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# I. A Planning Framework for Galloway

## A. Land Uses and Landscape



Figure 1.1: Potential Station Area

Future development at a potential Galloway station area should build on patterns already established in the Township. In this regard, there is a pretty broad palate to choose from as most of the land uses one finds in the suburban landscape can be found in Galloway Township. This is also at least one significant clue as to what existing regulations, market forces and land ownership patterns are likely to yield.

Despite robust growth in its residential population, Galloway has largely retained its rural character. This is especially true of the areas north and east of Pomona Road where large tax lots, low density zoning and extensive reaches of environmentally constrained land have limited development to a few scattered houses.

## Residential Uses and Overall Settlement Pattern

A map of the roads and tax lots in the Township shows that, as in much of rural America, the original strategy of organizing land ownership was the mile square grid. This large scale grid is then subdivided into street networks and tax lots of different sizes in different parts of the Township. Each of these gridded block patterns have implications not only for density, but also for the character of place from rural to traditional neighborhood. They have implications for the scale and sequence of development, with the finer grids suggesting the most incremental process and the most interconnected systems for walking, biking and driving.



Figure 1.2: Typical cul-de-sac residential area east of the Garden State Parkway

While most of the residential development is large lot, there are precedents for higher density and more connected street networks. There are several Planned Unit Developments with significant populations. More significant for this study is the fact that there are the block groups in the greater station area and in the larger area called "Pomona" (Figure 1.7) which are the smallest subdivisions of the larger mile-square grid. As in the area to the east, these are traditional neighborhoods - relatively small lots



Figure 1.3: Aerial photograph with possible future station location

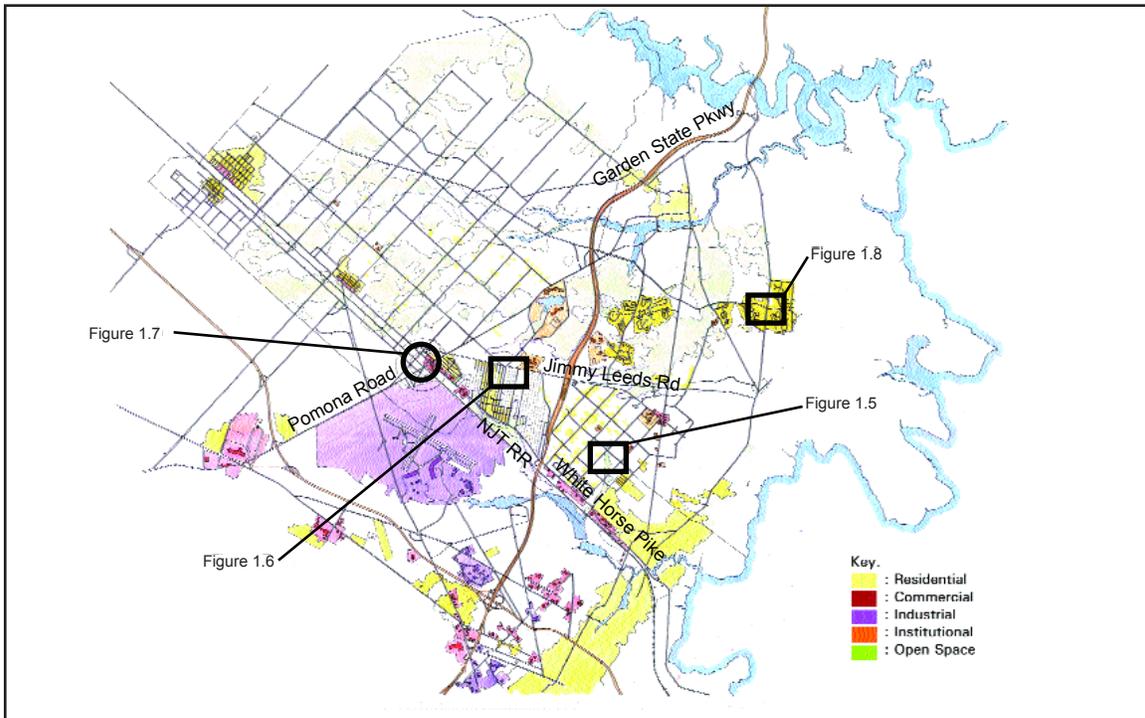


Figure 1.4: Township Planning Framework Diagram

## Street and Block Patterns in Galloway

Figure 1.5: Large scale street grid east of Garden State Parkway

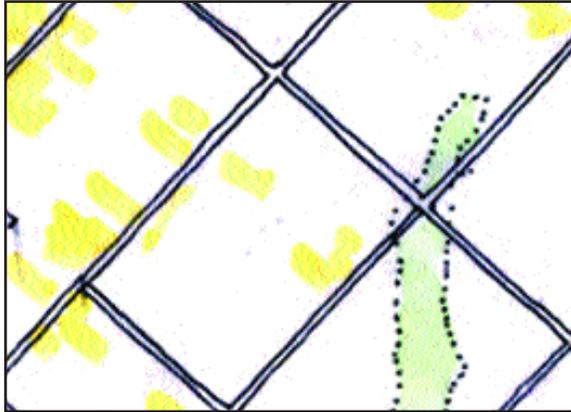


Figure 1.6: Smaller scale street grid west of Garden State Parkway



Figure 1.7: Smallest scale grid in Pomona, the future station area



Figure 1.8: Smithville Planned Unit Development



and houses (*Figure 1.9*). Densities in this area are about four dwelling units per acre.

One of the interesting patterns in this area is the development of groups of houses by one builder/ developer but within the existing street pattern (as opposed to the increasingly more common cul-de-sac subdivisions). The result is street and block groups that are connected to the overall block network and yet are meant to have their own identity as new developments - with their own names (*Figure 1.10*).

These new block groups have sidewalks and the houses are oriented toward the street. These blocks satisfy many of the "New Urban Neighborhood" design criteria (see discussion below). Elsewhere in this area there has been infill activity among the existing houses (*Figure 1.11*). Densities in this area are about six dwelling units per acre.



**Figure 1.9: Typical Street in "Pomona"**



**Figure 1.10: New compact neighborhood Development**



**Figure 1.11: Infill in the Southwest of the Township**



**Figure 1.12: Typical Street in Planned Unit Development**

## Commercial Uses



Figure 1.13: Budget motels

### ***Highway Commercial***

Much of the development along the Whitehorse Pike is typical American strip - auto-oriented uses, high speed signage, no unifying design elements. Interestingly there are quite a few budget motels just east of the Garden State Parkway exit (*Figure 1.13*).



Figure 1.14: Auto-oriented strip malls

### ***Strip Malls***

Auto-oriented convenience retail stores are organized into one or two linear structures but without any attempt at architectural uniformity or expression. Convenience for the automobile still drives the site plan (*Figure 1.14*).



Figure 1.15: Using architectural treatments to improve the aesthetics of strip malls

### ***The "Tamed" Strip Mall***

The typical strip development can be improved upon by imposing some architectural treatment on the building and by trying to balance the needs of the automobile with the needs of pedestrians. This involves creating a clear system of sidewalks and landscape buffers at the edges of parking areas. Some of these strategies could be applied to a potential Galloway transit village (*Figure 1.15*).



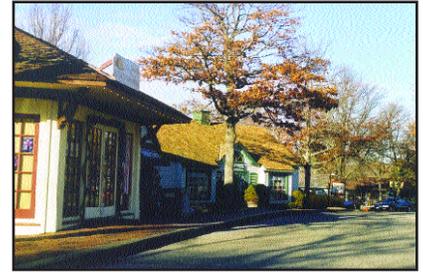
Figure 1.16: Domesticated retail

### ***Neighborhood Character Retail***

This is an attempt to domesticate the retail even farther, by using materials and building forms borrowed from the world of domestic or village architecture. This also demonstrates strategies which could apply at a potential Galloway Transit Village (*Figure 1.16*).

### **Historic Village Retail**

Old Smithville is a retail complex created by combining true, historic elements with newer small-scale structures built to mimic the historic styles. For the purposes of this project, the most important lesson is that there is a real balance between the automobile and the pedestrian. Cars can park on the street and drive through at the same time that a finely-scaled pedestrian experience is provided. Larger parking lots are provided in some areas as well (*Figure 1.17*).



**Figure 1.17: Old Smithville**

### **Office Uses**

The typical office building uses are in 1-story buildings generally made to look like traditional buildings by adding on a pitched roof, and an exterior wall that looks almost residential - brick walls with individual windows with divided windows. These are often in "office park" settings - a small campus of buildings with small parking lots for each building and landscaped lawns. Many of the tenants appear to be professional business services - lawyers, accountants and private medical practices, some catering to an aging population that is increasing as more age-restricted and continuing care facilities are built. There is one new office park under construction near the Garden State Parkway exit at Jimmie Leeds Road (*Figure 1.18*).



**Figure 1.18: Typical office building in the Township**

### **Institutional Uses**

Institutional uses of several scales and types are also represented in the Galloway landscape. The Hospital and the College follow models found elsewhere - large scale, modern (non-historic) buildings assembled on large campuses with extensive surface parking, lawns and generally limited points of access. The municipal buildings (town hall, post office) are grouped together within the larger "Future Downtown" area. These are also modern, non-historic structures with ample surface parking. The group of municipal buildings does not relate architecturally to the rest of the Future Downtown but is instead its own campus (*Figure 1.19*).



**Figure 1.19: Municipal buildings**



Figure 1.20: Galloway school building

The schools, as elsewhere in the region are of two scales: the high school complex is made up of larger modern buildings and playing fields on its own campus. The elementary schools are, as one would expect, smaller, older structures that are closer to residential areas (*Figure 1.20*). However, residential densities do not support what would be considered the traditional neighborhood school with large numbers of students walking to school. Most students both in the elementary schools and middle and high schools, travel by a bus or car.



Figure 1.21: Pomona Protestant Church

Finally, there are several truly historic older churches. Old Smithville has the Emmaus United Methodist Church. There is an historic church, the Pomona Protestant Church in the larger study area for the proposed station (*Figure 1.21*).

## Natural Resources

Much of the land in the Township is environmentally constrained, a fact that has helped the Township preserve its rural character. The vast wetlands and the Forsythe National Wildlife Refuge preserve are a beautiful asset. Extending inland from the wetlands are many "green fingers" many of which follow streams to wetlands and marshes. While these may be considered a nuisance from a development perspective, they may also be considered an asset, as it is easy to imagine a greenway network that would provide an alternative route for bicycles and hikers. "Eco-tourism" is a growing industry, and one can imagine that these open space resources would be a welcome relief to the hustle and bustle commercialism of Atlantic City. While there are some environmentally constrained lands to the west of the proposed station area, this area and the larger area bounded by Jimmie Leads Road, the Garden State Parkway and the White Horse Pike is generally developable and this is why it is considered a "growth area" in the larger Pinelands General Management Plan.

# Connections and Attractions

For the automobile, this is a well connected landscape, a function of both the larger grid, with its straight, flat roads, as well as a series of diagonal roads that cut across the grid, providing the shortest path from one destination to another. These diagonal roads include Pomona Road which bisects the study area as it passes from the Garden State Parkway to the Atlantic City Expressway and the Hamilton Mall south of the railroad. Jimmie Leeds Road is another important diagonal connector linking the proposed station area, Pomona Road and the White Horse Pike to the Township municipal complex and future "downtown" at the intersection of Pomona Road and Pitney Road. Finally, there is Tilton Road, which joins Egg Harbor and the airport to Pomona Road only a short distance south of the proposed station area.

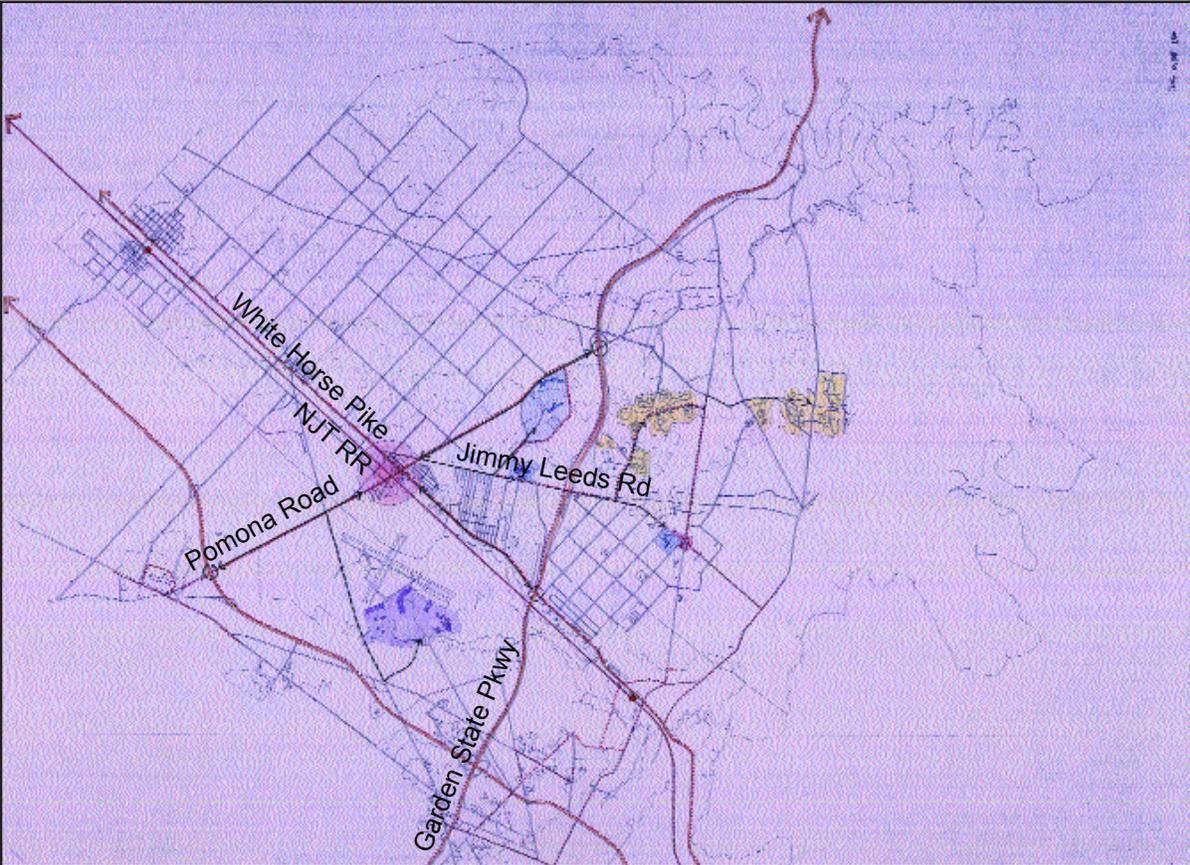


Figure 1.22: Connectivity in Galloway Township

Between the Garden State Parkway, the Atlantic City Expressway and the White Horse Pike, the Township is well connected to the regional road network. The road network links several centers of activity to the proposed station area, all of which may make some modest contribution to transit ridership. The most immediate destinations include:

1. The Atlantic City Medical Center
2. The Richard Stockton College of New Jersey
3. The commercial uses, especially the motels on the White Horse Pike.

Beyond this are several other destinations.

4. The Atlantic City International Airport and FAA Tech Center (add a few words here).
5. The Township "Future Downtown."
6. The denser residential PUD's

As the map on the previous page indicates, there are several areas in the adjoining township that are also very well connected for commercial development, perhaps even better than the proposed station area. One such area is the cluster of big box retail and industrial sprawl at the Garden State Parkway and near Exits 36 and 37.

While it is true that the landscape is well connected, and that the level topography and generally wide roads are conducive to biking and walking, the distances are large and mobility is almost entirely by car. This has some implications for transit use in that drivers who must in any case get into their cars to get around town - or to the station - must be persuaded to park at a train station rather than simply continuing on to their final destinations in their cars. (See transit discussion).

## **B. Preliminary Market Reconnaissance**

### **Context**

Both White Horse Pike and Pomona Road have interchanges with major highways (the Garden State and Atlantic City Expressway). However, these are partial interchanges, which limits the site's accessibility to highway travelers, including tourists visiting Atlantic City.

The site is located at the edge of the most developed portions of Galloway. This limits its ability to attract commercial development, particularly retail, since much of the trade area is sparsely populated. For this reason, a refocusing of residential development around the project area may be necessary to set the stage for future commercial development.

### **Demographics**

Demographic data were obtained for Galloway Township and Atlantic County.

- Galloway has been experiencing a rapid growth rate of nearly 3 percent a year. Were this to continue indefinitely, the population would double roughly every 26 years. This growth rate is significantly higher than the rate for Atlantic County as a whole, reflecting both the impact of regional planning frameworks (i.e. the Pinelands) as well as the desirability of Galloway as a place to live.
- Galloway is more prosperous than Atlantic County. Incomes are significantly higher, as are average home values. Notwithstanding, Galloway's income figures are unexceptional when compared with the State as a whole.
- Galloway has larger household sizes, reflective of the fact that a majority of households are married couple families. Galloway also has a high homeownership rate, but not as high as many suburban towns.

## Market Findings

The market for different types of development at the Pomona site was examined. The investigation included three general categories: retail, office, and housing; as well as two "wish list" uses that emerged from the first workshop: a hotel with conference center, and an outlet retail center.

## General Categories

### *Retail*

There is an immediate market for community-oriented retail in Galloway. This is based on two observations:

- A full-line supermarket typically services a trade area of 10,000 - 15,000 people. A town with a population of 31,000 should typically support at least two, and as many as three full-size supermarkets. Yet, Galloway current has no supermarkets (although one is currently under construction near the municipal complex, yet even this is relatively small).
- Typically one-third of consumer spending is spent close to home on convenience goods. Referring to the prior spending power estimates, this translates into about 220,000 square feet of convenience retail. By way of comparison, a typical grocery-store anchored shopping plaza totals around 100,000 - 120,000 square feet.

While the subject area is not ideally located for a neighborhood shopping plaza, the combination of roadway access and available property is probably enough to justify the development of such a center when coupled with the underserved market. Any new housing development that occurs in the area will only make the site more attractive.

On the other hand, the potential for destination or regional retail is much more limited because of competition from a major concentration nearby at the Hamilton Mall which has superior highway access.

Moreover, such uses would be inappropriate for the site in any event, since they would consume vast amounts of the land for surface parking, and would not produce a pedestrian environment.

The one destination shopping format current gaining currency in the retail industry, and which is not represented on Black Horse Pike, is the so-called "Lifestyle Center." While such a shopping center might be a good fit for the station area, it is unlikely to be developed at the present time. Galloway currently lacks the mass of upper-income households to attract the developers of such centers. However, future growth in the township, particularly if it were to be in the form of more upscale housing, could change the market.

### *Office*

Corporate-style offices in Galloway are unlikely. Available sites lack sufficient highway access. The economic sectors that drive office use, such as FIRE, are not experiencing significant growth in the region. The Expressway Corporate Center on Black Horse Pike still has approved expansion areas available to absorb additional regional demand.

Professional offices, on the other hand, have site location needs similar to retail. They need to be close to their potential customers, preferring to locate near concentration of either population or employment. They typically don't need the same level of visibility as retailers, however, since many patrons find them through the phone book or referrals.

It is not clear whether there is sufficient demand for more such development at the present time.

However, these uses, like retail, are largely driven by population. Since Galloway is projected to grow, it can be anticipated that there will be more demand for such professional office space in the future.

## *Housing*

Interviews with local real estate agents and brokers confirm that there is strong demand for all manner of housing in Galloway.

- While families remain a significant portion of the market, due in part to Galloway's highly-regarded school system, there is also significant demand from other segments, including young singles, young couples and empty-nesters.
- Likewise, there is demand for more than single family units. The market for condominiums has picked up considerably in recent years, driven in part by low interest rates.
- Most of the activity is concentrated in the middle range of the market. For single-family houses, this translates into sale prices in the range of \$150,000 to 250,000.
- Sale prices have been increasing substantially in recent years, due to both a lack of supply to meet demand, and low interest rates.
- A location next to a rail station might create a modest price premium.
- New development absorbing a few hundred units per year. Much new development has been age-restricted (55 and older). The Four Seasons, an 1,800-unit age-restricted development, has already sold half of its units even in advance of their completion. There would be little difficulty in absorbing however much housing might be built at the station area.

## **“Wish List” Uses**

### *Hotel/Conference Center*

A hotel at or near the Pomona Site has been the subject of discussion for some time.

Galloway sits next to an enormous tourist market. Atlantic City attracts over 30 million visitors a year, many of whom stay over-

night. However, Atlantic City is also home to an enormous number of hotels and rooms. Most travelers to Atlantic City wish to stay either in a casino hotel, or a hotel close to the casinos, the major attractions.

There are, however, other area institutions and employers which can contribute to supporting a hotel:

- The FAA Tech Center typically hosts over 2,000 visitors a year, many of whom stay overnight in local hotels.
- Atlantic City International Airport, located a short distance from the Pomona Site, generates demand for stays both from visitors flying in, as well as flight crews staying over night.
- Stockton College has an enrollment about 6,300, projected to increase to 10,000 as plans to expand the school are implemented. Stockton has been considering developing their own hotel facility for this purpose; a partnership with a hotel developer for a site in the station area would serve their purposes as well or better.

A conference center's primary purpose is to provide an isolated environment in which business colleagues are compelled to stay on the premises and inter-mingle both formally on informally. In this context, a site away from Atlantic City makes sense, even more so if outdoor amenities such as a golf course, walking trails, and other recreational facilities can be part of the package.

The main liabilities of the Pomona Site are its (current) lack of amenities and distance from both major highways and primary business centers. In order to overcome these liabilities, it will likely be necessary to first ensure a complementary and amenity-rich environment in the Pomona area (such as a golf course, nearby village center, etc.), as well as to secure the participation of a partner with motives beyond profit willing to underwrite some of the costs associated with development and/or operations (such as Stockton College).

### *Implications for the Pomona Site*

Galloway has going for it a location close to an enormous tourist market and large tracts of easily assemblable land. However, it is unclear as to whether that tourist market can be brought to Galloway. The Pomona site does not have visibility from a major highway. Outlet shoppers are unlikely to use a train for their shopping. Moreover, a major outlet development, "The Walk," is currently taking shape in downtown Atlantic City. With 225,000 square feet of retail and tenants such as Tommy Hilfiger, Nautica, Liz Claiborne, Guess, and others, it is unclear if the area could support another such center.

Moreover, with the national industry in a period of retrenchment, it is unlikely that a less than optimal site such as the Pomona site would be developed in the near future. Because of the large amounts of land required, pursuing an outlet center would require setting aside a large amount of site area for an indefinite period. Finally, a successful outlet center would bring with it impacts that would significantly alter the local quality of life. Such impacts would have to be balanced against the benefits.



**Figure 1.23: Outlet Center in Galloway**

## Conclusions

Based on the forgoing analysis, the following is a summary of the major conclusions from this preliminary market assessment:

- There is an immediate demand for both housing and community-oriented retail at the Pomona site.
- There is little doubt that high-density housing prototypes could be rented or sold; however, the demand for a high-end product requires further investigation.
- A shopping plaza featuring a grocery store and other convenience retail might produce about 120,000 square feet at the site.
- Additional commercial space could be provided in the form of professional offices. These would be best mixed with the retail development, perhaps utilizing upper floors in two to three story buildings. Demand of such space can be expected to grow with the population.
- The best prospect for destination retail would come from the "Lifestyle Center" concept, but this is likely a long shot at the present time.
- Despite the limitations of the location, the hotel/conference center is worth pursuing further. The potential package of amenities-including the train station, nearby shopping and dining in a "town center" configuration, and outdoor recreation could be compelling. The participation of Stockton College further improves the prospects for this use.
- Outlet retail is a remote prospect at best, and may hold up other portions of the development program.

Moreover, some of these uses derive more value from the proposed train station than others. The following table summarizes the potential benefits to each proposed use resulting from the new rail station:

<b>Use</b>	<b>Rail Station Impact</b>
Residential:	Significant: alternative access to employment centers, recreation
Retail:	Modest: increased visibility, visitation, placemaking, shared parking
Office:	Minimal: most employees will still drive, as well nearly all visitors/patrons
Hotel:	Significant: direct link with Atlantic City could be a unique amenity
Outlets:	Modest: most shoppers will drive, but rail link good for theming, provides direct link with huge tourist population

## C. Transportation Potential: A Preliminary Look

### What It Takes to Attract People to Transit

Experience has shown that the major factors in enticing riders to a transit service are primarily travel time and cost savings in comparison with auto travel. Transit travel times must be reasonably competitive with driving, though they don't necessarily have to be shorter.

- *The most suitable trips for diversion to transit are those that begin and end near the boarding and alighting points and do not require long auto access times nor require another vehicle at the alighting point to reach the destination.*
- *Few will use transit where there is a relatively short trip that requires significant travel distances to reach the train station.*
- *Conversely, long trips where most of the trip can be made on transit have a relatively easier time attracting transit riders.*
- *In the Galloway context this suggests that travel from Galloway to distant destinations such as Philadelphia can capture a relatively higher share of riders on transit.*

Relative cost of travel is also a prime consideration. Most people perceive of only the automobile's out-of-pocket costs - tolls and parking - ignoring the costs of their vehicle's depreciation. This is erroneous thinking - driving costs including depreciation raise the cost of commuting by auto to three to four times that of transit. Given that, and given the almost universality of free parking, situations where driving is perceived to be more expensive than using transit will be confined to only places where parking is charged.

## What the Data Shows

Data on travel patterns in other communities along the Atlantic City rail line can be instructive regarding the potential for Galloway. Most of the data available is based on surveys of trips to work, which usually constitutes the majority of transit trips. In Absecon, the share of travel by transit rose from 1.6% before the Atlantic City line was opened to 6.2% afterward. The Egg Harbor percentages rose from 3.3% to 5.0%. In Galloway, as of the 2000 US Census 2.6% of its residents used transit to get to work. Though very crude, this suggests that transit shares could double with the rail service in place. A further breakdown of Absecon and Egg Harbor transit shares leads to a series of other conclusions:

- The further you are from Atlantic City the higher the share that will use transit
- The further you are from Philadelphia the higher the share that will use transit
- The share using transit to Philadelphia is higher than the share using transit to Atlantic City.

These findings are consistent with the principles suggested in italics presented above.

## Galloway Rail Ridership Potential

To make estimates of potential rail ridership for the proposed Galloway rail station requires making many assumptions. Resources and available data do not allow for estimates that provide a high level of comfort. Accordingly, presented below is a discussion of each of the potential markets for the rail station and some guidance as what share of each market might be expected based on the limited data available. The markets considered and the conclusions reached about each follow:

1. ***Those living in Galloway who would drive to the station and who work in Atlantic City.*** The trip by transit would take twice as long as driving, and based on the share of the market in Absecon (2%) and Egg Harbor (6%), 4% is

assumed for this market.

2. ***Those living in Galloway who would walk to the station and who work in Atlantic City.*** While the trip on transit would take twice as long as driving, an automobile would not be needed, increasing the share that would use transit to about 8% of market.
3. ***Those living in Galloway who would drive to the station and who work in Philadelphia/Camden.*** Since the travel time by transit and auto is similar it can be expected that a sizable share, similar to that in Absecon (24%) and Egg Harbor (20%) would use the rail line. Twenty-two percent is assumed.
4. ***Those living in Galloway who would walk to the station and who work in Philadelphia/Camden.*** Because no auto is needed this market share it is assumed the market share would be double that of #3 above, or 44%.
5. ***Those living north or south of US 30 (White Horse Pike) near the Garden State Parkway who work in Atlantic City.*** Few would choose rail since the drive time is so much less than rail. A 2% share is assumed.
6. ***Those living north or south of US 30 near the Garden State Parkway who work in Philadelphia/Camden.*** This share would be lower than the Galloway drivers' share of 22%. However, few would choose Galloway to park in since Absecon is closer. Moreover, attracting these drivers to Galloway is of no special advantage to the Township and would not be encouraged. Assume that 5% of the market would use the Galloway station.
7. ***Those working within walking distance of the station that live along the rail line either in Philadelphia/Camden, Atlantic City or the other communities where stops are located.*** Assume that 10% of this market would use the rail line.
8. ***Those working beyond the immediate station area in Galloway who live along the rail line.*** Those making this trip would need to transfer to another mode to reach their

destination. Assume that 0.5% of the market would use the rail line.

9. ***Those who work at the FAA facility at Atlantic City International Airport.*** The percent would be similar to those in #8 above.
10. ***Those who attend the Richard Stockton College of New Jersey.*** This estimate would be informed by data on the residential distribution of commuting students. In the absence of such data it is assume that 1% of students would use the rail line. As with the market above, the share using rail will be exceedingly small.
11. ***Those air passengers who might use the rail line to access Atlantic City International Airport.*** With the need for another vehicle and the premium that airport passengers place on time, few if any would use.

Using the above discussion as a guide suggests the following conclusions:

- *Most rail users are generated by residents in Galloway rather than by those working in Galloway.* Building upon that by locating more residences within walking distance of the train station has a greater potential to add riders than putting jobs near the station, which would attract few riders.
- *The total market to Atlantic City is much larger than to Philadelphia, though its share of the market is smaller.* Working out arrangements with major employers in Atlantic City to pay for the transit rides with transit check therefore has potential to attract a relatively large number of riders.
- *Gaining more riders at the station by providing free or low cost parking at the station for out-of-towners offers no special benefit to Galloway.*

The discussion naturally raises the issue of land use near the Galloway rail station. To explore this as final exercise, the estimated impacts on ridership was tested using the (name?) development plan proposed for the vicinity of the Cherry Hill station in

Camden County, a development of 1,000 housing units, 550,000 square feet of retail space, 1,053 million square feet of office space and 64,000 square feet of civic space. [add pix of development here] Using the percent share of each market estimated for Galloway above, it is estimated that about 150 rail riders per day would board at the station by this development, mostly generated by those living in the 1,000 housing units. About 3,800 auto trips would be generated in the peak hour, the equivalent of about 4 lanes of arterial streets similar to US30. Most of this volume would be generated by the office and retail space. Clearly, from a traffic and rail ridership perspective, more residential space and less office and retail space is to be preferred.

## II: Towards a Vision for a Galloway Transit Village:

### A. Principles of Transit-Oriented Development

A brief summary of these principles would include the following:



Figure 2.1: A “new urban” traditional neighborhood

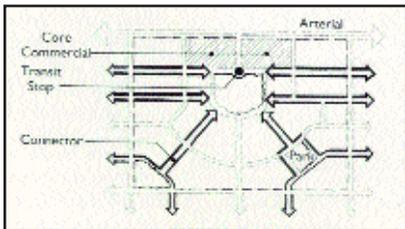


Figure 2.2: Diagram of street networks connected to the transit stop

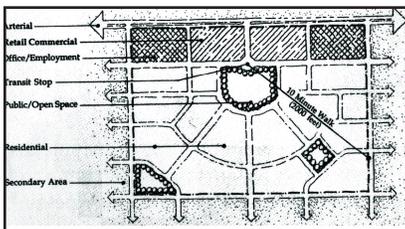


Figure 2.3: Create a gradient of density and mixed-use related to the hierarchy of the roads and access to transit

- Create places that are walkable and well connected:*  
This involves creating a street and block network with enough intersections and blocks of a reasonable scale. Studies and experience with traditional town planning, show that people will readily walk 2000' (approximately a ¼ mile) or 10 minutes. Of course, people will walk much less if the walk is unpleasant and somewhat more if the walk is pleasant (1/2 mile or more). (Figures 2.1 and 2.2)
- Create compact mixed-use environments:*  
Different kinds of activities and land uses (residential, commercial, institutional) are well-connected to each other as opposed to being spread out in stand-alone, single-purpose districts. This allows people to walk a bike to destinations within their community. (Figure 2.3)
- Create a gradient of density and mixed-use related to the hierarchy of the roads and access to transit:*  
More intensive commercial and employment uses should be closer to major roads, recognizing that transit will only capture a minority share of trips generated by the new developments and so the automobile traffic volumes must be accommodated as well. Residential densities should follow a gradient - highest proximate to transit and employment and progressively less dense farther away. (See discussion in section on existing settlement patterns in Galloway to see how this is already reflected in the scale of existing street grid patterns). (Figure 2.3)

- *The transit stop is an opportunity for place-making.*  
Density proximate to transit is a necessary but not sufficient condition for transit-supportive development. The mix of uses should help create a place of discrete identity within the community. Thus not only retail and office uses, but civic uses as well (daycare? a town hall?). (Figure 2.4)

The configuration is equally important for place-making. These uses should be in buildings that are oriented towards a well-defined public space. The street and block pattern should also create pedestrian oriented settings for important civic structures.

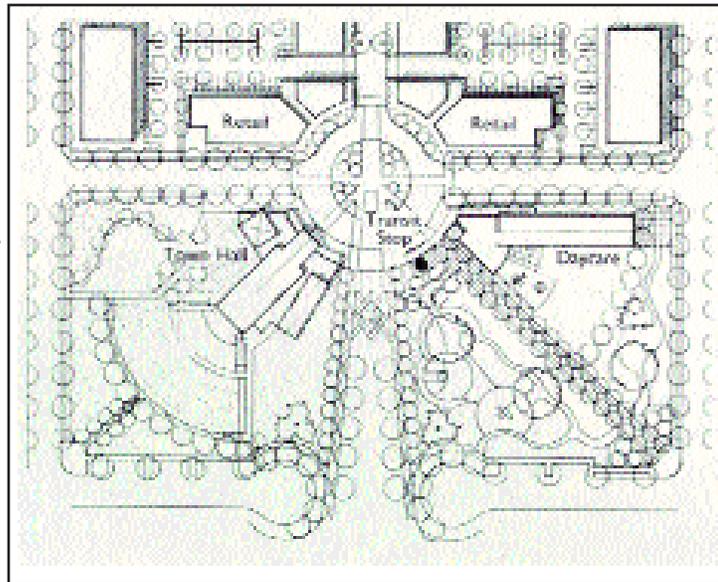


Figure 2.4: Uses are oriented towards the transit station area

- *The pedestrian should be given priority over the automobile, even as the needs of the automobile are accommodated:*  
This means placing parking on the sides or behind buildings. The simulation shown here illustrates how the principles would apply to a highway environment like the White Horse Pike (Figure 2.5).

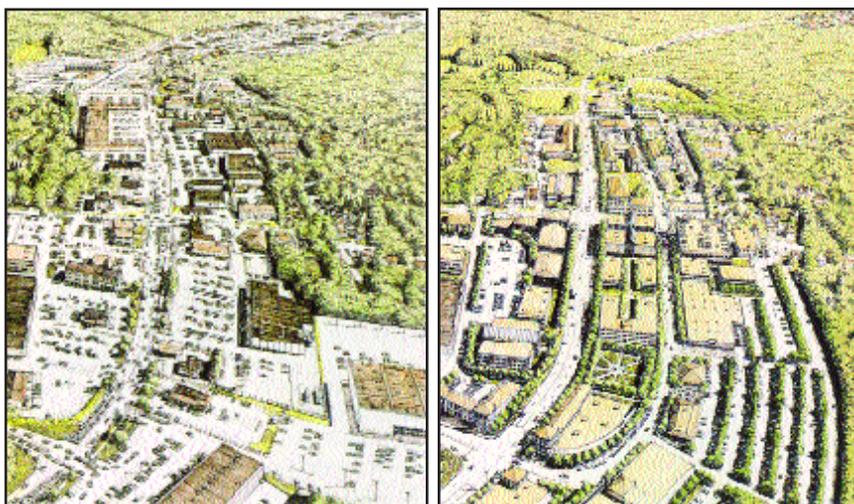


Figure 2.5: Highway sprawl (left) contrasted with pedestrian oriented “place-making” development (right)

## T.O.D. Precedents in the Region

The New Urbanists acknowledge the role of history, but have presented many of these principles as if they were discoveries. In fact, most of New Jersey was settled in ways that conform to New Urbanist principles, and most residents of New Jersey live in traditional centers of various sizes, many of them around transit stations.

- The "Green" in downtown Morristown? (*Figure 2.10*) prefigures the New Urbanist diagram shown in *Figure 2.4*. Lined with trolley tracks, it is surrounded by civic, commercial and residential uses (several churches, a post office, hotel and stores with people living above).



Figure 2.6: Kentlands traditional town



Figure 2.7: Live/Work townhouses, Orenco station in Oregon



Figure 2.8: Orenco station area development in Oregon



Figure 2.9: Rutherford Station Area



Figure 2.10: The Green in Morristown

- Rutherford is another New Jersey town where seemingly all roads lead to the station and station plaza. The station itself is a beautiful building at the terminus of Park Avenue, the commercial "main street" and the visual terminus of several other important roads (*Figure 2.9*).
- Metuchen is a small transit-oriented town that has promoted new mixed-use and residential development proximate of the station (*Figure 2.11, next page*). One of the most interesting precedents is the Franklin Square development, 105 units of new housing in a large variety of one, two and three bedroom

configurations. Despite anxieties about the burden that new housing might create, the actual experience has been very different. The 105 units have generated only 10 school age children. Anecdotal information suggests that about 40% or more of the occupants walk to the station, which is about 6 blocks away. Overall, the net impact on the village has been positive, generating about \$500,000 in property-tax revenues, making the project a substantial net ratable (*Figure 2.11*).



**Figure 2.11: Franklin Square Development**

At the other end of the scale are two projects, one of which is underway and the other of which is in the final design stages. Under construction is the new Washington Town Center. The plan is based on the same principles outlined in the discussion above including a range of housing types and densities, although there is no transit stop. The final build-out program includes \_\_\_\_\_ . Figure 2.14 on the next page shows this plan at the same scale as the potential Galloway station area.



**Figure 2.12: A completed residential area in the new Washington Town Center**

In order to describe how a similar development would perform from a transit ridership perspective, an analysis was performed assigning historically supportable modal shares for car and transit use to the same Cherry Hill development program. That analysis is presented in the transportation discussion and is useful because it illustrates the challenges the Galloway project will face for creating transit ridership. It shows that even for a development of this intensity, relatively many more auto trips (3,700) will be created and few transit trips (155).

Figure 2.15 shows this plan at the same scale as the potential Galloway station area.



**Figure 2.13**

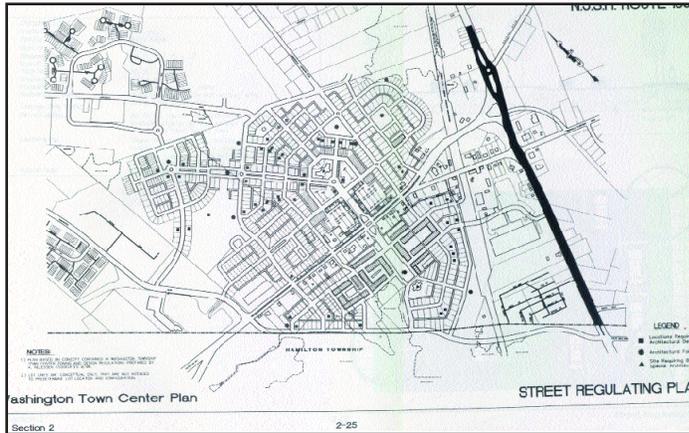


Figure 2.14: Washington Town Center at the same scale as the Galloway station area (plan below).



Figure 2.15: Cherry Hill development program at the same scale as the Galloway station area (plan below).

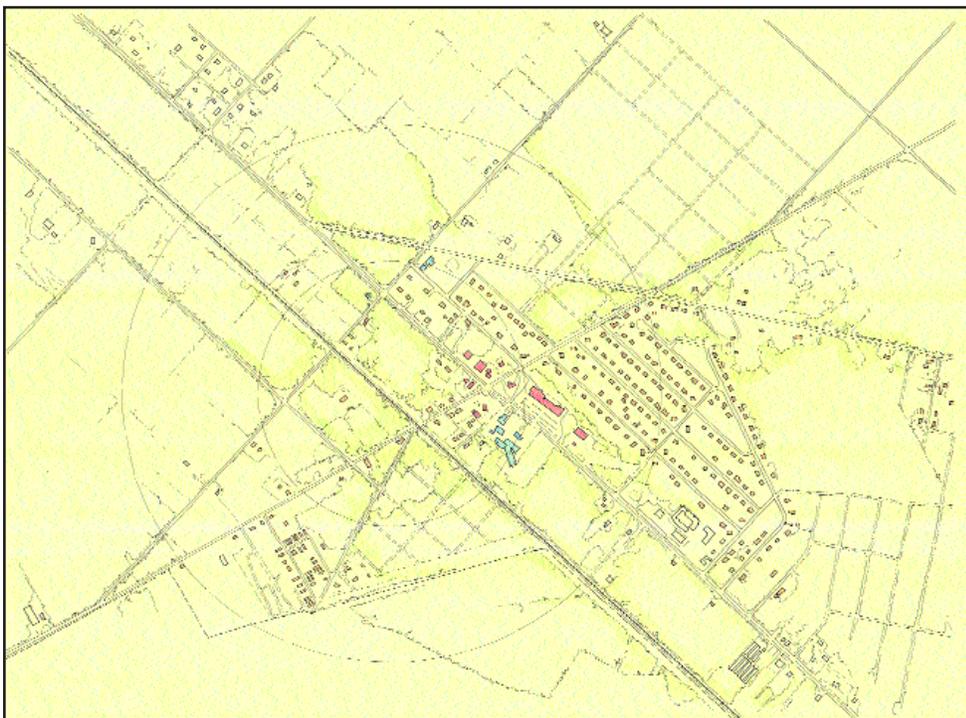


Figure 2.16: The Galloway Station Area.

# B. Towards a Vision for a Galloway Transit Village: Issues and Opportunities

The following preliminary ideas have been compiled as a platform for ongoing discussions between the Galloway stakeholder Committee, RPA, NJ Transit and a larger group of community stakeholders, and are subject to further research.

## Issues and Opportunities

The Committee, through a facilitated discussion, added tremendous value to the concept of a creating a train station in Galloway by bringing their collective knowledge and energy to a discussion around several issues outlined below. The team considered a realistic assessment of the factors which favor and those factors that discourage a new transit node at this location.



Figure 2.16: South Orange

## C. Towards a Vision for a Galloway Transit Village: The Vision

A portion of the workshop was devoted to describing the vision for the station area and surrounding "places" - not the specific uses, but the identity of these places for the community and how people would think of them beyond simply the station location. This is important because the Township has already identified the area around Jimmy Leeds Road and Pitney Road as their "Future Downtown" which raises the question as to what this new node would be. In some ways, this is the most important dimension of this transit-friendly planning project and one that needs consensus from involved stakeholders, because it may be accomplished with any number of uses and, given limited control over market forces, the vision will provide on-going guidance as various development opportunities present themselves.

There was also a brief discussion about the architectural "look" of these places. Two potentially contradictory ideas will have to be resolved. On the one hand, the Committee wants these places to be "modern" - the Township does not necessarily want "Historic Smithville" to be recreated at the station. On the other hand, the Township is concerned that the development should look like it belongs in Galloway Township from a scale and character point of view. The words "quaint," "charming" and "village-like" were used.

Another interesting aspect of this place is its history, as a German immigrant settlement and important freight depot for fishing industries.

The Township offered the following qualitative criteria for what the potential station area is - and should be - as a place.

- ***It is a "gateway"***

For many people, this is the "front door" to Galloway Township. As such, it should project what the Township wants to say about itself - an introduction to what the visitor will find there.

An interesting issue was raised in this regard as to travel speed: The question is whether or not this place can function as a gateway if people race by at 60 miles an hour. Perhaps people need to be slowed down here, both for the visibility of the station and the visibility of the overall area. This is also a consideration with regards to the planned widening of Pomona Road and the White Horse Pike intersection in this area. Both Atlantic County and NJDOT should be engaged as soon as possible to make sure that their proposed design works with the transit node concept.

- ***It is a "crossroads"***

It is a place where people become oriented and understand how other destinations and points of interest are connected to this location and Galloway.

- ***It is a "destination"***

People should feel that the mix of uses creates a place where people will stay and interact, not merely pass through or "stop and shop." It is a regional, as well as township-based, destination.

- ***It is an "anchor"***

It creates a kind of "center of gravity" for this side of town, with a critical mass of attractions for the diverse constituents in the Township.

- ***It is a "commercial node"***

It has a critical mass of office, retail, and business services activities.

- ***It is a "transportation hub"***

The Township envisions this place as a regional transportation hub, a concept that supports the other ideas of "gateway, destination, commercial node, and crossroads." The Township does not object to the location functioning as a regional park and ride as well as for Township residents. Bus connections should also be exploited.

The group speculated on what the transportation demand components of this regional hub might be:

*Atlantic City* - the station can be a park and ride for visitors especially on event days when parking in Atlantic City is difficult and, more importantly, for workers in the industries that support Atlantic City. This raised the issue of housing at the station, which is discussed below.

*The FAA Tech Center* - This facility at the Atlantic City Airport is expanding rapidly and is projected to continue to expand. This can generate several kinds of demand: extended stay hotel, conferences and meeting rooms and travel from the Tech Center to Philadelphia and Atlantic City.

*The Hospital* - This is expanding as well. Travel demand includes both workers at the hospital (some number of who live in Atlantic City) and visitors/patients who would travel by shuttle bus between the station and the hospital.

*The Airport* - This includes both passengers and people who would stay at a hotel conference facility near the airport.

*The College* -This includes both students and use of meeting space or conferencing facilities.

*Recreational Uses* - The golf courses are an attraction: the LPGA holds events here. There is also "eco-tourism" related to the national wildlife refuge.

## **D. Towards a Vision for a Galloway Transit Village: Uses**

As described above, there are a number of uses that could accomplish the Township's goals for this area. The working session generated the following list, which can form the basis for on-going market studies, transportation and design studies:

### **Hotel/conference center**

The Township feels that there is demand for meeting rooms that could be part of a small conference center. Potential users of these meeting rooms include the College, the Medical Center and the FAA Tech Center, as well as private clients. The Township feels that there is demand for a hotel of higher quality than the existing motels on the White Horse Pike east of the Garden State Parkway. There is no hotel that really serves the airport very well. While there are numerous budget hotels/motels on the White Horse Pike, there is no "extended stay" type of hotel available, which, if there were meetings rooms as well, could function as a kind of corporate retreat and provide a different kind of experience than the Atlantic City casino hotel.

### **Destination Retail**

The Township would like to see higher-end retail at this location. One idea was the possibility of an "outlet mall" tenanted by name-brand stores. The goal would be to differentiate this produce from the conventional retail on the Black Horse Pike. A department store was also mentioned. One issue is competition with Atlantic City where higher-end retail is planned as part of several new hotel-casino developments.

## Neighborhood and Community-Oriented Retail

The Township acknowledges that there is demand for this kind of retail as well. Uses could include a supermarket and convenience retail associated with the train station, such as the corner coffee shop as local destination. Also, presumably there would be demand for other services associated with the extended stay hotel.

## Civic Uses

Although not a tax ratable," the Township understands that if this place is to have identity in the community, it should also have community-oriented uses (This is in keeping with the "New Urbanists" principles outlined in the full report). The Township sees this as a meeting place, although it is not clear whether the same meeting rooms for the hotel would also function as community space. The Township would also consider locating branch offices of local government agencies here (police sub-station, senior center, etc.).



Figure 2.17: Metuchen Borough Hall

## **E. Towards a Vision for a Galloway Transit Village: Residential Uses**

One use not considered as part of the Committee's vision of the station area location as a "node, gateway, crossroads, anchor or transportation hub" was residential.

In some ways, this is not surprising. It is a regional issue related to the way community services, and in particular, schools are financed. Housing and school age children in particular are seen as a net burden for municipalities.

This presents a two-fold problem: First, residential uses - and in particular, workers traveling to Atlantic City - are far and away the single largest potential market for transit ridership, perhaps three or four times more likely to generate a transit trip than any of the other commercial or civic uses discussed.

Secondly - and really far more important from the perspective of the Township's goals and vision for the potential station area - is that it is very difficult to make a place - whether conceived of as a gateway, crossroads or destination - without people. While almost all of the visioning supports the New Urbanist principles and transit-oriented design principles, the absence of housing contradicts the most fundamental principle of place-making, which is that people make the place. And people need to be there beyond 9 - 5, as experience in places like Trenton supports, where the population is so dominated by 9 - 5 government workers that the center City - including a well tenanted, diverse downtown commercial core - is "dead" in the evenings.

Several development proposals being considered for the potential station area include significant amounts of age-restricted housing. This can be a net ratable for the Township because no school children will be generated. However, the Committee participants understand that there is already a great deal of age-restricted housing in the Township, and more is planned, and that there is a "tipping point" where the character of the community begins to change. Experience elsewhere shows that it becomes difficult to pass school budgets because this aging population will not vote for them. Also, most communities want to provide a range

of housing types so that extended families can age in place if they want, rather than having successive generations of people move away in search of affordable housing while new elderly populations, who have no connection to the history of this place or the community, migrate in.

Recognizing this, the Township agreed that housing near the potential station is desirable. The strongest housing market is for casino workers and others in Atlantic City. Also, while age-restricted housing may be the most acceptable from a tax point of view, a mix of housing populations is desirable if it can be achieved without negative consequences.

## **Additional Thoughts on the Housing Issue**

Experience elsewhere shows that when it comes to the negative financial impacts of housing, it is important to understand the particular circumstances of each location.

*What age cohorts are moving through the school system and when?*

This is essential to understanding the classroom capacity issues, which drive new school construction, the biggest negative impact of more school-age children

*What is the ownership model?*

Rental housing generates less tax revenue than fee-simple ownership such as condominium.

*What is the configuration of the school "facility?"*

Attached facilities can allow for flexible use of capacity as elementary middle and high school age cohorts move through

*How is the housing priced?*

Market rate housing near a train station is unlikely to generate many school children, regardless of unit size and design, affordable housing in almost any location

in the Township will attract families.

*What amenities are offered near by?*

Families with children are unlikely to choose the station area because other factors play a large role in the location decisions for families (e.g., are there schools or playgrounds near by, are there other families with children near by, is the housing on a busy road or on a quiet residential street, etc.) For the most part, these family-friendly amenities are not in the immediate station area.

The project team agreed to research the housing issue further. This includes documenting experience elsewhere and understanding more about building typology -- Can age restricted housing work for families someday when the fiscal issues can be addressed? What is the Township-wide built-out likely to be and how does that affect the fiscal situation? How much residential density at the train station can be transferred from elsewhere?

### **III. Three "Test Designs" for the Station Area**

In order to understand the relationship between the scale of the station area and the scale of the Township's most ambitious goals for development as presented in the earlier visioning sessions, three "test designs" were done. These designs are abstractions - "blue sky" diagrams that are constrained only by the existing road and rail network. The final illustrative plan presented and described at the end of this report, reflects a variety of constraints not represented here - existing land use patterns, environmental constraints, market forces and the major components of the Pineland Management Plan, all discussed below.

The value of this very theatrical exercise is not only to establish the "outside of the envelope" for development: the site has the theoretical, physical capacity for over 600,000 square feet of commercial development and over 1,600 dwelling units. The test designs are also useful for demonstrating several key strategies for planning the transit village as well as for testing three potential locations for a future station: east of Pomona Road, between Pomona Road and Canon Road and west of Genoa Road.

# A. The station location and the Pomona Road-Genoa Road-Jimmy Leads Road Loop

Each of the three station locations has its advantages and disadvantages.

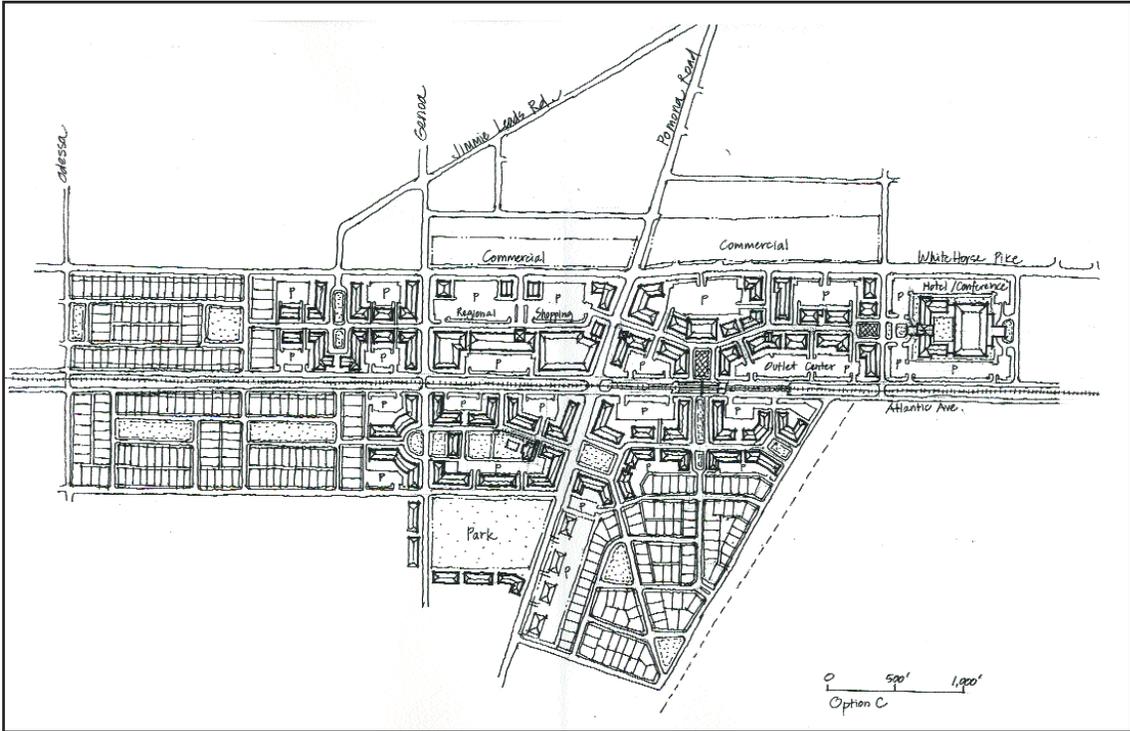


Figure 3.1: Scheme showing station east of Pomona Road

The location east of Pomona Road takes advantage of the existing rail siding and wider right-of-way at this location. (Figure 3.1). It also creates a strong relationship to a potential future residential neighborhood in the area south of the track and east of Pomona Road. It would also have some visibility from Pomona Road. However, this location has the disadvantage of being the farthest away from the two early-phase residential developments - Blue Heron Pines East and the proposed residential development west of Genoa Road between White Horse Pike and the tracks.

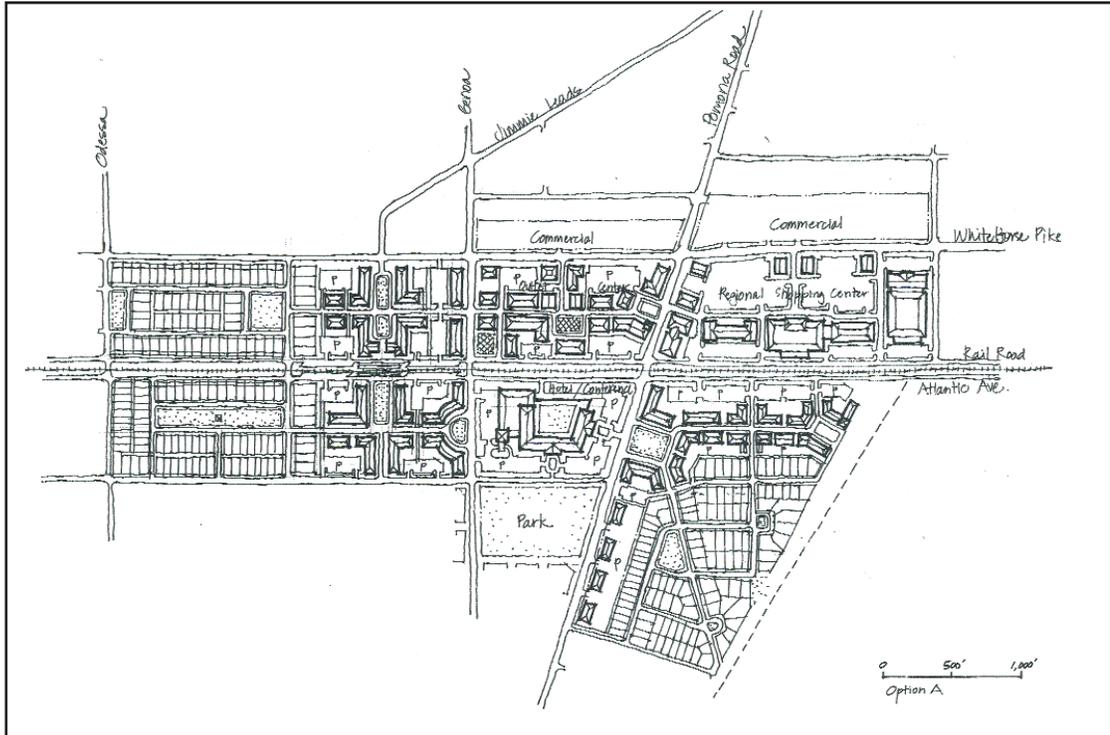


Figure 3.2: Scheme showing station west of Genoa Road

The location west of Genoa Road has the advantage of being closest to the most immediate residential development proposals (Figure 3.2). However, it has the disadvantage of being far west of the existing NJ Transit passing siding, necessitating a lengthy extension of track. More importantly, this location is far removed from Pomona Road and from the "center of gravity" of the proposed transit district.

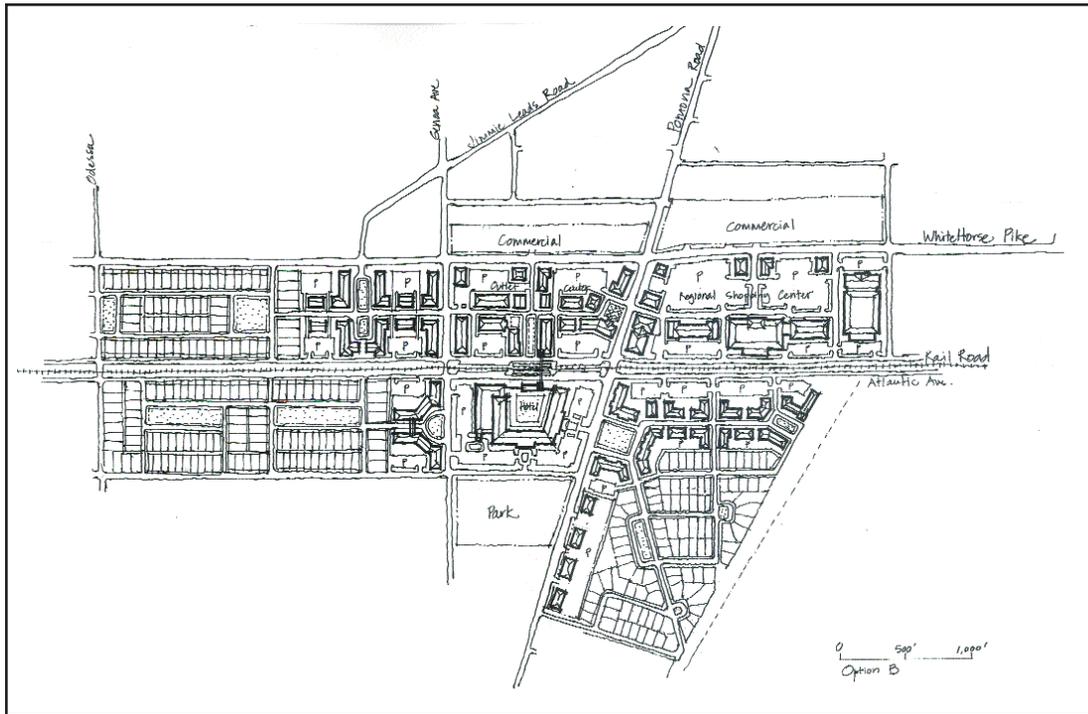
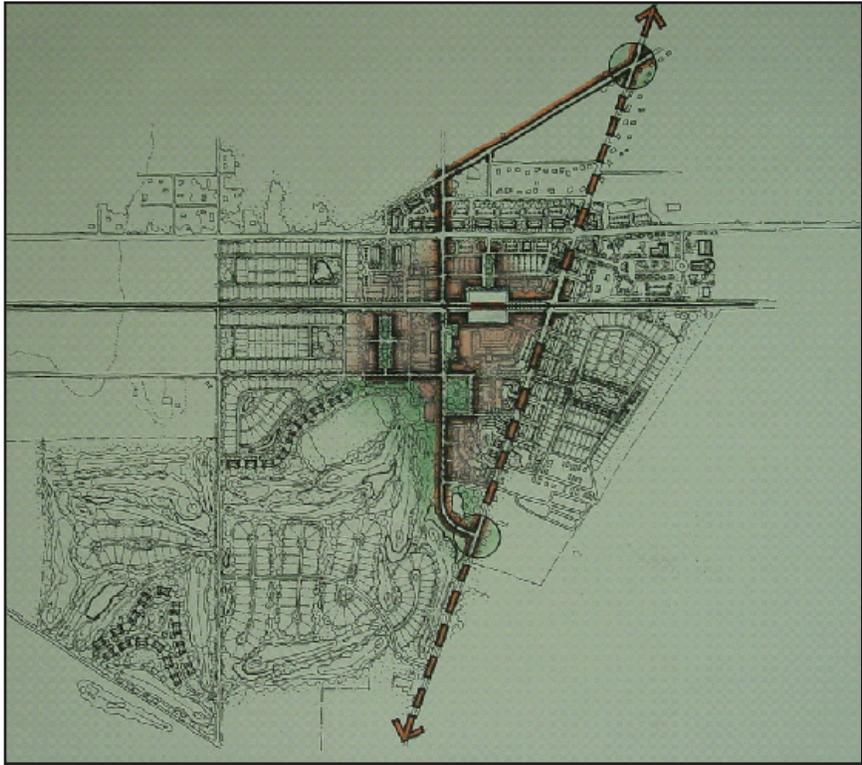


Figure 3.3: Scheme showing station between Pomona Road and Genoa Road

The location between Pomona Road and Genoa Road has several technical challenges (*Figure 3.3*). First among them that a station this close to Pomona Road will require a complex signaling system - one that can allow traffic on Pomona Road to continue even as the train is boarding and discharging passengers at the station. The railroad crossing will also have to be coordinated with signalization at the White Horse Pike / Pomona Road intersection in order to prevent traffic from backing up into the intersection when the gates are down.

Never the less, this location is the most supportive of the emerging transit village design, and in particular, the concept of using Pomona Road and Genoa Road as a kind of "couplet" : In this scenario, Pomona Road continues to provide access to the transit village, but also accommodates the significant volumes of north-south through-traffic. Genoa Road, on the other hand, becomes the principle access route to the heart of the transit village. This would be a slower-speed, pedestrian-oriented road that was completely connected to the rest of the new street and block system in the proposed district.



**Figure 3.4: Pomona Road - Genoa Road Couplet**

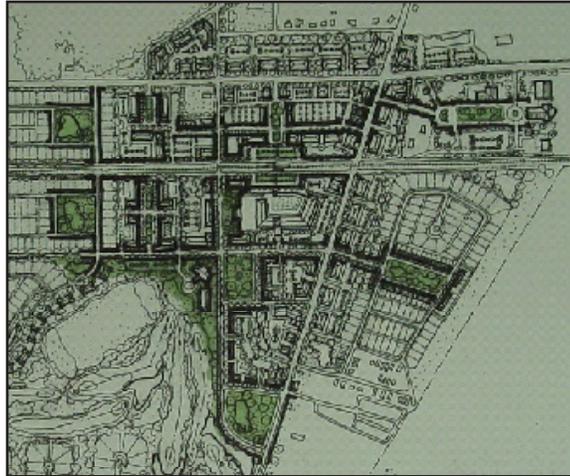
If the Pomona Road-Genoa Road couplet is established, then the station between them, along the redesigned Atlantic Avenue, acts as the connecting link between the highway oriented development along Pomona Road and the White Horse Pike, and the pedestrian-oriented, mixed-use development along Genoa Road. (Figure 3.4).

## B. Shared Principles:

The three test sites are useful for demonstrating these fundamental principles that should guide the future master plan for this area.

### 1. *Create a network of linked open spaces:*

Rather than allowing a series of disconnected, stand-alone developments, the station area should be tied together with public spaces clearly linked by roads.



### 2. *Balance needs of the automobile with those of pedestrians:*

As the transit analysis shows, development here will generate many automobile trips. Parking will be provided, probably surface parking, but the area must remain "pedestrian-friendly." There must be sidewalks, crosswalks, bikeways, and well-designed parking lots. Some key aspects of this are to ration-alize the location of parking, to put parking behind or on the sides of buildings to link parking lots, and to encourage shared parking to minimize curb cuts.



**3. *Promote a gradient of use and density around the station.***

In keeping with the analysis presented earlier, there are actually two transportation resources here: the future station and the two major roads - White Horse Pike and Pomona Road, which will carry many cars and some buses to this area. The "gradient of use and density" means putting the highest density residential uses proximate to the station and the most automobile dependant uses - particularly the larger format commercial uses - proximate to the highways and the 100% corner at Pomona Road and White House Pike.

**4. Use the hotel and convention center as a "bridge" between highway commercial uses, residential development and the station area.**

The hotel and convention center has characteristics of both commercial and residential land use. The commercial character derives from the ancillary retail, the meeting and conference functions, and the hotel room operation. The residential character derives from the fact that it houses a population that may be there for an extended stay, and that this population needs many of the same services as the permanent Galloway population - a dry cleaners, a restaurant, coffee shop, access to business support services, etc. The hotel/conference center also has a civic component, in that the meeting rooms could be used by local institutions (Stockton College, The FAA Tech Center, the Hospital) as well as the community. All have expressed an interest in such a facility for various functions.



Because there is broad community support for a hotel/conference center and because of its ability to animate the station area from both a commercial and civic point of view the conference center is placed near the station in each of the test alternatives as well as in the final illustrative plan. (An alternative discussed below places the conference center near, but not at the station.) Its hybrid land use nature enables it to link the station area to both the commercial uses and the residential uses.

# IV. A Galloway Transit Village: Final Proposal

## A. Constraints and Opportunities

The illustrative plans which were presented at the end of this process, incorporated the reactions of the workshop participants to the three test schemes as well as a more realistic assessment of the development market and other constraints that are likely to shape future development around the station:

### NJ Transit Technical Issues:

- *Need to connect to existing passing siding :*  
The cost of signalization and switching equipment is much higher than putting down track. For this reason, the second track at the station will have to be extended east to the existing passing siding.
- *Signalization with Pomona Road:*  
As stated above, a station close to the Pomona Road will require a complex signaling system - one that can allow traffic on Pomona Road to continue even as the train is boarding and discharging passengers at the station. The railroad crossing will also have to be coordinated with signalization at the White Horse Pike / Pomona Road intersection in order to prevent traffic from backing up into the intersection when the gates are down.
- *Accommodation of Park and Ride:*  
The township has indicated their understanding and acceptance of the fact that the station will function as a park-and-ride. Therefore, significant amounts of parking will have to be designed here in a way that supports the station as a civic space. The illustrative plan shows space for at least the \_\_\_\_\_ spaces in the NJ Transit feasibility study.

## Department of Transportation Issues:

### *Widening of Pomona Road*

The County is completing their re-design of the Pomona Road/ White Horse Pike intersection. This involves widening both roads. The Township must work closely with the County to insure good pedestrian and bicycle access here to points north and east. The design will have to balance the goal of maximizing access to the transit village from the two highways with highway access management which will tend to minimize access on the approaches to the intersection. This is most problematic in the portion of Pomona Road between the tracks and Pomona Road, where the interface with the railroad signalization is most complex.

## Land Ownership Issues

The plan will have to accommodate several existing developments that are not necessarily sympathetic to the long-term transit village build-out:

- There is a self-storage facility about to be completed just west of Genoa Road. In the phasing discussion below it is assumed that after the first round of development and improvements are made, this property will become valuable enough to be redeveloped for housing and high value added commercial activities.
- The Blue Heron II Golf Course is complete (*Figure 4.1*). The current design calls for a new golf club in the middle of the course in order to enable the traditional "returning 9's" golf course layout. This puts the golf club in a location that is removed from the station area and from the conference center with which, ideally, the golf club would be associated. An alternative was presented that redesigned 4 of the golf course holes to move the golf club closer to the station, but this is not acceptable to the developer. In the proposed plan, the golf club is not adjacent to the hotel/conference center. However, the housing has not yet been designed and so the proposed plan suggests a layout that moves the density closest to the station area. Also, an alternative location for the hotel/confer-



Figure 4.1: Blue Heron II Golf Course and Residential Development

ence center, south of Aloe Road, is shown which puts the hotel and conference center in a more advantageous location relative to the golf course.



Figure 4.2: The Assumption Church Campus Proposal

- The Assumption Church owns a significant amount of land within the primary study area. At the time of this report, Assumption Church is considering expanding at this location. A large institutional use of this kind is not necessarily "transit-friendly," but as shown in the illustrative plan, the facility is laid out as a "a campus" - a series of well-defined green spaces that can become part of the larger open space network for the transit village. Primary access to the property is from Atlantic Avenue, because many of the parishioners are coming from the south and can turn into the property before going to the Pomona Road intersection.
- Real Estate Issues:  
The illustrative plan also reflects a more sobering market analysis of the very robust ambitions for commercial development which came out of the original visioning. In particular, it does not show the very large format retail models - "big box" or "outlet centers" which will tend to go to the Black Horse Pike, Atlantic City and other better locations. If any of these uses do come forward, the "test plans" illustrate ways of integrating them into the overall plan. Still, the plan does have very ambitious projections for retail development, albeit in more manageable pieces - some 653,300 sf in all.

### **The Pineland Management Plan:**

Galloway Township is a Growth Area in Pinelands and it is subject to a variety of constraints. For this site, the constraints have different levels of impact. There are several constraints that will probably have little impact at this stage: There are no archeological or historic resources, air quality issues are generally addressed by the kind of roadway improvements already underway, and there are no significant fire hazard forest areas (although to be conservative the plan maintains a 200 foot zone from the heavily forested portion of the airport property). Finally, the known wetlands are already accommodated for. The Pinelands Commission staff thought there may be a small wetlands area farther east, but if this exists it will not have a significant impact.



are requesting reductions (also a 10% allowance) in their obligation. Still, over twenty years, this may not be as large a number as it seems, especially if development here prevents sprawl development elsewhere in the township and if the new station-area residents animate this new town center.

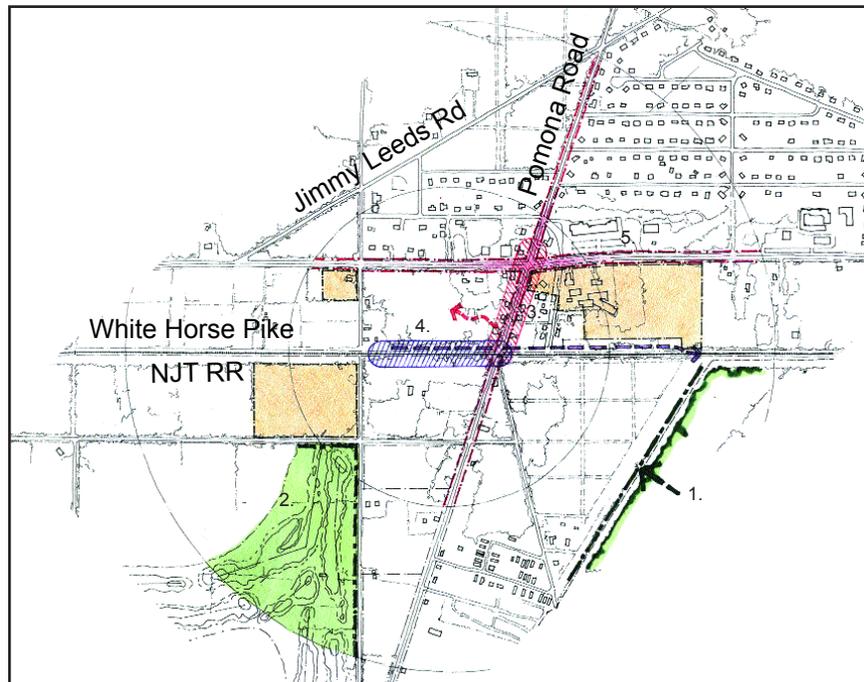


Figure 4.4

- 1. Firebreak required
- 2. ? is complete
- 3. Pomona Road TOD core section
- 4. Preferred station area
- 5. Whitehorse Pike commercial corridor.

## B. The Illustrative Plan: The Galloway Transit Village Plan

The vision plan presented here reflects the basic organizing principles which emerged from both the visioning exercise and the test preliminary schemes, as well as the constraints described above.

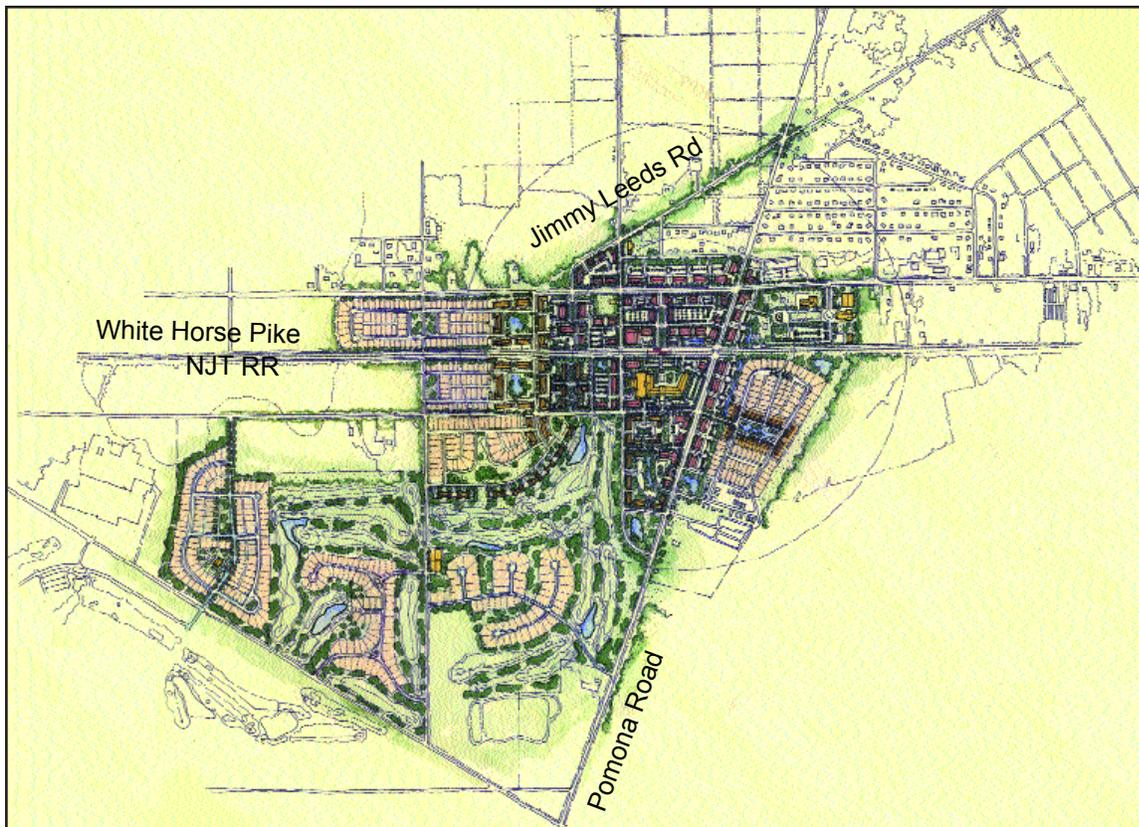


Figure 4.5: The Illustrative Plan: The Galloway Transit Village Plan

First and foremost, it is informed by the vision which this township articulated at the beginning of the process.

- It is a “gateway”
- It is a “crossroads”
- It is a “destination”
- It is an “anchor”
- It is a “commercial node”
- It is a “transportation hub”

It is also organized around the fundamental strategies illustrated in the preliminary plans.

- Create a network of linked open spaces
- Balance the needs of the automobile with those of pedestrians
- Promote a gradient of use and density around the station
- Use the hotel and convention center as a "bridge" between highway commercial uses, residential development and the station area

Finally, the disposition of land uses, building placement, character of public spaces all reflect best practices in transit friendly design.

- Mixed-use vs. Single use
- Connected streets vs. Cul-de-sacs
- Streets and pedestrians vs. Parking lots and cars

## Program Summary and Phasing

The illustrative plan represents a robust program that would be accomplished over ten to twenty years.

### Commercial Uses:

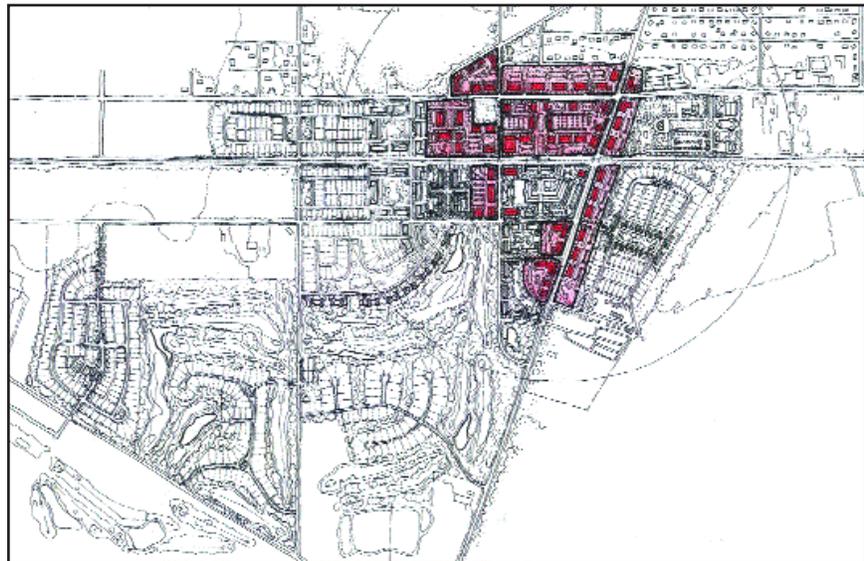


Figure 4.6: Commercial Build-Out

The long-term build-out of commercial uses could be as high as 653,300 square feet. Most of this is small and intermediate size businesses that are a balance between community-oriented service retail for which the market is strongest, and some office and retail uses oriented to a larger regional market. This plan does not contemplate large format retail uses, but, as shown in the earlier studies these would be accommodated in the parcels between the White Horse Pike and the railroad right-of-way (Figure 4.6, previous page).

Regardless of the final mix, the commercial uses are primarily along Pomona Road and White Horse Pike, a reflection of both existing land use patterns and the automobile orientation of these two major roads, (This is in keeping with the "use and density" gradient discussed above)

The commercial uses will be automobile-oriented, but, in keeping with the planning principles, parking lots are located to the sides and behind the buildings. A coordinated parking plan would promote shared parking and minimize curb cuts.

In the heart of the transit village, further from the highway and closer to the future station, mixed-use commercial development should be promoted with incentives, allowing offices, or better, apartments over stores.

The phasing reflects existing ownership constraints. 220,000 square feet of retail could be developed in Phase 1, primarily around the station and in the mixed use area just west of Genoa Road between the White Horse Pike and the railroad. The current developer has expressed an interest in this.

In addition, the Phasing Plan calls for the conference center to be developed as soon as possible and an ambitious estimate calls for 90,000 square feet of ancillary uses at this site - retail, business support, neighborhood services.

The next phase of commercial development, approximately 250,000 sf, would be along Pomona Road where the roadway widening will result in the taking of several marginal properties and enable access management and turning movements into new development. In this phase, the Township would also promote the redevelopment and redesign of the "4 corners" - the Pomona Road and White Horse Pike intersection. This is a sig-

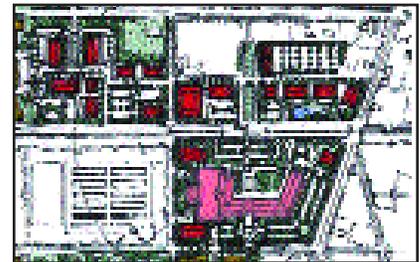


Figure 4.7: Phase I Commercial Development



Figure 4.8: Phase II Commercial Development

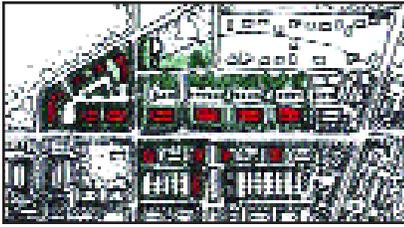


Figure 4.9: Phase III Commercial Development

nature gateway to the entire Township.

The final phase of commercial development, approximately 183,000 sf, is the redevelopment of the White Horse Pike corridor. This is envisioned as the last phase because the land ownership patterns and existing uses should be respected and can only be expected to improve over a longer time frame.

### Residential Uses:

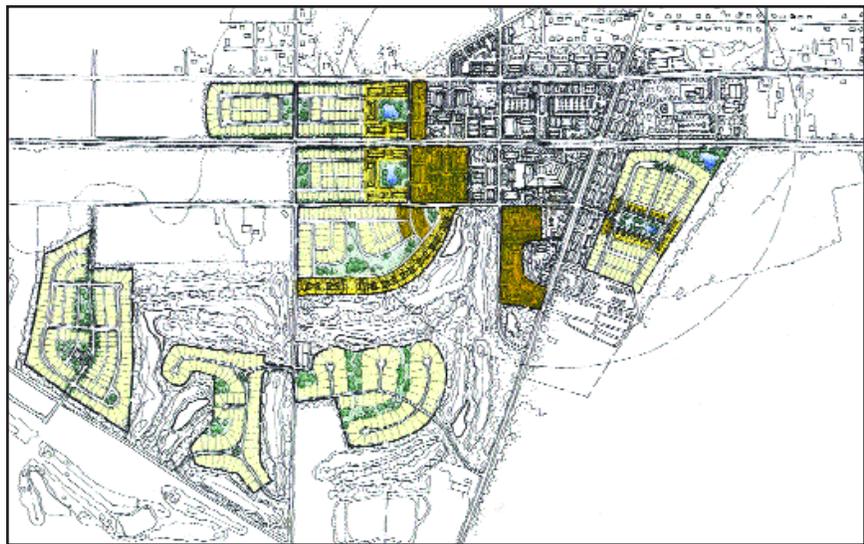


Figure 4.10: Residential Build-Out

The market for residential uses is strong. The long term build out illustrated here is a total of 1200 dwelling units. (This does not include any apartments above stores in the mixed-use areas closest to the station which could add another 100 or so units.) In keeping with the "density gradient," attached units and apartments are located closest to the station and within the ¼ to ½ mile walking radius. Single family homes and larger lot developments are further away. In addition to the housing associated with the golf course and the new residential development between the White Horse Pike and the tracks - where there are already developers who have expressed interest - the long term plan envisions a new neighborhood in the area south of the tracks and between Pomona Road and the airport property.

The phasing of residential development reflects current developer interest and existing land use patterns. Thus, Phase I residential development is largely the housing associated with the golf course closest to the station and the portion of the housing between the railroad and White Horse Pike west of Genoa Road. At the golf course, the same basic program is assumed, but the higher density housing types are placed at the eastern edge of the golf course closest to the station. It is still possible for this housing to take advantage of the golf course frontage as an amenity.

The second phase of residential development consists of the balance of the housing associated with the golf course, much of it beyond the ½ mile walking distance, but still planned with pedestrian and bicycle connections to the station in mind. Phase II development anticipates improvements to properties that are not in play at this time, but which one can reasonably assume will be as the area improves. This includes the several properties.

In the triangle between Genoa Road and Pomona Road, several of these properties are vacant or have a single house. We also anticipate that the site currently occupied by the self-storage facility will be improved.

The third phase of residential development could be additional residential density on the blocks between the tracks and White Horse Pike and the tracks and Aloe Street. These properties might be developed in earlier stages because these properties are unencumbered and in the control of the same developers who are currently proposing the Phase I residential development.

More of a long-term challenge is the new neighborhood east of Pomona Road and south of the tracks. This is a large area that is close to the station. The "paper streets" there suggest that a fairly compact street and block pattern, comparable to the rest of Pomona and Pinehurst was originally contemplated here. Because this requires significant revisions to the Pinelands Management Plan, as well as Township zoning - in particular, put-



Figure 4.11: Phase I Residential Development



Figure 4.12: Phase II Residential Development



Figure 4.13: Phase III Residential Development West of Pomona Road



Figure 4.14: Phase III Residential Development East of Pomona Road

ting the VR District into the Growth Area, it is presumed that this will happen last.

The political difficulties of supporting new housing have led developers to propose "age restricted housing" in order to prevent a new drain on Township resources created by school children. This plan suggests that in the initial Phases, the Township should allow a range of market rate housing without the age restrictive covenant. The Township can, after several years, evaluate the performance of the new housing in terms of its net fiscal impacts. This planning team believes that this new transit village - as attractive as it will be - will not attract many children. The existing Blue Heron development is an interesting precedent here. Several hundred units were built without age restricting covenants. Only a handful of children were generated and the development has been a huge ratable for the Township. The location decision for a family with children is driven by the overall character of the area - is there a school near by? Are there parks and playgrounds near by? Are there other kids there? Is there a lot of car traffic? The answers to all these questions suggest that the new housing here will generate few kids even without the age restrictions.

A diverse, non-age restricted population will make this place much more like the vision than a new homogenous age-restricted population.

Multi-family housing would be a combination of attached townhouses and small apartment buildings.

## Special Uses:

There are several uses that do not fall obviously into the two primary land-use categories. These so-called "special uses" while not necessarily generators of transit riders are extremely important contributors to the mixed-use character of the new transit village.

### *The Hotel/Conference Center:*

The scale of the hotel and conference center suggested here is ambitious (350 rooms, 900,000 sf. of ancillary retail and services) based on the market research, but there is widespread community support for this, especially for the use of the conferencing facilities. Therefore, the plan calls for the Township to actively participate with private developers and to make any needed changes to land use regulations to get this to happen as soon as possible.

In order to provide some additional flexibility to the hotel and conference center development effort, an alternative location is drawn in the same general area in the block south of Aloe. In this alternative, housing would occupy the site immediately adjacent to the station. The hotel/conference center would move to the triangular block south of the station bounded by Aloe, Pomona Road and Genoa Road. This location has some advantages for the conference center, which would immediately have the golf course as a visual amenity. It would have excellent visibility and access from Pomona Road and, if designed properly, could articulate a gateway, helping to reinforce the proposed gateway at the reconfigured Pomona Road/ Genoa Road intersection.



Figure 4.15: The Hotel/ Conference Center

*The Golf Club:*

As discussed earlier, the golf club will be isolated from the station-area development because of its preferred location in the middle of the golf course. Still the golf club will be an attraction for this area and add value to the other developments in the transit village. This would be built in Phase I.



Figure 4.16: The Blue Heron II Golf Club

*The Assumption Church:*

The Assumption Church owns a lot of land in several parcels east of Pomona Road between the tracks and White Horse Pike. At the time of this report, the church has expansion plans at this site. The illustrative plan shows a site that is organized like a campus along an East-West axis. The open spaces on the campus would be linked to the larger open-space network in the transit village. Almost all parishioners will arrive by car, many of these from the south. The church owns property on the south east corner of the Pomona Road, White Horse Pike intersection. This plan shows those parcels leased for commercial purposes. Overall this is a difficult site for an institutional use and if the church relocates, these properties could better support highway-oriented commercial uses as shown in the three test plans.

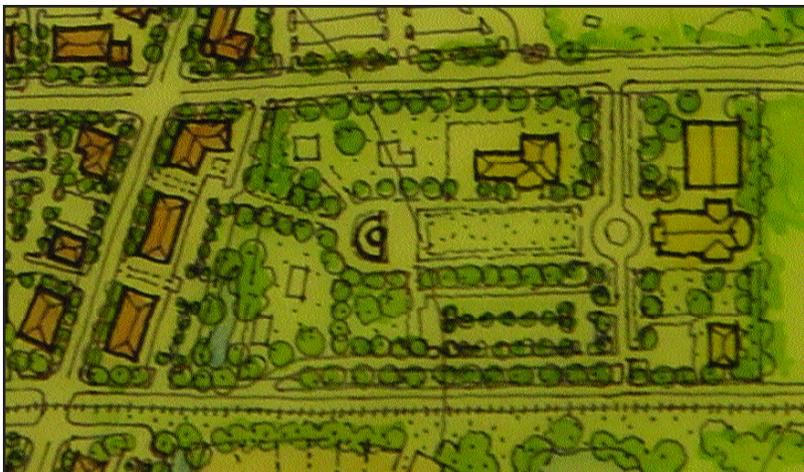


Figure 4.17: The Assumption Church Proposed Campus

## **Pomona Road Bridge Alternative**

Towards the conclusion of this process, the possibility of creating a grade-separated crossing for Pomona Road was raised. This has several advantages and disadvantages for the design of a proposed transit village development.

### **Advantages:**

#### *Safety:*

Obviously if a grade crossing can be eliminated, the potential for an accident between vehicles and trains is eliminated.

#### *Simplified Signalization:*

The preferred station location - midway between Genoa Road and Pomona Road - creates a costly and complicated signalization issue at the two grade crossings. When the train is approaching the station, the gates must close. However, if the train is waiting in the station for any period time, the gates would open to allow traffic on Pomona Road to continue. The gates would then have to close again for any train heading west. If the Pomona Road grade crossing is eliminated, this issues only pertains at the Genoa Road grade crossing which will have much less through-traffic in keeping with the "Genoa Road Couplet" strategy described earlier.

#### *Ease of Traffic Movement:*

Pomona Road handles large volumes of traffic, much of it through-traffic between the Garden State Parkway and destinations south of the White Horse Pike. As it is, this traffic has to be held at the traffic light at White Horse Pike. The grade crossing creates a second barrier only a short distance away. Elimination of the grade crossing will enable the signalization at the White Horse Pike/Pomona road intersection to be dissociated with train operations, allowing cars to move more freely along both roads.

## **Disadvantages:**

### *Increased need for traffic calming:*

The additional signalization at the grade crossing had the collateral effect of calming the traffic as it passed through the proposed transit-oriented developments. Cars will now travel at higher speeds through this area. While the "Genoa Road Couplet" strategy mitigates this to some extent - Genoa Road is favored for those going to the transit village - increased cars speeds will still make the overall environment less pedestrian-friendly.

### *Loss of connectivity:*

The ramping up and down to the bridge over the tracks essentially builds a wall, however nicely designed and landscaped, between the four quadrants of the transit-village (the four quadrants being the areas north and south of the tracks and east and west of Pomona Road). In the preferred design, the edges along Pomona road were permeable, enable visual and physical east-west connections between the various parts of the plan. The ramp structure will create a visual and physical barrier, and restrict access to the developments on the north side of the tracks to the White Horse Pike, and restrict access to the developments south of the tracks to Aloe Street. In addition, to the extent that traffic moves faster and more aggressively along Pomona Road as a result of the bridge crossing, the train station area will be more cut off from the existing neighborhoods to the north-west.

### *Creation of "dead spaces" behind the ramp structure:*

As the ramp climbs toward the bridge over the tracks, it creates a steep slope that cannot be built on. Once the development that had been oriented towards Pomona Road are re-oriented to the interior of the blocks, the space behind the buildings will be undesirable.

It is these last two issues that drive the alternative part plan shown in Figure \_\_\_\_\_. In this alternative, the developments that were formerly oriented towards Pomona Road are now re-oriented towards the White Horse Pike or Aloe Street, or are re-oriented towards the interior of the four quadrants. The spaces behind these buildings are now used for parking and for surface water retention. In the best case, the ramp structure becomes integrated with the overall landscaping of this place which means

that the side walls of the ramp must not be shear concrete walls, but sloped earth or heavily landscaped tiers.

### The Church Property

This alternative plan also reflects additional information about the church property in the northwest quadrant. Originally, the church planned to expand their campus at this site, and the preferred plan showed how that might be accomplished. At the end of this process, representatives of the church expressed their interest in expanding elsewhere and making this property, at least the portion near the White Horse Pike/Pomona Road intersection, available for commercial development. Consequently in this alternative part plan, new larger-format retail is shown with parking up against the ramp structure.

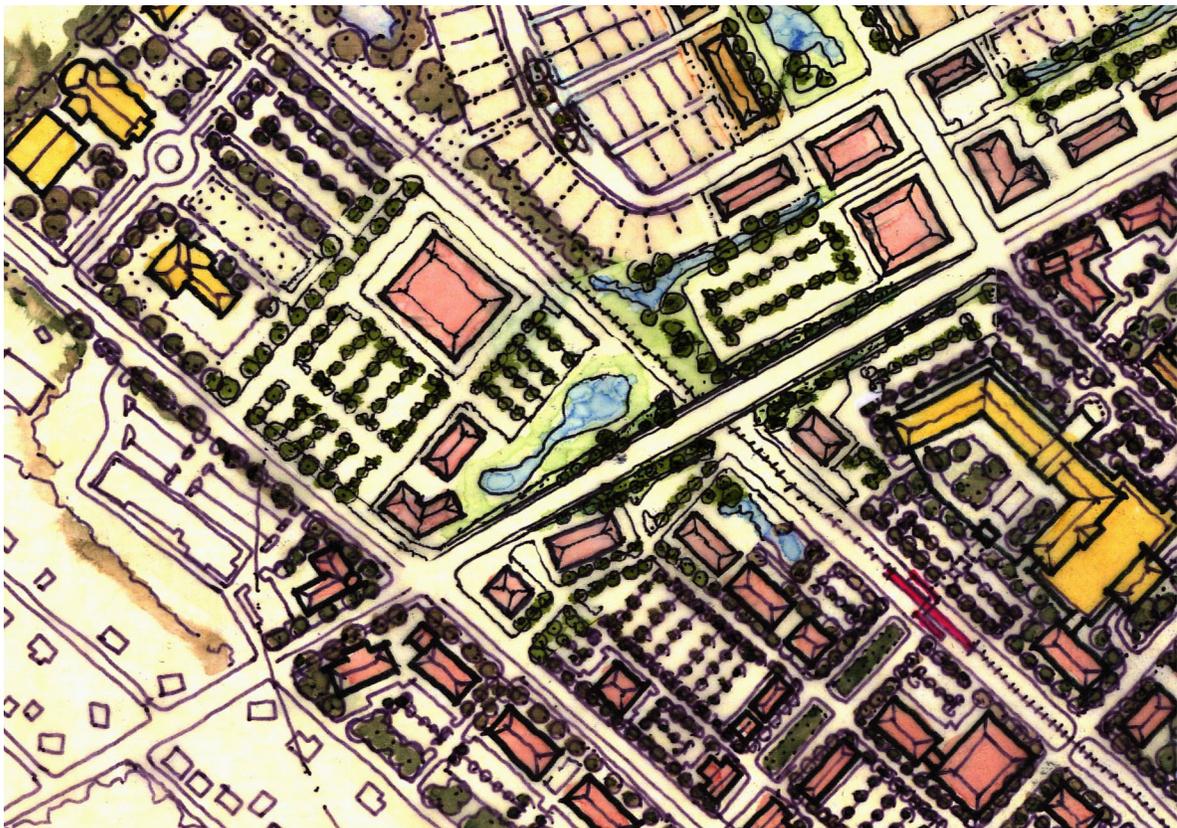


Figure 4.18: The Alternative Plan with grade separation at Pomona Road railroad crossing and commercial development at Church property.

## C. Implementation:

The implementation chart included here lists individual actions and responsible parties. There are several strategic considerations that create the own-all context for these:

1. This area probably does not meet the threshold criteria for declaring an "area in need of redevelopment." Such a declaration would give the Township the power to condemn property and impose a separate design-review process
  - The criteria that all the properties within the area are "dilapidated, obsolete, unhealthy, abandoned" is not met here.
  - Also, the criterion that private development forces are thwarted here cannot be satisfied. The kind of development that the market is bringing to this site may not comport with the transit village vision, but that does not mean that the private market is stifled.

This means that implementation will have to rely on the private market and on the traditional tools of master planning and zoning which can manage and facilitate development but cannot create development.

- "Area in need of rehabilitation"
- "Design Review" outside of the context of zoning, is not enabled in New Jersey. The exceptions which do not apply here, are historic districts and areas in need of redevelopment. This does not mean however, that the Township should not adopt a set of thorough design guidelines. The goal should be to guide the area.

# I. Introduction: Threshold Actions and Performance Measures

Galloway Township will commit to creating a "Transit Village Overlay Zone".

In the next year, this will entail the following actions:

- The Township will pass a resolution affirming their commitment to this strategy and, with the participation of New Jersey Transit, will map a Primary (roughly  $\frac{1}{4}$  mile) and Secondary (roughly  $\frac{1}{2}$  mile) Transit District centered around the future station on Atlantic Avenue between Genoa and Pomona Roads.
- The Township will declare a moratorium on future development in this area until the Transit Village Overlay District regulations are mapped and formally adopted by the Township. The Township will actively engage any land owners who are already in discussion with the Township about development projects in this area to assure conformance to the principles illustrated in the concept plans.
- The Township will develop a Transit Village Overlay Zone. Regional Plan Association will assist the Township in creating an outline for this new Zoning District that will reflect the planning and design principles presented to the Township over the course of the several workshops conducted in 2003. The Township will use the outline to develop zoning text that conforms to the New Jersey Municipal Law. Regional Plan Association (RPA) will continue to facilitate discussions with NJ Transit as to the content of the new ordinance.

New Jersey Transit will commit to building a new station on Atlantic Avenue between Pomona and Genoa Roads. In the next year, this will entail the following actions:

- NJ Transit will complete the feasibility study for a new station in this location. The feasibility study will include bench mark dates for the accomplishment of key tasks such as creation of the passing sidings. The feasibility study will include a target date for opening of the station. NJ Transit will coordinate will

County and State DOT on the signaling and traffic issues related to the station operation.

- NJ Transit will complete their study of proposed service improvements for the Atlantic City Line. The study will include anticipated dates for these improvements.
- NJ Transit will continue to work with the Township on the Transit Village Overlay District ordinance. This includes a commitment to the planning and design principles presented to the Township over the course of the several workshops conducted in 2003 as they affect the station design and the areas immediately around the station. This includes making the station area road network conform to the longer-term build out of the Transit Village; commitment to a public space around the station and treating parking areas in ways that support the public spaces around the station area.

## Development Program Summary

Phase	Residential				Commercial	Other
	Within 1/2 mile		Beyond 1/2 mile			
	Single fam.	Multi fam.	Single fam.	Multi fam.		
Phase I	40	240	121	12	220,000 sf	Conference Center: 350 ms./90,000 sf ancillary retail, Church and school Golf Club: 15,000 sf
Phase II		232	224		250,000 sf	
Phase III	63	133	63	37	182,700 sf	
Totals	103	605	408	49	653,300 sf	
	708 du within 1/2 mile		457 du beyond 1/2 mile			
	1,165 total du in overall redevelopment area				653,300 sf	

## II. Specific Actions

Phase I		
Action Item	Responsibility	Purpose and Strategy
1. Map a Transit-Village Overlay District	<ul style="list-style-type: none"> <li>Galloway Township</li> </ul>	<ul style="list-style-type: none"> <li>RPA will provide an outline of a Transit Village ordinance with suggested design guidelines</li> </ul>
	<ul style="list-style-type: none"> <li>Pinelands Commission</li> </ul>	<ul style="list-style-type: none"> <li>Township to identify a consultant to create new zoning text</li> </ul>
	<ul style="list-style-type: none"> <li>RPA</li> </ul>	<ul style="list-style-type: none"> <li>Institute commercial development guidelines first, as these do not require zoning revisions and the same level of Pinelands Commission review</li> </ul>
		<ul style="list-style-type: none"> <li>Pinelands Commission to provide review and approval Major Pinelands Commission concerns are accounted for. Remaining issue is use of Pineland Credits for new residential development.</li> </ul>
2. Build a new station, access roads, parking and open space	<ul style="list-style-type: none"> <li>NJ Transit</li> </ul>	<ul style="list-style-type: none"> <li>Those components of a new station which NJT would build need to anticipate the future build-out of the Transit Village plan.</li> </ul>
		<ul style="list-style-type: none"> <li>Improve Atlantic Avenue link between Pomona Road and Genoa Road</li> </ul>

3. Promote residential development within ½ mile walking distance of the station.	• Galloway Township	• New Transit Village Overlay will include a gradient of densities based on proximity to the station.
	• Pinelands Commission	• Commercial development would not require new zoning, but design guidelines required to control building placement and character, parking locations, open space networks.
	• Private developers	• First opportunities are for Hansen and Guererro developments to build at higher densities proximate to the station.
		• Build market rate housing. Performance to determine need for age-restricted covenants
4. Complete context-sensitive re-design of Pomona Road-White Horse Pike intersection.	• County DOT	• Insure that the roadway improvements address pedestrian and bicycle connections from the station area to neighborhoods east and north.
	• Township Committee	• Consider working session with Reid Ewing, co-author of _____
	• New potential partner: Rutgers	
5. Improve Genoa Road, including reconfiguration of the Genoa Road/Pomona intersection	• County DOT	• Hansen controls the property at this intersection and has expressed willingness to support reconfiguration
	• Township Committee	• Reconfiguration should be more than realignment of the roadway, and include architectural treatment of a gateway to direct people to the center of the new transit village
	• Private developers	

6. Complete Genoa Road-Jimmy Leeds loop to the Jimmy Leeds/Pomona Road intersection	<ul style="list-style-type: none"> <li>• County DOT</li> <li>• Township Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Reconfiguration should include architectural treatment of a gateway to direct people to the center of the new transit village</li> </ul>
7. Develop hotel and convention center on the block bounded by the railroad, Genoa Road, Pomona Road and _____		
8. Build the commercial portions of the Guerreroo development proposal according to transit-friendly design guidelines	<ul style="list-style-type: none"> <li>• Private developer - Guerreroo</li> <li>• Township Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Guidelines are required to control scale and character of buildings, building placement and open space network.</li> <li>• Plan to support longer-term development described in the vision plan</li> </ul>
9. Gain control of existing open space (fire district owns) on north side of _____ between Pomona and Genoa Roads		
10. Implement Phase I rail service improvements	<ul style="list-style-type: none"> <li>• NJ Transit</li> </ul>	<ul style="list-style-type: none"> <li>• Potential service improvements include frequency of service and new equipment</li> </ul>

Phase II		
Action Item	Responsibility	Purpose and Strategy
1. Promote new commercial development along the re-built Pomona Road corridor, including the intersection of Pomona Road and White Horse Pike		
2. Build second phase of Blue Hero Pines East	<ul style="list-style-type: none"> <li>• Private developer - Hansen</li> </ul>	<ul style="list-style-type: none"> <li>• If re-zoning does not cover this area in Phase I, Pinelands Commission approval required</li> </ul>
	<ul style="list-style-type: none"> <li>• Pinelands Commission</li> </ul>	<ul style="list-style-type: none"> <li>• Market-rate versus age-restricted housing issue to be resolved based on performance of Phase I residential development here and at Guerrero properties.</li> </ul>
3. Partner with owner of self-storage facility for mixed-use redevelopment	<ul style="list-style-type: none"> <li>• Township</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	<ul style="list-style-type: none"> <li>• Private developer</li> </ul>	
4. Promote mixed-use redevelopment of the properties bounded by Pomona, Genoa and _____		
5. Work with the Church to design their property as a "campus" and to allow commercial development.		
6. Build-out of Guerrero residential development if not completed in Phase I		

<b>Phase III</b>		
<b>Action Item</b>	<b>Responsibility</b>	<b>Purpose and Strategy</b>
1. Build a new residential neighborhood in area east of Pomona, south of the tracks.	<ul style="list-style-type: none"> <li>• Township</li> <li>• Pinelands Commission</li> </ul>	<ul style="list-style-type: none"> <li>• If re-zoning does not cover this area in Phase I, Pinelands Commission approval required</li> <li>• Market-rate versus age-restricted housing issue to be resolved based on performance of Phase I residential development elsewhere in the Transit Village</li> </ul>
2. Build-out of Guerrero residential development if not completed in Phase I		
3. Complete commercial redevelopment of White Horse Pike		