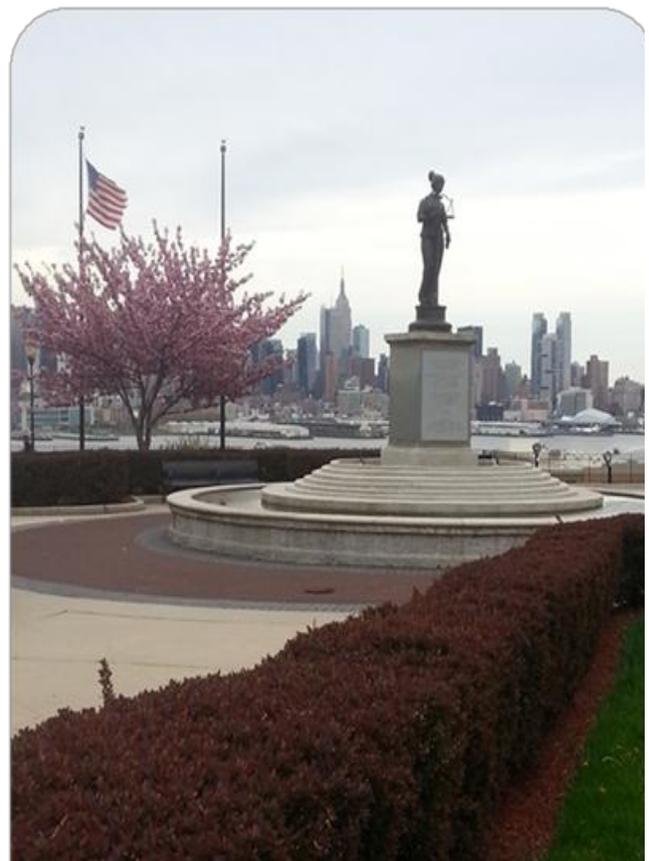


MASTER PLAN TOWN OF WEST NEW YORK



Adopted: January 28, 2015

MASTER PLAN CREDITS TOWN OF WEST NEW YORK

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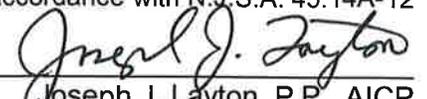
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The original of this report was signed and sealed
in accordance with N.J.S.A. 45:14A-12



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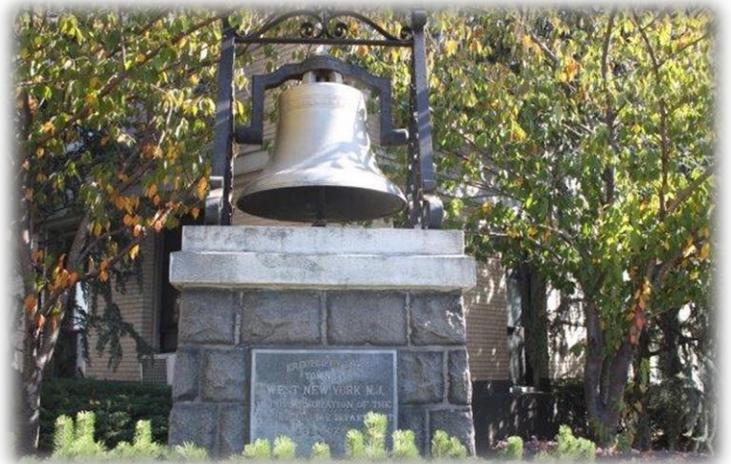
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INTRODUCTION

The 2014 West New York Master Plan is a policy document adopted by the West New York Planning Board to guide future decisions regarding land use and community development. The adoption of a municipal Master Plan is authorized by the New Jersey Municipal Land Use Law (40:55D-1). It is a document that outlines an approach to managing future development and guiding public and private investment. The Master Plan establishes goals and objectives to guide future land use decisions consistent with the vision the Town has of its future.

A Master Plan is a community based document. In order to take the pulse of the community and obtain public input for the Master Plan a survey was posted on the Town website and three public workshop meetings were held. The content of the survey and workshops and public responses are contained in the Appendix of this document.



This public input has been used to help formulate the creation of a vision statement for the Town of West New York as well as goals and objectives to guide the planning process in the development of this Master Plan.

HISTORY

West New York today is an urban town located on the western bank of the Hudson River, with a land area of 1.007 square miles. The Town of West New York was incorporated in 1898. The area was first settled by Europeans in 1790. Like the rest of Hudson County it was largely an agricultural area until the 19th Century when canals and railroads from the west were constructed terminating at the Hudson River. The Hudson River waterfront was converted into a series of rail yards stretching from West New York south to Bayonne. Upland areas in north Hudson saw the development of small businesses and industries including textiles, silk mills, handbag manufacturers and the embroidery industry while heavy industry including oil refineries located in south Hudson.



West Shore Freight terminals and grain elevators (New York Central Lines). Considerable freight for the Allies was shipped from these yards.

Hudson County experienced an economic boom during World War I due to shipbuilding for the war effort. The Great Depression followed resulting in factory closings and lay-offs. During World War II the economy flourished again. However, after World War II the move to suburbia began with federally-backed mortgage money and the advent of the New Jersey Turnpike and Garden State Parkway. Workers moved to the suburbs and commuted to jobs in the cities. Those who were unable to afford the move to suburbia were left to live in the urban areas. The collapse of the railroads and the shift in marine shipping to large containers resulted in the loss of many jobs in Hudson County. The County was saddled with high unemployment and low income levels.



After decades of little or no growth, immigration to West New York increased dramatically in the 1960's with the arrival of Cuban refugees and other newcomers primarily from South and Central America. The population increased by 14.3% between 1960 and 1970 to be followed by two decades of no growth.

The economy started to improve in the 1980's and through the 1990's and past the centennial year of 2000. The west shore of the Hudson became known as the "Gold Coast". Ferry service returned and new residential and office developments sprang up. In West New York the population increased by 20% between 1990 and 2000 due mainly to development along the waterfront. A more moderate growth rate ensued between 2000 and 2010 when the population increased by 8.6%.

A significant transportation enhancement for Hudson County came with the start of the Hudson Bergen Light Rail System in 2000. The initial segment served Bayonne and Jersey City but it has since been extended to Tonnelle Avenue (Routes 1 and 9) in North Bergen. Stations that serve West New York are located at Port Imperial and at 49th Street and Bergenline Avenue, both just south of the West New York border. Eventually the system is proposed to extend over 20 miles from the southern end of Bayonne to the Vince Lombardi Service Area on the New Jersey Turnpike where a large parking area for commuters is proposed.

PLANNING IN WEST NEW YORK

The Town of West New York Master Plan was re-examined in 2013. Prior to that, the Town's Master Plan consisted of the following reports and studies:

- Comprehensive Master Plan from 1960's (undated)
- Updated Population Report (August, 1975)
- Existing Uses of Land (October, 1975)
- Revised Land Use Plan (October, 1975)
- Community Facilities Analysis and Plan (November, 1975)
- Land Use Plan (November, 1978; Revised July 1, 1986)
- Housing Element (July, 1988)
- Recycling Plan Element (June, 1990)
- Master Plan Reexamination (2001)

The Comprehensive Master Plan from the 1960's was financed in part by a Section 701 Urban Planning Grant (Housing Act of 1954). Some of the interesting observations in this document were that 7% of the land was used for commercial purposes, about twice the amount generally expected for a town the size of West New York and that there was a "chaotic mix of uses throughout the community with commercial and industrial uses intermixed with residential uses". This chaotic mix still exists in some areas of the Town but is disappearing as more and more industrial uses are being redeveloped for residential use.



The Land Use Plan, last revised in 1986, recognized that West New York was a small, largely built-out municipality which, aside from the waterfront, had very little developable land. The 2001 Reexamination noted that a redevelopment plan had been adopted for orderly development of the waterfront.

The 2013 Reexamination Report noted that the population growth in West New York over the last 20 years is indicative of the fact that West New York is a desirable place to live. Because of this there are growth and development pressures. In the recent past most of this growth has taken place in the Waterfront Redevelopment Area. Now that much of this land has been developed, developers are seeking to develop more in the upland or older portion of the Town. Since there is very little vacant land left in Town, most new residential development has been in the form of redevelopment where underutilized or functionally obsolete properties are converted

to new housing. Such redevelopment is consistent with the intent of the State Plan. The Master Plan Reexamination concluded that because of the length of time that has passed since the last Master Plan was adopted and the significant changes to the density and distribution of population over that time period it was recommended that a new Master Plan be prepared. Furthermore the new Master Plan should be based on current assumptions with a foundation formed and directed by policies and objectives that are consistent with the future vision for the Town of West New York

VISION STATEMENT

An effective Master Plan is based on a shared vision of the future held by residents, business owners, those who live in the Town and other community stakeholders. The vision for West New York was developed through a series of public outreach meetings where the public was asked to share their vision for the Town. These expressions of vision were then reviewed and considered by the Planning Board and melded into a unified vision statement which is as follows:

The Town of West New York is a community that is committed to advancing the collective vision of its residents while celebrating its cultural diversity. The Town's vision is to embrace the active participation of all community segments and includes an emphasis on family oriented recreation facilities, the arts, an abundance of green space and public places, responsible residential development offering a broad range of housing choices and a thriving and attractive commercial district.

GOALS AND OBJECTIVES

The following goals and objectives for this Master Plan were adopted by the Planning Board:

A. Protect Natural and Visual Resources

Objectives:

- Preserve Palisades Cliffs
- Preserve views of New York City skyline

B. Protect and Enhance Man-Made Resources

Objectives:

- Preserve existing unique architecture and historic landmarks
- Improve deteriorated areas by removing unsightly or out of place structures and revitalizing the area
- Respect the scale of existing nearby housing

C. Provide a Broad Range of Housing Choices

Objectives:

- Encourage the construction of affordable housing
- Encourage mixed-use development where appropriate such as along Bergenline Avenue and on the waterfront

D. Instill Pride in the Community

Objectives:

- Provide educational opportunities for the populace
- Strive for a socially unified community
- Take pride in community appearance through clean streets and sidewalks
- Encourage public involvement in civic activities

E. Provide for Cultural and Social Opportunities

Objectives:

- Upgrade the public library
- Invest in the arts and encourage artistic expression
- Build a new community center
- Promote public art
- Sponsor concerts in parks
- Establish a museum on West New York history

F. Enhance the Shopping Experience on Bergenline Avenue

Objectives:

- Improve the aesthetics of storefronts
- Attract quality businesses
- Provide tax incentives for business retention
- Develop incentives for storefront façade upgrades

G. Improve Mobility

Objectives:

- Ensure adequate parking in new development
- Improve bus service
- Add bike lanes where appropriate
- Encourage transit oriented development near the Hudson Bergen Light Rail Station
- Establish shuttle service to link various parts of Town
- Study ways to create more on-street parking spaces

H. Establish a Sense of Place

Objectives:

- Adopt progressive urban design guidelines
- Enhance streetscapes
- Create additional public spaces

I. Expand Recreational Opportunities

Objectives:

- Preserve and enhance existing park resources
- Invest in additional parks

COMMUNITY PROFILE

Introduction

The Town of West New York has a land area of 1.007 square miles with a 2010 population of 45,768 making it the third densest community in Hudson County behind the adjacent communities of Guttenberg and Union City. The majority of the Town consists of one to three-story single and multi-family housing on small lots ranging from 2,000 to 5,000 square feet. Larger apartment buildings up to 15 stories tall can be found scattered throughout the Town, some of which are under the ownership of the West New York Housing Authority. There are also a number of high-rise residential buildings, the tallest of which is 34 stories tall with over 400 apartment units, located along John F. Kennedy Boulevard East at the top of the Palisades near the waterfront. The waterfront itself has seen considerable residential development in the last twenty years in the area known as Port Imperial, a planned development.

Population

Total Population

West New York's population characteristics reveal that since 1930 there have been several periods of significant growth. The greatest increase in population occurred from 1990-2000 when the Town grew by 20%. The greatest increase in population in Hudson County also occurred from 1990-2000. Another period of significant growth was between 1960 and 1970 when the population grew by over 14% largely due to the influx of Cubans immigrating to the U.S.

Population

Census	West New York		Hudson County		New Jersey	
1930	37,107	-----	690,730	-----	4,041,334	-----
1940	39,439	+6.3%	652,040	-5.6%	4,160,165	+2.9%
1950	37,683	-4.5%	647,437	-0.7%	4,835,329	+16.2%
1960	35,547	-5.7%	610,734	-5.7%	6,066,782	+25.5%
1970	40,627	+14.3%	607,839	-0.5%	7,171,112	+18.2%
1980	39,194	-3.5%	556,972	-8.4%	7,365,011	+2.7%
1990	38,125	-2.7%	553,099	-0.7%	7,730,188	+5.0%
2000	45,768	+20.0%	608,975	+10.1%	8,414,350	+8.9%
2010	49,708	+8.6%	634,266	+4.2%	8,791,894	+4.5%

(Source: U.S. Census Data)

Population Density

West New York is Hudson County's third most densely populated municipality, exceeded only by Guttenberg and Union City. West New York's density is 48,733 persons per sq. mile. This is 24% more dense than Hoboken and nearly three times as dense as Jersey City. Guttenberg, Union City, West New York and Hoboken have the distinction of being the four most densely incorporated places in the United States. By comparison New York City has a density of 26,953 persons per square mile and Newark has a density of 11,495 persons per square mile.

Population Density (2010)

Geographic Area	Land Area (Sq. Miles)	2000 Population	2000 Density (person/sq. mile)	2010 Population	2010 Density (person/sq. mile)	% Change in Density
Bayonne	5.6	61,842	11,004	63,024	11,214	+1.9%
East Newark	0.1	2,377	23,770	2,406	24,060	+1.2%
Guttenberg	0.2	10,807	56,879	11,176	58,821	+3.4%
Harrison	1.2	14,424	11,823	13,620	11,164	-5.6%
Hoboken	1.3	38,577	30,376	50,005	39,375	+29.6%
Jersey City	14.9	240,055	16,144	247,597	16,651	+3.1%
Kearny	9.1	40,513	4,432	40,684	4,451	+0.4%
North Bergen	5.2	58,092	11,193	60,773	11,710	+4.6%
Secaucus	5.9	15,931	2,705	16,264	2,762	+2.1%
Union City	1.3	67,088	52,825	66,455	52,327	-0.9%
Weehawken	0.9	13,501	15,883	12,554	14,769	-7.0%
West New York	1.0	45,768	44,870	49,708	48,733	+8.6%

(Source: U.S. Census Data)

Population Age Distribution

The table below compares the age distribution of West New York residents with County and State figures. West New York has a lesser percentage of residents of 10-14 years, 45-69 years and 85 years and over than the State. It has more residents of 25-39 years than the State. Other age categories are fairly consistent with State figures. All age categories for West New York are consistent with the figures for Hudson County.

Population Age Distribution (2010)

Age Cohort	New Jersey		Hudson County		West New York	
Total population	8,791,894	100%	634,266	100%	49,708	100%
Under 5 years	541,020	6%	42,586	7%	3,694	7%
5 to 9 years	564,750	6%	33,606	5%	2,617	5%
10 to 14 years	587,335	7%	32,978	5%	2,480	5%
15 to 19 years	598,099	7%	37,526	6%	2,826	6%
20 to 24 years	541,238	6%	48,115	8%	3,665	7%
25 to 29 years	553,139	6%	67,802	11%	4,799	10%
30 to 34 years	556,662	6%	63,706	10%	4,942	10%
35 to 39 years	588,379	7%	51,681	8%	4,211	8%
40 to 44 years	649,918	7%	45,035	7%	3,632	7%
45 to 49 years	704,516	8%	43,084	7%	3,308	7%
50 to 54 years	674,680	8%	39,901	6%	3,010	6%
55 to 59 years	565,623	6%	34,080	5%	2,535	5%
60 to 64 years	480,542	5%	28,100	4%	2,049	4%
65 to 69 years	350,972	4%	20,303	3%	1,576	3%
70 to 74 years	260,462	3%	15,791	2%	1,463	3%
75 to 79 years	215,715	2%	12,138	2%	1,248	3%
80 to 84 years	179,233	2%	9,349	1%	912	2%
85 years and over	179,611	2%	8,485	1%	741	1%

(Source: U.S. Census Data)

Foreign Born Population

West New York has a significantly higher percentage of foreign born residents than the County or State with 59% of residents born outside of the United States. Of the foreign born population of 29,858, those born in Latin America constituted 87% of 25,975 individuals. The second largest number of foreign born residents was born in Asia. This number was 2,616 or nearly 9% of the foreign born residents.

Nativity (2010)

	West New York	Hudson County	New Jersey
Population	46,708	634,266	8,791,894
Foreign Born	29,396	252,667	1,773,859
% Foreign Born	59%	40%	20%

(Source: U.S. Census Data)

Race/Ethnicity

In 2010 Hispanics or Latinos (of any race) constituted 78% of the population in West New York. In 2000 it was also 78% and in 1990 this figure was 73%. The percent of Hispanics or Latinos in West New York is much higher than the County (42% in 2010) or State (18% in 2010). Those reporting their race as White constituted 62% of the West New York population which is similar to the State figure and higher than the County figure.

Race (2010)

	West New York	%	Hudson County	%	New Jersey	%
Total population	49,708	100%	634,266	100%	8,791,894	100%
White	30,839	62%	342,792	54%	6,029,248	69%
Black or African American	2,289	5%	83,925	13%	1,204,826	14%
American Indian and Alaska Native	744	1%	4,081	1%	29,026	0%
Asian	2,986	6%	84,924	13%	725,726	8%
Native Hawaiian and Other Pacific Islander	24	0%	344	0%	3,043	0%
Some Other Race	10,038	20%	90,373	14%	559,722	6%
Two or More Races	2,788	6%	27,827	4%	240,303	3%
Hispanic or Latino (of any race)	38,812	78%	267,853	42%	1,555,144	18%

(Source: U.S. Census Data)

Education

In 2010, 16% of the West New York population had attained a Bachelor's Degree. The County and State both had 22% of residents with bachelor's degrees. The percent of high school graduates however was similar for West New York with 26%, the County with 27% and the State with 30%.

Educational Attainment (2010)

	West New York		Hudson County		New Jersey	
Population 25 years and over	32,759	100%	428,810	100%	5,889,519	100%
Less than 9th grade	6,154	19%	44,624	10%	325,607	6%
9th to 12th grade, no diploma	4,245	13%	39,816	9%	424,463	7%
High school graduate (includes equivalency)	8,660	26%	115,961	27%	1,753,082	30%
Some college, no degree	4,249	13%	62,284	15%	986,441	17%
Associate's degree	1,313	4%	17,565	4%	362,531	6%
Bachelor's degree	5,401	16%	96,269	22%	1,274,368	22%
Graduate or professional degree	2,737	8%	52,291	12%	763,027	13%

(Source: U.S. Census Data)

Income

The median household income and per capita income in West New York is well below the Hudson County and State levels as shown below. Not surprisingly due to these lower income levels compared to New Jersey and Hudson Counties, West New York has a higher rate of poverty, with 15.8% of all families living below the poverty level in 2010. While this is lower than it was in 2000, more families are living in poverty now than in 1990.

Income Levels

	West New York	Hudson County	New Jersey
Median Household Income	\$44,888	\$58,722	\$71,637
Per Capita Income	\$24,690	\$32,519	\$35,928

(Source: U.S. Census - 2010-2012 American Community Survey)

Families Below Poverty Level % (2010)

	1990	2000	2010	% Change (1990-2000)	% Change (2000-2010)
New Jersey	5.6%	6.3%	6.7%	+0.7%	+0.4%
Hudson County	12.4%	13.3%	12.8%	+0.9%	-0.5%
West New York	12.8%	16.1%	15.8%	+3.3%	-0.3%

(Source: U.S. Census Data)

Employment

The largest employment sector in West New York is the retail industry. In 2010 there were 200 employers in retail with the next highest totals being other services with 117 employers and health care and social assistance with 105 employers. All other sectors have less than 50 employers with the exception of accommodation and food services (85 employers) and professional and technical services (72 employers). The presence of the retail sector is much more prominent in West New York with 22% of the employers being in this sector as compared to 15% for the County and 13% for the State. Conversely, the professional and technical services sector is abnormally low at 8% whereas this sector makes up a much larger portion of the business sector for Hudson County (10%) and the State (14%).

Business Sectors (2010)

NAICS		West New York		Hudson County		New Jersey	
0	Total, All Industries	916	100%	13,728	100%	261,483	100%
11	Agriculture, Forestry, Fishing & Hunting	0	0%	0	0%	1,006	0%
21	Mining	0	0%	0	0%	104	0%
22	Utilities	0	0%	0	0%	326	0%
23	Construction	24	3%	703	5%	24,199	9%
31	Manufacturing	38	4%	464	3%	9,942	4%
42	Wholesale Trade	45	5%	847	6%	19,235	7%
44	Retail Trade	200	22%	2,089	15%	32,761	13%
48	Transportation and Warehousing	24	3%	736	5%	6,751	3%
51	Information	7	1%	221	2%	4,046	2%
52	Finance and Insurance	24	3%	676	5%	12,569	5%
53	Real Estate and Rental and Leasing	45	5%	631	5%	8,903	3%
54	Professional and Technical Services	72	8%	1,345	10%	35,909	14%
55	Management of Companies and Enterprises	0	0%	48	0%	1,113	0%
56	Administrative and Waste Services	34	4%	560	4%	15,730	6%
61	Educational Services	9	1%	124	1%	3,469	1%
62	Health Care and Social Assistance	105	11%	1,349	10%	25,456	10%
71	Arts, Entertainment and Recreation	0	0%	134	1%	3,694	1%
72	Accommodation and Food Services	85	9%	1,254	9%	19,218	7%
81	Other Services, Ex. Public Admin	117	13%	1,406	10%	25,884	10%
999	Unclassified	78	9%	0	0%	0	0%

(Source: U.S. Census Data)

With respect to employment of the labor force, West New York has seen a rise in unemployment in the last two decades, from 8.6 percent to 10.3 percent unemployed. The 16 percent increase in unemployment from 1990 to 2000 was extraordinarily high in comparison to the County and State, which only saw 1 to 2 percent increases. During the 2000 to 2010 period, West New York experienced a significant increase in labor force population and only saw a minimal increase in unemployment, which is in sharp contrast to the 34 percent increase in unemployment seen throughout the State.

Labor Force (2010)

	1990	2000	2010	% Change (1990-2000)	% Change (2000-2010)
West New York					
In labor force	20,514	20,435	27,400	-0.4%	+34.1%
Employed	18,751	18,358	24,573	-2.1%	+33.9%
Unemployed	1,763	2,048	2,817	+16.2%	+37.5%
Unemployment Rate	8.6%	10.0%	10.3%	+16.6%	+2.6%
Hudson County					
In labor force	294,779	297,702	352,106	+1.0%	+18.3%
Employed	268,816	271,770	319,965	+1.1%	+17.7%
Unemployed	25,963	25,761	31,948	-0.8%	+24.0%
Unemployment Rate	8.8%	8.7%	9.1%	-1.8%	+4.9%
New Jersey					
In labor force	4,104,673	4,201,393	4,596,702	+2.4%	+9.4%
Employed	3,868,698	3,950,029	4,230,560	+2.1%	+7.1%
Unemployed	235,975	243,116	356,690	+3.0%	+46.7%
Unemployment Rate	5.7%	5.8%	7.8%	+0.7%	+34.1%

(Source: U.S. Census Data)

When it comes to means of transportation to work, a higher percentage of West New York workers walk to work and use public transportation than in either the County or State. Thirteen percent of West New Yorkers walk to work in comparison to only 3% for the State. Some 40% of West New York workers use public transportation versus only 11% for the State.

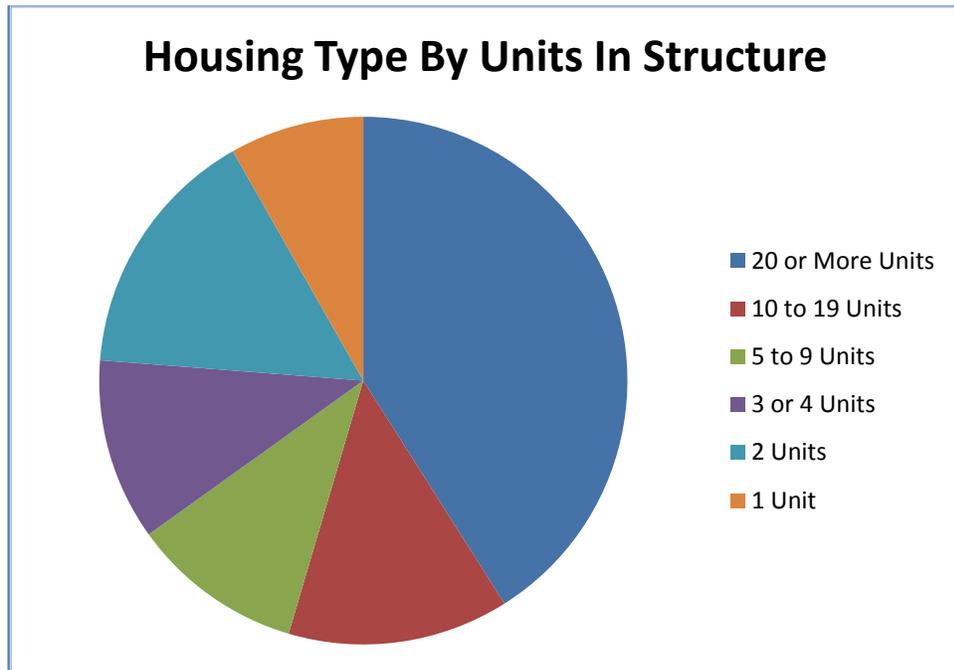
Means of Transportation to Work (2010)

	West New York		Hudson County		New Jersey	
Workers 16 years and over	24,068	100%	313,710	100%	4,122,554	100%
Car, Truck, or Van:	10,810	45%	152,075	48%	3,323,938	81%
Drove Alone	8,005	33%	125,609	40%	2,953,040	72%
Carpooled	2,805	12%	26,466	8%	370,898	9%
Public Transportation	9,513	40%	121,259	39%	438,293	11%
Walked	3,143	13%	27,697	9%	134,922	3%
Taxicab, Motorcycles, Bicycle, Other	337	1%	5,330	2%	82,498	2%
Worked at Home	265	1%	7,349	2%	142,903	3%
Mean travel time to work (minutes)	32		33		30	

(Source: U.S. Census Data)

Housing

The majority of housing units in West New York are multi-family units. Approximately 76% of the housing units are contained in structures with three or more families. The largest number of units (41%) are in structures housing 20 or more units.



Another 35% of units are in structures housing between three and nineteen units. Sixteen percent of the housing units are two-family homes while only 8% of the housing units are single-family homes.



The construction of housing units has been continuous over the years. In each of the decades since 1940 more than 1800 housing units were constructed per decade with the exception of 1980-1989 and 1990-1999. The peak decades, for housing construction were 1940-1949 with 2,294 units and 2000 to 2009 with 2,826. In 2010 only 30 units were

constructed following only 112 units in 2009 but the pace has picked-up with 261 units constructed in 2011 and 135 units constructed in 2012.

Age of Housing Stock

	West New York		Hudson County		New Jersey	
Total Housing Units	20,394	100%	268,248	100%	3,546,249	100%
Built 2010 or later	426	2%	11,357	4%	108,040	3%
Built 2000 to 2009	2,826	14%	16,103	6%	209,701	6%
Built 1990 to 1999	905	5%	14,166	5%	312,719	9%
Built 1980 to 1989	1,066	5%	17,074	6%	410,972	12%
Built 1970 to 1979	1,809	9%	22,049	8%	463,797	13%
Built 1960 to 1969	1,866	10%	25,746	10%	504,518	14%
Built 1950 to 1959	1,824	9%	30,816	11%	567,990	16%
Built 1940 to 1949	2,294	12%	26,557	10%	312,944	9%
Built 1939 or earlier	7,378	38%	104,380	39%	655,568	18%

(Source: U.S. Census Data)

Renter vs. Owner Occupied Housing

The number of renter occupied and owner occupied housing units is shown in the table below. In 2010, 79% of the occupied housing units in West New York were renter occupied and 21% were owner occupied. In 2010 in Hudson County 68% of the occupied housing units were renter occupied and 32% were owner occupied. In 2010 in the State 35% of the occupied housing units were renter occupied and 65% were owner occupied. The percent of housing that is renter occupied in both West New York and Hudson County is in contrast to the State.

Renter/Owner of Occupied Housing Units

	1990	2000	2010
West New York			
Total housing units	15,794	17,360	20,018
Occupied housing units	14,419	16,719	18,852
Owner-occupied housing units	3,268	3,334	4,020
Renter-occupied housing units	11,151	13,385	14,832
Hudson County			
Total housing units	229,682	240,618	270,335
Occupied housing units	208,739	230,546	246,437
Owner-occupied housing units	67,837	70,682	79,063
Renter-occupied housing units	140,902	159,864	167,374
New Jersey			
Total housing units	3,075,310	3,310,275	3,553,562
Occupied housing units	2,794,711	3,064,275	3,214,360
Owner-occupied housing units	1,813,381	2,011,473	2,102,465
Renter-occupied housing units	981,330	1,053,172	1,111,895

(Source: U.S. Census Data)

Household Types

The make-up of households in West New York is consistent with that of Hudson County as shown in the table below. Both West New York and Hudson County are also consistent with the State household characteristics with the exception that there are fewer married couple families in West New York and Hudson County than in the State.

Household Types (2010)

	West New York		Hudson County		New Jersey	
Total Households	17,671	100%	237,726	100%	3,176,069	100%
Family Households	11,568	65%	144,724	61%	2,198,650	69%
Married Couple Families	6,541	37%	89,600	38%	1,642,649	52%
Nonfamily Households	6,103	35%	93,002	39%	977,419	31%
Household with Person < 18	6,231	35%	74,887	32%	1,128,497	36%
Household with Person > 65	4,079	23%	48,609	20%	822,003	26%

(Source: U.S. Census Data)

LAND USE PLAN

The Land Use Plan is the key element of a municipal Master Plan given that it discusses and shows on the Land Use Plan Map the proposed location and densities of various land use types including residential, commercial, industrial, community facilities and open space. The Land Use Plan also outlines existing land use patterns and discusses possible changes to these patterns in the future. The Land Use Plan draws on the vision for the future and goals and objectives to provide a policy framework for future development. The future growth of the Town will be guided through the Land Use Plan by recommending areas for each land use type, proposed densities and bulk and design controls.

On the following pages are a series of maps which illustrate existing conditions including an Existing Land Use Map, Residential Density and the Existing Zoning. The existing breakdown of land use types in West New York is shown in the following table. This data was compiled from the Town Tax Assessor records as reported to the County. Note that the vacant category over reported in that the vacant classification includes the entire Controlled Waterfront Development District which has been recently developed. Taking the above into consideration residential land use is the largest developed land use category followed by commercial land use. There is very little industrial land left (less than 18 acres) as industry has basically abandoned the Town.

Existing Land Use 3/4/2014

<u>Land Use</u>	<u>Acres</u>	<u>Percent</u>
Vacant	85.84	17.7%
Residential	141.47	29.1%
Commercial	62.56	12.9%
Industrial	17.34	3.6%
Apartment	39.86	8.2%
School	22.37	4.6%
Public Property	51.36	10.6%
Church	7.52	1.5%
Other Exempt	21.00	4.3%
Unknown Classification	36.53	7.5%



Guttenberg

EXISTING LAND USE

TOWN OF WEST NEW YORK

HUDSON COUNTY
NEW JERSEY

LEGEND

Existing Land Use

- Vacant
- Residential
- Commercial
- Industrial
- Apartment
- School
- Public Property
- Church
- Other Exempt
- Unknown Classification



1 inch = 550 feet

This map was developed using NJDEP and County GIS digital data, but this secondary product has not been verified by NJDEP and is



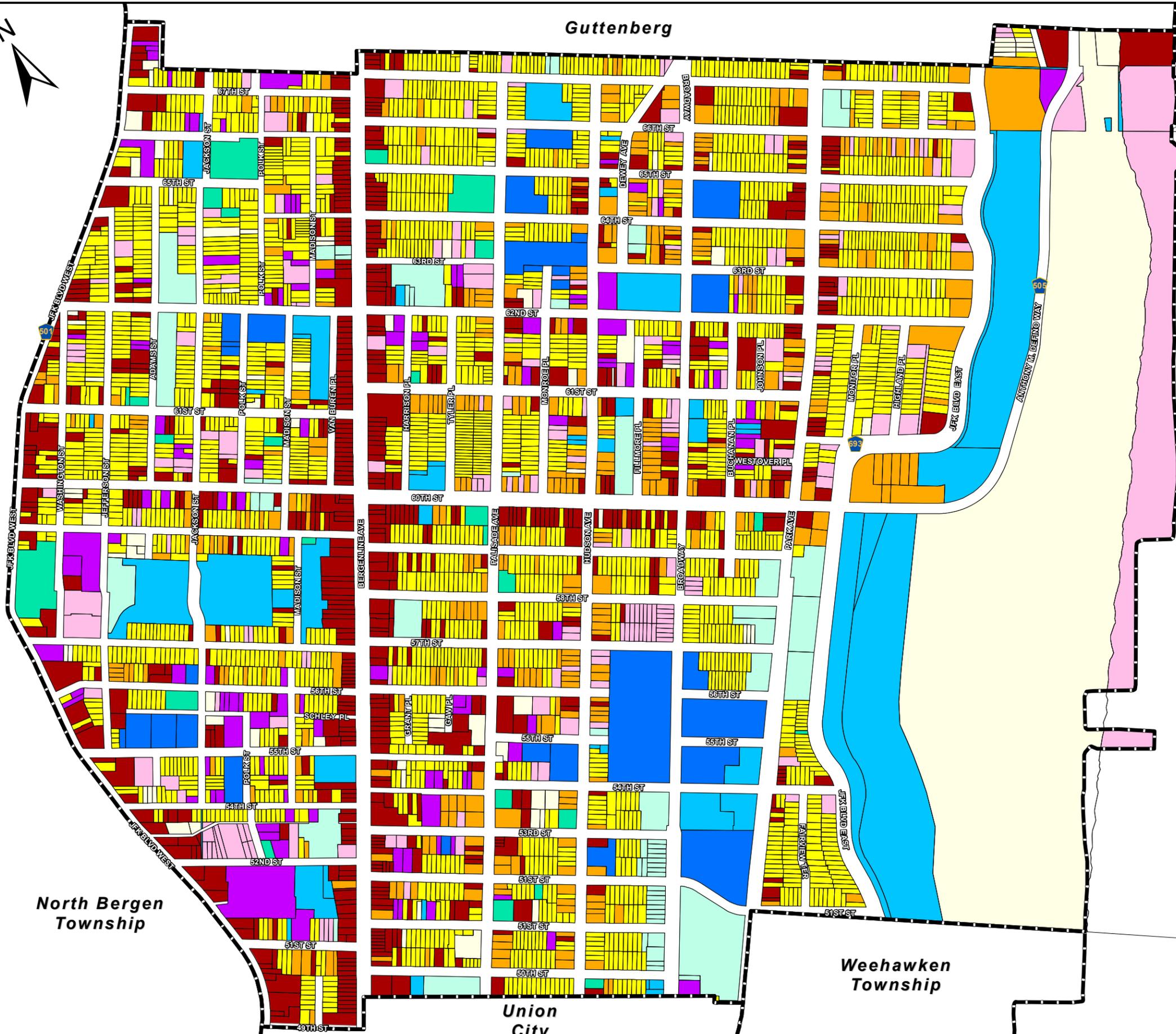
April 2014

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North Bergen
Township

Weehawken
Township

Union
City





Guttenberg

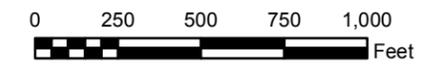
RESIDENTIAL DENSITY

TOWN OF WEST NEW YORK

HUDSON COUNTY
NEW JERSEY

LEGEND

-  Existing Zoning
- Residential Development**
-  One Family
-  Two Family
-  Three Family
-  Apartments (<20 units)
-  Apartments (>20 units)



1 inch = 550 feet

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September 9, 2014

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North Bergen
Township

Weehawken
Township

Union
City

CWD

C-H

R-M

C-H

C-R

C-R

R-H

C-R

R-M

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JACKSON ST

POLK ST

MADISON ST

VAN BUREN PL

HARRISON PL

MYER PL

MONROE PL

FILLMORE PL

BUCHANAN PL

WESTOVER PL

BERGENLINE AVE

PAULSDE AVE

HUDSON AVE

BROADWAY

PARK AVE

GRANT PL

GAFF PL

SCHLEY PL

WASHINGTON ST

JEFFERSON ST

ANTHONY UNDERWAY

AVENUE

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EXISTING ZONING

TOWN OF WEST NEW YORK

HUDSON COUNTY
NEW JERSEY

LEGEND

Zone Districts

- R-M MEDIUM DENSITY
- R-H HIGH DENSITY
- C-R RETAIL & SERVICE
- C-H HEAVY IMPACT
- I-L LIGHT IMPACT
- CWD CONTROLLED WATERFRONT DEVELOPMENT



1 inch = 550 feet

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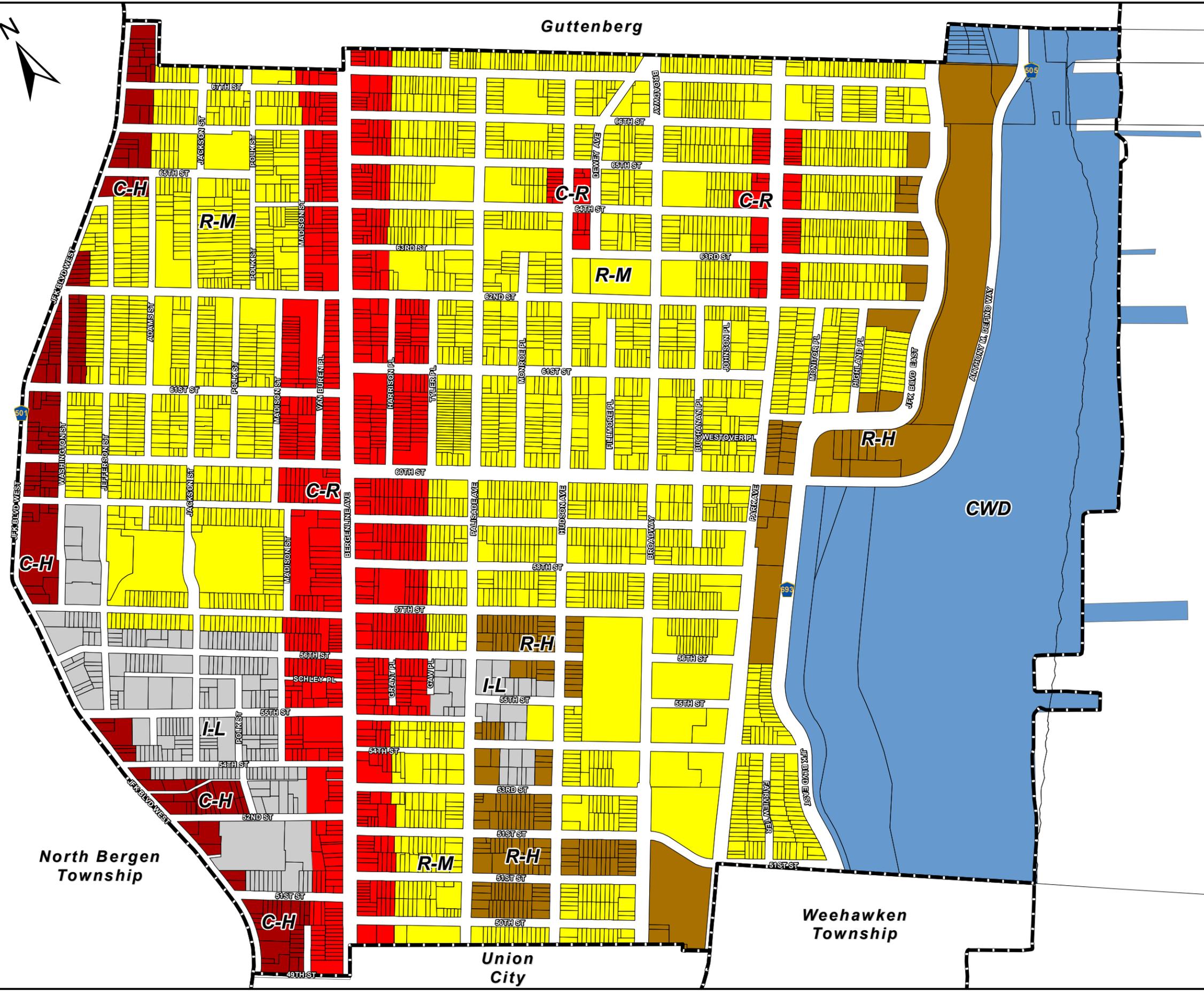
April 2014

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North Bergen
Township

Weehawken
Township

Union
City



The land use pattern of West New York is in a constant state of evolution. In the 1960's the Master Plan at that time referred to a chaotic mix of uses with industrial uses next to residential uses. This pattern is still reflected in the zoning ordinance map which includes light impact industrial zones in the middle of residential neighborhoods such as the area along Palisade Avenue between 53rd and 56th Streets and the area generally west of Bergenline Avenue and South of 56th Street. In many cases there are isolated small industrial sites and warehouses throughout the community. In the 1960's the waterfront was still devoted to rail yards. The waterfront now has been turned into mixed-use development with both residential and retail uses in new developments. In the upland portion of Town old and vacated industrial sites are being turned into multi-family residential uses. Residential conversions are also taking place where two and three-family homes are converted into multi-family homes or torn down to make way for new elevator apartment buildings.

Nevertheless there are still areas of the Town where one and two-family homes predominate on tree-lined streets. Fairview Terrace, portions of 56th Street, Highland Place and Monitor Place come to mind. These areas should be protected from higher density incursion. In contrast, there are the high-rise apartment buildings scattered along Boulevard East. They have their own attractions and are home to many West New Yorkers who value the view from their apartments.



The majority of the Town however consists of two and three-family homes in two or three-story wood frame structures. In recent years a number of applications have been heard by Town Boards to convert these areas to modern elevator apartments of up to five stories with parking on the ground floor. It should be noted that the availability of parking or lack thereof is a major concern in the Town. Many of these conversions are taking place on narrow one-way streets. There have also been other applications for more ambitious high-rise apartment buildings in several locations.

Along the waterfront Roseland Properties and K. Hovnanian have approvals to build approximately 4,000 units as per the redevelopment plan. Of this, 2,400 units have been built including townhouses, stacked townhouses and mid-rise multi-family units. In addition, 121,000 sq. ft. of retail is allowed along the waterfront with 76,000 sq. ft. built to date.

The commercial spine of West New York is Bergenline Avenue. The avenue is lined with retail stores along its entire length in West New York. According to the U.S. Census there are some 200 retail employers in West New York, most no doubt along Bergenline Avenue. There are also smaller retail centers along Park Avenue north of 60th Street, in scattered locations along Palisade Avenue, Hudson Avenue and 60th Street and also along JFK Boulevard West. The retail center on Bergenline Avenue is hampered by relatively narrow sidewalks and lack of cohesive well designed signage except for the area north of 62nd Street which has well designed uniform signage thanks to a UEZ grant.

Speaking of UEZ (Urban Enterprise Zone) has existed in West New York for some time. With the UEZ, shoppers pay just 3.5% sales tax and the sales tax stays in the Town to be used for capital improvements and economic development activities.

In addition to the main commercial streets there are other major streets of note with distinctive character. Palisade Avenue, Hudson Avenue and Broadway all of which run north-south are typical urban streets with apartments and in some locations ground floor retail. Sixtieth Street east of Bergenline Avenue also shares many of these same characteristics. Park Avenue north of 60th Street also is similar in this regard. Park Avenue south of 60th Street however changes character with high-rises (over 20 stories) on the east transitioning into a low density area further south. Because of the set back of the high-rises, Park Avenue has an open feel in this area in contrast to the portion of the Avenue north of 60th Street.

JFK Boulevard West and Boulevard East each have their own separate character which is very different from each other as well as the other streets described above. JFK Boulevard West is a four lane artery that passes through what is typically called a highway commercial environment. There is quite a variety of commercial and some industrial uses including car dealerships, discount stores, restaurants, etc. There are numerous traffic signals and a complete lack of pedestrian amenities and trees. Boulevard East on the other hand passes through an urban landscape of refined multi-family mid-rise and high-rise structures as well as single and two-

family homes which face upon the west side of the Boulevard and look east to the Manhattan skyline. Most of the eastern side of the Boulevard is parkland. The street is well treed with few traffic signals. Boulevard East and the adjacent parkland is the crown jewel of West New York.

FUTURE LAND USE PLAN

Against this backdrop the Master Plan is charged with proposing land uses for the future. The Land Use Plan should respect the future vision statement for the Town and address the goals and objectives for the Master Plan that has been developed. The future Land Use Plan that is being envisioned here is based on the following concepts:

1. The Controlled Waterfront Development District is a given. No revisions to this area are proposed.
2. Stable, unique areas of the Town should be preserved. This includes those predominantly single-family neighborhoods. A new low density zone district should be created for these areas.
3. Bergenline Avenue and JFK Boulevard West need help. They are unique areas with unique problems that need to be addressed separately. A “complete street” should be studied for Bergenline Avenue and streetscape improvements made to JFK Boulevard West.
4. The north-south streets such as Palisade Avenue and Park Avenue are capable of handling higher density than are the narrow east-west streets of the Town. This should be considered in formulating the Land Use Plan.
5. Boulevard East must be carefully planned to preserve its unique aesthetic appeal. Any new construction must be context sensitive.
6. The area surrounding the Hudson Bergen Light Rail Station at 49th Street and Bergenline Avenue should be developed as a transit village with Transit Oriented Design (TOD). This essentially means a high density urban environment with a mix of residential, retail and public uses all within walking distance of the light rail station.
7. Portions of the current medium density residential district should incorporate bulk standards and design guidelines to allow up to five-story elevator apartment buildings in appropriate locations.

8. The IL Light Impact and C-H Heavy Commercial Zoning districts should be eliminated and replaced with more current zoning designations incorporating mixed-use, multi-family development.
9. Siting standards should be developed to allow high-rises on appropriate sites provided they do not intrude on the sight lines of existing buildings and their residents. Adequate separation must be provided between high-rise buildings to maintain existing views of the Manhattan skyline.
10. The incorporation of public amenities in new construction is essential. Open space, public plazas, sitting areas, public art, public recreation facilities, green roofs, etc. must become the norm rather than the exception with new construction.

The Proposed Future Land Use Plan Map is on the following page.

Waterfront Development District

Over the last 20 years the Waterfront Development District has undergone a transformation. Abandoned rail yards have been replaced with modern townhouses and mid-rise multi-family uses. The waterfront redevelopment allows approximately 4,000 residential units. Of this 2,400 units have been built. In addition 121,000 sq. ft. of retail is



New Development in the Waterfront Development District

planned with 76,000 sq. ft. built to date. A total of 48 acres of open space is planned for the waterfront most in the form of courtyards and other formal open space such as plazas. A soccer/football field has already been constructed and dedicated to the Town. The most important open space feature is the Hudson River Waterfront Walkway/Bikeway part of a linear path along the Hudson that is ultimately planned to extend from the George Washington Bridge in Fort Lee to Liberty State Park in Jersey City. The Walkway/Bikeway is 15 feet wide and designed for both pedestrian and bicycle use. Amenities including trees and benches line the walkway/bikeway which offers a spectacular view of Manhattan across the Hudson River. The

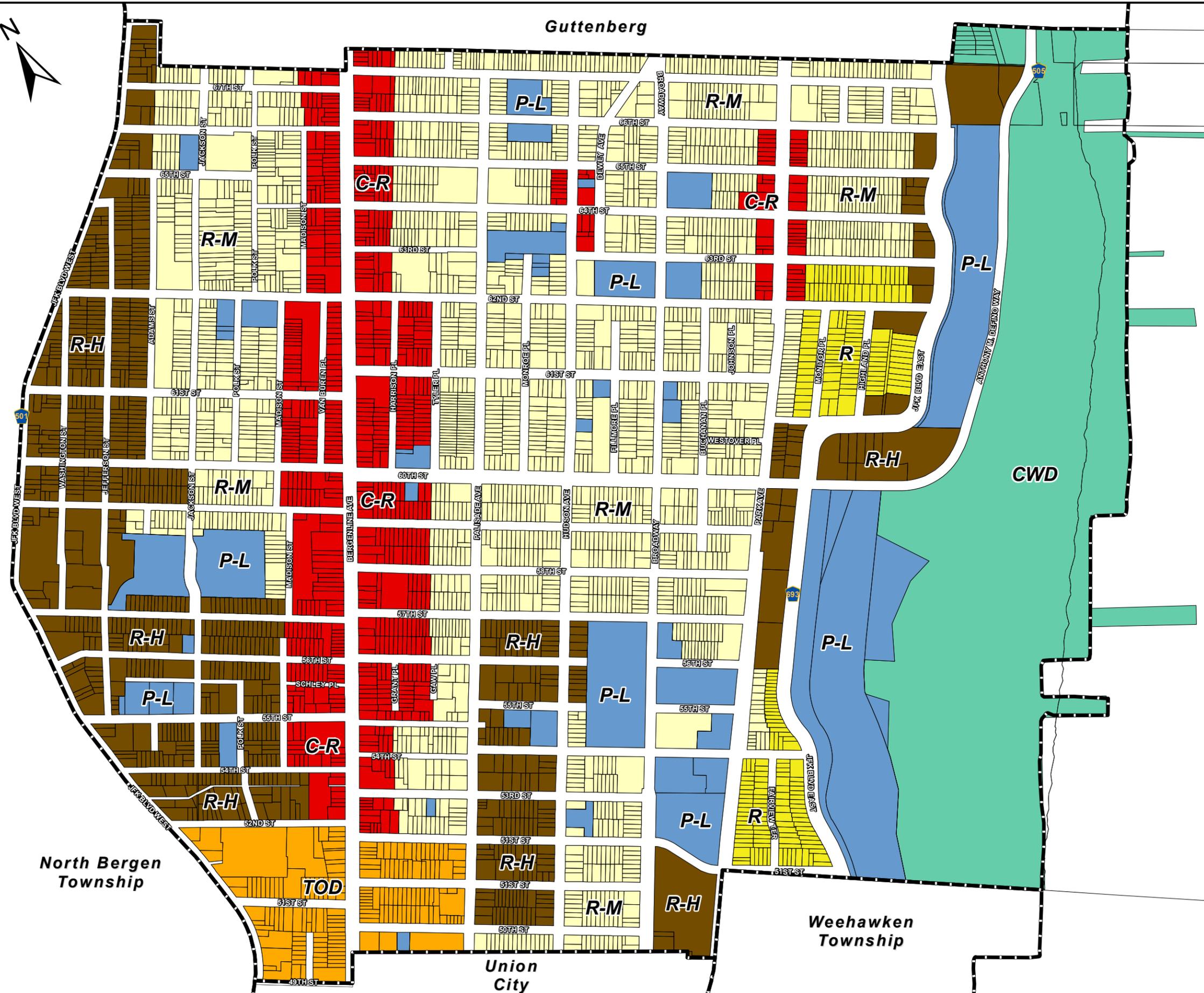


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PROPOSED FUTURE LAND USE PLAN

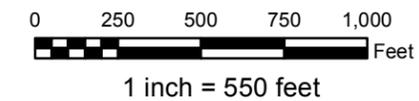
TOWN OF WEST NEW YORK

HUDSON COUNTY
NEW JERSEY



LEGEND

- Proposed Zoning**
- R - One and Two-Family
 - R-M - Medium Density
 - R-H - High Density
 - C-R - Retail
 - TOD - Transit Oriented Development
 - CWD - Waterfront Development
 - P-L - Public Lands



This map was developed using NJDEP and County GIS digital data, but this secondary product has not been verified by NJDEP and is



December 1, 2014

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North Bergen
Township

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Weehawken
Township

Waterfront Development District has been recently planned and a formal redevelopment plan adopted. The plan has produced outstanding residential structures, pedestrian friendly retail areas and dramatic public areas. At this time there is no need to alter those plans.

Light Industrial and Heavy Commercial Zoning District

These two zoning districts are a remnant of the Town's industrial and heavy commercial past. In particular light industrial uses at one time were spread throughout most of the community intermixed with residential uses resulting in the "chaotic mix of uses" referenced in the Master Plan from the 1960's. Most of the industrial uses have disappeared most recently being replaced by mid-rise residential uses. The former Jaclyn Handbag Factory is a case in point. The Jaclyn Factory consisting of two and three story structures occupied most of a city block and has been recently replaced by five story residential buildings. Similar transformations have occurred elsewhere in Town. Although there are still scattered industrial uses in West New York there are no concentrations that warrant a separate zoning district.

Bergenline Avenue

Bergenline Avenue, its current condition and its future, was a topic in the online survey, in public visioning sessions and in the development of goals and objectives. Bergenline Avenue is by far the most important retail district in West New York. However, many residents choose not to shop there citing dirty streets and an overall unattractive atmosphere. The signage on storefronts tends to be both cluttered and confusing. The lack of quality merchandise is also cited. Recommendations from the public include better facades, more cohesive signage, more trees, higher quality merchandise and retention/preservation of classic building architecture.

Pictures on the following pages illustrate the current signage which is often too large with colors that are inappropriate. Pictures of what can be done in the way of signage to improve aesthetics are also presented. Attractive signage has been introduced along Bergenline Avenue for several blocks north of 62nd Street as part of a façade enhancement program financed with UEZ funds. Consistent matching sign panels and repainted facades make for an attractive street scene. Attractive signage from other locations is also shown to illustrate what is possible. Especially note the contrasts among the three 7-Eleven signs; one in Boston, one in Philadelphia and one on Bergenline Avenue. The sign on Bergenline Avenue is many times the size of the signs in Boston and Philadelphia. The Bergenline Avenue sign is also mounted on a building with

outstanding architecture, obscuring the architectural elements between the first and second floor. The other side of this building is similarly marred by the Amazing Ray's sign.



7-Eleven Signage in Boston



7-Eleven Signage in Philadelphia



7-Eleven Signage on Bergenline Avenue



Oversized Signs on Bergenline Avenue



Uncoordinated Signage on Bergenline Avenue



Three Different Sign Types on One Building



Coordinated Signs and Facades on Bergenline Ave. North of 62nd Street

Robert Gibbs, a nationally recognized retail design expert has developed lists of do's and don'ts for successful downtown areas. Some of his observations are listed below:

General

- A dirty street and a sidewalk spotted with old chewing gum and grime is a turn-off to shoppers.
- As a rule of thumb 200,00 sq. ft. of retail space needed to become a retail destination.
- Shoppers are reluctant to walk further than 1,000 feet to visit a store.
- Downtown streets need traffic and on-street parking with meters.
- Today 75% of retail sales occur after 5:00 p.m. In the 1970's only 30% of retail sales occurred after 5:00 p.m.
- Small parklets are a plus.



A Well Designed Appropriately Sized Sign

Sidewalks

- Sidewalks provide the first and last impression the shopper sees.
- Sidewalks should be designed with materials and on a scale that harmonize with their location.
- Sidewalks should be wide enough to allow shoppers to pass each other.
- Major urban centers call for sidewalk widths of twenty to twenty-five feet.

Signs

- Nothing contributes to strong retail sales and an attractive downtown as much as well-designed and properly scaled signs.
- Rules of thumb for size: One square foot of sign for each linear foot of street frontage.
- Maximum letter height should be eight to ten inches.
- Lighting should be external only. Backlighting solid letters should be allowed, but internal illumination is to be avoided.
- There should be at least fifteen feet of separation between signs for different stores.
- Some businesses, such as cinemas, require bigger signs.

Awnings

- Awnings define the storefront and the brand.
- Awnings should be made of high quality material such as canvas.
- Cloth in an awning should be or look like natural fabric and be limited to two colors (no plastic).
- Awnings should not have internal illumination.
- Logos and letters should be limited to eight inches tall and should only be on the front flap, not on the slope of the awning.
- Awnings should complement the building façade.
- Awnings should not hide architectural elements.

The Transportation Plan section of this document discusses the concept of a complete street for Bergenline Avenue. A complete street design generally includes wider, more attractive sidewalks, bike lanes and a reduced traveled way for motor vehicles. The design favors pedestrians over motor vehicle traffic making the street more attractive and comfortable for pedestrians and enhancing the shopping experience. Wider sidewalks allow for the incorporation of sidewalk cafes, street furniture (benches) and planted areas making the downtown area a chosen destination to enjoy rather than visit solely out of necessity.

Recommendations for Bergenline Avenue

- A complete street makeover should be considered for Bergenline Avenue as described in the Transportation Plan section of this Master Plan.
- Residential uses should be allowed along Bergenline Avenue above retail uses to encourage a 24 hour human presence which can lead to increased retail sales and also deter crime. Building heights of between four and six stories should be permitted.

- Whenever possible, buildings of architectural significance should be preserved. Ornamental facades should not be hidden behind signage.
- Although sign sizes and the number of signs per business establishment are regulated by the Zoning Code there are a number of stores along Bergenline Avenue that do not comply. A comprehensive sign ordinance should be adopted with controls on type, location, size, number, colors, materials and illumination of signs.
- Creation of additional small scattered public parking lots should be explored.
- Small plazas, mini-parks, sitting areas, etc. should be established where possible to introduce public spaces into the streetscape and break-up the monotony of continuous building walls.
- Efforts should be made to attract quality businesses and tax incentives provided for business retention.
- Incentives should be provided for storefront façade upgrades.



Example of a Small Formal Plaza in Boston in Downtown Area

JFK Boulevard West

JFK Boulevard West is a street searching for an identity. It is a major four-lane traffic artery passing through on the edge of Town. It is a County Road and also serves as the border between West New York and North Bergen Township to the west. There are a wide variety of land uses along JFK Boulevard West in both West New York and in North Bergen. In places the landscape on the North Bergen side falls off quickly as part of the Palisades escarpment and there are no buildings present. In other areas cemeteries occupy the landscape rising up the hillside to front on JFK Boulevard West. The result is a streetscape that seems to have missing teeth on the western side. In addition to many mixed land uses, building heights also are inconsistent. One would be hard pressed to identify the primary character of the street. Is it primarily a traffic artery, is it a retail street, is it a service oriented street, is it oriented to servicing automobiles, are offices the primary use, how about residential? Actually all of the above are true to some degree.

No matter how the function of the street is characterized its appearance can be characterized as harsh. Sidewalks are narrow, frequently interrupted by driveways, and there is virtually no landscaping. It seems to be a world dedicated to asphalt and concrete. At public visioning sessions the consensus was that more development or redevelopment is needed including businesses and residences with wider sidewalks, more trees and better lighting.

Recommendations for JFK Boulevard West

JFK Boulevard West, unlike Bergenline Avenue, is not an ideal candidate for a full complete street makeover. However, some elements of a complete street such as wider sidewalks and landscaping should be considered. Any street related design should be done in conjunction with North Bergen Township and Hudson County. As far as land use, West New York should encourage higher density housing with ground level retail along JFK Boulevard West. Bonuses should be considered for the introduction of public open spaces such as sitting areas and plazas.

Residential Districts

The United States and New Jersey in particular are becoming more urbanized. The U.S. Census Bureau projects that almost 90% of U.S. residents are expected to remain in or move to metropolitan areas by 2050. U.S. Census Bureau data also shows that in 2013 nearly 32% of

N.J. residential building permits were issued for the three urban counties of Bergen, Essex and Hudson. In the first six months of 2014 this percentage climbed to over 38% of the N.J. total for these three counties. In addition, the majority of these building permits were issued for residential buildings with five or more units. In the three counties 76.6% of the building permits issued in 2013 were for residential buildings with five or more units. In the first six months of 2014 this percentage climbed to 82.8%.

People's visions of their desired lifestyles are significant factors shaping tomorrow's cities. Where once the nuclear family of two parents and two or more children was the norm, today such families represent only a quarter of all households. Single adults, married couples, single-parent families, and unrelated groups make up the rest. This trend provides opportunities to accommodate a widening set of living choices. When demographics change, people's housing needs generate desires for a broad variety of living environments. West New York is in a favorable position to offer this broad variety of living environments.

West New York currently provides housing ranging from single-family neighborhoods to high-rise residential apartment units. Although the trend is toward multi-family dwellings as discussed in the preceding paragraphs, West New York should strive to maintain its existing unique single-family areas. On the other hand, in areas of Town where redevelopment is desired the focus should be on high-rise residential structures.

Stable single-family and two-family areas of the Town such as Monitor Place, Highland Place, Fairview Terrace, Tyler Place and some portions of the cross-town streets should be preserved. The zoning of these areas should be structured to discourage conversion to three-family structures.

Much of the Town is currently zoned for medium density residential. In most areas this should be continued with revisions to the bulk standards and design guidelines to allow up to five-story elevator apartment buildings on larger sites where appropriate setbacks can be achieved. The minimum lot area dimensions for this type of use should be 75 ft. x 100 ft. and 7,500 sq. ft. in area.

An exception to the continuation of medium density residential could be had along some of the north-south streets such as Palisade Avenue and Park Avenue. These streets are capable of

handling higher density than are the narrow east-west streets of the Town and buildings with higher density should be permitted as a conditional use. Park Avenue south of 60th Street should be planned to have greater front yard setbacks than the other north-south streets to maintain its existing character. The existing R-H Higher Residential Zoning Districts should remain as currently designated with two exceptions: 1) The R-H Zone between 55th and 57th Streets and Palisade Avenue and Hudson Avenue should be extended to the south incorporating the current I-L Zone between 53rd and 56th Streets and, 2) The portion of the R-H Zone between Hudson Avenue and Broadway and 51st and 52nd Streets should be made medium density residential in recognition of the current land uses there.

Boulevard East is a unique residential thoroughfare with housing ranging from single and two-family uses to mid-rise to the tallest high-rise structures in West New York. Although this is an unusual mixture, in West New York it works because of the separation between uses and the generally ample setbacks of the high-rise buildings. Also the open space along much of the eastern side of Boulevard East prevents a sense of being overcrowded. This unique aesthetic appeal must be preserved and any new construction must be context sensitive.



Single and Two-Family Homes on Boulevard East



Mid-Rise and High-Rise Residential Buildings on Boulevard East

An area which presents itself for the highest densities and tallest buildings in West New York is the area surrounding the Bergenline Avenue Hudson-Bergen Light Rail Station. This area is an ideal candidate for Transit Oriented Development or TOD. Transit Oriented Development is a planning approach that encourages high-density mixed use centers clustered around transit stations. High-density residential uses are connected by pedestrian ways to the transit station eliminating the need for motorized transportation between the residence and transit stops. In addition TOD's typically contain other uses such as retail, restaurants, recreation facilities and other public services to serve the multitude of residents that live in the TOD. A one-quarter to one-half mile radius from a transit station is generally considered to be appropriate for TOD since a half mile corresponds to the distance someone can walk in ten minutes at 3 mph. A ten minute walk is a common estimate of the distance people will walk to reach a rail station. Therefore it is recommended that the blocks in West New York south of 52nd Street between JFK Boulevard West and Palisade Avenue be considered for TOD.

Recommended Standards for Residential Uses

The following are general guidelines recommended to use in developing zoning requirements for differing residential uses in West New York. Rather than expressing intensity of development in terms of allowed number of residential units per acre for multi-family structures, it is recommended that intensity of development be controlled by floor-area-ratio (FAR) as is done in

Jersey City and New York City. The FAR is calculated as the gross floor area of all buildings on a lot divided by the lot area. FAR is currently used as one of the standards for elevator apartments in the Medium Density Residential District in West New York. Higher floor area ratios are proposed to be allowed for tall buildings on larger lots such as in the TOD area and lower floor area ratios will be allowed on smaller lots. In general, the larger the size of the lot and the more open space that is provided, the taller a building may be. The FAR is also used as a control in place of maximum building height allowed.

<u>Residential District</u>	<u>Minimum Lot Size</u>	<u>Minimum Lot Width</u>	<u>Minimum Lot Depth</u>	<u>FAR</u>
One and Two Family	2,500 sq. ft.	25 ft.	100 ft.	-
Medium Density	7,500 sq. ft.	75 ft.	100 ft.	5.0
High Density	40,000 sq. ft.	200 ft.	200 ft.	15.0
TOD	100,000 sq. ft.	200 ft.	300 ft.	25.0

To preserve viewsheds it is also recommended that there be a mandatory separation distance between buildings over 80 feet tall. The recommendation is that portions of buildings over 80 feet tall be separated from other buildings over 80 feet tall by a distance of 100 feet in any direction.

Public Spaces

Public spaces are gathering spots or part of a neighborhood or downtown that are available to the public for social interaction. Examples include spaces such as plazas, town squares, parks, public commons and malls, public greens, waterfront parks, marketplaces, public buildings and lobbies or other public spaces within private buildings. Such spaces when utilized by the public provide a sense of community. The piazzas of Italy which have endured for centuries as gathering spots are an excellent example of public space. Close by examples include Times Square and Bryant Park in Manhattan. The park lands overlooking the Hudson River adjacent to Boulevard East in West New York also are a good example of public space. There are also public spaces in the form of plazas and the Hudson River Waterfront Walkway/Bikeway in the waterfront development district. Aside from Boulevard East and the waterfront however, there is scant public space in West New York. A recommendation that came out of the public meetings and visioning sessions was the incorporation of more public space in the upland area of West New York including the Bergenline Avenue Area.

The Project for Public Spaces (PPS) is a nonprofit organization based in New York dedicated to creating and sustaining public spaces. The Project for Public Spaces' philosophy is "it's not enough to have only one superior neighborhood in a city - you need to provide people all over town with close-to-home opportunities to take pleasure in public life". The Power of 10 is a concept PPS promotes for placemaking. At the core of the Power of 10 is the idea that any great place itself needs to offer at least 10 things to do or 10 reasons to be there. These could include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities are unique to that particular spot and are interesting enough to keep people coming back. In creating public spaces residents should think about what's special in their communities. How many quality places are there? Are there places that should be more meaningful but are not? Answering these questions can help residents and stakeholders determine where they need to focus their energies. Things that are unique about West New York that can serve as a catalyst in this thinking are the cultural diversity and interest in the arts.



Public Space - The Town Green in Morristown, NJ



Public Space That Combines a Gathering Spot, Art, and a Play Area for Children Along the Potomac River in Washington, D.C.



Boulevard East is an Example of Public Space Where People Meet to Socialize

The waterfront area of West New York also offers opportunities for additional public space. Members of the Planning Board cited Pier C Park in Hoboken as an excellent public space on the waterfront. Pier C Park is located along the Hudson River Waterfront Walkway and includes a playground, lawn areas and a promenade as well as sitting areas as shown in the photo below.



Pier C Park in Hoboken, NJ (Courtesy of Michael Van Valkenburgh Associates Inc.)

HOUSING PLAN

The Municipal Land Use Law requires that “the housing element (of a municipal master plan) be designed to achieve the goal of access to affordable housing to meet present and prospective housing needs, with particular attention to low and moderate income housing”. The following section will expand on demographic data that was contained in the earlier Community Profile Section with an emphasis on income and housing data and then discuss the affordable housing initiatives in West New York including those of the West New York Housing Authority.

Total Population and Projections

The West New York population in 2010 was 49,708. Regional population projections are prepared by the North Jersey Transportation Planning Authority (NJTPA) which is the federally authorized Metropolitan Planning Organization (MPO) for the 13 county Northern New Jersey region. The NJTPA projects that the population of West New York will grow to 52,480 by the year 2040. With recent residential development approvals and others planned it can be expected that this population projection will be attained well before 2040.

Household Type

According to the 2010 Census, West New York had a total of 6,103 or 35% non-family households. Non-family households include persons living alone or a householder who is not related to any of the other persons sharing their home. As for family households, they encompassed 65% of the households in 2010. Surprisingly, only 35% of households within West New York contained children under the age of 18. Some 23% of households contained persons over 65. See the table below for additional details.

Household Types (2010)

	West New York	
Total Households	17,671	100%
Family Households	11,568	65%
Married Couple Families	6,541	37%
Nonfamily Households	6,103	35%
Household with Person < 18	6,231	35%
Household with Person > 65	4,079	23%

(Source: U.S. Census Data)

Income and Poverty Status

Income and poverty data from the three year American Community Survey (hereinafter “ACS”) estimates prepared by the U.S. Census Bureau indicates that the median household income for West New York was \$44,888. This is lower than the median household income for Hudson County and the State. The Town’s median family income was roughly \$14,000 less than the County’s, and over \$26,000 less than the State’s.

As for per capita income, West New York’s is estimated at \$24,690. The County’s per capita income is estimated to be \$32,519, while the State’s is estimated to be \$35,928.

In reviewing poverty status of families, West New York has a similar percentage to the County and a higher percentage than the State. The Census estimates that West New York had a family poverty status of 12.8% while the County had a family poverty status of 12.8% and the State only 6.7%.

Income Levels

	West New York	Hudson County	New Jersey
Median Household Income	\$44,888	\$58,722	\$71,637
Per Capita Income	\$24,690	\$32,519	\$35,928

(Source: U.S. Census Data)

West New York’s household income data from the ACS three year estimates indicates that 5,195 households (27.5%) had incomes less than \$24,999. Only 17.5% of households had incomes over \$100,000.

West New York Household Income

Incomes	Number of Households	Percentage of Households
Less Than \$24,999	5,195	27.5%
\$25,000 to \$34,999	2,342	12.4%
\$35,000 to \$49,999	2,924	15.5%
\$50,000 to \$74,999	3,679	19.5%
\$75,000 to \$99,999	1,425	7.6%
\$100,000 to \$149,999	1,864	9.9%
\$150,000 to \$199,999	759	4.0%
\$200,000+	671	3.6%
Total	16,517	100%

(Source: 2010-2012 ACS 3 Year Estimates)

Housing Type

The majority of housing units in West New York are multi-family units. Approximately 76% of the housing units are contained in structures with three or more families. The largest number of units (41%) are in structures housing 20 or more units. Another 35% of units are in structures housing between three and nineteen units. Sixteen percent of the housing units are two-family homes while only 8% of the housing units are single-family homes.

Housing Type By Units in Structure

Units in Structure	Estimate	Percent
Total housing units	20,414	20,414
1-unit, detached	1,068	5.2%
1-unit, attached	617	3.0%
2 units	3,173	15.5%
3 or 4 units	2,263	11.1%
5 to 9 units	2,142	10.5%
10 to 19 units	2,765	13.5%
20 or more units	8,355	40.9%
Mobile home	0	0.0%
Boat, RV, van, etc.	31	0.2%

(Source: U.S. Census Data)

Of the 20,414 total units 714 units are owned and operated by the West New York Housing Authority.

Renters vs. Owner Occupied Housing

The majority of housing units in West New York are occupied by renters. The number of renter occupied and owner occupied housing units is shown in the table below. In 2010, 79% of the occupied housing units in West New York were renter occupied and 21% were owner occupied.

Renter/Owner of Occupied Housing Units - West New York

	1990	2000	2010
Total housing units	15,794	17,360	20,018
Occupied housing units	14,419	16,719	18,852
Owner-occupied housing units	3,268	3,334	4,020
Renter-occupied housing units	11,151	13,385	14,832

(Source: U.S. Census Data)

Values and Rent of Housing Stock

The three year ACS estimate for 2010-2012 show a median home value of \$303,800 for owner occupied housing units.

Of West New York's 3,768 estimated owner-occupied housing units, the majority (64.3%) are valued between \$200,000 and \$499,999. A total of 690 homes or 18.3% of the total are approximated to be valued between \$500,000 and \$999,999. According to the ACS, roughly 66 homes or 1.8% of the housing stock is valued over a million dollars.

Value of Owner-Occupied Housing Units (2010 Estimate)

Value in Dollars	Number of Units	Percentage of Units
Less than \$50,000	38	1.0%
\$50,000 to \$99,999	13	0.3%
\$100,000 to \$149,999	377	10.0%
\$150,000 to \$199,999	164	4.4%
\$200,000 to \$299,999	1,268	33.7%
\$300,000 to \$499,000	1,152	30.6%
\$500,000 to \$999,999	690	18.3%
\$1,000,000+	66	1.8%
Total	3,768	100%
Median Value	\$303,800	

(Source: 2010-2012 ACS 3 Year Estimates)

The 2010 - 2012 median estimated rent for West New York is \$1,123. The highest number (37.7%) of the Town's rental units rented between \$1,000 and \$1,499 a month. A total of 3460 units (23.4%) rented for \$1,500 to \$1,999 monthly. A total of 1,551 units (10.4%) rented for less than \$500 a month and 5,768 units (39%) rented for less than \$1,000 a month. See the table below:

Gross Rent (2010-2012 Average)

Rent	Renter Households	% of Renter Households
Less than \$200	132	0.9%
\$200 to \$299	786	5.3%
\$300 to \$499	633	4.3%
\$500 to \$749	1,494	10.1%
\$750 to \$999	2,723	18.4%
\$1,000 to \$1,499	5,587	37.7%
\$1,500 or more	3,460	23.4%
Median (dollars)	1,123	
Total	14,815	100%

(Source: 2010-2012 ACS 3 Year Estimates)

Condition of Housing Stock

The Census does not classify housing units as standard or substandard, but it can provide an estimate of the substandard housing units that are occupied by low and moderate income households. COAH uses the Census to determine which units are overcrowded with more than one person per room. Overcrowded units can be considered to be substandard. COAH computes a municipality's rehabilitation share by adding together the number of overcrowded and dilapidated (units lacking complete plumbing or kitchen facilities) and then multiplies that sum by the municipality's regional low/moderate income deterioration share. Subtracted from this result is any rehabilitation share credit.

Year Structure Built - COAH's methodology for calculating rehabilitation uses housing units built in 1949 or earlier as an indication of being substandard. Research has demonstrated that units built 50 or more years ago are much more likely to be in substandard condition. Included in the rehabilitation calculation are overcrowded units and dilapidated housing. Overcrowded units are defined by the U.S. Department of Housing and Urban Development as those with more than one person living per room.

The table below shows the year housing was built in West New York. A total of 9,672 units or nearly 50% of all housing units were built before 1949 and are thus more than 50 years old.

Age of Housing Stock

	West New York	
Total Housing Units	20,394	100%
Built 2010 or later	426	2%
Built 2000 to 2009	2,826	14%
Built 1990 to 1999	905	5%
Built 1980 to 1989	1,066	5%
Built 1970 to 1979	1,809	9%
Built 1960 to 1969	1,866	10%
Built 1950 to 1959	1,824	9%
Built 1940 to 1949	2,294	12%
Built 1939 or earlier	7,378	38%

(Source: U.S. Census Data)

The table below shows the estimated occupants per room in West New York. A total of 2100 units or 11% are considered as overcrowded (more than 1 person per room) according to COAH standards.

Occupants Per Room

Subject	West New York	
	Estimate	Percent
Occupants Per Room		
Occupied Housing Units	18,859	100%
1.00 or less	16,759	88.9%
1.01 to 1.50	1,389	7.4%
1.51 or more	711	3.8%

(Source: U.S. Census Data)

West New York Housing Authority

The West New York Housing Authority (WNYHA) has offered shelter to Town residents since 1949. The WNYHA currently owns and operates 714 family and senior units in eight developments. The authority also provides for 424 units under the Section 8 Housing Choice Vouchers Program. The Housing Choice Voucher Program (Section 8) is the federal government’s major program for assisting very low-income families, the elderly, and the disabled to afford decent, safe and sanitary housing in the private market. Section 8 properties

are located throughout the Town of West New York and include private apartment buildings as well as two- and three-family homes.



The eight properties owned and operated by the Housing Authority are as follows:

Family Housing -

- Palisade Gardens, 4911 Palisade Avenue and 405-423 50th Street - 36 Total Units
- Parkeast Gardens, 5803 Park Avenue., 5814 Park Avenue - 84 Total Units
- Sunshine Gardens, 515 54th Street - 81 Total Units

- Sunset Gardens, 590 62nd Street - 80 Total Units

Senior Housing -

- McGowan-Rainbow, 6300 Adams Street - 36 Total Units
- Otis Gardens, 5800 Jefferson Street - 99 total Units
- Franklin Delano Roosevelt, 6100 Adams Street - 102 Total Units
- Kennedy Towers, 430 62nd Street - 196 Total Units

Affordable Housing Obligation

The New Jersey Legislature enacted the Fair Housing Act in 1985 to confer responsibility upon COAH (Council on Affordable Housing) for the administration and enforcement of the Mount Laurel doctrine. COAH has the primary responsibility to determine a municipality's affordable housing obligations and to develop a mechanism for compliance with those obligations. COAH adopted new rules for the third round of obligations which commenced on December 14, 2004. The Third Round Rules (which relied on a growth share methodology) have been a source of contention ever since subjected to several lawsuits. In September 2013 the Superior Court of New Jersey Appellate Division instructed COAH "to adopt new third round rules that use a methodology for determining prospective need similar to the methodologies used in the first and second rounds," within five months. The rules have yet to be adopted and in March 2014 the N.J. Supreme Court extended the deadline for adoption of rules to November 2014. As a result at this time it is not known what West New York's affordable housing obligation is. Therefore it is not possible to complete a Housing Element and Fair Share Plan consistent with COAH requirements.

However, it should be pointed out that West New York has always provided for low and moderate income housing. According to the latest data available from the COAH website (as of March 1, 2011) West New York has completed the rehabilitation of 366 units and had proposed 339 new low and moderate income units with 199 being completed. It should also be noted that Ordinance No. 1849 adopted in 1989 requires that "All applications for development of ten or more new multi-family residential units must comply with guidelines of the Town of West New York for the provision of affordable housing in accordance with the provision of the Council on Affordable Housing".

TRANSPORTATION PLAN

According to the U.S. Census 40% of West New Yorkers take mass transportation to work and 13 % of West New Yorkers walk to work. Both of these are very high percentages in comparison to Hudson County, the State and elsewhere in the country. Therefore the mass transit system and sidewalks are important elements in the West New York Transportation Plan. West New York is fortunate to be well served with mass transportation systems including many bus routes, the Hudson Bergen Light Rail System and New York Waterways Ferry System.

Street Network

The backbone of any Transportation System is the local street network. The West New York street network consists of a traditional grid pattern typical of urban areas which pre-date the automobile age. Four exceptions to the traditional grid are John F. Kennedy Boulevard West, John F. Kennedy Boulevard East, Anthony M. DeFino Way and River Road/Port Imperial Boulevard. These roadways are major roadways that provide inter-municipal connections to the north and south and do not necessarily follow the grid pattern. John F. Kennedy Boulevard West runs along the western border of the Town with North Bergen Township and is a four-lane roadway under Hudson County jurisdiction as County Route 501. John F. Kennedy Boulevard East, also known as Boulevard East, runs along the top of the Palisades in the eastern part of West New York. It is also a County Road designated as Route 693 north of



The West New York Street Network

Anthony M. DeFino Way and Route 505 south of Anthony M. DeFino Way. Anthony M. DeFino Way is a connector roadway between Boulevard East and River Road at the bottom of the Palisades. It is the only roadway between the area of West New York on top of the Palisades and the waterfront at the bottom of the Palisades. It is a continuation of County Route 505 linking Boulevard East with River Road with both signed as Route 505. River Road continues to the north of Anthony M. DeFino Way along the waterfront passing into Guttenberg. Port Imperial Boulevard is a continuation of River Road south of Anthony M. DeFino Way. Port Imperial Boulevard serves the Port Imperial area along the waterfront and provides access to both the Hudson Bergen Light Rail Station and New York Waterways dock at Port Imperial.

Other major north-south streets in West New York include Bergenline Avenue (the Town's major retail street), Palisade Avenue, Hudson Avenue, Broadway and Park Avenue. All of these streets pass through the Town in a straight north-south grid pattern. With the exception of Palisade Avenue and Hudson Avenue both of which terminate at 67th Street near the Town's northern boundary, these streets provide direct connections to Guttenberg on the north and Union City on the south. The Hudson County Master Plan has classified John F. Kennedy Boulevard West as a principal arterial and Boulevard East, Bergenline Avenue, Palisade Avenue and Park Avenue as urban minor arterials.

While the north-south street network provides ease of access in those directions in West New York, east-west movements are a different matter. Of some 18 streets that are oriented east-west in West New York only two are continuous throughout the Town between John F. Kennedy Boulevard West and Boulevard East, 60th Street and 62nd Street. All other east-west streets do not continue in a direct line across Bergenline Avenue but are offset, usually by less than a half block. To either side of Bergenline Avenue most streets are continuous but Bergenline Avenue blocks passage straight through except for 60th Street and 62nd Street. In addition 62nd Street is one-way westbound leaving 60th Street as the only bidirectional street across the Town. This arrangement adds to the traffic burden on Bergenline Avenue as vehicles have to turn onto Bergenline Avenue even if only to travel a short distance, to continue their journey east or west.

Bus Service

NJ Transit operates a number of bus routes that serve West New York. Almost all run north-south providing commuter service to other mass transit facilities such as the Hoboken Terminal or Hudson Bergen Light Rail Stations and the Port Authority Bus Terminal in Manhattan. A map of NJ Transit Bus Routes follows and the routes are described below:

#22 (North Bergen-Union City-Hoboken): Route 22 runs between Nungessers in North Bergen and the Hoboken Terminal along Bergenline Avenue in West New York. There are stops along this bus route at Bergenline Avenue and 60th Street in West New York and the Bergenline Avenue light rail station in Union City.

#23 (Hoboken-Port Imperial-North Bergen): This route also runs between Nungessers in North Bergen and Hoboken Terminal, with stops at Boulevard East and 60th Street in West New York and the Port Imperial light rail station in Weehawken.

#84 (North Bergen-Jersey City-Journal Square): Runs between Nungessers in North Bergen and Journal Square in Jersey City, which offers PATH service to Newark or Lower Manhattan. Buses along this route stop at Bergenline Avenue and 60th Street in West New York and the Bergenline Avenue light rail station in Union City.

#86 (Union City-Jersey City-Newport Centre Mall): This route runs along Park Avenue in West New York with stops at 54th Street and 58th Street.

#88 (North Bergen-Journal Square): This route runs to the west of the #84 Route, and bypasses stops along Palisade Avenue in Jersey City. This route runs along JFK Boulevard West in West New York.

#89 (North Bergen-Hoboken): has the same termini as the #22 route (Nungessers and Hoboken Terminal), but runs along Park Avenue in Guttenberg, then crosses West New York on 60th Street and continues on Bergenline Avenue into Union City. Stops on this route include Bergenline Avenue and 60th Street in West New York and the Bergenline Avenue light rail station in Union City.

#128 (North Bergen-Boulevard East-New York): runs between Nungessers in North Bergen and the Port Authority Bus Terminal in Midtown Manhattan, stopping at Boulevard East and 60th Street in West New York.

#154 (Fort Lee-Palisades Park-New York): This Route runs between the Bergen Boulevard Ramp (Plaza West Shopping Center) in Fort Lee and the Port Authority Bus Terminal, stopping at JFK Boulevard West and 61st Street in West New York and the Bergenline Avenue Light Rail Station in Union City.

#156 (Englewood Cliffs-Fort Lee-New York): runs between Englewood Cliffs in Bergen County and the Port Authority Bus Terminal, stopping at Bergenline Avenue and 60th Street in West New York, the Bergenline Avenue Light Rail Station in Union City, and the Port Imperial Light Rail station in Weehawken.

#158 (Fort Lee-Edgewater-New York): runs between Mediterranean West in Fort Lee and the Port Authority Bus Terminal. In West New York, this route runs along River Road and Port Imperial Boulevard. There is a stop at the Port Imperial light rail station in Weehawken.

#159 (Fort Lee-New York): runs between Linwood Park in Fort Lee and the Port Authority Bus Terminal, stopping at Bergenline Avenue and 60th Street in West New York, the Bergenline Avenue light rail station in Union City, and the Port Imperial light rail station in Weehawken.

#165 (Westwood-New York): runs between Westwood (Bergen County) and the Port Authority Bus Terminal, via Paramus, Hackensack, and Teterboro, stopping at Bergenline Avenue and 60th Street in West New York.

#166 (Cresskill-Bergenfield-New York): runs between Merritt Gardens in Cresskill (Bergen County) and the Port Authority Bus Terminal, via Dumont, Englewood, and Tenafly, stopping at Boulevard East and 60th Street in West New York.

#155/168 (Paramus-Ridgefield Park-New York): runs between the Paramus Park Mall in Paramus (Bergen County) and the Port Authority Bus Terminal, via Hackensack and Teaneck, stopping at Boulevard East and 60th Street in West New York.

#181 (Union City-New York [GWB]): runs between the Bergenline Avenue Light Rail Station in Union City and the George Washington Bridge Bus Terminal in upper Manhattan, stopping at Bergenline Avenue and 60th Street in West New York.

#188 (West New York-New York [GWB]): runs between JFK Boulevard West, West New York and the George Washington Bridge Bus Terminal, via River Road in Edgewater and Fort Lee. Buses along this route stop at JFK Boulevard at 61st Street and Bergenline Avenue and 60th Street in West New York.

Hudson Bergen Light Rail

Hudson Bergen Light Rail (HBLR) is an important element of Hudson County's transportation system. The HBLR is a 20.6 mile light rail line through Hudson County that will provide a link between the southern end of Bayonne, and the Vince Lombardi Park & Ride on the New Jersey Turnpike, which will serve as a transportation hub. Currently the HBLR terminates at Tonnelle Avenue in North Bergen.



An HBLR Train

The HBLR is designed to link existing major transit, employment and population centers, bus and ferry service and park-and-ride facilities with proposed development and redevelopment areas.

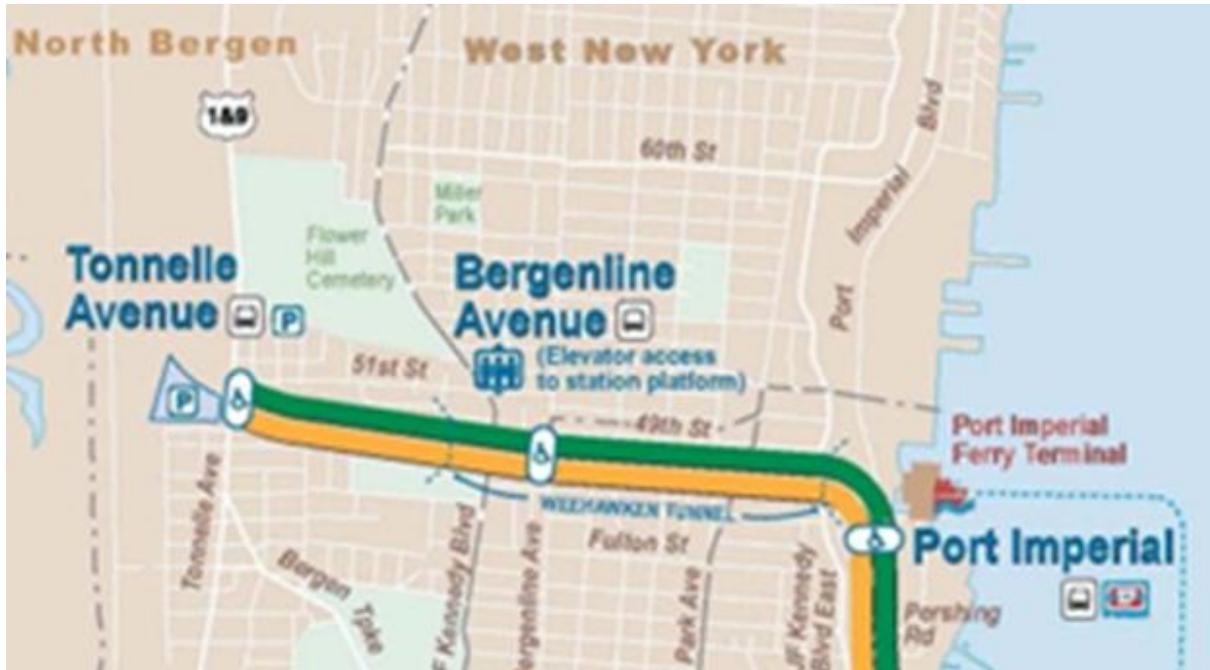
Although there are no HBLR stations within West New York there are two stations within walking distance of West New York:

Bergenline Avenue Station: Located at 49th Street and Bergenline Avenue in Union City, just across the street from West New York, this station is below ground with elevators for access to the surface streets.



Bergenline Avenue Station

Port Imperial Station: Located adjacent to Port Imperial Boulevard in Weehawken, this station is a short distance south of West New York's waterfront community. There is a stairway to connect the station with the Palisades above. This station allows for easy access to the NY Waterway ferry terminal across Port Imperial Boulevard with service to Midtown and Lower Manhattan.



Ferry Service

Ferry service across the Hudson River is provided by NY Waterway a privately owned and operated company from the Port Imperial Ferry Terminal immediately south of the West New York border on Port Imperial Boulevard. Service from Port Imperial is available to West 39th Street, Pier 11 near Wall Street and the World Financial Center all in Manhattan. During peak commuter periods (7-10 a.m. and 4-7 p.m.), the headway is 10 minutes to and from 39th Street, every 20 minutes to Pier 11 and every 30 minutes to the World Financial Center. Return trips from Pier 11 and the World Financial Center in the p.m. peak hours have headways of 23 minutes. A shuttle bus service is available to Port Imperial along River Road and Port Imperial Boulevard with a connection to Boulevard East during peak commuter periods.

Transportation Improvements

The Hudson County Master Plan of 2002 in discussing proposed transportation improvements notes that the West New York area is characterized by an established grid street pattern. Major roadways are primarily oriented in a north-south direction while the local connector roads are generally oriented in an east/west direction. Access to the waterfront is limited and there is little opportunity to create or expand existing roadway infrastructure west of the Palisades Ridge. Roadway improvements should focus on improving the efficiency of the existing street system through localized improvements of intersections, street repair and coordination of traffic signal

systems. Transit improvements should include coordination between bus carriers with standardized fares, improved transfers and links to the existing HBLR System. Further, the HBLR station at Bergenline Avenue in Union City should be promoted as a local transit hub and Port Imperial Ferry Terminal will continue to serve as a major transfer point to New York City. Also, the Hudson River Waterfront Walkway will provide pedestrian and bike connections along the waterfront.

In 2007 the Hudson County Bus Circulation and Infrastructure Study was completed. The Study focused on recommending improvements to existing physical infrastructure to improve the efficiency, safety, and traffic flow for public transit and general traffic in Hudson County. The study identified transit corridors in the County where there is significant bus traffic. Among these corridors were:

- Bergenline Avenue (North Bergen, West New York, Guttenberg, Union City)
- Boulevard East (North Bergen, West New York, Guttenberg, Weehawken)
- JFK Boulevard (North Bergen, West New York, Guttenberg, Union City)

The study recommended a variety of improvements to the bus circulation and infrastructure, including the following in West New York:

- Boulevard East - add signage to improve bus stop operation.
- Bergenline Avenue - install left turn lanes and move bus stops to reduce traffic blockages.
- Bergenline Avenue (between 48th Street and 50th Street) - Modify signal cycle lengths to improve traffic progression.

In a community where many people walk to work, the bus stop, school or to go shopping, “walkability” is important. Walkability has become a buzzword in recent years and essentially describes not a pedestrian-only environment but an environment in which people feel comfortable walking. In 2006, walkable community workshops were conducted to identify barriers to walking and improve pedestrian safety in select Hudson County municipalities. Three municipalities were surveyed - the Township of North Bergen, Town of West New York, and the City of Union City. The area studied was an area bound on the west by JFK Boulevard West, on the east by Bergenline Avenue, on the south by 43rd Street, and on the north by 51st Street. The study made a number of recommendations to improve pedestrian access, including the following:

- Pedestrian Safety Improvements on JFK Boulevard West
- Streetscaping of JFK Boulevard West
- Add street furniture to the study area
- Improve lighting throughout the study area

Walkable community workshops were also conducted by the North Jersey Transportation Planning Authority (NJTPA) in other areas of Hudson County. The walkable community workshops identified a number of general recommendations that could be applied to West New York in order to improve pedestrian and bicycling safety and mobility:

- Reduce vehicle speeds through design modifications, traffic calming, reducing speed limits and vigorous enforcement;
- Increase pedestrian visibility through lighting, improving sight lines, etc.;
- Increase pedestrian crossing time;
- Install missing sidewalks;
- Repair and widen existing sidewalks;
- Repair broken signs, signals and street furniture;
- Provide adequate information in the form of legible street signs, wayfinding signs and information kiosks;
- Provide adequate pedestrian-scale lighting;
- Address ADA issues by providing accessible signals, unobstructed pedestrian walkways and appropriate crossing treatments;
- Create a sense of place through physical design;
- Providing bicycle accommodations.



Bicycle Presence on Bergenline Avenue

In addition to the pedestrian and bicycle improvements listed above, the planting of street trees can also promote walking as an alternative means of transportation as they enhance the streetscape and create a more pleasing environment through which one can walk.

Many of these same recommendations came out of three public workshop meetings conducted in association with the development of this Master Plan. In particular at Public Workshop #3 the public expressed the need for more direct east-west streets, traffic calming, improved streetscapes, better sidewalks, more legible street signs and public plazas. Also a desire was expressed at Public Workshop #3 for east-west jitney routes at least one each in the north, south and central portions of the Town.

To further the above recommendations related to walkability, traffic calming and improved streetscapes the institution of a complete street policy should be considered for West New York. A complete streets policy would be particularly effective for Bergenline Avenue.

Complete streets are roadways that are designed and built to be safe, comfortable and convenient for everyone; including the young, old, bikers, walkers, motorists, handicapped and transit riders. A complete streets design favors pedestrians first, transit second, then bikes and lastly automobiles. They encourage economic growth since the street will become more community friendly and comfortable for pedestrians of all ages. Complete streets can also be green areas that allow for additional landscaping enhancing the streetscape. The complete street creates an environment that addresses the needs of all users. There is no singular design for complete streets; each one is unique in response to its community context. A complete street may include: sidewalks, bike lanes (or wide paved shoulders), special bus lanes, comfortable and accessible public transportation stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more. Complete streets can be especially effective in areas with high pedestrian volume such as downtown shopping districts.



Artist Rendering of a Complete Street in a Downtown Environment

The cross-section of complete streets are divided into different zones that all serve a unique purpose. The pedestrian zone contains three sections, the frontage zone, the pedestrian zone and the furnishing zone. The frontage zone is the area between the walking space and the face of a building. This area is used for outdoor cafe and restaurant seating as well as window shopping. The pedestrian zone is where people have a clear, unobstructed space to walk.



A Wide Sidewalk Allows Adequate Room for Pedestrians, Sidewalk Cafes, Bus Stops and Street Furniture

The furnishing zone is the area from the curb to the walking space. This space serves as a buffer between pedestrians and traffic on the road. Typically, trees, benches, bus stops and utilities are located in this area.



A commercial street with a sidewalk wide enough for outdoor dining and street trees.

The street zone is where pedestrians and vehicles mingle. Street parking, bike lanes, vehicle travel lanes, crosswalks and medians take up this area of the complete street. In order for a successful complete street to be established, drivers need to be alert to the heavy foot traffic in downtown areas. By implementing traffic calming designs like speed tables, curb extensions, bike lanes, medians and flashing signals, motorists will drive at a slower rate increasing pedestrian safety. When this is done a street becomes an environment where pedestrians feel safe sharing the right of way corridor with cars, buses, trucks and other vehicles.

As of 2013, over 490 jurisdictions in the United States (including the N.J. Department of Transportation and Hudson County) have adopted a Complete Streets policy. Twenty-seven states, including the District of Columbia and the Commonwealth of Puerto Rico, have adopted Complete Streets policies. Some of these jurisdictions have passed legislation enacting their policies into law, while others have implemented their policies by executive order or internal policy. Still more jurisdictions have passed non-binding resolutions in support of Complete Streets, or created transportation plans that incorporate Complete Streets principals. (Source: Smart Growth America)

Complete streets policies are meant in part to improve safety, and various studies suggest that Complete Streets principles have done so. A Federal Highway Administration safety review found that designing the street with pedestrians in mind - sidewalks, raised medians, turning access controls, better bus stop placement, better lighting and traffic calming measures all improve pedestrian, bicyclist and motorist safety. (Source: Federal Highway Administration Publication Number FHWA-RD-03-042)

In Hudson County, Hoboken and Jersey City have adopted complete street policies. The City of Hoboken has been reconfiguring several of its most important roadways into Complete Streets. Hudson Place was turned into a more Complete Street by doubling the width of its sidewalks, adding curb extensions, in-street bicycle parking, and reducing travel lane widths to slow vehicle speeds. On Newark



Bergenline Avenue Right-of-Way Narrows upon Entering Union City

Street, the City has a plan to widen sidewalks, add curb extensions, bicycle parking, and even a small pedestrian plaza.

Bergenline Avenue in West New York is an ideal candidate for redesign as a complete street. The pedestrian traffic is very heavy and there is a mass transit presence in buses and jitneys but it is not a major regional through traffic route - JFK Boulevard East and JFK Boulevard West serve that function. In Union City, just two blocks south of the West New York border Bergenline



Sidewalks along Bergenline Avenue Are Narrow and Crosswalks are Not Emphasized

Avenue narrows to one travel lane in each direction. The right-of-way width is only 46 ft. in Union City. In West New York the right-of-way width of Bergenline Avenue is 80 ft. The pavement width of the roadway in West New York is approximately 58 ft., enough to accommodate parking on each side and a traveled way width of 42 feet, which although designated as only 2 lanes, can actually accommodate 4 lanes



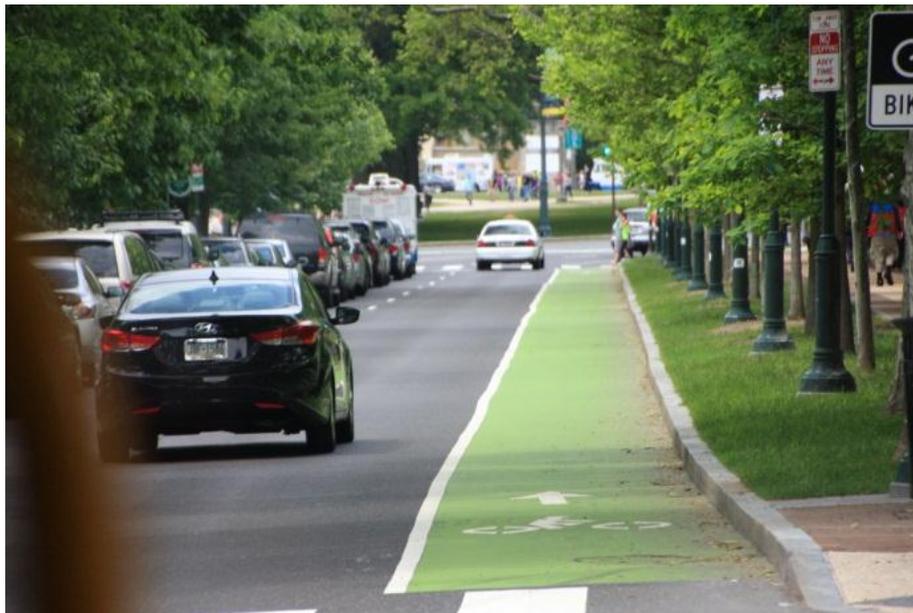
Bergenline Avenue Sidewalks have a Furnishing Zone that is utilized as shown in this photo, but the Pedestrian Zone and Frontage Zone are of Limited Width

of traffic. Existing sidewalks on Bergenline Avenue are generally 11 ft. wide including the frontage zone, pedestrian zone and furnishing zone. Under a complete street redesign Bergenline Avenue could conceivably provide 16 ft. wide sidewalks, 8 ft. wide parallel curbside parking, 6 ft. wide bike lanes and two 10 ft. wide travel lanes. In the alternative, if bike lanes are not deemed appropriate for Bergenline Avenue, other north-south streets such as Palisade



Avenue, Hudson Avenue or Broadway could be designed to accommodate them. Without bike lanes on Bergenline Avenue the sidewalks could be made even wider. It is recommended that a complete streets redesign be investigated further for Bergenline Avenue and perhaps other streets and that funding sources be sought from available programs that support complete streets.

The Commercial Area of Port Imperial in West New York is Typical of a Complete Street Sidewalk



A Designated Bike Lane on an Urban Street

UTILITIES PLAN¹

The Utilities Plan includes the utilities of water supply, wastewater treatment and solid waste.

Water Supply

An extensive water distribution network serves all the developed areas of Hudson County. Hudson County receives all of its water supply from sources outside the County. The United Water Company serves 60 communities in New Jersey, mostly in Bergen and Hudson Counties, including West New York. The primary source of water for the United Water Company is the Hackensack River Basin above the dam in Oradell where water is collected in four reservoirs; Oradell, Lake Tappan, DeForest and Woodcliff. They have a combined storage capacity of 13.9 billion gallons. The average daily use is approximately 95-100 million gallons a day (mgd). The Company recently expanded its Haworth Water Treatment Plant to treat water before its distribution. The plant has a capacity to treat 200 million gallons a day.

Water is sold directly to individual customers. In recent years the Company has extended a 24 inch water main in Weehawken and West New York to meet future development needs and has made numerous other extensions.

Wastewater Treatment

The North Hudson Sewerage Authority (NHSA) provides sewer treatment service to Hoboken, Weehawken, part of Union City and West New York. The area is served by two treatment facilities, including one in Hoboken and one in West New York. The West New York sewerage treatment plant has a capacity of 10 mgd and an average daily flow of 7.0 million gallons per day. Future increases in flow due to the waterfront development are estimated to generate 1 mgd of sewer flows. If the additional development generates flows that exceed the capacity of the plant, then additional flows will be diverted to the Hoboken treatment plan which has a significant amount of excess capacity.

A problem associated with the sewers in Hudson County is that most municipalities, including West New York, have combined stormwater and sanitary sewer lines. As a result during rainfall events the sewerage plants cannot handle the extra volume and some of the combined stormwater and wastewater is discharged directly to water bodies without treatment. The County received a \$1.9 million grant from the State to prepare plans to improve the outfalls in

¹ Much of the information in this section is abstracted from the Hudson County Master Plan.

Bayonne, Hoboken, Weehawken, West New York, Guttenberg and North Bergen to remove floatables before discharge in compliance with State regulations. These plans have been prepared, but funding to construct the improvements is not available.

Solid Waste

The Solid Waste Management Act designates every county in the State and the New Jersey Meadowlands Commission, as a Solid Waste Management District. Under this statute, each individual district is required to devise a solid waste management plan.

The Hudson County Improvement Authority (HCIA) was created in 1974 as the agency responsible for managing the solid waste disposal needs of Hudson County. It was charged with the task of formulating and implementing plans which were consistent with the Solid Waste Management Act. Hudson County's original Solid Waste Management Plan called for the construction of a resource recovery facility (incinerator) along with an ash landfill. This was never constructed however and most municipal waste is currently disposed of at out-of-state landfills.

The State Solid Waste Management Act includes a mandatory recycling law. It requires all municipalities and solid waste planning districts in the State to plan for the recycling of reusable solid waste such as glass, metals and paper products. The law requires residential and commercial uses that generate solid waste to separate recyclable materials from the municipal solid waste stream at its source, homes and businesses. West New York recycles used motor oil, motor oil filters, anti-freeze, newspaper, corrugated cardboard, glass, metals and plastic. The municipality has established a recycling drop-off center for residents.

COMMUNITIES FACILITIES PLAN

Community facilities include facilities operated by governmental entities to serve the needs of the public. They typically include municipal offices, libraries, police and fire stations, community centers and park and recreation facilities. In the case of West New York there are also parking lots operated by the West New York Parking Authority. Public schools in New Jersey fall under the separate jurisdiction of Boards and Education and may or may not be addressed in municipal master plans. We have chosen not to address educational facilities leaving that analysis for the Board of Education.

Municipal Offices

The municipal offices for West New York are located in Town Hall at 428 60th Street. All functions of municipal government take place at this location. Police are also headquartered at this location as well as fire equipment (Ladder 4) associated with North Hudson Regional Fire and Rescue.

Public Library

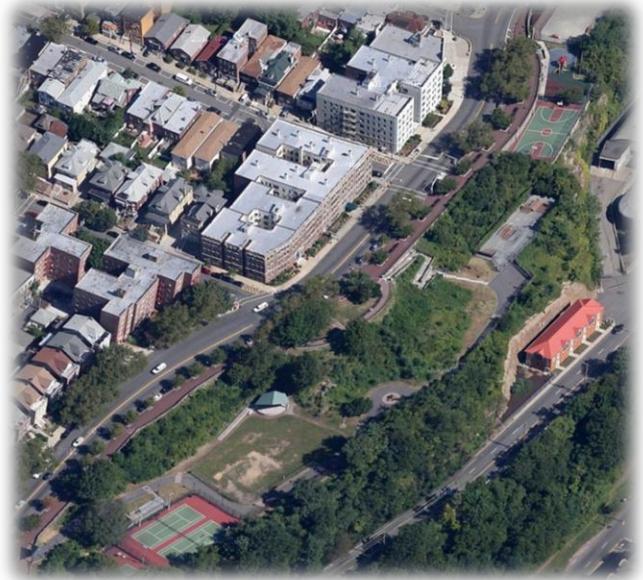
The West New York Public Library is located on 60th Street directly across from Town Hall and participates in a statewide inter-library loan system. The library houses 65,000 books and 100 periodicals, in addition to newspapers, DVDs, CDs and audio books. The library offers approximately 5,000 books in Spanish. There are also 40 personal computers available to the public, equipped with internet access and Microsoft Office. The Children's Department features weekly programming for toddlers and young children.

Fire Stations

North Hudson Regional Fire and Rescue (NHRFR) provides fire protection and medical assistance to the North Hudson communities of North Bergen, Union City, Weehawken, West New York and Guttenberg, NJ. NHRFR was established on January 11, 1999. The former fire departments of North Bergen, Union City, Weehawken, West New York and Guttenberg were merged to provide a safer, more efficient fire department. Within the borders of West New York there are four fire stations located at: 4911 Broadway, 11 Port Imperial Blvd., 6510 Hudson Avenue and 428 60th Street.

Park and Recreation Facilities

Park and recreation facilities in West New York include nine parks/playgrounds scattered throughout the community and a spectacular strip of parkland along the edge of the Palisades Cliff on the Hudson River side of Boulevard East. Except for the area of high-rise towers just north of Anthony M. DeFino Way and the Versailles tower at the northern end of the Town, Boulevard East is lined with parkland from one end of the Town to the other. There are a series of five parks in this area that blend into each other with



Patricia McEldowney Field

indistinguishable boundaries. South of Anthony M. DeFino Way are Donnelly Park and Veterans Park with nearly 19 acres between them. North of 61st Street are Auf De Hyde Park, Verrazano Park and Patricia McEldowney Field with over 4 acres between them. All of the parks along Boulevard East offer spectacular views of Manhattan directly across the Hudson River. Donnelly and Veterans Parks have numerous benches and sitting areas including a roofed pavilion with benches. There is also a playground and a dog park and several monuments as well as pedestrian walkways. Donnelly Park is also the site of the community swimming pool. The parks north of 61st Street offer viewing areas, benches, a ballfield, tennis courts, basketball courts, playground, a dog park and several monuments as well as pedestrian walkways.





The other parks/playgrounds in West New York are as follows:

Neighborhood	Park	Acres
Dewey Avenue between 64 th St. and 65 th St.	Dewey Park	0.11
427 50 th St. between Palisades and Bergenline Ave.	50th Street Park	0.68
221-227 61 st Street	Fillmore Park	0.98
5709-5711 Jackson Street	Miller Park	21.2
6501-6505 Jackson St. between 65 th St. and 66 th St.	St. Mary's Park	1.89
308 66 th Street between 66 th St. and 67 th St.	Washington Park	1.07
54 th St. and Park Avenue	Weigand Park	2.31
Port Imperial Boulevard	Port Imperial Soccer Field	4.04
Jackson Street	Miller Stadium	3.29

The location of West New York Parks is shown on the map on the following page.

At 21 acres, Miller Park is the largest of the green spaces in West New York. It covers one square block with lawns and is heavily shaded by mature trees. This park is large enough for recreational activities on its lawn areas. It also includes two playgrounds, two basketball courts, and benches for



Miller Stadium and Park

resting. Miller Stadium is located across Jackson Street from Miller Park. The stadium is host to Babe Ruth League baseball games and sports events between area schools.

Dewey Park is the smallest of the Town parks. Dewey Park and Fillmore Park, the second smallest park, both recently underwent major improvements, Fillmore Park was highly utilized but in need of major repairs. The redesign consisted of improvements to and addition of playground equipment along with the replacement of the safety surface with high-quality rubberized material. Additionally, the existing one sprinkler



spray area was expanded. Dewey Park had fallen into disrepair and had been closed for over a decade.

The reconstruction included a small spray park and new play equipment with a rubberized mat for safety surface. Both designs included site amenities

such as game tables and picnic tables. Additionally

benches, water fountains, bike racks, and all new landscaping

complimented the facilities. Both facilities have been improved with site lighting and security cameras linked to the police station. Additionally, decorative fencing has been installed along both perimeters along with entrance gates so that they can be secured after hours.

St. Mary's Park has a playground for toddlers and another playground for elementary-aged children. There are benches for parents and caregivers, as well as fixed, weatherproof tables and chairs used for playing board games or eating. The playground surface is padded; there is a padded circle for toddlers to crawl on.



Washington Park runs through the center of an entire block between 66th and 67th Streets and is designed primarily for active recreation, with padded courts that can be used for a variety of sports, such as touch football and soccer, a basketball court, a playground for elementary-aged children and a toddler playground. Benches are provided around the playground and in the center of the park. The park is surrounded by trees and shrubs.

Weigand Park is designed for sitting in a well-designed, shaded space. This park is gated, so it can be locked at night. The park includes a swing set and a small toddler playground.

All parks are well maintained and a source of pride for the community.



Also included in the Town's recreation amenities is the Hudson River Waterfront Walkway. This wide walkway/bikeway immediately on the banks of the Hudson River runs the entire length of West New York and was constructed in association with Port Imperial. The walkway is maintained by the Port Imperial Property Owners Association and contains 1.7 acres. The waterfront walkway was planned in the 1980's by the new Jersey Department of Environmental Protection

to extend from the George Washington Bridge in Fort Lee south to Bayonne. The walkway is being built incrementally as new developments are constructed on the waterfront. Port Imperial itself contains other areas of open space for passive recreation (over 40 acres). A football/soccer field along Port Imperial Boulevard was constructed as public open space by Roseland Properties and K. Hovnanian the developers of Port Imperial. The 4.04 acres on which the field sits have been donated to the Town.

Park and Recreation Standards

Standards for minimum acceptable levels of recreation facilities have been developed by various organizations, which relate the number of acres and type of facilities to population levels. At the municipal level, New Jersey Green Acres recommends 8 acres of open space per 1,000 persons. Additional acreage is recommended at the County, State and Federal levels (i.e., regional parks). Municipal open space should be in the form of playgrounds, neighborhood parks, playfields and community parks. In general, large natural areas would not be included in this total. Also, school recreation facilities should not be included in this total. With a population of 49,708 and a minimum of 8 acres of open space per 1,000 persons, West New York should have approximately 397 acres of municipal open space. The Town currently has about 100 acres that can be classified as playgrounds and developed parks and open space, (including open space in Port Imperial) or approximately 25% of the standard.

Proposed Recreation Improvements

- Municipal Pool - The Town has received matching Green Acres funding for renovations to the municipal pool complex. The improvements included:

- **Building Improvements:** The improvements include siding repairs and exterior painting, new bathroom stall and lockers, a new ventilation system, new ceiling fans and lighting, refinishing of the floors, interior painting, exterior door replacement and other miscellaneous improvements.
- **Exterior Pool Area:** The improvements include new site lighting, replacement of broken lighting; new security cameras linked to the police station, fencing replacement, replacement of picnic tables, removal of deteriorated landscape boxes, installation of new exterior shower, new water fountains, general landscaping improvements, installation of canopies for shade, and other miscellaneous improvements.

Construction began in June 2013 and was suspended during the summer pool season and re-commenced in the fall. A grand re-opening of the municipal pool is anticipated in the spring of 2014.

Other proposed park improvements include:

- **Washington Park -**

- The improvement project generally consists of the rehabilitation of the existing recreational facilities. The redesign will consist of improvements to and addition of playground equipment along with the replacement of the safety surfaces with high quality rubberized material.



Additionally, the existing sprinkler spray areas will be expanded and receive a new safety surface. The design will also include new site amenities, modifications to the volleyball courts, landscaping, improved site lighting and security cameras linked to the police station. The Town Engineer's office is currently preparing the design documents for the project and it is anticipated that the construction of this project will commence in early spring 2014 with a park grand re-opening in time for the summer season.

- **Miller Park -**

- The proposed project consists of the installation of a large spray park area located in the southwestern portion of the park including various other park improvements such as bathroom facilities, lighting improvements and security cameras. It is anticipated that the construction of this project will



commence in spring 2014.

Veterans Park -

- The Veterans Park Slope Remediation and Park Improvements project consists of the construction of a precast concrete retaining wall to repair and prevent further erosion of the existing steep slopes that currently exist at the site. The improvements also include but are not limited to the construction of ADA compliant walkways, reconstruction of existing walkways, soil stabilization, lighting and landscaping improvements, park amenities such as outdoor exercise equipment, benches and water fountains and the installation of security cameras and an amphitheater (see attached rendering). Construction is anticipated to begin in the spring of 2014.



Municipal Parking



Municipal parking is provided by the West New York Parking Authority established in 1964. Parking is provided in metered lots as well as select streets with metered parking in commercial areas. The Parking Authority also administers residential permits for on-street parking restricted to local residents on certain streets. The metered lots are a combination of lots with meters at individual spaces and pay station machines where payment is made by space number. All meters

are \$0.25 per half hour. The Parking Authority has a total of 1,032 parking spaces in ten lots as follows and as shown on the map on the following page:

Street	Areas Included	No. of Spaces
Park Avenue	66 th to 67 th Street	73
	54 th to 55 th Street	55
Hudson Avenue	55 th Street and Hudson	25
Bergenline Avenue	67 th Street	27
	63 rd Street	33
	62 nd Street (Open Lot and 62 nd Street Garage)	336
	57 th to 59 th Street	205
	57 th to 58 th Street	93
	51 st to 52 nd Street	185
Broadway	Triangle at 67 th Street and Broadway	15

In addition there are 628 on-street meters at the following locations:

Street	No. of Spaces
Bergenline Avenue north of 60 th Street	184
Bergenline Avenue south of 60 th Street	267
60 th Street east of Bergenline Avenue	84
60 th Street west of Bergenline Avenue	10
Kennedy Boulevard 49 th Street - 67 th Street	16
60 th Street - 67 th Street - Park Avenue	67

Enforcement times for the meters are as follows:

- Bergenline Avenue meters and parking lots off Bergenline Avenue -
Monday, Thursday and Friday: 9:00 a.m. to 9:00 p.m.
Tuesday, Wednesday and Saturday: 9:00 a.m. to 6:00 p.m.
Sunday: No enforcement
- Park Avenue meters -
Monday through Saturday: 9:00 a.m. to 9:00 p.m.
Sunday: No enforcement
- Park Avenue lots -
Monday through Saturday: 9:00 a.m. to 12:00 a.m.
Sunday: No enforcement

In addition to metered parking, the Parking Authority also administers resident parking. Residents are allowed to park both on the street and in some municipal parking lots. There is



Guttenberg

PARKING AUTHORITY PUBLIC PARKING LOTS

TOWN OF WEST NEW YORK

HUDSON COUNTY
NEW JERSEY

LEGEND

-  WNY Parking Authority Public Parking Lot



1 inch = 550 feet

This map was developed using NJDEP and County GIS digital data, but this secondary product has not been verified by NJDEP and is not state-authorized.



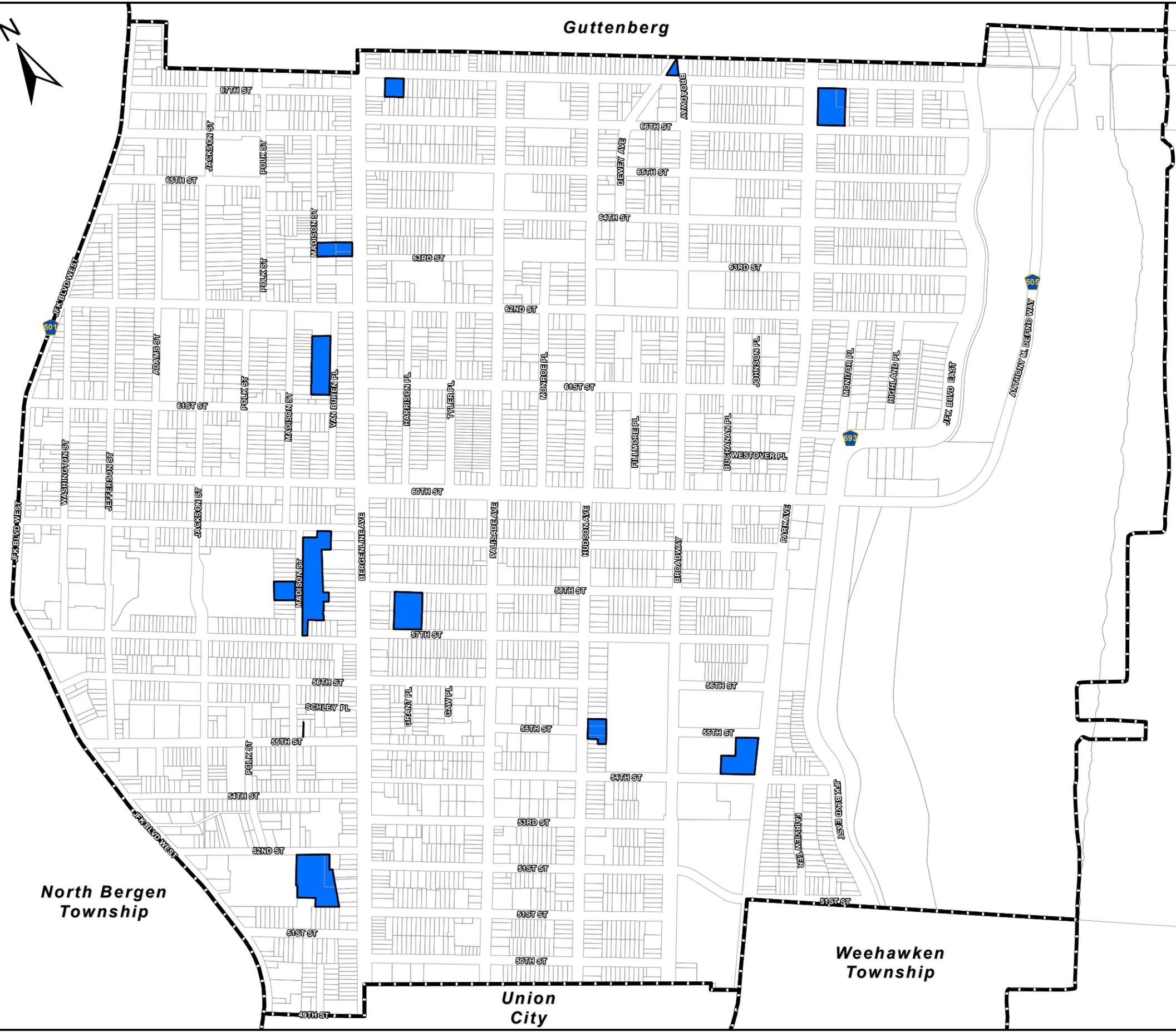
April 2014

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North Bergen
Township

Weehawken
Township

Union
City



no fee for on-street parking, but drivers must pay meter fees in the parking lots. A residential parking permit is required on designated streets listed below. Currently there is no fee for the permit unless a resident's vehicle is registered with out-of-state license plates.

- Parking decals and passes required on streets: 9:00 a.m. to 12:00 noon -
Fairview Terrace between 51st Street and 54th Street
Boulevard East between 51st Street and 67th Street
Park Avenue between 51st Street and 67th Street
51st, 54th, 60th Streets between Boulevard East and Park Avenue
62nd, 63rd, 64th Streets between Boulevard East and Park Avenue
Westover Place
Highland Place
Monitor Place
- Parking decals and passes required on streets: 6:00 a.m. to 12:00 noon -
Palisade Avenue between 64th Street and 67th Street
Hudson Avenue between 64th Street and 67th Street
Dewey Avenue between 64th Street and 67th Street
Broadway between 64th Street and 67th Street
64th, 66th, 67th Streets between Boulevard East and Bergenline Avenue
Lincoln Place
McKinley Place
67th Street Triangle

As part of its planning for the future the Parking Authority will be evaluating the possibility of public/private partnerships and the use of air rights to maximize the development potential of select properties.

RELATIONSHIP TO OTHER PLANS

The Municipal Land Use Law (MLUL) requires that municipalities evaluate their master plans in a regional context. Specifically, the MLUL requires in NJSA 40:55D-28.d:

“The master plan shall include a specific policy statement indicating the relationship of the proposed development of the municipality, as developed in the master plan to (1) the master plans of contiguous municipalities, (2) the master plan of the county in which the municipality is located, (3) the State Development and Redevelopment Plan adopted pursuant to the “State Planning Act,” sections 1 through 12 of P.L. 1985, c.398 (C.52:18A-196 et seq.) and (4) the District Solid Waste Management Plan required pursuant to the provisions of the “Solid Waste Management Act”, P.L. 1970, c.39 (C.13:1E-1 et seq) of the county in which the municipality is located.”

This section considers the relationship of this Master Plan with those of contiguous municipalities, Hudson County, the New Jersey State Development and Redevelopment Plan (SDRP), and the Hudson County District Solid Waste Management Plan.

Surrounding Municipalities

Four municipalities, all of which are in Hudson County surround the Town of West New York. Included are the Town of Guttenberg on the north, North Bergen Township on the west and Union City and Weehawken Township on the south.

Guttenberg

The Town of Guttenberg Master Plan and Zoning call for land uses that are compatible with West New York land uses along their common border. Low density and medium density residential uses are adjacent to similarly zoned uses in West New York. Adjacent to the commercial streets of Park Avenue and Bergenline Avenue which pass from one municipality into the other retail uses are proposed in both municipalities.

North Bergen Township

JF Kennedy Boulevard West serves as the border between West New York and North Bergen. In both municipalities mixed-use commercial and residential uses are proposed adjacent to the Boulevard.

Union City

Compatible uses exist and are proposed to continue along the West New York/Union City border. Low and medium density residential uses are the norm for much of the border with the

exception of both Park Avenue and Bergenline Avenue where retail uses currently exist and are also proposed for the future.

Weehawken Township

A small section of West New York borders Weehawken along the top of the Palisades and along the waterfront. Uses are compatible between the two municipalities with residential uses the predominant use both on top of the Palisades and along the waterfront.

Hudson County

The Hudson County Master Plan was adopted in 2002 and Reexamined in August 2008. The Reexamination report expanded upon the original five goals of 2002 by listing the following goals:

General Goals:

1. To protect the health, safety and welfare of Hudson County residents.
2. To improve the overall quality of life in Hudson County.
3. To provide for the economic revitalization of the County's commercial and industrial base.
4. To preserve the character of existing well-established neighborhoods.
5. To provide a safe and efficient transportation system.
6. To increase the tax base.
7. To expand recreational opportunities for County residents.
8. To preserve and protect the natural environment.
9. To preserve historic sites and cultural resources throughout the County.
10. To reduce "greenhouse gas" emissions and mitigate the local effects of climate change.

The More Specific County Land Use Goals Are As Follows:

1. To maintain and improve areas that provides centers for employment, education, entertainment facilities, services, shopping and other resources.
2. To encourage existing manufacturing and industrial uses to remain, modernize and expand and to encourage new manufacturing and industrial uses to locate in the County.
3. To provide for a full range of retail business and personal services in suitable locations to serve the needs of the County.

4. To assist in the implementation of the development and redevelopment of the waterfronts of the Hudson, Passaic and Hackensack Rivers.
5. To integrate land use planning with transportation planning and capacities, including all modes, but particularly pedestrian and bicycle and to promote development intensities that will support mass transit.
6. To promote compact and mixed-use development patterns.
7. To promote the development of walkable communities fully linked and integrated with the pedestrian transportation grid.
8. To encourage redevelopment in areas in need of rehabilitation.
9. To encourage remediation and reuse of environmentally contaminated sites.
10. To minimize the negative effects of development and redevelopment on the natural and built environments.
11. To discourage development on environmentally sensitive sites.

The West New York Master Plan goals and objectives as listed earlier in this document are consistent with and resonate with the above County Master Plan Goals and Objectives.

Hudson County District Solid Waste Management Plan

The Solid Waste Management Act designates every County in the State as a solid waste management district, and requires each district to prepare a Solid Waste Management Plan. The Hudson County Improvement Authority (HCIA) is responsible for the Hudson County Solid Waste Management Plan. The West New York Master Plan is in compliance with the goals and objectives of the HCIA Solid Waste Management Plan, in that it promotes the reduction of waste through recycling, solid waste and efficient re-use of stormwater and preventing stormwater contamination to the extent possible.

State Strategic Plan

The Draft Final State Strategic Plan was approved November 14, 2011. The goals of the State Strategic Plan are as follows:

Goal 1 - Target Economic Growth: Enhance opportunities for attraction and growth of industries of statewide and regional importance.

Goal 2 - Effective Planning for Vibrant Regions: Guide and inform regional planning so that each region of the State can experience appropriate growth according to the desires and assets of that region.

Goal 3 - Preservation and Enhancement of Critical State Resources: Ensure that strategies for growth include preservation of the State's critical natural, agricultural, scenic, recreation, and historic resources, recognizing the role they play in sustaining and improving the quality of life for New Jersey residents and attracting economic growth.

Goal 4 - Tactical Alignment of Government: Enable effective resource allocation, coordination, cooperation and communication among those who play a role in meeting the mission of this Plan.

The State Plan encourages development in Priority Growth Investment Areas one of which is major urban centers as previously identified by the 2001 State Plan. West New York is within one of these Priority Growth Investment Areas. A series of "Garden State Values" have been coined to advise priority growth investment criteria including the following two which are particularly relevant to West New York and which are consistent with the West New York Master Plan goals and objectives:

Garden State Value #1) Concentrate Development and Mix Uses - Promote development in Priority Growth Investment Areas that are compact, conserves land and offers shopping and services within convenient walking distance of home and jobs. Build with suitable designs and densities that support walking, biking and public transportation.

Garden State Value #2) Prioritize Redevelopment, Infill and Existing Infrastructure - Strengthen cities, towns and neighborhoods by prioritizing redevelopment, the reuse and remediation of existing sites and structures, and construction on infill sites that are compatible with surrounding uses. Upgrade existing infrastructure where needed, before adding new capacity. Encourage sustainable development that incorporates green design and construction principles and opportunities for renewable energy and efficiency.

APPENDIX

A. Website Survey and Responses

- Highlights
- Survey Responses

B. Public Workshop #1 September 17, 2013

- Meeting Flyer
- SWOT Analysis
- Vision For The Future

C. Public Workshop #2 November 19, 2013

- Meeting Flyer
- Areas Where Change is Desired
- Community Visioning Survey Results

D. Public Workshop #3 February 20, 2014

- Meeting Flyer
- Most Important Public Facilities/Services
- Rating of Importance of Public Investments/Improvements

Highlights of Website Survey

(Over 150 responses)

- 96% of respondents were residents, 2% were business owners
- 47% lived in high-rise apartments

Parking

- 83% Rate parking a critical concern or a major concern.

Bus Service – Bus service in West New York was rated as follows:

- 18% Excellent
- 41% Good
- 26% Fair
- 16% Poor

What do you like most about West New York?

- 49% Proximity to New York City
- 15% Views of NY Skyline
- 13% Diversity of population
- 9% People/neighbors
- 5% Community

What do you like least about West New York?

- 19% Dirty
- 19% Overpopulated/over-crowded
- 13% Parking
- 9% Noise
- 6% Congestion/traffic

What would you like West New York to be in 2030?

- 21% Cleaner
- 8% Greener
- 8% Vibrant
- 8% Safe
- 6% Like Hoboken

If you could improve one street in Town what would it be?

- 20% Boulevard East
- 12% Bergenline
- 6% Park
- 5% 60th Street
- 4% Boulevard West

West New York Master Plan

0%

Welcome to the West New York Master Plan Questionnaire. The Town is undertaking its first Master Plan since 1986. A Master Plan is the guiding document that establishes goals for the community's growth, recommendations on future land uses and intensities and makes suggestions for zoning changes. The answers from this survey will be used as an aid in developing a vision statement for the Town's future and assist in the creation of goals and objectives that will guide the Master Plan's recommendations. The survey should take only 5 minutes to complete. Thank you in advance for your input.

What is your primary affiliation with West New York?

- Resident
- Business Owner
- Works, but does not live in West New York
- Other

If a resident of West New York, how many years have you lived in the Town?

- Less than 1 year
- 1 - 4 years
- 5 - 10 years
- More than 10 years
- Not a resident

What is your current living arrangement?

- High-Rise Apartment
- Other Condo/Apartment
- 3 Family Dwelling
- 2 Family Dwelling
- Townhouse
- Single-Family Dwelling

What activities do you do in West New York?

	Yes	No
Dining	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>
Business/Work	<input type="radio"/>	<input type="radio"/>
Recreation	<input type="radio"/>	<input type="radio"/>
Concert/Live Music	<input type="radio"/>	<input type="radio"/>

- | | Yes | No |
|----------------------|-----------------------|-----------------------|
| Art Galleries | <input type="radio"/> | <input type="radio"/> |
| Bars/Clubs | <input type="radio"/> | <input type="radio"/> |

Where do you park your car(s)?

- Private Garage/Dwelling
- Parking Garage
- Public Parking Lot
- On The Street
- I Don't Have A Car

How do you rate availability of parking in West New York?

- A Critical Concern
- A Major Concern
- Somewhat Of A Concern
- Not A Concern

How do you rate the walkability of West New York?

- Excellent
- Good
- Fair
- Poor

How do you rate the bus service in West New York?

- Excellent
- Good
- Fair
- Poor

If you could improve one street in the Town, which street would it be and what would you do (i.e. sidewalk improvements, enhance crosswalks, add speed bumps, etc.)?

Street Name

Improvement

What recreational facilities do you feel West New York has a shortage of? Select all that apply.

- Football Fields

- Baseball/Softball Fields
- Soccer/Lacrosse Fields
- Tennis Courts
- Basketball Courts
- Walking Trails
- Public Pool
- Playgrounds
- Running Track

If new development plans were to incorporate active recreation opportunities in West New York, which of the following would you want to see? Select all that apply.

- Basketball Courts
- Indoor Gym
- Running Track
- Bocce Courts
- Playground
- Walking Paths
- Tennis Courts
- None of the Above

Would you be in favor of granting new development increased density in return for additional open space?

- Yes
- No
- Maybe

Assuming redevelopment and development occurs between now and 2030, where in the Town should it be located?

Assuming redevelopment and development occurs between now and 2030, what type of use should it be? Rank the uses from 1 to 5, with 1 being the use you want to see built the most in the next 17 years.

- Office Space 
- Industrial 
- Mixed-Use (more than one use in a building) 
- Residential 
- Retail 

Should West New York provide a greater diversity of housing options for new residents or existing residents wishing to down-size?

- Yes
- No
- Maybe

In three words, describe West New York today:

In three words, describe the characteristics of what you would like West New York to be in 2030:

In three words, tell us what you like most about West New York?

In three words, tell us what you like least about West New York?

Questionnaire Builder powered by [FluidSurveys](#)

West New York Master Plan

Summary Report: 150 Responses

Summary Report

(Completion rate: 96.67%)

Filter: Filters

[Edit this item](#)

1 What is your primary affiliation with West New York?

Response	Chart	Frequency	Count
Resident		97%	145
Business Owner		1%	2
Works, but does not live in West New York		0%	0
Other		1%	2

Total responses: 149

[Edit this item](#)

2 If a resident of West New York, how many years have you lived in the Town?

Response	Chart	Frequency	Count
Less than 1 year		6%	9
1 - 4 years		15%	22
5 - 10 years		14%	20
More than 10 years		64%	94
Not a resident		1%	2

Total responses: 147

[Edit this item](#)

3 What is your current living arrangement?

Response	Chart	Frequency	Count
High-Rise Apartment		49%	73
Other Condo/Apartment		28%	42
3 Family Dwelling		3%	4
2 Family Dwelling		12%	18
Townhouse		0%	0
Single-Family Dwelling		7%	11

Total responses: 148

4 What activities do you do in West New York?

[Edit this item»](#)

	Yes	No	Total Responses
Dining	126 (86%)	21 (14%)	147
Shopping	114 (79%)	31 (21%)	145
Business/Work	33 (31%)	75 (69%)	108
Recreation	93 (70%)	40 (30%)	133
Concert/Live Music	29 (28%)	76 (72%)	105
Art Galleries	4 (4%)	93 (96%)	97
Bars/Clubs	29 (27%)	77 (73%)	106

5 Where do you park your car(s)?

[Edit this item»](#)

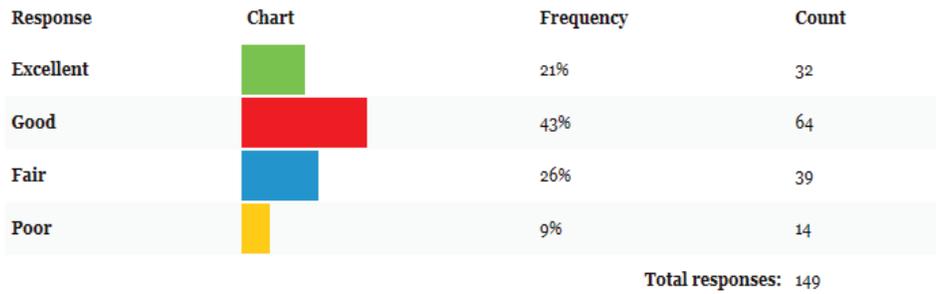
Response	Chart	Frequency	Count
Private Garage/Dwelling		56%	82
Parking Garage		13%	19
Public Parking Lot		1%	2
On The Street		20%	30
I Don't Have A Car		10%	14
		Total responses:	147

6 How do you rate availability of parking in West New York?

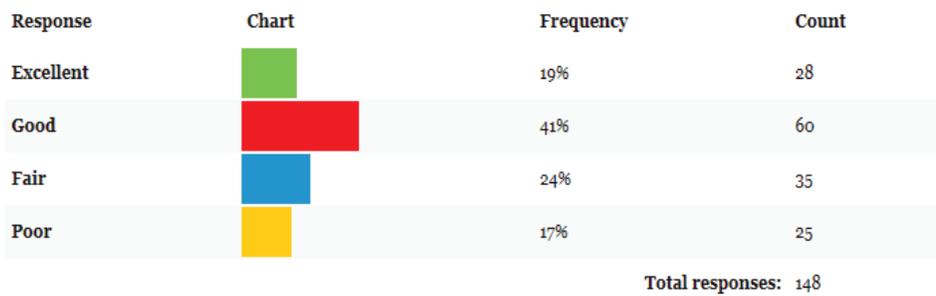
[Edit this item»](#)

Response	Chart	Frequency	Count
A Critical Concern		57%	85
A Major Concern		24%	36
Somewhat Of A Concern		11%	16
Not A Concern		7%	11
		Total responses:	148

7 How do you rate the walkability of West New York? [Edit this item»](#)



8 How do you rate the bus service in West New York? [Edit this item»](#)



9 If you could improve one street in the Town, which street would it be and what would you do (i.e. sidewalk improvements, enhance crosswalks, add speed bumps, etc.)? [Edit this item»](#)

Variable	Responses
Street Name	Show 102 responses to this question »
Improvement	Show 100 responses to this question »

Below are the most frequent answers to Question #9:

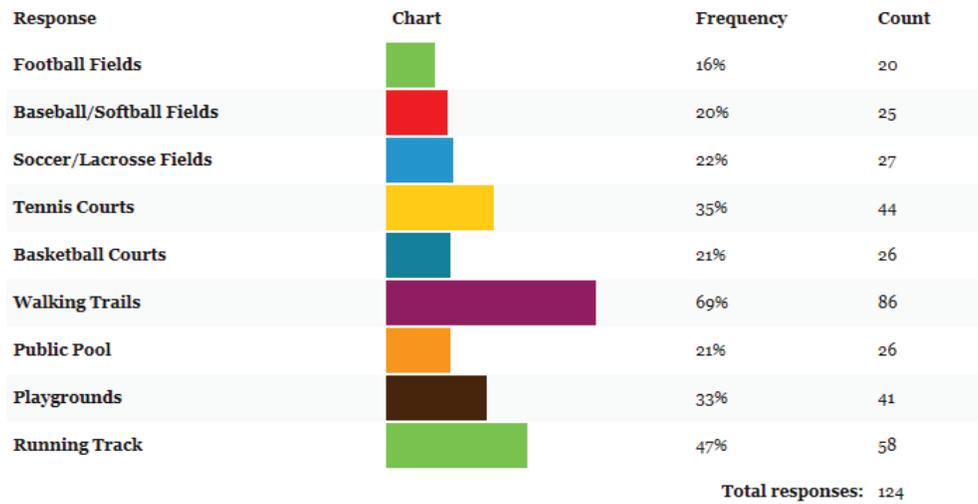
Rank	# of Responses		
1	Boulevard East	31	Add more trees and parks, parks/playgrounds, aesthetic makeover, install cameras to catch speeding, no jitneys, add speed bumps, clean up dog feces, plant trees, clean, add crosswalks and pedestrian signals, clean up garbage, improve sidewalks, add crosswalks at intersections b/t lights, upgrade storefronts, more stores/restaurants, remove island, add speed bumps, clean up dog feces
2	Bergenline	18	Clean, fix pedestrian lights, add time signals for pedestrians, aesthetic business frontage, clean up trash, improve sidewalks, add angled parking to increase the number of spaces, clean frequently, add more police patrol, sidewalk beautification, plant trees, bike lanes
3	Park Avenue	9	improve sidewalks, add speed bumps and crosswalks, fix landscaping and lighting, keep clean, enforce dog clean up, clean the stree/sidewalk, make it an inviting place
4	60th	8	widen sidewalks, add landscaping, add speed bumps, pave the street
5	Kennedy	6	stop speeding, decrease traffic, add more bike paths, install more benches, plant gardens, enhance crosswalks
6	All Streets	5	street paving, clean, increase parking by eliminating no parking zones, combine fire hydrants with bus stops

7	Hudson	3	clean
8	59th	2	sidewalk is crumbling, improve sidewalks, install speed bumps
9	66th	2	speed bumps, increase trash pickup, pave
10	53rd	2	clean streets, install new sidewalks
	River Road	2	speed bumps
	65th	2	trash everywhere, control night time noise
	Palisade	2	crosswalk indicators, add speed bumps, improve sidewalks

10

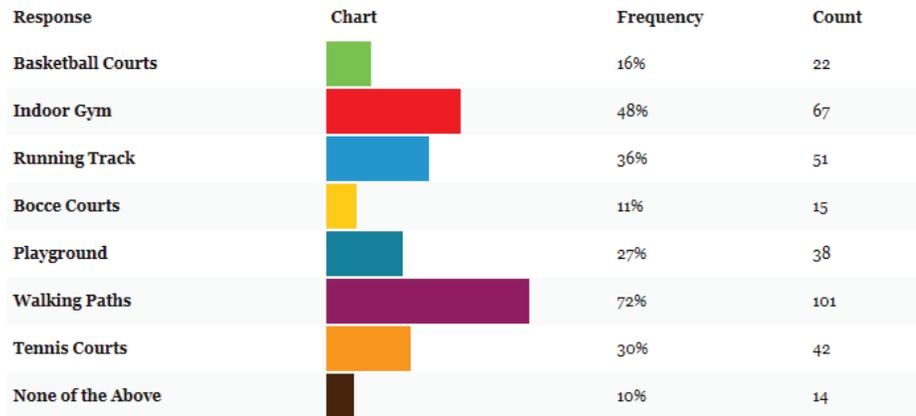
What recreational facilities do you feel West New York has a shortage of? Select all that apply.

[Edit this item >](#)



11 If new development plans were to incorporate active recreation opportunities in West New York, which of the following would you want to see? Select all that apply.

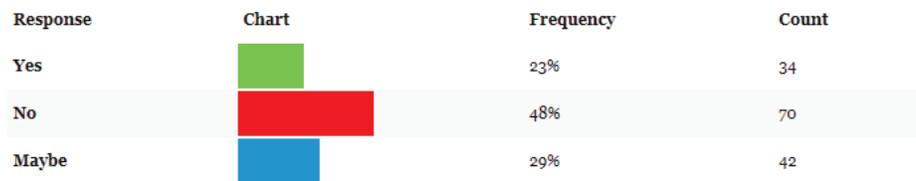
[Edit this item »](#)



Total responses: 141

12 Would you be in favor of granting new development increased density in return for additional open space?

[Edit this item »](#)



Total responses: 146

13 Assuming redevelopment and development occurs between now and 2030, where in the Town should it be located?

[Edit this item »](#)

Variable Responses
[Show 113 responses to this question »](#)

Below are the most frequent answers to Question #13:

Rank		# of Responses
1	No more development	15
2	Existing Buildings/Abandoned Lots	10
3	Boulevard East	9
4	Park Avenue	7
5	Kennedy Boulevard	7
6	Bergenline Avenue	7
7	Not Boulevard East	7
8	Waterfront	6
9	West Side of Town	5
10	Hudson Avenue	4

- 14 Assuming redevelopment and development occurs between now and 2030, what type of use should it be? Rank the uses from 1 to 5, with 1 being the use you want to see built the most in the next 17 years. [Edit this item»](#)

	1	2	3	4	5	Total Responses
Office Space	19 (16%)	26 (21%)	28 (23%)	29 (24%)	19 (16%)	121
Industrial	17 (14%)	11 (9%)	9 (8%)	13 (11%)	68 (58%)	118
Mixed-Use (more than one use in a building)	37 (29%)	20 (16%)	35 (27%)	15 (12%)	22 (17%)	129
Residential	30 (24%)	22 (18%)	20 (16%)	13 (10%)	39 (31%)	124
Retail	39 (30%)	22 (17%)	32 (25%)	14 (11%)	22 (17%)	129

- 15 Should West New York provide a greater diversity of housing options for new residents or existing residents wishing to down-size? [Edit this item»](#)

Response	Chart	Frequency	Count
Yes		46%	66
No		34%	50
Maybe		20%	29
Total responses:			145

- 16 In three words, describe West New York today: [Edit this item»](#)

Variable Responses

The most frequent answers to Question 16 are on the following page.

- 17 In three words, describe the characteristics of what you would like West New York to be in 2030: [Edit this item»](#)

Variable Responses

The most frequent answers to Question 17 are on the following page.

- 18 In three words, tell us what you like most about West New York? [Edit this item»](#)

Variable Responses

The most frequent answers to Question 18 are on the following page.

- 19 In three words, tell us what you like least about West New York? [Edit this item»](#)

Variable Responses

The most frequent answers to Question 19 are on the following page.

Most frequent Master Plan related answers to Question 16

Rank		# of Responses
1	Over-Crowded/Over-Populated	32
2	Deteriorated/Dilapidated	23
3	Dirty	18
4	Unfocused	15
5	Diverse	11
6	Accessible	8
7	Congested	5
7	Poor/Low Income	5
7	Home	5

Most frequent Master Plan related answers to Question 17

Rank		# of Responses
1	Cleaner	32
2	Green	13
3	Vibrant	12
3	Safe	12
4	Like Hoboken	10
5	Recreation/Open Space	9
6	Diverse/Cultured	8
6	Main Street/Shopping	8
7	Friendly	7
7	Prosperous	7

Most frequent Master Plan related answers to Question 18

Rank		# of Responses
1	Proximity/Location	76
2	Views/Skyline	23
3	Diversity	20
4	Accessibility/Commute	15
5	People/Neighbors	14
6	Community	8
7	Safety	6
8	Dining/Food	5
9	Open Space/Parks	4
9	Retail	4

Most frequent Master Plan related answers to Question 19

Rank		# of Responses
1	Dirty/Filthy	21
1	Over-Populated/Over-Crowded	21
2	Parking	20
3	Noise	14
4	Taxes	8
4	Congestion/Traffic	8
4	Litter/Trash	8
5	Restaurant Options	7
6	Gypsy Buses/Jitneys	5
6	Over-Developed	5

WEST NEW YORK MASTER PLAN

**We want your input
on the Town's latest Master Plan.**

- **Come out to the Planning Board's public meeting and voice your thoughts.**

When: Tuesday, September 17, 2013

6:30pm

Where: Middle School Cafeteria

201 57th Street

- **Take the short online survey located on the Town's homepage: www.westnewyorknj.org**

TOWN OF WEST NEW YORK
PUBLIC WORKSHOP #1, SEPTEMBER 17, 2013

**Summary of SWOT (Strengths, Weaknesses, Opportunities, Threats)
Analysis from the Public Meeting and Website Survey**

Strengths

- Close to New York City but more affordable and tranquil
- Views of New York Skyline and Hudson River
- Palisades Cliffs
- Architecture
- Diversity of Population/Latino Culture
- Creative people reside in West New York (artists and musicians)
- Good transportation to New York City

Weaknesses

- Lack of quality stores on Bergenline Avenue
- Lack of parking
- Lack of parks
- Lack of community pride
- Dirty streets and dog litter
- Some parts are deteriorated
- Lack of investment in the arts
- Antiquated public library
- No community center
- Inadequate public transit to other New Jersey locations

Opportunities

- Palisades
- Bergenline Avenue
- Artists and Mayfield Theatre
- Miller Stadium for events
- Senior retention
- Integrate separate areas of Town
- Better education
- Fair and balanced housing

Threats

- Overpopulation
- Illegal apartments
- Low education levels
- Three separate communities
- Unfocused

TOWN OF WEST NEW YORK
PUBLIC WORKSHOP #1, SEPTEMBER 17, 2013

Vision For The Future – West New York in 2030

- More engaged residents
- Unified Town
- Quality stores on Bergenline
- Concerts and activities at Miller Stadium
- Art centers
- Community centers
- Updated library
- Self-sufficient parking
- Recreation trails and pocket parks
- Workshops and improved level of education
- West New York is a destination in itself; it has a unique soul and character. It has integrated architecture.

WEST NEW YORK MASTER PLAN

We want your input on the Town's Master Plan.

Come out to the Planning Board's public meeting and voice your thoughts.

When: Tuesday, November 19, 2013

6:30pm

Where: Community Room

515 54th Street

(Parking available on 52nd Street)

The discussion will include existing land use types and where change is or is not appropriate.

PLAN MAESTRO DE WEST NEW YORK

**Solicitamos su opinión acerca
del Plan Maestro de la ciudad**

**Venga a la reunión pública de la Junta de
Planificación y exprese sus pensamientos.**

**Cuando: Martes, 19 de Noviembre, 2013
6:30pm**

**Local: Community Room
515 54th Street
(Estacionamiento disponible en 52nd Street)**

**El discurso incluirá los tipos existentes de uso de suelo
y donde el cambio es o no es apropiado.**

TOWN OF WEST NEW YORK MASTER PLAN
PUBLIC WORKSHOP #2, NOVEMBER 19, 2013

Response to exercise where public was asked what areas of Town:

- Need No Change
- Need Minor Changes
- Need Major Changes

Areas of West New York Where No Change is Desired:

- Kennedy Boulevard East
- Monitor Place/Highland Place
- Area bounded by Park Avenue, Kennedy Boulevard East, 60th Street and 67th Street
- Fairview Terrace
- Palisades Slopes
- Area bounded by Hudson, Broadway, 50th and 52nd Streets
- Waterfront Residential District

Areas of West New York Where Minor Changes Are Desired:

- Miller Field
- Park Avenue
- JFK Boulevard West

Areas of West New York Where Major Changes Are Desired:

- Bergenline Avenue
- Hudson Avenue
- DPW Building

Additional Specific Comments

- Miller Field should be enhanced so it can be used for activities such as concerts, block parties, flea markets.
- DPW Building - air rights should be sold to build affordable housing.
- Bergenline Avenue needs cohesive signage, more trees, higher quality businesses, better facades in both front and rear, classic buildings should be saved.
- Hudson Avenue needs more businesses with apartments above.
- JFK Boulevard West needs more businesses, residences, bus service, wider sidewalks, trees and lighting.
- Municipal parking lot on 52nd Street should be made to be two levels.
- An indoor pool is needed.
- Parking should be provided for teachers at schools.
- Port Imperial Boulevard should have sidewalks on both sides.
- Bike lanes should be provided especially on Anthony M. DeFino Way, Kennedy Boulevard East and Port Imperial Boulevard.
- Better east-west transportation is needed.
- There should be more trees on every street.

West New York Master Plan

Community Visioning Survey: Results



Public Workshop – November 19, 2013



CV Results

The responses of the survey are tabulated to determine the **average** and the **standard deviation**, which is the range of participants' scores.

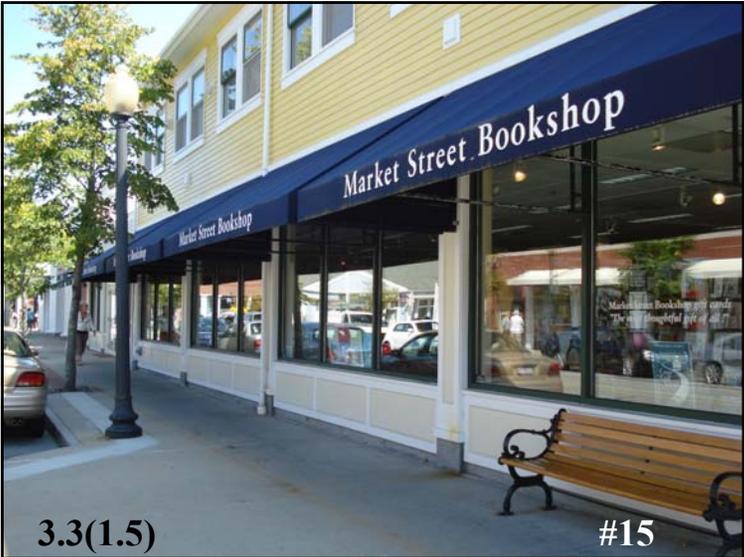
For example, **2.0(1.0)** means that the **average** score was **2.0**, but scores **ranged** from **1.0** to **3.0**.

CV Results

The **highest rated** images **represent** the visual and spatial characteristics that **participants desire** for the municipality and begin to guide the consultants, who can then **translate** the photos into a vision statement.

Highest Rated Images





Lowest Rated Images





-3.5(2.1)

#2



-3.5(2.0)

#10



-2.8(2.4)

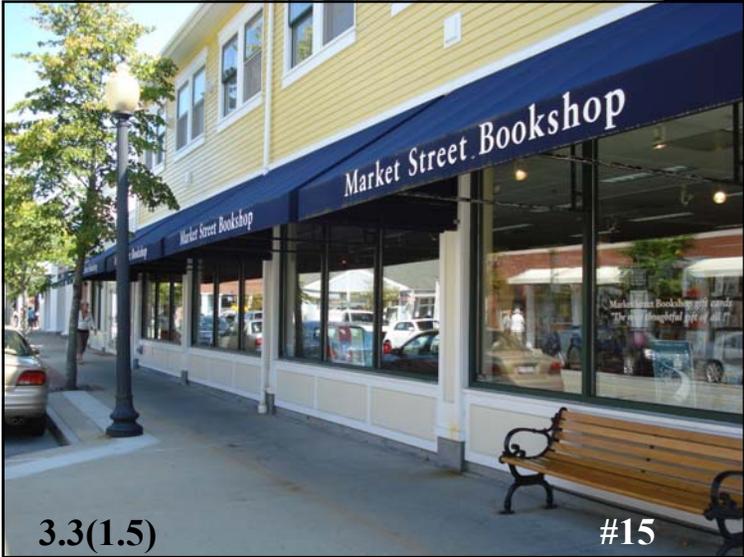
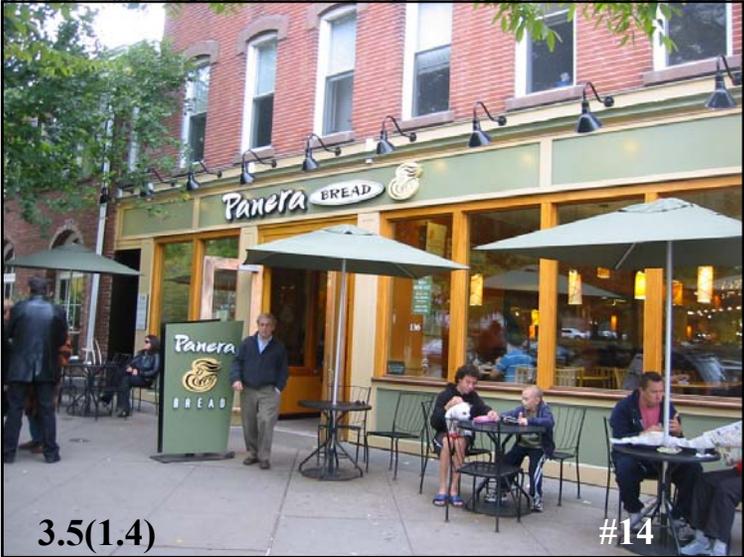
#7



-2.5(2.7)

#11

Retail





3.1(1.9)

#12



3.0(1.3)

#13



2.2(2.6)

#6



1.4(2.6)

#3



0.3(3.3)

#4



-0.2(3.0)

#9



-1.0(2.5)

#8



-1.7(3.2)

#5



Mixed-Use

















-1.0(3.3)

#41



-1.0(4.0)

#30



-1.2(3.7)

#33



-4.2(1.4)

#36

WEST NEW YORK MASTER PLAN

**We want your input
on the Town's Master Plan.**

**Come out to the Planning Board's third
public meeting and voice your thoughts.**

When: Thursday, February 20, 2014

7:00pm

Where: Community Room
5814 Park Avenue

Meeting Topics:

- Summary of findings from Public Meetings 1 and 2
- Public Facilities
 - Streets and Transit
 - Community Buildings
 - Parks and Recreation

PLAN MAESTRO de WEST NEW YORK

**Queremos su opinión sobre el
Plan Maestro
de nuestra ciudad.**

**Venga a la tercera reunión pública de la
Junta de Planificación y exprese su opinión.**

Cuando: Jueves, 20 de Febrero, 2014

7:00pm

Donde: Salón de la Comunidad (Community Room)
5814 Park Avenue

Tópicos a tratar:

- Resumen de los resultados de las dos primeras reuniones
- Servicios Públicos
 - Calles y Transportes
 - Edificios para la Comunidad
 - Parques y Recreación

TOWN OF WEST NEW YORK MASTER PLAN
PUBLIC WORKSHOP #3, February 20, 2014

In a group discussion the public was asked to indicate what public facilities/activities were of most importance. The facilities identified were as follows (in no particular order):

- East-West Jitney Routes (North, Central, South);
- Parking Enforcement, double parking especially;
- More direct East-West streets;
- Smaller, more spread-out parking lots adjacent to Bergenline Avenue.
- More pocket parks/sitting areas;
- More legible street signs;
- Flower pots on streets;
- Wider sidewalks;
- Better maintained sidewalks;
- Community Center (perhaps at Patricia McEldowney Field);
- Indoor pool;
- Farmers Market;
- More trees and shrubs everywhere;
- Art/murals/sculptures;
- Clean streets and power wash sidewalks;
- More prominent “Curb Your Dog” signs;
- Summer concerts in parks;
- Downtown merchant events:
 - Art shows
 - Restaurant week
- Upgrade lighting along pathway from Anthony M. DeFino Way to waterfront. Consider placement of security cameras;
- Architectural Standards in Zoning Code;
- Recreation areas for both children and adults.

TOWN OF WEST NEW YORK MASTER PLAN
PUBLIC WORKSHOP #3
February 20, 2014

Results of Survey at Public Workshop #3

The public was asked to rate the importance of Public Investments/Improvements in 14 areas.

The 14 areas were:

1. Public Transit
2. Streetscapes
3. Traffic Calming
4. Sidewalks
5. Pedestrian Crosswalks
6. Parking Lots
7. Community Center
8. Library
9. Culture and Arts
10. Active Recreation Facilities
11. Pocket Parks
12. Playgrounds
13. Public Plazas
14. Sitting Areas

Meeting attendees were asked to rate improvements to each of the above areas as follows:

- Very Important
- Somewhat Important
- Neutral
- Not Important at All

The highest scoring areas were Sidewalks, Sitting Areas, Active Recreation Facilities and Public Transit with everyone in attendance rating improvements in these areas as either very important or somewhat important. The next highest ranked were Traffic Calming, Library, Pocket Parks, Public Plazas, Streetscapes and a Community Center where 85% of those surveyed ranked these areas as either very important or somewhat important.

How Important is it to Make Public Investment/Improvements in the Following Areas?

1. Public Transit

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

2. Streetscapes

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

3. Traffic Calming

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

4. Sidewalks

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

5. Pedestrian Crosswalks

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

6. Parking Lots

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

7. Community Center

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

8. Library

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

9. Culture and Arts

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

10. Active Recreation Facilities

_____ Very Important
_____ Somewhat Important
_____ Neutral
_____ Not Important at All

11. Pocket Parks

- _____ Very Important
- _____ Somewhat Important
- _____ Neutral
- _____ Not Important at All

12. Playgrounds

- _____ Very Important
- _____ Somewhat Important
- _____ Neutral
- _____ Not Important at All

13. Public Plazas

- _____ Very Important
- _____ Somewhat Important
- _____ Neutral
- _____ Not Important at All

14. Sitting Areas

- _____ Very Important
- _____ Somewhat Important
- _____ Neutral
- _____ Not Important at All

15. Other (Add Comments)

West New York Master Plan

Public Workshop #3



February 20, 2014



West New York Master Plan

Community Visioning Survey: Results



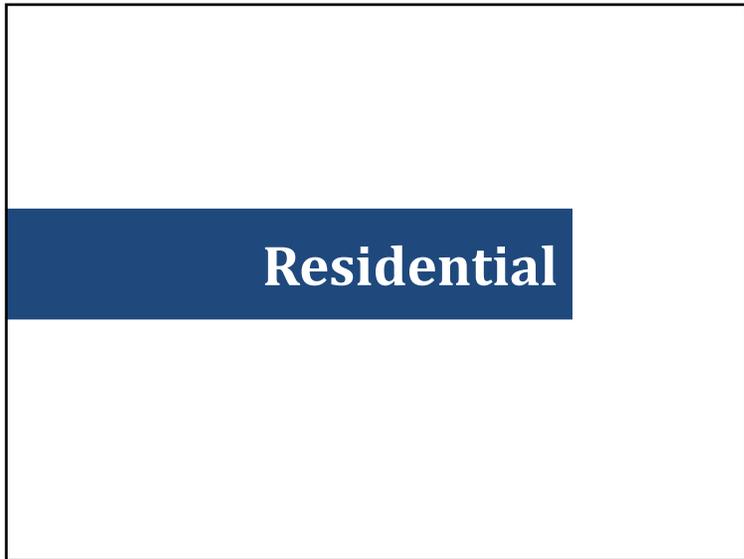
Public Workshop – November 19, 2013



Retail











Taos, New Mexico



Sidewalk-oriented building on right, landscaping

Urban Advantage

Taos, New Mexico



Median with trees and shrubbery

Urban Advantage

Taos, New Mexico



Roundabout at intersection

Urban Advantage

West New York Master Plan | Public Workshop #3



West New York Master Plan | **Public Workshop #3**



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EXAMPLES OF GRANT PROGRAMS AND ORGANIZATIONS
THAT CAN ASSIST IN THE IMPROVEMENTS OF WEST NEW YORK



Re:
**NJDOT 2014 Transportation
 Alternatives Program (TAP)**

The TAP program is a hybrid program utilizing funds from both SAFETEA-LU and MAP-21 federal funds and will support activities previously funded by the Transportation Enhancements program. TAP provides federal funds for community based "non-traditional" projects designed to strengthen the cultural, aesthetic, and environmental aspects of the nation's intermodal system.

Application Deadline:	May 15, 2014
Award Amount:	Varies; 2012 awards for the Transportation Enhancements program ranged from \$51,000 to \$800,000
Match Requirement:	None; Applicants are encouraged to utilize their own funds or funds from other sources to pay for the costs of environmental documentation, design and all other "soft" costs.
Eligible Applicants:	<ol style="list-style-type: none"> 1. Local governments (municipalities and counties); 2. Regional transportation authorities; 3. Transit agencies; 4. Natural resource or public land agencies; 5. Tribal governments; and, 6. Any other local or regional governmental entity with responsibility for oversight of transportation (other than a metropolitan planning organization or State agency) Non-profit organizations may partner with an eligible entity.
Eligible Costs:	<ol style="list-style-type: none"> 1. Design; 2. Right-of-way acquisition; and, 3. Construction.
Eligible Projects:	Projects must be: <ol style="list-style-type: none"> 1. Well-developed; 2. Construction ready; 3. Relate to surface transportation; and, 4. For a complete, identifiable and usable facility or activity. Projects must fall into one of the following 7 categories: <ol style="list-style-type: none"> 1. Provisions of facilities for <u>bicycles and pedestrians</u>; <ol style="list-style-type: none"> a. New or reconstructed sidewalks, walkways, or curb ramps;

- b. Bike lane striping;
 - c. Wide paved shoulders;
 - d. Bike parking and bus racks;
 - e. New or reconstructed off-road trails;
 - f. Bike and pedestrian bridges and underpasses
2. Scenic or historic highway programs, including the provision of tourist and welcome center facilities as well as scenic turnouts, overlooks and viewing areas;
- a. Construction of scenic turnouts and overlooks.
 - b. Installation of interpretive plaques, aesthetic guiderail, visually attractive bridge rails.
 - c. Restoration of historic highway-related features such as lighting, sidewalks, retaining walls.
 - d. Development of scenic overlooks on state designated Scenic Byways or National Scenic Byways.
 - e. Reforestation of slopes along a scenic/historic highway corridor.
3. Landscaping and other scenic beautifications
- a. Streetscape projects, including lighting, historic sidewalk paving, benches, planting containers, decorative walls, and walkways.
 - b. Linear highway landscaping, landscaping at interchanges, bridge ends, etc., and landscaping as part of other eligible Transportation Enhancement categories.
 - c. The reintroduction of native or endangered plants or trees.
4. Historic preservation;
- a. Historic preservation of a transportation-related historic or archeological district, site, building, structure, landscape, or object.
 - b. Costs associated with identification, evaluation, documentation, acquisition, protection, rehabilitation, interpretation, restoration, and stabilization of any historic or archeological district, site, building, structure, landscape or object.
 - c. Costs associated with actual stabilization and restoration of the historic elements of the structure, both interior and exterior.
 - d. Costs of contemporary upgrades of water, electric, heating, air conditioning, etc., when appropriate, to make building viable for continued public use.
5. Rehabilitation of historic transportation buildings, structures and facilities (including historic railroad facilities and canals);
- a. Restoration and reuse of historic buildings with strong link to transportation history;
 - b. Restoration and reuse of historic buildings for transportation related purposes;
 - c. Interpretive displays at historic sites;

- d. Access improvements to historic sites and buildings;
 - e. Restoration of railroad depots, bus stations, and lighthouses;
 - f. Rehabilitation of rail trestles, tunnels, bridges, and canals.
6. Preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian and bicycle trails); and,
- a. Designing and constructing multi-use trails along a railroad right-of-way;
 - b. Major reconstructions of multi-use trails along a railroad right-of-way;
 - c. Developing rail-with-trail projects;
 - d. Bike racks;
 - e. Purchasing unused railroad property for reuse.
7. Environmental mitigation to address water pollution due to highway runoff or reduce vehicle-caused wildlife mortality while maintaining habitat connectivity.
- a. Detention and sediment basins;
 - b. Stream channel stabilization;
 - c. Storm drain stenciling and river clean-ups;
 - d. Wetlands acquisition and restoration;
 - e. Stream channel stabilization;
 - f. Wildlife underpasses or overpasses which may include bridge extensions to provide or improve wildlife passage and wildlife habitat connectivity;
 - g. Monitoring and data collection on habitat fragmentation and vehicle-caused wildlife mortality.



Re:
NJDOT 2014 Safe Routes to School Program (SRTS)

The objectives of the Safe Routes to School Program are:
 (1) To enable and encourage children, including those with disabilities, to walk and bicycle to school;
 (2) To make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age; and,
 (3) To facilitate the development and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of New Jersey's primary and middle schools (Grades K-8)

Application Deadline:	May 15, 2014
Award Amount:	Varies; 2012 awards ranged between \$30,000 and \$450,000
Match Requirement:	None
Eligible Applicants:	<ol style="list-style-type: none"> 1. Any NJ municipality, school district, or county. 2. Non-profit organizations may partner with a local public agency.
Eligible Projects:	<ol style="list-style-type: none"> 1. Must be located within two (2) miles of a K-8 school; 2. Infrastructure projects include installation of: <ol style="list-style-type: none"> a. Sidewalks; b. Crosswalks; c. Bike lanes; d. Multi-use paths; e. Traffic calming measures; and, f. Other means to ensure the ease and safety of children walking or biking to school. 3. Only the following entities may apply for design as well as construction funds: <ol style="list-style-type: none"> a. Urban Aid Communities; and, b. Municipalities containing Schools Development Authority (SDA) Districts. 4. Applications should indicate whether non-infrastructure activities (enforcement, education or encouragement) have taken place or are being implemented to coordinate with the proposed infrastructure project.

	<p>5. Applicants may submit up to three (3) applications to the program.</p>
<p>Examples of Eligible Projects:</p>	<ol style="list-style-type: none"> 1. Bikeways <ol style="list-style-type: none"> a. On-Street Bike Lanes or Shoulders b. Off-Road Bike Paths or Trails c. Bike Route Signs d. Bicycle Parking (Racks or Lockers) 2. Pedestrian Safety <ol style="list-style-type: none"> a. New or Upgraded Sidewalks b. ADA Curb Ramps c. Crosswalk Installation or Striping d. Pedestrian Crossing Signs e. Pedestrian Pushbuttons or Signal Heads 3. Combination Pedestrian/Bikeway <ol style="list-style-type: none"> a. School Zone Delineation (signs, striping, lighting) b. Traffic Calming Devices (mechanisms used to reduce the speed or other negative effects of motor vehicle traffic) Examples include center island medians, curb extensions, speed humps/tables, and full/partial street closures. c. New or Upgraded Intersection and/or Crosswalk Treatment (allows pedestrians and bicyclists to cross the street more safely) Examples include median refuges, raised crossings, raised intersections, traffic signals, pavement markings, traffic stripes, in-roadway crossing lights, flashing beacons, bicycle-sensitive signal actuation devices, pedestrian countdown signals, vehicle speed feedback signs, pedestrian activated signal upgrades, and sight distance improvements.
<p>Application Details:</p>	<ol style="list-style-type: none"> 1. <u>SRTS Travel Plan</u>: Applicants with a previous SRTS Travel Plan will earn extra points. The School Travel Plan must contain six basic elements: <ol style="list-style-type: none"> a. School Description; b. Working Group/Partnerships; c. School Neighborhood Map; d. Barriers and Opportunities; e. Goals and Actions; and. f. Measuring Progress. g. School travel plans that include the proposed projects will garner additional points for the applicant. 2. Applicants should include photographs, maps and project details as well as resolutions of support or letters of agreement from the school board and from the governing body. 3. Applicants may submit up to 5 letters of support.

DOWNTOWN

NEW JERSEY

You're invited to the

Downtown New Jersey Board Meeting & Program on Creative Placemaking

The Center for Creative Placemaking (CCP) provides expertise on how to utilize the arts and culture as tools for community, social and economic development. Creative Placemaking....You've heard the buzz, now find out what it is and how it can support the economic development of my community.

- Learn more about Creative Placemaking and why this approach to planning is a powerful model for sustainable social and economic development.
- CCP is working on a dynamic evaluation model which can help your community stakeholders make the best decisions about where to focus time, energy and resources for the greatest impact (or the most significant change).
- See how this process builds on your existing data to demonstrate effective change and goal attainment.

When

FRIDAY

March 21, 2014

9am-10:15 Board meeting

10:15-11:00 Program

Where

Location: Greenbaum Rowe Smith Davis 99 Wood St., Iselin, NJ 08030 (732) 549-5600