Whitehouse Corridor Strategic Plan

Prepared for the Readington Township Planning Board

March 27, 2006

Clarke Caton Hintz
Study Area Profile
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

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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

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Recent and 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

Readington has no additional wastewater capacity.

- Total RSLA allocation: 935,000 gallons per day
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

Traffic Counts

1. 2,537 AADT
2. 30,600 AADT
3. 13,224 AADT
Pedestrian Circulation
Preserved open space and farmland totals 1,163 acres, or 17.18% of the study area.
Vegetation

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.
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.
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

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.
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 Nonresidential Development
Build Out Analysis

- Nonresidential Build-out Analysis:
  - *Existing Nonresidential*: 3,707,172 sq. ft.
  - *Potential New Nonresidential*: 4,039,419 sq. ft.

- 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
• 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?
Preliminary State Plan

PA 2: 4,097 acres, or 60.54%

PA 4: 2,354 acres, or 34.78%

Minimal lands in other Planning Areas

Prepared by the New Jersey Office of Smart Growth.
County Proposed State Plan

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.

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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

- 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.
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?

- Transportation option variety
- Range of housing choice & opportunity
What is Smart Growth?

• 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