INFILL



ARCHITECTURAL DETAIL



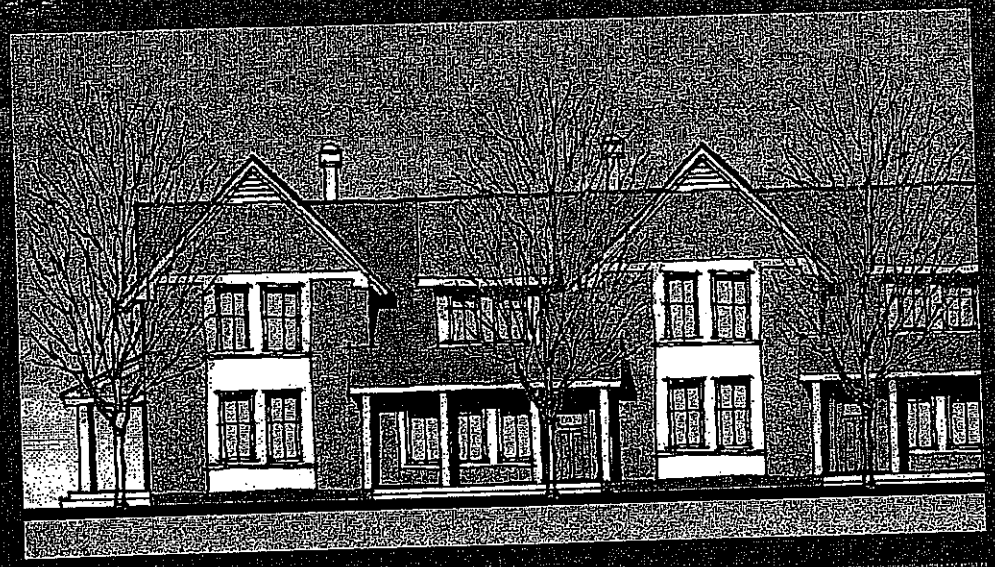
MIXED USE



STREETSCAPE

PUBLIC SPACES

RESIDENTIAL



TRAFFIC CALMING MEASURES

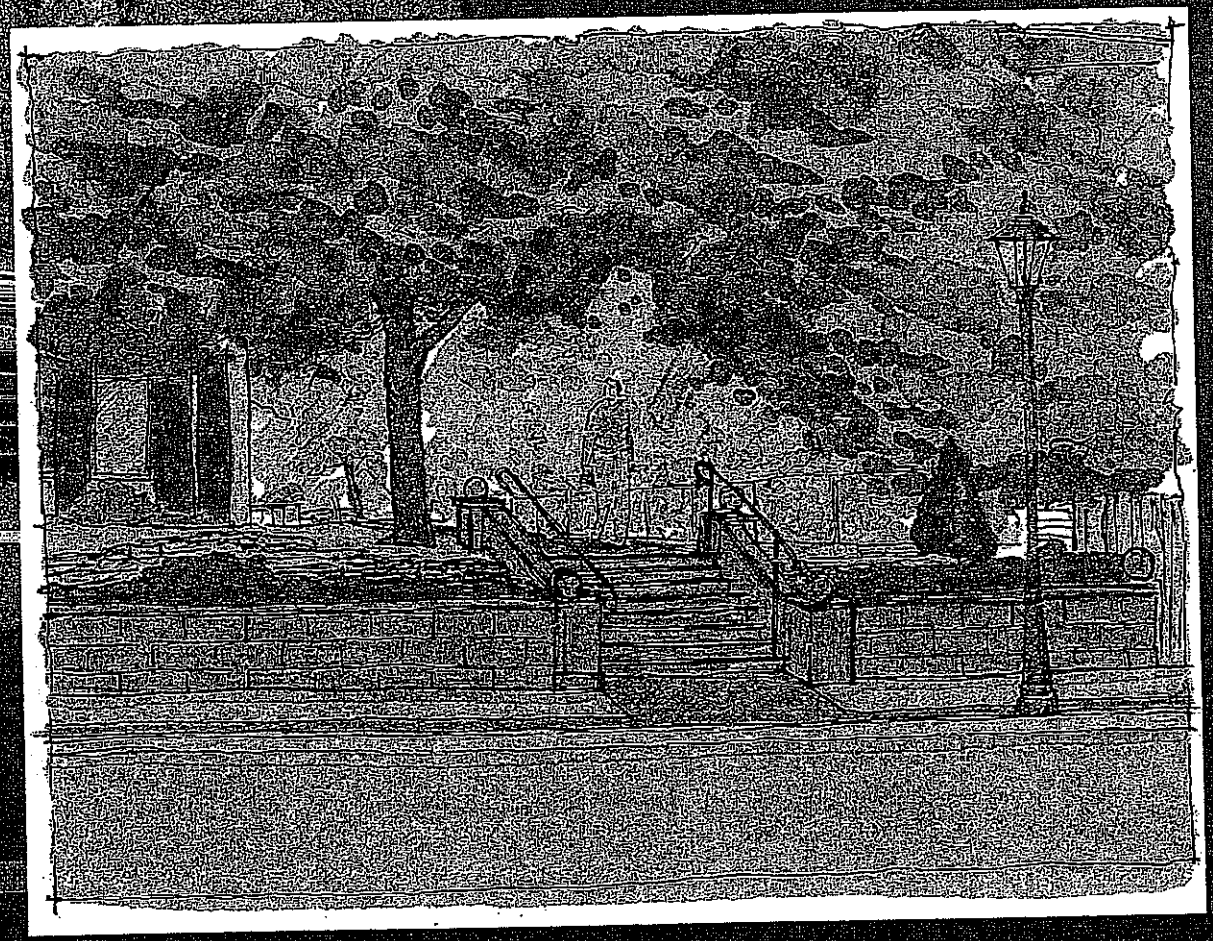
OAKLAND

BEFORE

AFTER

IMPROVED PEDESTRIAN CONNECTION

BEFORE



AFTER

CONCEPT

CONCEPT

GOALS AND OBJECTIVES

- IMPROVE THE STREETSCAPE.

- OPTIMIZE PARKING CONDITIONS AT TRAIN STATION.

- CREATE OPPORTUNITIES FOR MIXED USE THROUGH ZONING AND DESIGN REGULATIONS.

STUDY PROCESS

- LAND USE ANALYSIS
- PARKING INVENTORY
- EXISTING ZONING/LAND USE REGS
- EVALUATE STREETSCAPE, TRANSIT CONNECTIONS
- SUMMARIZE CORRIDOR ELEMENTS

PLANNING RECOMMENDATIONS

- TRAIN STATION
- CORRIDOR ENHANCEMENT
- ZONING AND DESIGN CONTROLS

PARTICIPANTS

Borough of Woodcliff Lake

Governing Body and

Planning Board

Burgis Associates

Donna Holmqvist AICP,PP

Edward Snieckus PP,CLA

BERGEN COUNTY

UNITED WATER

OFFICE OF SMART GROWTH

NJ DEP

NJ TRANSIT

THANK YOU