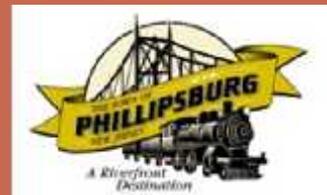


UNION SQUARE DESIGN CHARRETTE RESULTS & NEXT STEPS

June 22, 2017

Town of
Phillipsburg,
New Jersey



THE CHARRETTE (FRIDAY)

- Overview of the Study Area
 - Regional Setting
 - Group Formation
 - Goals & Issues
 - Plan for Saturday
-
- Over 40 people in attendance
 - 9 Urban Designers
 - SoMa hosted and provided refreshments
 - Lively discussion and participation!



THE CHARRETTE (SATURDAY)

- Recap of Friday
 - Team Meet Up
 - Walking Tour of Study Area
 - Begin Designing
 - Presentation of Concepts
-
- Over 30 people participated in four groups
 - 2 Designers per group
 - Heritage Transportation Center (Union Station) hosted
 - Teddy's provided breakfast
 - SoMa provided lunch



VISION

The vision of the Union Square / Riverfront District is to capitalize on the recreational and cultural assets of the riverfront district to support the revitalization of the historic downtown through the creation of new business, residential, and eco-tourism opportunities and to encourage economic growth town-wide.

RIVERFRONT REDEVELOPMENT PLAN

SECTION 2. THE PUBLIC PURPOSE

2.1 Redevelopment Goal and Objectives

The goal of the redevelopment plan is to capitalize on the recreational and cultural assets of the riverfront district to support the revitalization of the historic downtown through the creation of new business, residential, and eco-tourism opportunities.

The redevelopment plan objectives are as follows:

1. To encourage redevelopment in a manner that is compatible with the character of adjacent neighborhoods and land uses; and to minimize negative impacts on new and existing residential neighborhoods.
2. To provide for an increase in the economic base by redeveloping underutilized and non-productive properties.
3. To create new residential neighborhoods and support facilities, which will provide an economic stimulus for existing businesses and create new opportunities for growth.
4. To enhance riverfront areas and river views, improve accessibility to the water, and promote recreational use and water-related activities to attract and increase the use of riverfront lands.
7. To utilize the existing railroad properties and riverfront to create a system of footpaths and bikeways that will link the entire waterfront to local attractions and neighborhoods along the river, including routes extending inland to Walters Park and north and south to the regional trail system.
8. To enhance accessibility to, and use of, Delaware River Park.
9. To promote tourism opportunities based on the transportation history of the town and region, through the use of such facilities as the original rail station, Black Bridge signal tower, excursion railway, miniature railroad, and the Morris Canal arch, and creating new facilities to showcase the Town's rail and canal heritage.
10. To provide adequate infrastructure to support redevelopment, including roadway accessibility and safe, convenient and accessible parking to adequately serve the existing and future commercial and residential needs of the redevelopment area.
11. To attract educational and cultural amenities and provide for linkages to a variety of tourist, recreational and cultural facilities in Phillipsburg and the region.



3.5.3 Union Square Design Standards & Guidelines

These District 2 design standards extend and/or replace current design standards in the Land Use Ordinance. They are intended to establish and reinforce the physical, visual and spatial characteristics of the District through the consistent use of compatible urban design and architectural design elements. Such elements relate the design characteristics of an individual structure or development to other existing and planned structures or developments in a harmonious manner, resulting in a coherent overall development pattern and streetscape.

RIVERFRONT REDEVELOPMENT PLAN

Union Square Design Standards & Guidelines

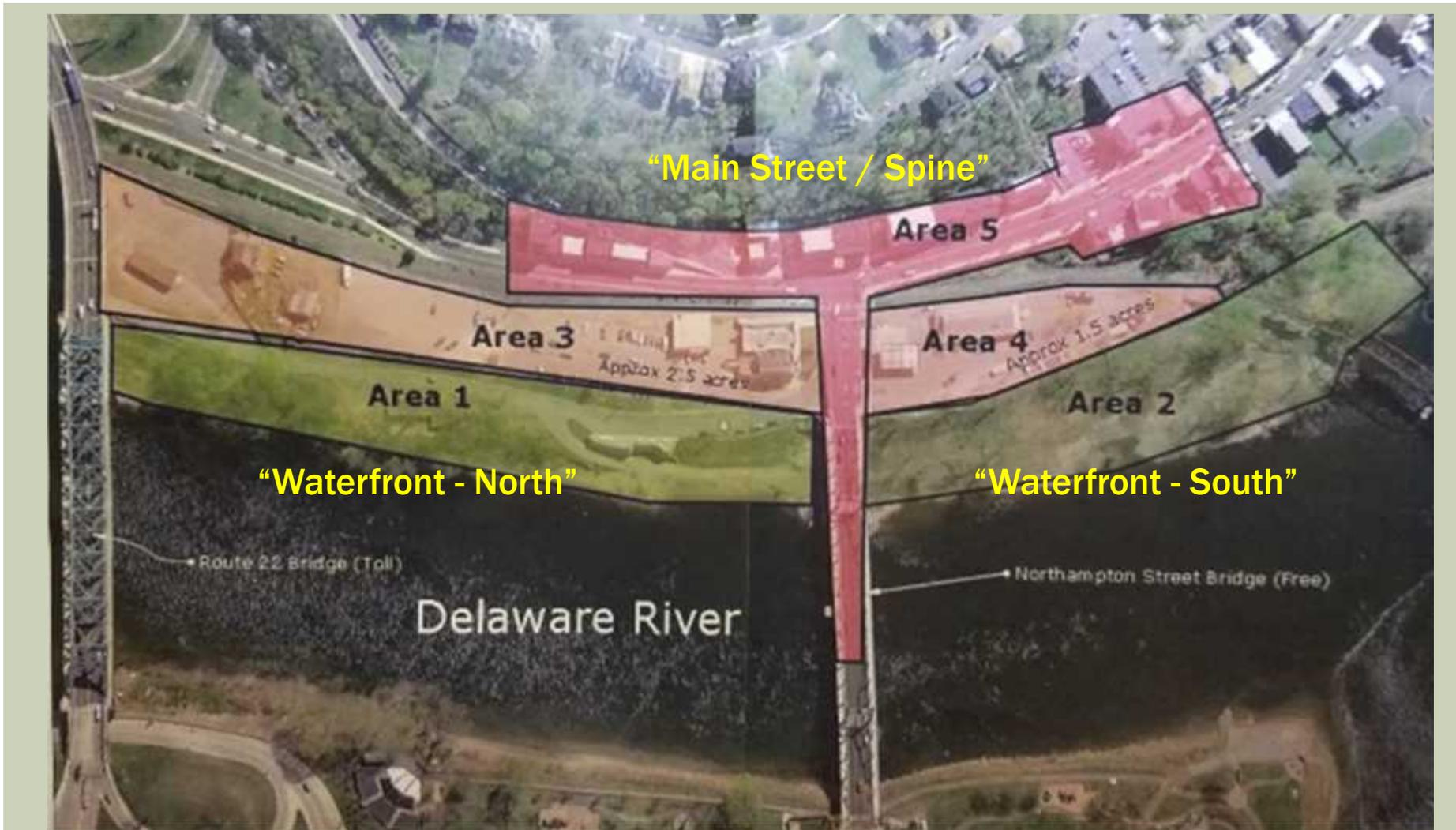
Existing

1. Context & Continuity
2. Street Definition
3. Plazas, Courtyards & Open Space
4. Building Scale, Location & Orientation
5. Pedestrian Circulation
6. Landscaping
7. Street and Site Lighting
8. Street Standards

Proposed

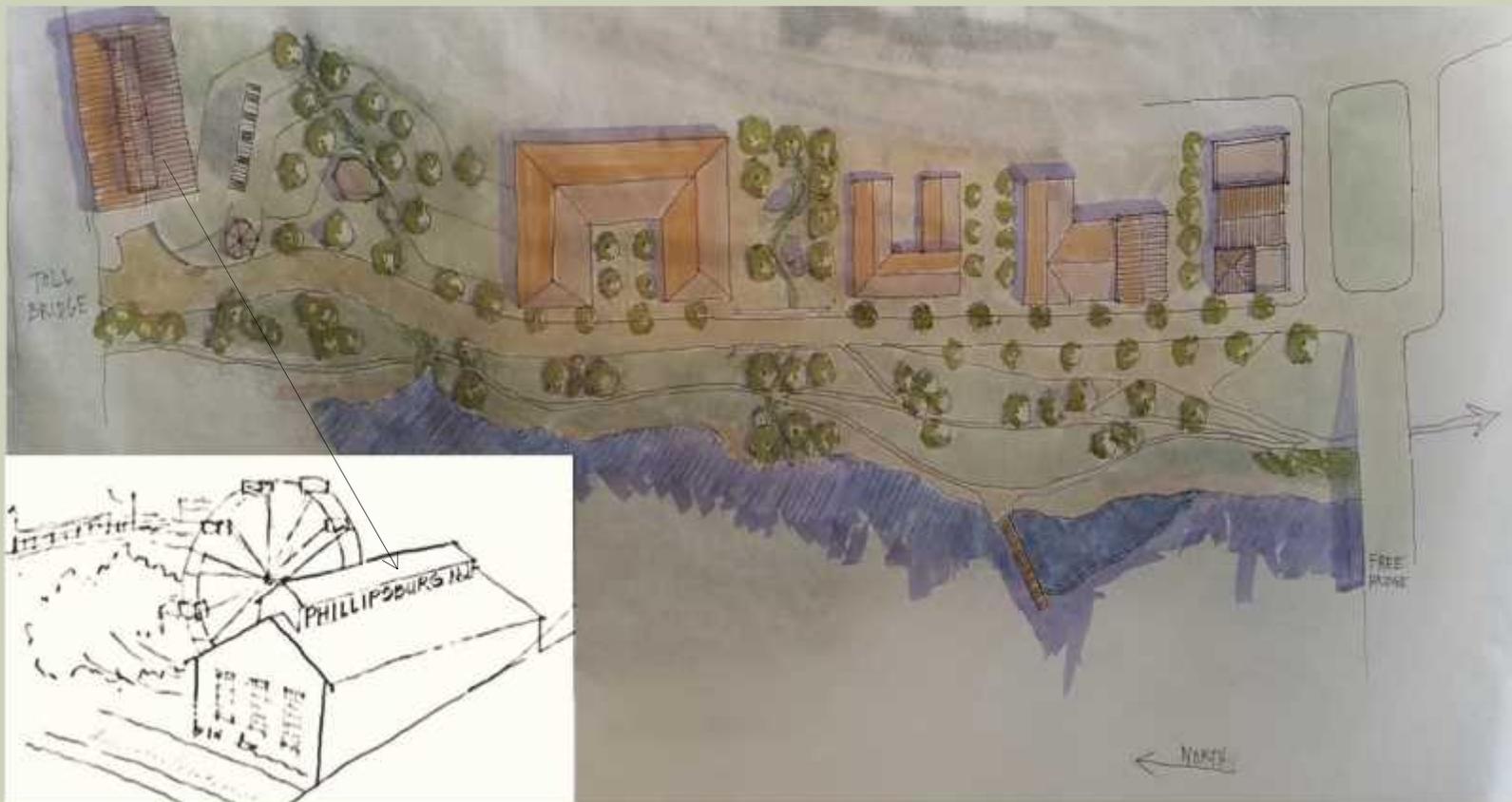
1. Land Use
2. Context & Continuity - Historic Preservation
3. Street Definition
4. Plazas, Courtyards & Public Spaces
5. Building Scale, Location & Orientation
6. Pedestrian Circulation
7. Landscaping
8. Street and Site Lighting
9. Street Standards - Complete Streets
10. Open Spaces & Recreation
11. Green Infrastructure
12. Parking Standards

PROPOSED CONCEPTS



PROPOSED CONCEPTS

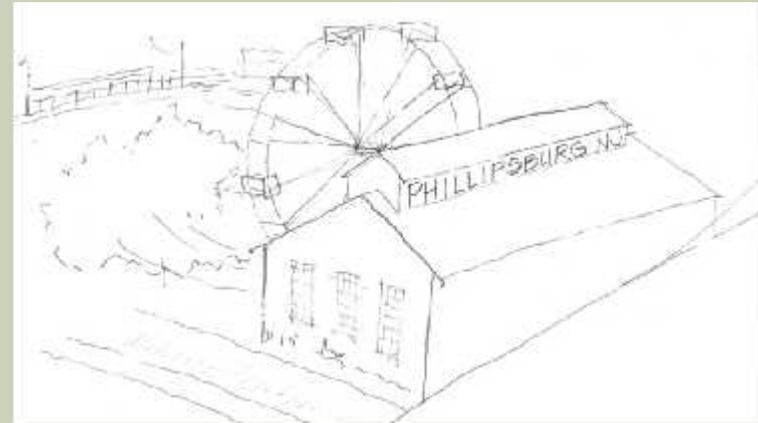
Group 1 - Waterfront North #1



PROPOSED CONCEPTS

Group 1 – Waterfront North #1

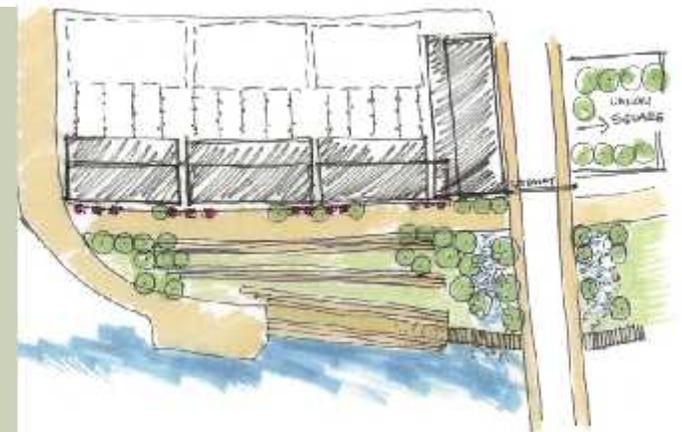
- Enhanced waterfront anchored by a more defined “square”;
- Indoor event/sports area and Ferris Wheel;
- Develop mixed use buildings intertwined with green space for either casual gatherings or more formal events;
- Incorporate parking under the mixed-use buildings;
- Incorporate green infrastructure in the form of swales that follow the contour of the topography and the Delaware River;
- Establish trails along the waterfront for ease of access to the River; and
- Create connections to the Riverfront and Union Square from under the toll bridge as well as under the free bridge.



PROPOSED CONCEPTS

Group 2 – Waterfront North #2

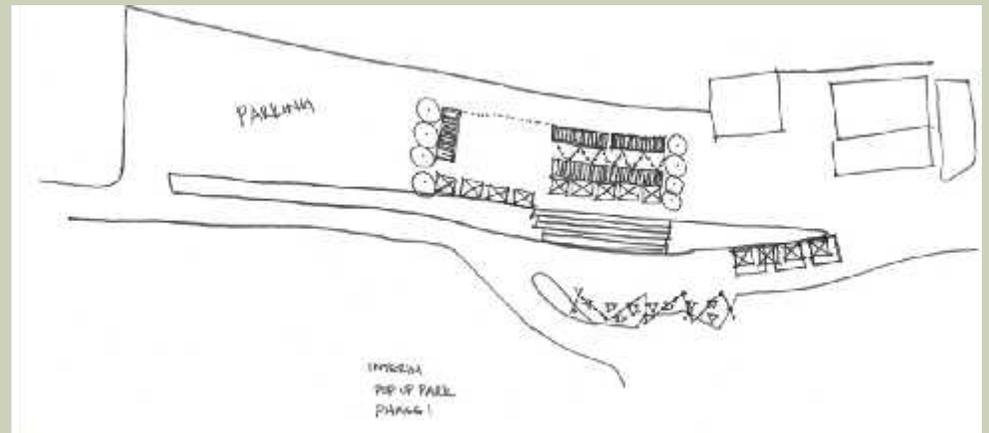
- Establish two new access roads from Broad St. - one to directly access the boat ramp and parking along the railroad, the other to access a hotel across from the Route 22 ramp
- Orient buildings toward the river with parking behind – building can be phased
- Allow for a pedestrian / bicycle connection to Union Square and the riverfront along Riverside Way.
- Define Union Square with plantings and public space
- Establish gateway sign across the traffic calmed free bridge and add a 3- to 4-story mixed use building framing the Square
- Make Riverfront accessible by a terraced public seating area
- Incorporate green infrastructure practices on either side of the free bridge



PROPOSED CONCEPTS

Group 2 – Waterfront North #2

- “Special Events” area would accommodate “pop-up” events and other temporary uses, such as Fairs, Farmers Markets and Flea Markets
 - Area for parking and an area for vendors and public seating
 - 4- to 5-story hotel situated next to the Route 22 Bridge with parking and landscaping.
 - Use the space Under the Bridge for temporary uses like theatre, small concerts, and outdoor exercise classes like yoga



PROPOSED CONCEPTS

Group 3 – Waterfront South



PROPOSED CONCEPTS

Group 3 – Waterfront South

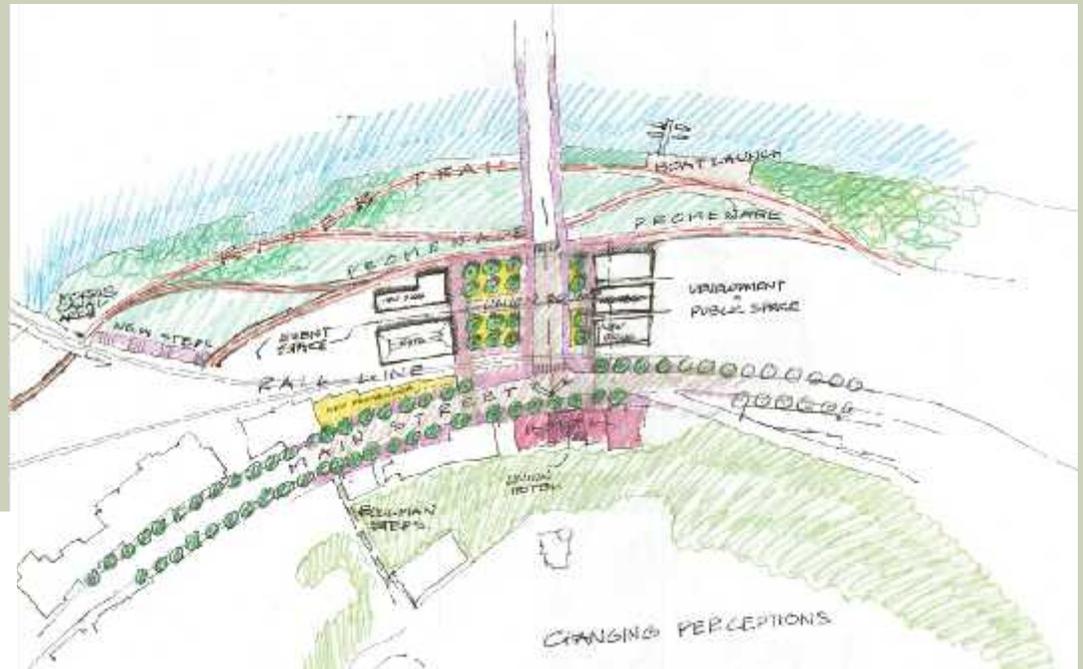
- Continue trail network from north to south and beyond
- Trails would intertwine and intersect along the riverfront and would accommodate both pedestrians and bicyclists
- Replace the gas station with a 3- to 4-story mixed-use building
- Move existing restaurant closer to the riverfront
- Allow for parking to be created behind the buildings and adjacent to the railroad
- Possible to expand upward from the restaurant to create additional residences
- Develop third building - shops, restaurants and/or residences - along the riverfront to accommodate more activity and to anchor the southern end of the Union Square District.



PROPOSED CONCEPTS

Group 4 – South Main Street

- Transform into a place for public gatherings
- Connect to the other proposed concepts
- Redesign Union Square with a tree-lined, pedestrian “square” or plaza, with buildings set back to allow for an event space.



PROPOSED CONCEPTS

Group 4 – South Main Street

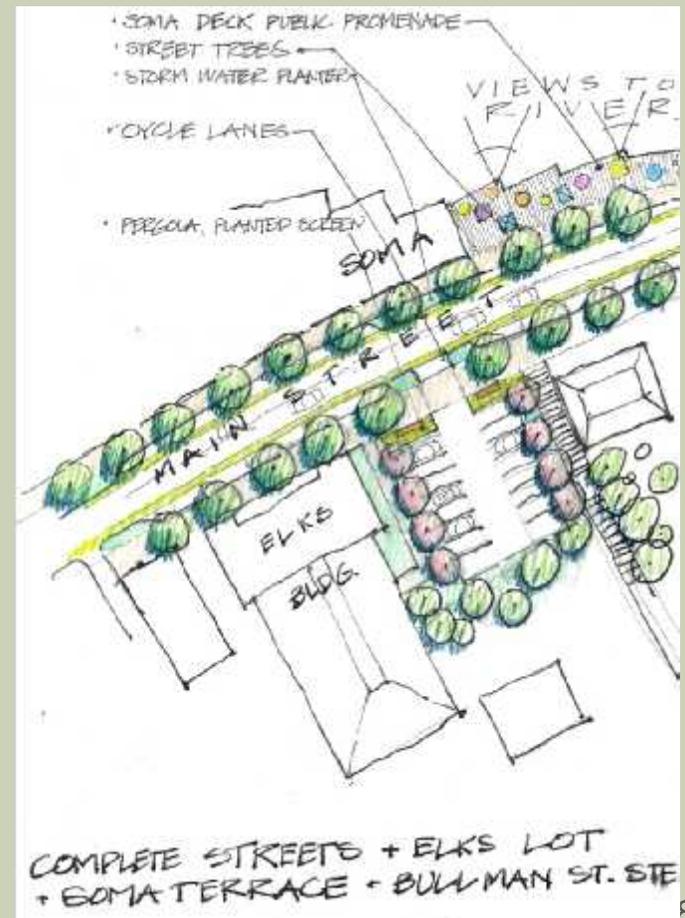
- Continue the height of the public space along South Main Street
- Include an elevated boardwalk with seating
 - to enjoy the views of the river,
 - to provide a space for pop-up events like a farmer's market or concert space, or
 - to provide seating for new restaurants along South Main St.



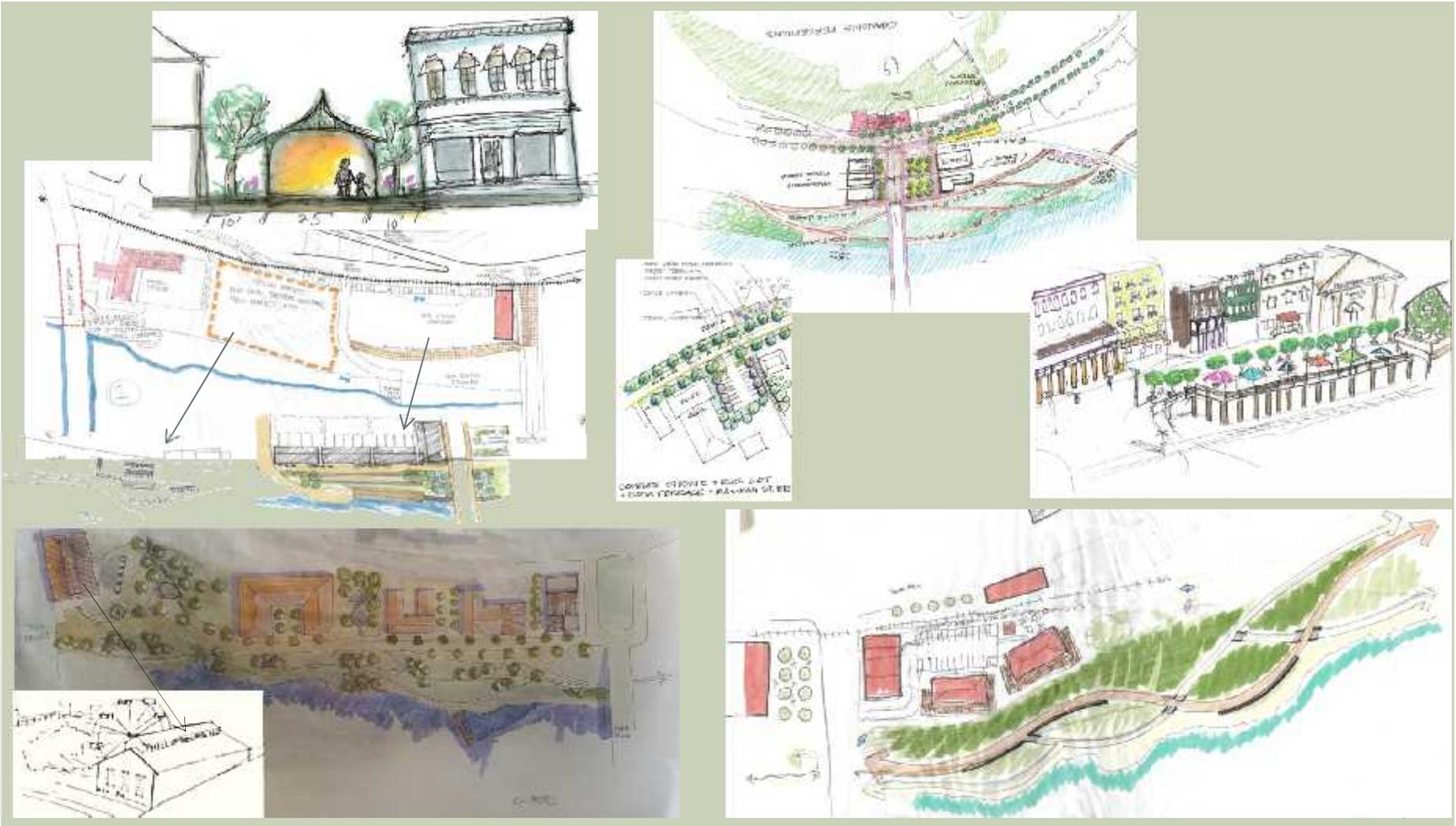
PROPOSED CONCEPTS

Group 4 – South Main Street

- Elks Building with reconfigured parking to accommodate more vehicles.
- Retrofit South Main St. to be a “Complete Street”



PROPOSED CONCEPTS



NEXT STEPS & TIMELINE

- 1. Final Concept Plan for the Union Square / Riverfront District. Present to Land Use Board in September / October meeting.**
- 2. Update the 2013 Revised Redevelopment Plan to include Design Guidelines with illustrative examples of concepts. Include the following sections:**
 - a) Land Use**
 - b) Context & Continuity – Historic Preservation**
 - c) Building Scale, Location & Orientation**
 - d) Pedestrian Circulation**
 - e) Street Definition**
 - f) Street Standards – Complete Streets**
 - g) Plazas, Courtyards & Public Spaces**
 - h) Open Spaces & Recreation**
 - i) Green Infrastructure**
 - j) Landscaping**
 - k) Street and Site Lighting**
 - l) Parking Standards**
- 3. Present Design Guidelines to Land Use Board at October 26 meeting.**
- 4. Submit deliverables to the Highlands Council.**