



Parsippany-Troy Hills Master Plan

1st Public Workshop Summary Report

Event Date: November 27, 2018

December 17, 2018



Introduction

Parsippany’s Master Plan is a “blueprint” for the Township. It outlines Parsippany’s vision for the future and provides community-established principles for the orderly and balanced future economic, social, physical, environmental, and fiscal development. The document is not a law or regulation, but it provides guidance to elected officials and decision-makers when they make land use, zoning and capital investment decisions. The Master Plan relies heavily on community outreach, stakeholder interviews and existing plans and studies completed by the Township and other agencies.

The Township last undertook a comprehensive master planning effort in 1976, and since then, has completed periodic reexamination reports in accordance with requirements of the New Jersey Municipal Land Use Law (MLUL), with the last Re-Examination Report completed in 2014. The 2019 Master Plan represents the Township’s continuing effort to ensure that its planning policies and land use goals and objectives remain current and reflect the issues affecting Parsippany-Troy Hills.

Public engagement is a critical element of the planning process to ensure that the Master Plan reflects the community’s vision and priorities. The Parsippany-Troy Hills Planning Board hosted the first of two public workshops for the Master Plan on Tuesday, November 27, 2018, at Parsippany Hills High School. Approximately 110 people were in attendance. The purpose of the workshop was to inform the public about the Master Plan and to begin the discussion of what Parsippany should focus on for the next 10 years.



Introduction from Mayor Soriano



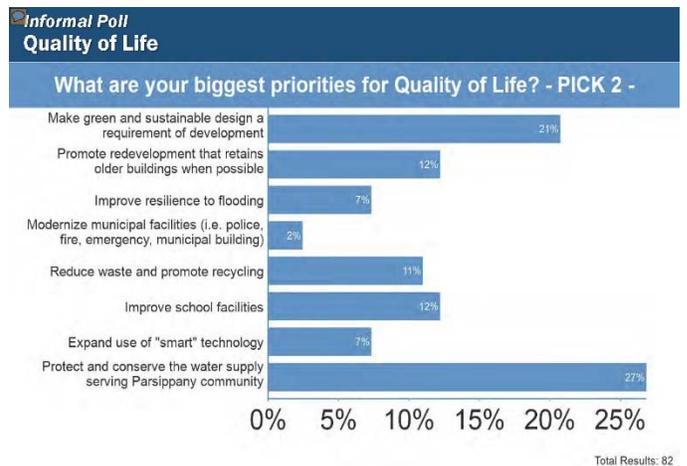
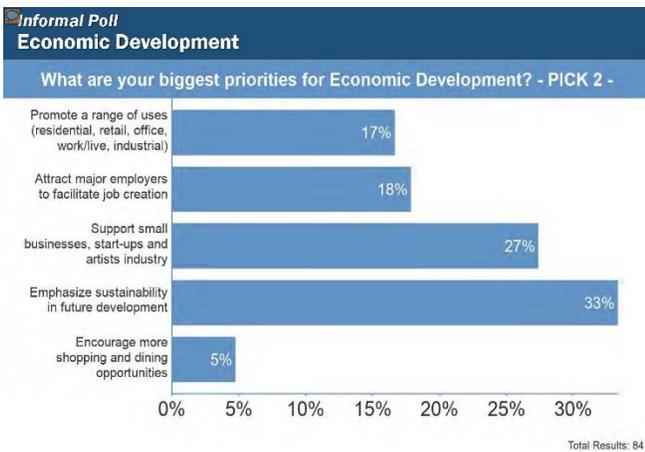
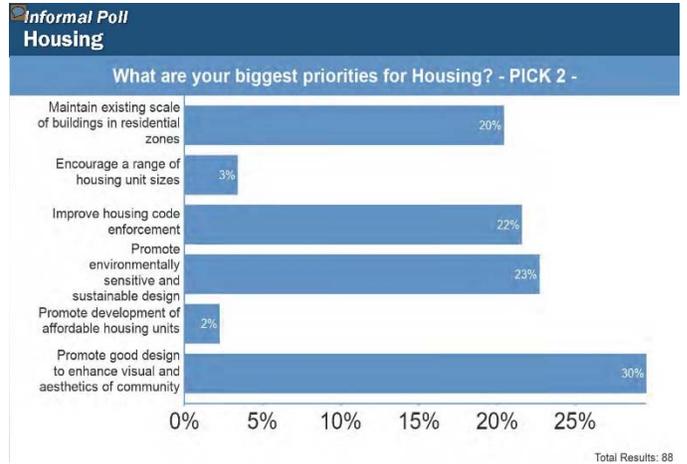
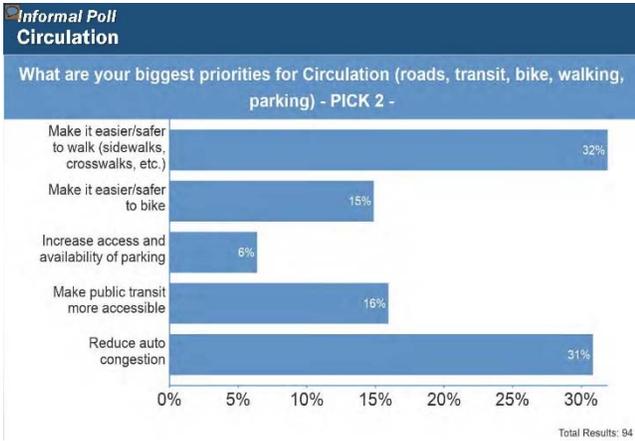
Residents taking informal survey

Presentation

The meeting began with introductions from Mayor Michael Soriano and Planning Board Chairman Bob Keller. Next, BFJ Planning conducted a brief presentation which explained the Master Plan purpose and process. BFJ then reviewed trends in Parsippany’s population and socioeconomics; land use and development; and transportation and mobility.

The presentation also included results from an informal survey that participants were asked to complete at the beginning of the meeting. The survey asked residents to rank priorities for transportation, parks and recreation, quality-of-life, economic development and housing. The survey was not scientific, and was only meant to stimulate the discussion that occurred in the second portion of the meeting. Results of the informal poll are shown in the presentation slides on the following pages. The survey included a question that attendees to write in words that come to mind when they think of Parsippany. A “word cloud” of these responses is shown on the following page. The size of each word indicates its frequency by respondents.

Parsippany Master Plan
Public Workshop #1 Meeting Summary



Attendees watching introductory presentation from BFJ Planning

Breakout Group Discussions

After a short break, attendees broke out into one of four groups for small group discussions. Each of the four groups focused on one of the following topics: Quality-of-Life; Transportation and Traffic; Parks, Open Space, and the Environment; and Economic Development. After the groups discussed their concerns and desires for the future, one person from each group summarized the discussion and presented back to the community at-large. The next section provides a short summary from each breakout discussion group.

Transportation and Mobility Discussion Summary

Traffic congestion was a major concern for almost everyone at the roundtable discussion. Participants identified areas that were congestion hot spots, as well as other problematic areas (i.e. intersections, poor lighting, etc.) on a map. Traffic is generally most problematic during the peak commuting periods. These areas are shown in the figure on the following page. Cut-through traffic was also reported in a number of neighborhoods such as Lake Parsippany and Sedgefield/Glacier Hills.

Traffic and safety along Route 10 and Route 46 was of particular concern, as there are multiple issues along both State roads. The Route 46 commercial corridor is reportedly congested at different times of the day. Crossing the street (i.e. at Park & Ride locations, or at retail centers) can be particularly problematic.

There was a general consensus that there needs to be better conditions for pedestrian safety and connectivity in Parsippany. The environment is generally unfriendly to pedestrians and bicyclists. Children have to be driven to school and other destinations. There was general support for improving the sidewalk network, particularly at connector roads and thoroughfares, such as South Beverwyck Road and Route 202

Participants felt that there could be better communication and outreach with regard to Parsippany's existing public transportation facilities. The free bus provided by the Township is poorly advertised and signed.

Breakout Session Notes:

Problematic Areas for Vehicular Traffic/Safety:

- See areas identified on map for congestion hotspots and problematic intersections
- Route 53 (State Route)
 - Paving, maintenance, pot holes
 - Traffic
- Route 46 has multiple issues
 - Traffic at different times in the day
 - Route 46 & Route 202 is problematic
 - Rush hour, backs up towards Beverwyck
 - Traffic is calmer on the weekend
 - Area around Route 80 and Route 46, very congestion
 - Crossings are difficult/dangerous for pedestrians
 - Poor lighting at N. Beverwyck Road
 - Route 46 / Smith Road backs up
- Other Problematic intersections (see map)
 - Bloomfield Avenue to Route 280
 - Route 202 and Route 10

Parsippany Master Plan
Public Workshop #1 Meeting Summary

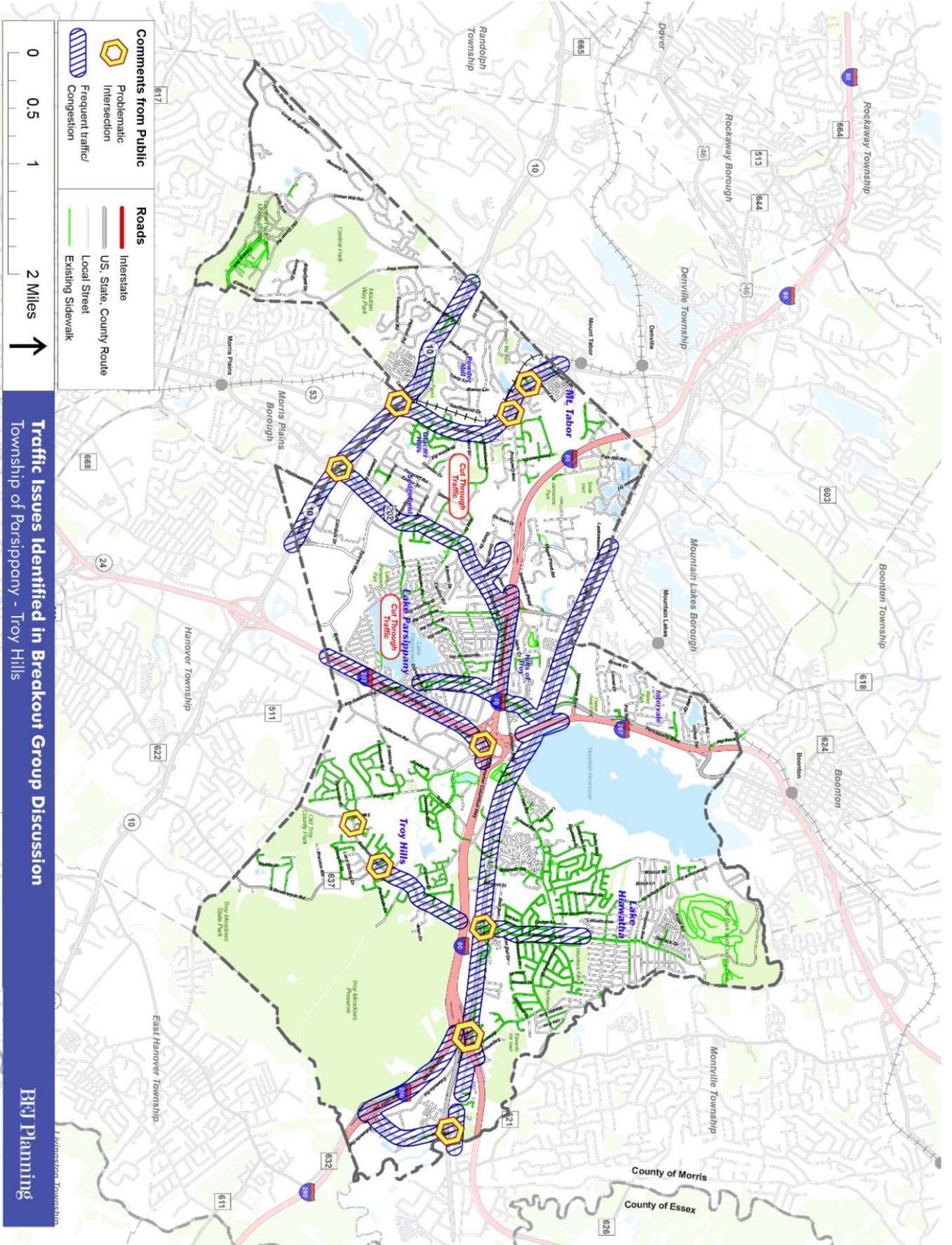
- Route 287 South, eastbound. Can be fixed with pain to make it 2-lane road.
- Traffic light timing issues
 - 46 West to S. Beverwyck, 2 lane turn.
 - Blinking light at Knoll and Vail to become regular light

Walkability/Connectivity:

- Connectivity is needed, Parsippany is split into 4 quadrants
- Green path to connect quadrants. Pedestrian bridge over interstate?
- Kids can't get around without getting in a car
- Need more sidewalks
 - There are no sidewalks on Route 202
 - Needed on Reynolds Ave/S. Beverwyck
- People would support sidewalks on connectors and thoroughfares
- Lighting needed in many locations
 - N. Beverwyck at Route 46
- Lake Parsippany area is dangerous, it is a cut-through area for cars, people speed, and lighting is poor at night.
- People walk across Route 46, it is very dangerous.
 - Dangerous at park & ride stations for commuters crossing to their car/the bus

Public Transportation and Park & Ride:

- Bus service
 - Local NJTransit service is infrequent, aimed at commuters. It is not well utilized by non-commuters
 - Parsippany Free bus is not well publicized, hard to understand routes, doesn't cover many areas. People assume it is just for seniors.
- Park & Ride
 - Park & Rides stations fill up quickly
 - There are more commuters to NYC than census shows.
 - Strip mall parking areas are underutilized during the day but you are not permitted to park there to commute



Quality-of-Life Discussion Summary

The theme of communication and connections touched every part of the quality-of-life discussion. Residents want to feel a greater connection to their community through increased physical access to community resources and more communication within the community about news and events.

Participants stated that highways, natural features, and the layout of Parsippany's streets can make the Township feel like a group of neighborhoods more than one single town. Participants want safe connections between neighborhoods, parks, and commercial areas. They also want improved communication between local government, civic groups, community organizations, and the local community. The residents at the quality-of-life breakout table expressed the need to have better communication from the Township about programming, events and other civic engagement opportunities.

One big discussion issue was the general upkeep and maintenance of all types of property in Parsippany. Participants were concerned that some residential and commercial properties are not well-kept, and they feel that a few of these properties can make a whole area seem less desirable. They were also concerned about litter and debris on local roads and highways.

Breakout Session Notes:

Overall themes affecting quality of life are:

- Maintenance of existing trees/shrubs/grass at homes
- Keeping streets clean and cars off front yards
- Improve communication about civic and community resources, including updates and alerts about construction and infrastructure issues that affect day-today life

Things people like about Parsippany:

- Natural beauty and parks
- Safe and diverse community
- Great for families

Things people want more of:

- Walkable downtown that functions as a place to visit and see your neighbors, and as a civic gathering place
- Active connections to parks/schools/places to go – safe ways to walk and bicycle
- More diversity of housing styles
- Communication about events and happenings in Parsippany
 - A single calendar or place to get information on events
 - Easy to use website
 - Information about road closings and infrastructure changes that affects people's daily lives
- More options for eco-friendly housing options for all types and sizes of housing
- Options to promote historic preservation by private owners
 - This could be done with grants, tax credits, and/or education

Things causing concern:

- Building and Landscape maintenance at single family and multifamily homes
- Code enforcement of signage, especially political signs

Parsippany Master Plan
Public Workshop #1 Meeting Summary

- Distribution of stores and community/civic resources is not equal/equitable. Some neighborhoods have a grocery store, others don't, etc.
 - Libraries in some neighborhoods are nicer than others, etc.
 - Municipal facilities are not always centrally located
- A changing economy has brought changes in land uses
 - Plans/regulations should reflect these changes
- School buildings and facilities feel dated
- Flooding issues and too much impervious surface coverage



Economic Development Discussion Summary

Economic development issues in Parsippany focused on promoting policies and ideas that would increase the potential tax revenue for the Township. Residents suggested that existing small businesses could be supported with targeted incentives, and voiced ideas for new business opportunities in Parsippany.

Economic development ideas included creating a solar farm on a former landfill that cannot be developed and finding ways to increase tourism by promoting the Township's historic properties, utilizing existing recreation facilities, and creating new attractions. Parsippany has the hotel capacity to support visitors that would attend youth sports tournaments, or other regional attractions.

Participants expressed concern that absentee landlords do not maintain commercial property, which, in turn has had a negative effect on the retail environment. In addition to maintenance issues, residents feel that retail rents have risen to an unreasonable level which is driving out local businesses. Residents are also concerned that residential development will have a negative effect on schools. At the same time, some residents expressed their confidence that growth is inevitable, and therefore Parsippany should plan for and manage that growth.

Economic Development Breakout Session Notes:

Overall themes affecting economic development are:

- Parsippany has existing hotel capacity, and should promote tourism
- The township should enforce code regarding maintenance

Ideas for future economic development:

- Promote tourism; Parsippany has the hotel capacity.
- Stickley Museum/Craftsman Farms and recreation are opportunities
- Provide incentives for small businesses
- Explore potential for building a solar farm on a landfill

Concerns about Parsippany's economy:

- Rising retail rents are driving out tenants
- Retail owned by absentee landlords is not well-maintained
- Residential Development
 - Residents are concerned about residential development and its effect on schools
 - Parsippany had previously requested to be considered built-out in the NJ Strategic Plan
 - Parsippany could limit growth; but counter point is growth is inevitable so it should be planned and managed

Parks and Sustainability Discussion Summary

Participants at this table suggested improving access to existing parks, through improved connections and signage, and opening up the Jersey City Reservoir to use for walkers and cyclists. Participants also think the Township should look into purchasing vacant land for parks expansion.

Participants felt that sustainable living is very important to the community, and had many ideas for lessening their impact on the environment, including banning single-use plastic bags, incentivizing redevelopment over new development, expanding opportunities for recycling, and limiting impervious surfaces.

When discussing preservation, participants discussed the importance of joining the Township joining the Highlands Council. Other methods of conservation that were discussed are ensuring that existing wildlife preserves remain protected and requiring developments to set aside a certain amount of vacant space.



Parks and Sustainability Breakout Session Notes:

Issues facing Parsippany's Natural Resources, Open Spaces, and Environment

- Rockaway River flooding issues
- Residents stated litter was an issue
- The deer population is significant in parts of the Township

Open Space:

- Residents want access to the Jersey City reservoir and other open spaces for recreation
 - Signage should be planned for new parks and utilized for existing parks to promote their use
- Existing wildlife preserves should stay preserves into the future
- Parsippany wildlife preserves have opportunities for an education/environment center

Policy Proposals:

- Existing vacant spaces could be purchased by the Township with Green Acres funding
- Explore banning single-use plastic bags
- Look into curbside cardboard recycling (current pick-up is sporadic)
- Improve enforcement of recycling ordinances
- The Township should join the Highlands Commission
- The Township should promote community garden expansions and a farmer's market

Growth and Development Issues:

- Parsippany should require a minimum amount of open space in development
- The Township should limit development on steep slopes, limit excessive tree cutting, and limit impervious surfaces

General Themes

Four general themes emerged from the breakout group discussions, representing issues facing the Township today, and the community's desires for the future. These issues relate to the look and feel of neighborhoods, the relationships to the natural environment, and residents feeling "cut off" or separate from each other and the Township. The ideas expressed were grouped into four general themes: "Connections," "Communication and Outreach," "Safe, Reliable, and Useful Streets," and "Opportunities for Growth and Preservation."

Connectivity

Participants expressed the need to have more connection with the larger community in Parsippany. Some of the disconnect has to do with the roadway network which separates neighborhoods. Improvements should be made to make it easier for residents to travel within the community; this might include more sidewalks and safer streets.

Participants also expressed the need to have more social connection with the wider community. Some of the ideas discussed include new civic and community events and a community center.

Communication and Outreach

Participants mentioned many ways in which the Township or other entities could promote community. For example, there needs to be better communication to promote civic events, volunteer activities, and other events. A single Township or community-run calendar or monthly/weekly email that could advertise cultural events at the community theater, changing hours at the public library, important meetings at the municipal building, and let residents know about street closures.

Residents also want more information on existing Township initiatives and resources. For example, many meeting attendees did not know that the Township runs a free bus service.

Safe, Reliable, and Useful Street Network

Participants expressed pride for the existing parks in Parsippany; however there needs to be safer options for walking and biking. Sidewalks and bicycle facilities are inconsistent throughout the Township, resulting in a problematic environment for all street users. Particular attention should be paid to areas around schools, commercial corridors, and along South Beverwyck Road and Route 202.



Traffic congestion is a major concern during peak commuting times. Congestion "hot-spots" include Route 10 and Route 46. The transportation and mobility breakout group created a map showing frequent hot-spots. Street maintenance, lighting, potholes and road closures were also expressed as a concern.

Opportunities for Growth and Preservation

Parks, open space, and historic properties are very important to Parsippany residents. One of the most common responses to why people love the Township is its natural beauty and historic homes.

Some residents expressed the need for Parsippany to explore policies that lessen the environmental impact of growth, including limiting impervious surface and reusing previously developed spaces before developing natural land.



Parsippany-Troy Hills Master Plan

**Public Workshop #1
November 27, 2018**



(PRESENTATION SLIDES)

Introduction

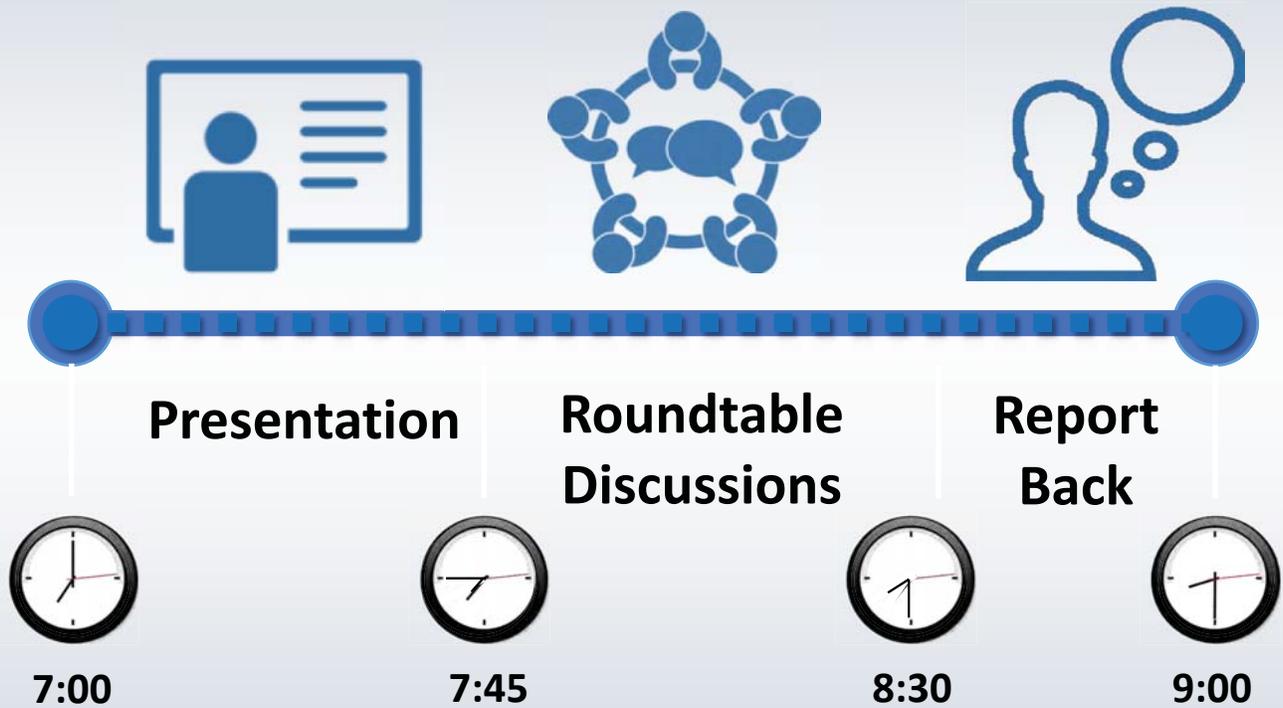
BFJ Planning (Consultant Team)

- Susan Favate, AICP, PP
- Noah Levine, AICP
- Taylor Young, AICP

Planning Board

- Robert Keller, Chairman
- Tom Dinsmore, Vice-Chairman
- Councilwoman Janice McCarthy
- Turan Ayaz
- Bruce Frigeri
- Jennifer Vealey
- John Von Achen
- Stephen Mandel
- Vincent Aperawic
- Judy Hernandez, Mayor Designee
- Saurin Pathak, Alternate
- Scott Carlson, Board Attorney
- Andrew Cangiano, Board Engineer
- Nora O. Jolie, Board Secretary

Overview Public Workshop Agenda



Overview What is a Master Plan?

- **A Master Plan is the Township’s public policy guide in terms of housing, economic development, transportation, utilities, recreation, sustainability, open space and other important resources.**
- **The Master Plan is not a law, but it provides guidance to elected officials and decision-makers when they make land use, zoning and capital investment decisions.**
- **This current effort will reflect changes to the Township since the Master Plan was “Reexamined” in 2014.**

Overview

Master Plan Elements

- **Required Elements (Chapters)**
 - **Statement of Goals, Objectives and Policies**
 - **Land Use Plan**
- **Other Potential Elements:**
 - **Open Space, Recreation and Conservation**
 - **Community Facilities and Cultural Resources**
 - **Circulation, Mobility and Parking**
 - **Economic Development**
 - **Housing**
 - **Infrastructure and Sustainability**

Overview

Master Planning Efforts

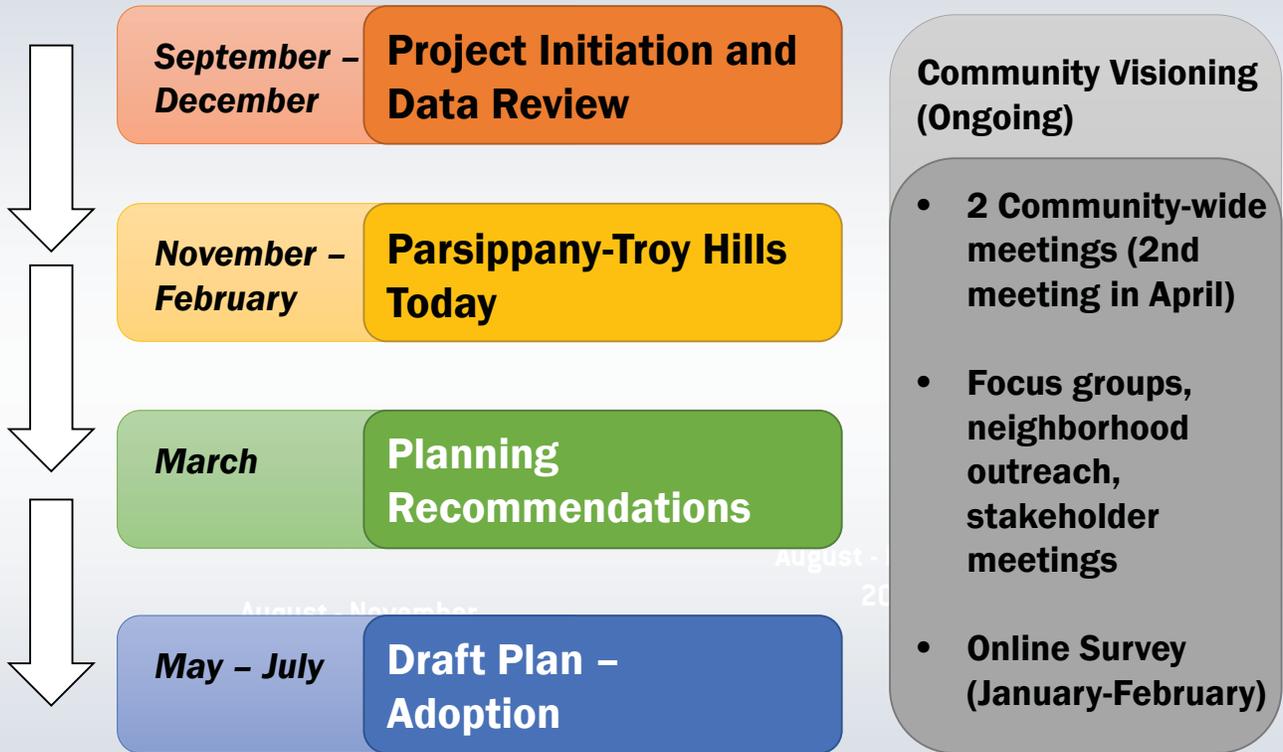
- **1957: First Master Plan**
- **1976: Most recent Master Plan**
- **2014: Reexamination Report**



Township of Parsippany-Troy Hills
**2014 Reexamination Report
of the Master Plan**

Adopted
December 4 2014

Overview Master Plan Timeline



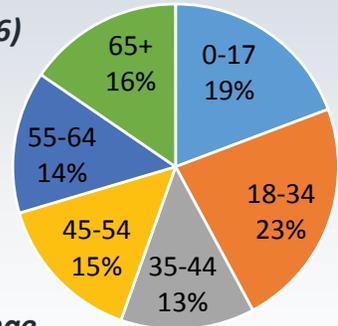
Public Outreach Fall Fair



Population & Socioeconomics Total Population

- **2016 Population: 53,515**
- **Population grew 6% since 2000**
- **Average annual growth higher between 2000-2010 than 2010-2016**
- **Growth predominantly in adults 50 years +**
- **Follows trends in Morris County**

Population (2016)



Population Change

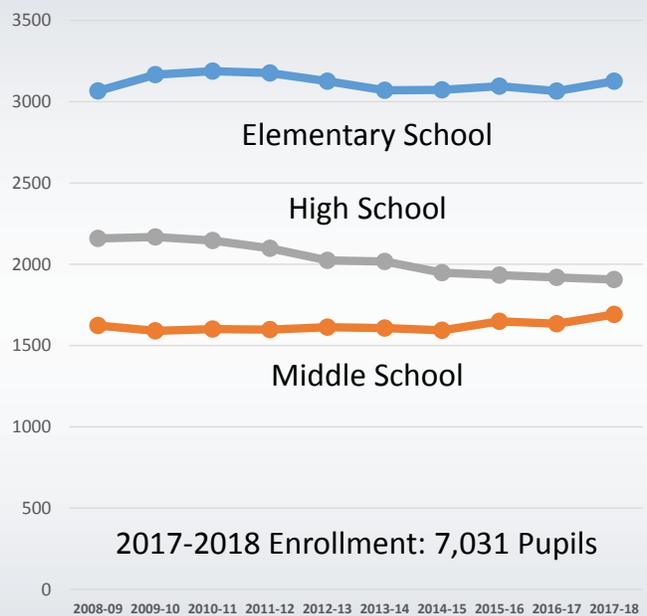
Age Group	2016	% Change 2000-2016
0-17	10,328	-3%
18-34	12,201	1%
35-49	11,131	-15%
50-64	11,559	27%
65+	8,241	45%
Total Pop.	53,515	6%

Sources: U.S. Census: 2000 and 2010 Decennial Census and 2016 5-Year ACS

Population & Socioeconomics School Enrollment

- **Enrollment is steady**
 - **Total down since 2008-09 by 130 students**
 - **High School enrollment is down**
 - **Middle and Elementary enrollment is up**
- **Late 2000s/Early 2010s Elementary School Increase**
- **We will take a closer look into enrollment to better understand capacity and needs.**

Parsippany School District Enrollment

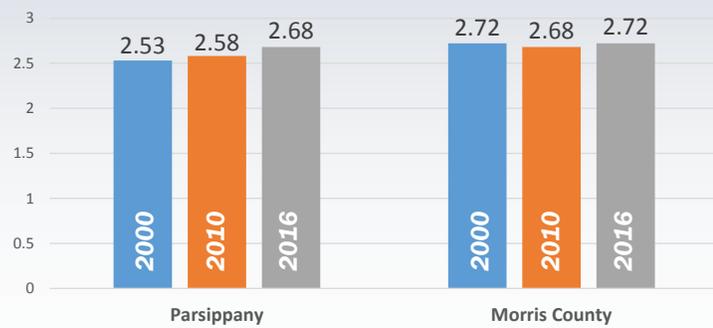


Source: State of New Jersey Department of Education

Population & Socioeconomics Household Size and Tenure

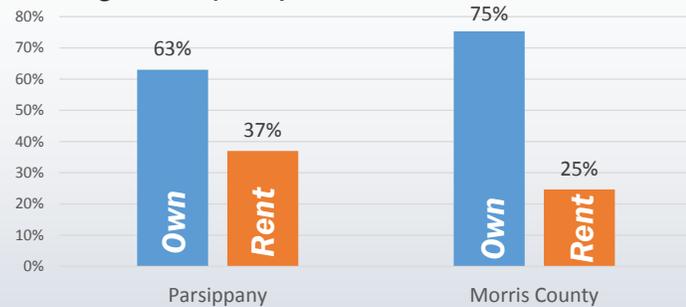
- Average household size has increased

Average Household Size



- Higher percentage of rental housing in Parsippany compared to Morris County

Housing Tenure (2016)



Sources: U.S. Census: 2000 and 2010 Decennial Census and 2016 5-Year ACS

■ Owner Occupied ■ Renter Occupied

Population & Socioeconomics Housing Type

- Housing supply is balanced
- Growth: Four Bedrooms

Bedroom Mix

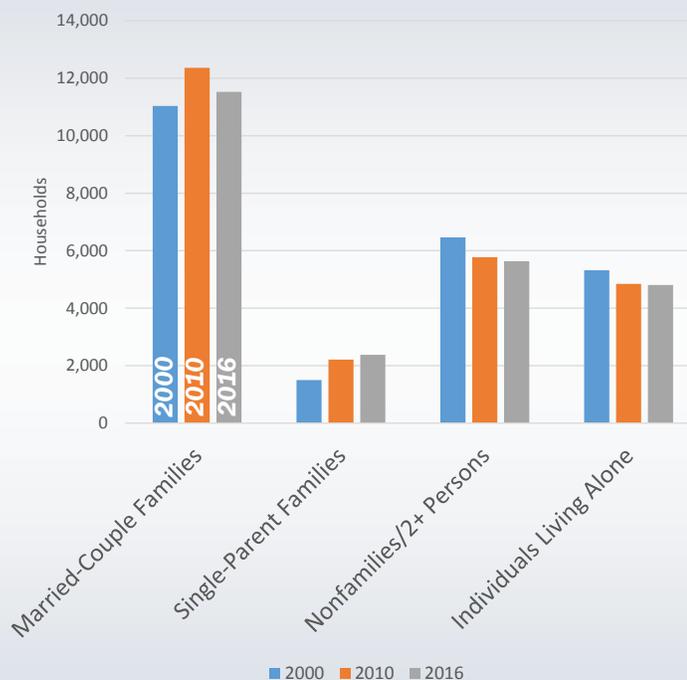
	2016 Households		% Change 2010-2016	
	Parsippany		Parsippany	Morris County
No Bedroom	103		-41%	19%
1 Bedroom	5,389		-6%	-2%
2 Bedroom	3,995		-2%	1%
3 Bedroom	5,009		-2%	3%
4 Bedroom	5,370		5%	0%
5+ Bedrooms	860		-26%	6%
Total	20,726		-3%	1%

Sources: U.S. Census: 2000 and 2010 Decennial Census and 2016 5-Year ACS

Population & Socioeconomics Housing Composition

- Parsippany is family-oriented
- Increased since 2000:
 - Married-Couple Families
 - Single-Parent Families
- Decreased since 2000
 - Non-families
 - Individuals Living Alone

Households by Type



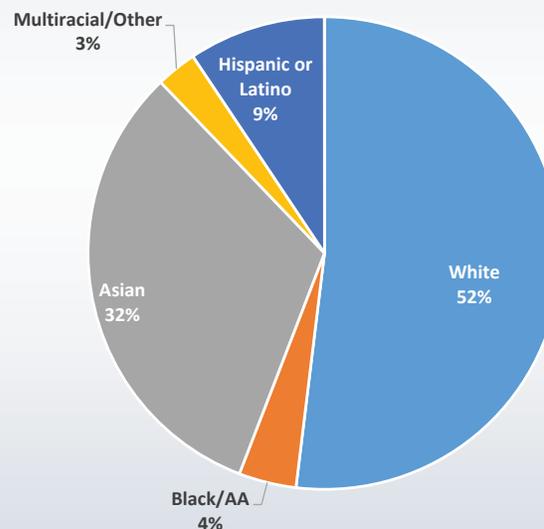
Sources: U.S. Census: 2000 and 2010 Decennial Census and 2016 5-Year ACS

Population & Socioeconomics Race/Ethnicity

- Diverse and becoming more so
- 1 of 3 residents born abroad

Race/Ethnicity

	2016 Households	% Change 2010-2016	
	Parsippany	Parsippany	Morris County
White	27,788	-11%	-3%
Black or African American	2,100	69%	3%
American Indian	133	--	-20%
Asian	17,118	13%	16%
Multiracial/Other	1,487	88%	40%
Hispanic/Latino	5,022	15%	20%
Total	53,515	1%	2%



Sources: U.S. Census: 2000 and 2010 Decennial Census and 2016 5-Year ACS

Population & Socioeconomics Jobs Located in Parsippany

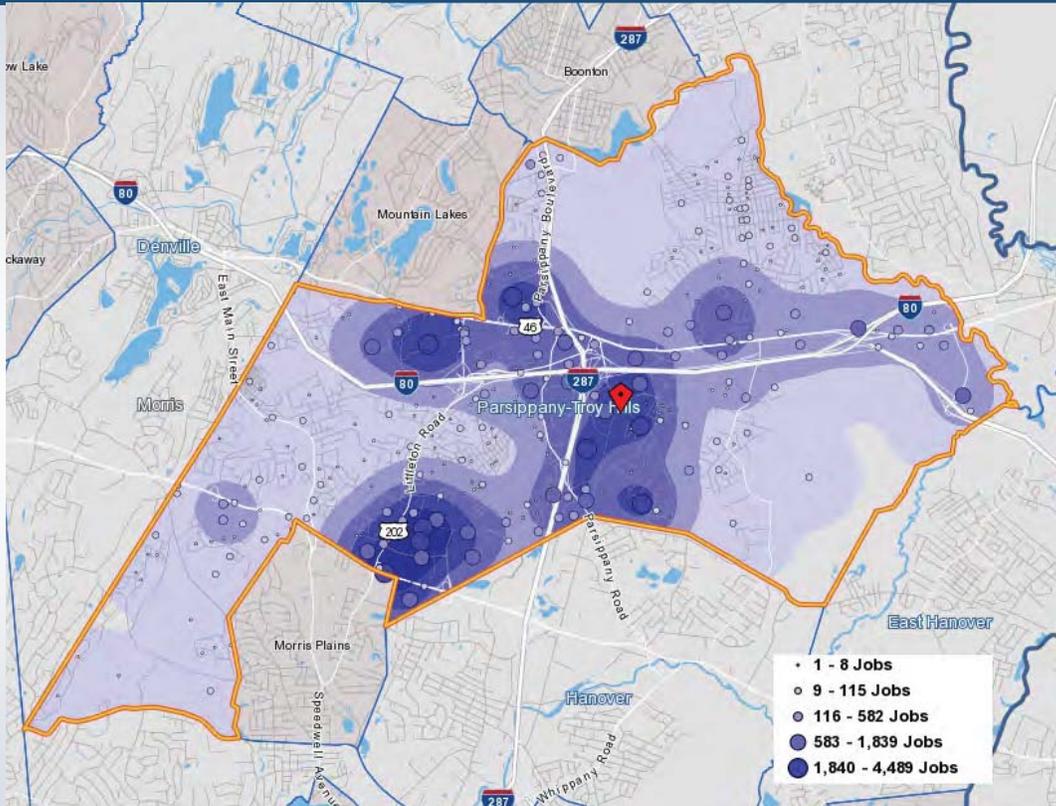
- 26,579 jobs in 2015
- 93% of jobs are filled by non-residents

Jobs in Parsippany

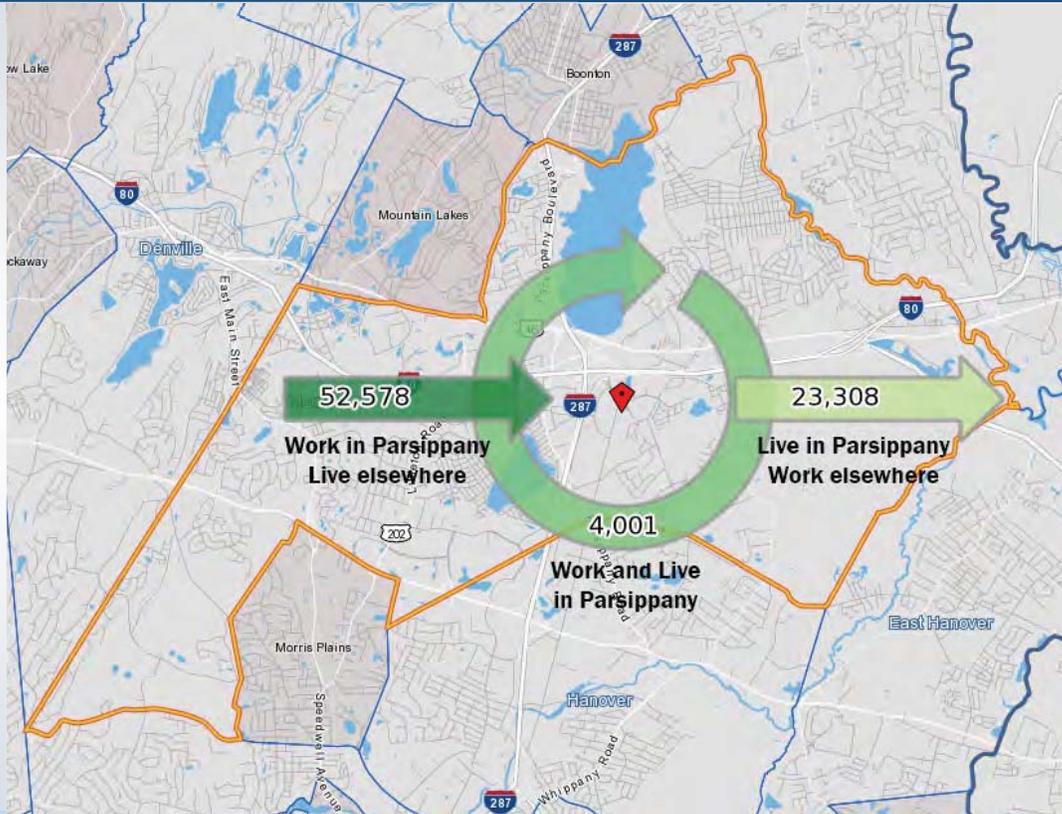


Source: U.S. Census Bureau, LEHD Program & QCEW

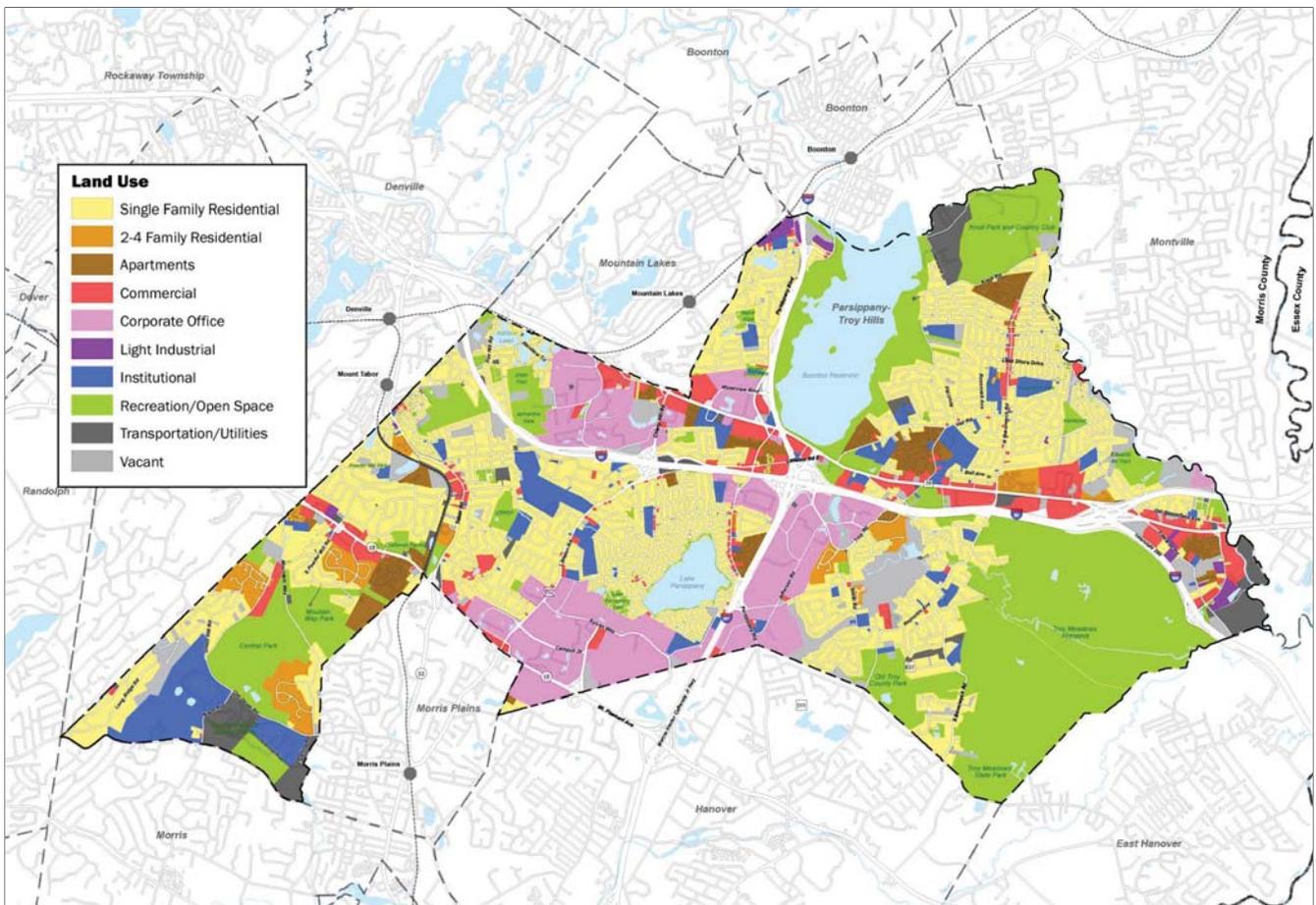
Economy Workers in Parsippany



Economy Commutation (Inflow & Outflow)

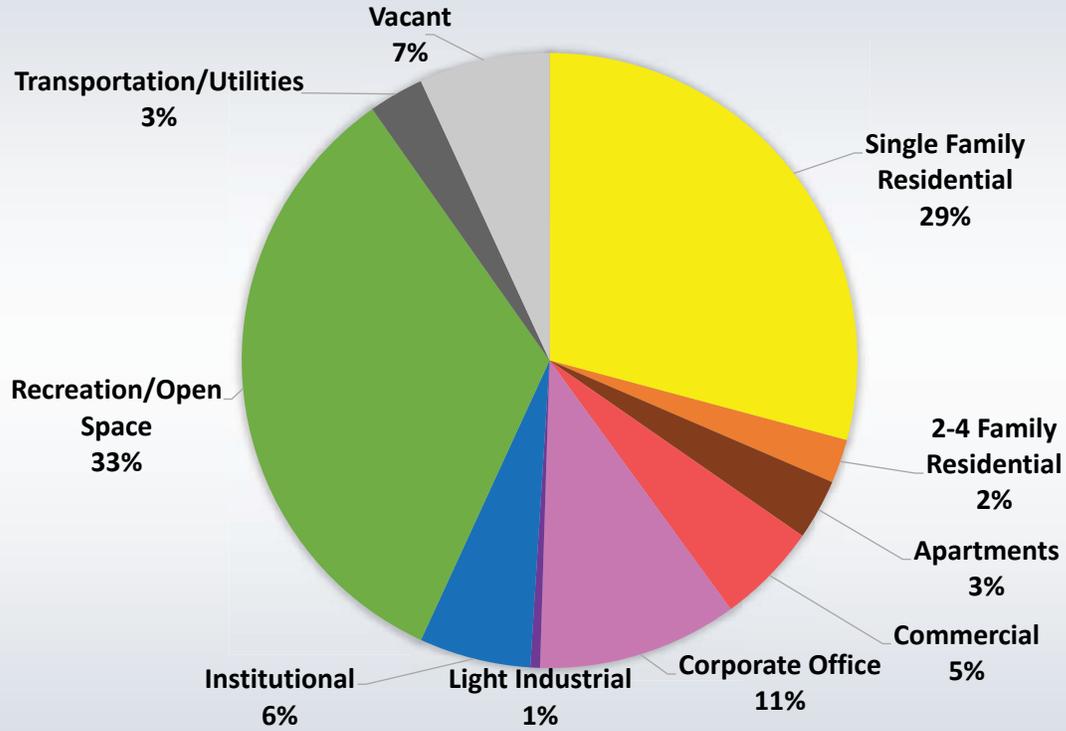


Parsippany Master Plan
Public Workshop

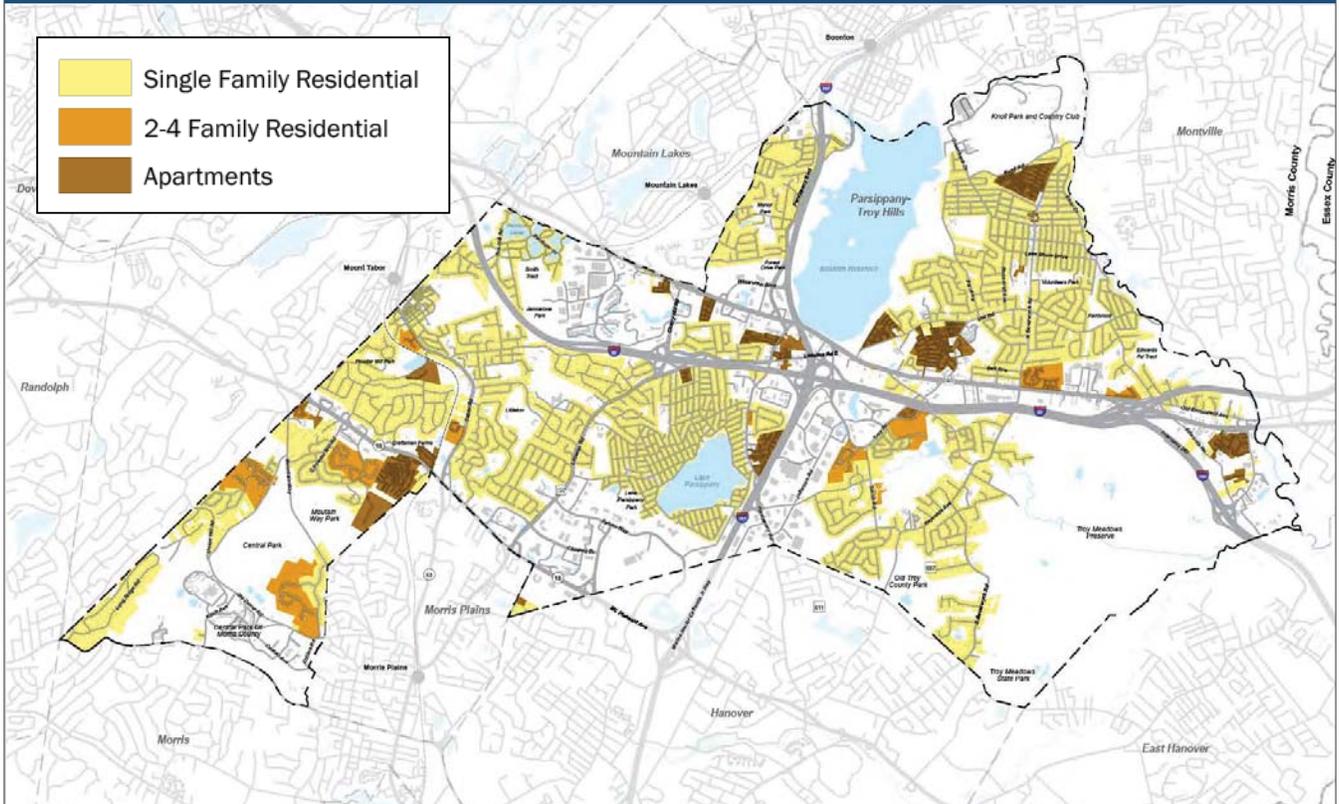


Parsippany Master Plan
Public Workshop

Land Use & Development Existing Land Use



Land Use & Development Residential Uses



Land Use & Development Residential Uses



Single family residential

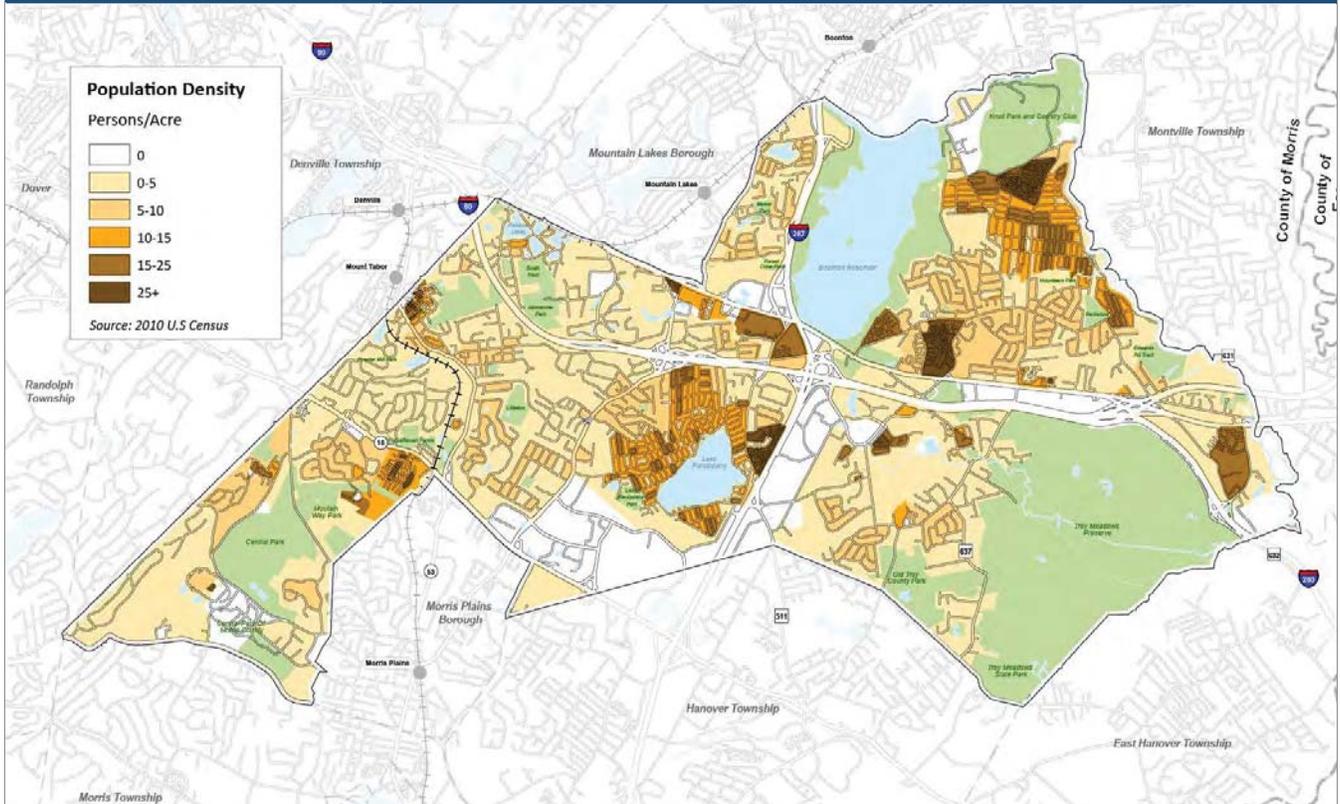


2-4 family residential

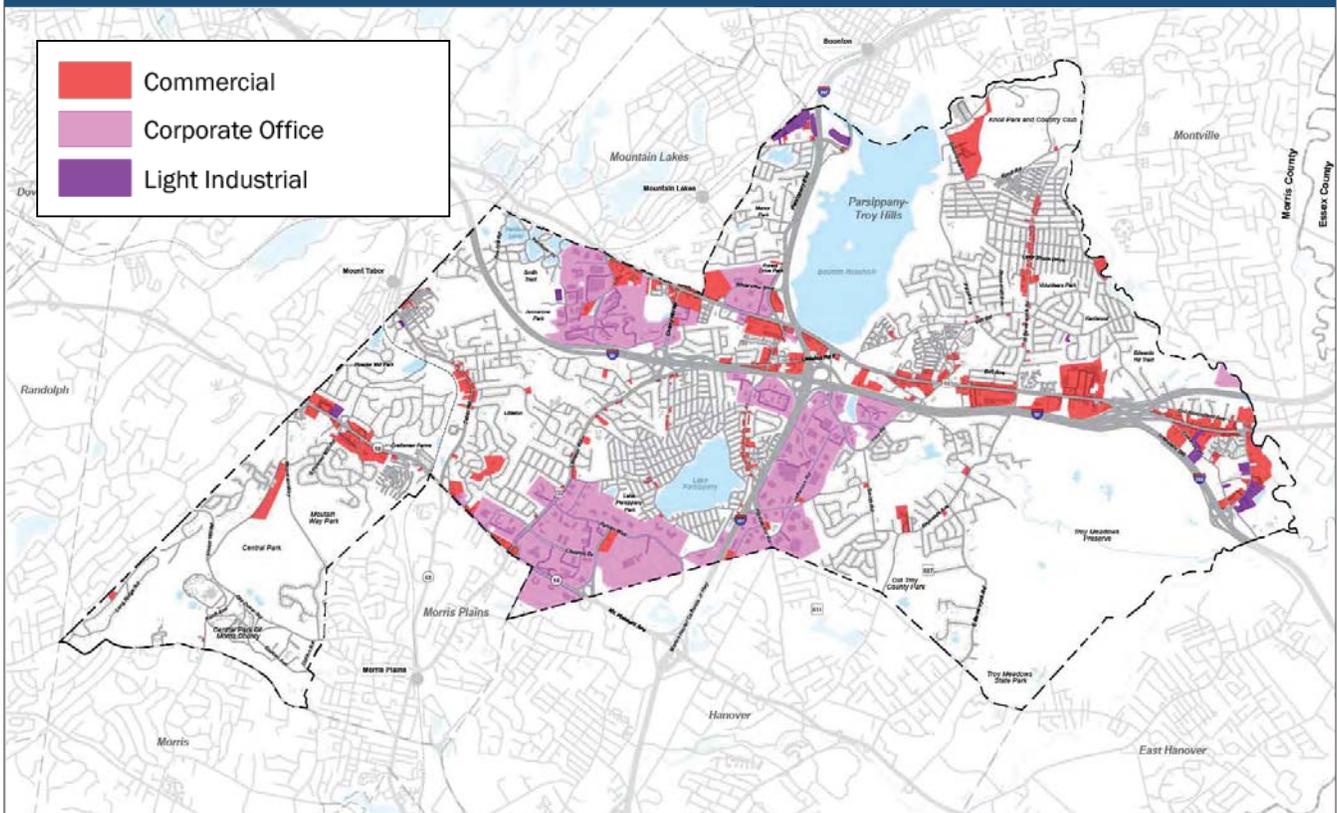


Apartments

Land Use & Development Housing Density



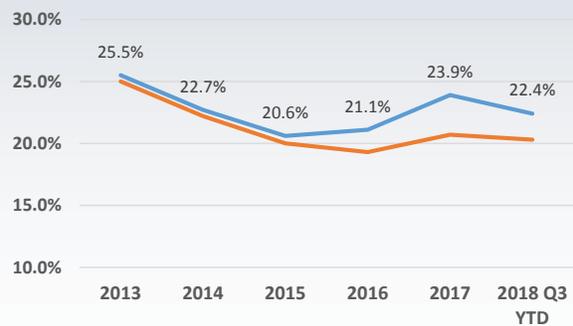
Land Use & Development Commercial/Office/Industrial Uses



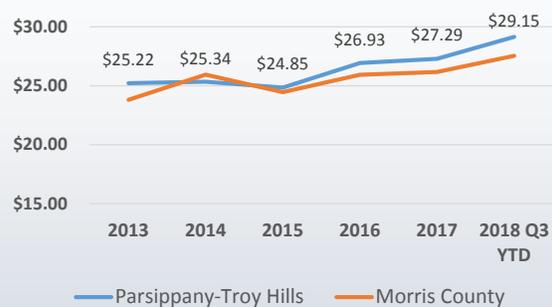
Land Use and Development Office Trends

- Office vacancy rate decreased between 2013 and 2018. However, market remains relatively weak, with a total vacancy rate of 22.4%.
- The average leasing rate in Parsippany increased over 15% in last 5 years.

Office Vacancy Rate



Average Asking Rent



Source: Transwestern

Land Use and Development Office Trends

- Nearly 1.2 million square feet of new office space is currently proposed.
- Older office blocks have been vacant for a long time while the more centrally located properties have performed much better.
- Recently older office parks in Parsippany have added cafes and other amenities in effort to cultivate a live-work environment.



Land Use & Development Retail Trends

- The vacancy rate in the Parsippany submarket has climbed from 7.1% in 2013 to 15.0% in 2018, more than double the current vacancy rate of Morris County (6.9%).
- Despite rising vacancies, the average asking rent in Parsippany grew from \$17.65 to \$21.14 (+19.8%) in last 5 years.

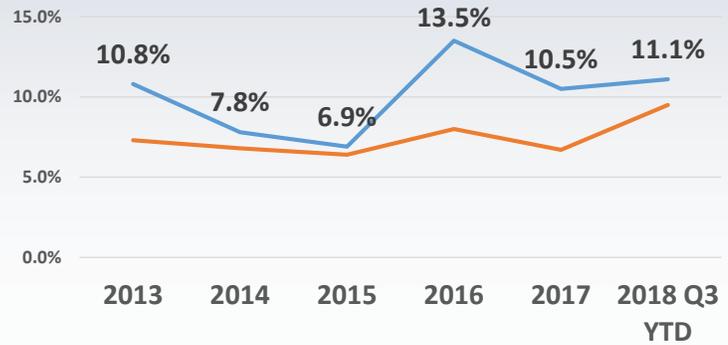


Source: Transwestern

Land Use & Development Industrial Trends

- There has been limited growth in the industrial market.
- Industrial vacancy rate is **11.1%**

Industrial Vacancy Rate



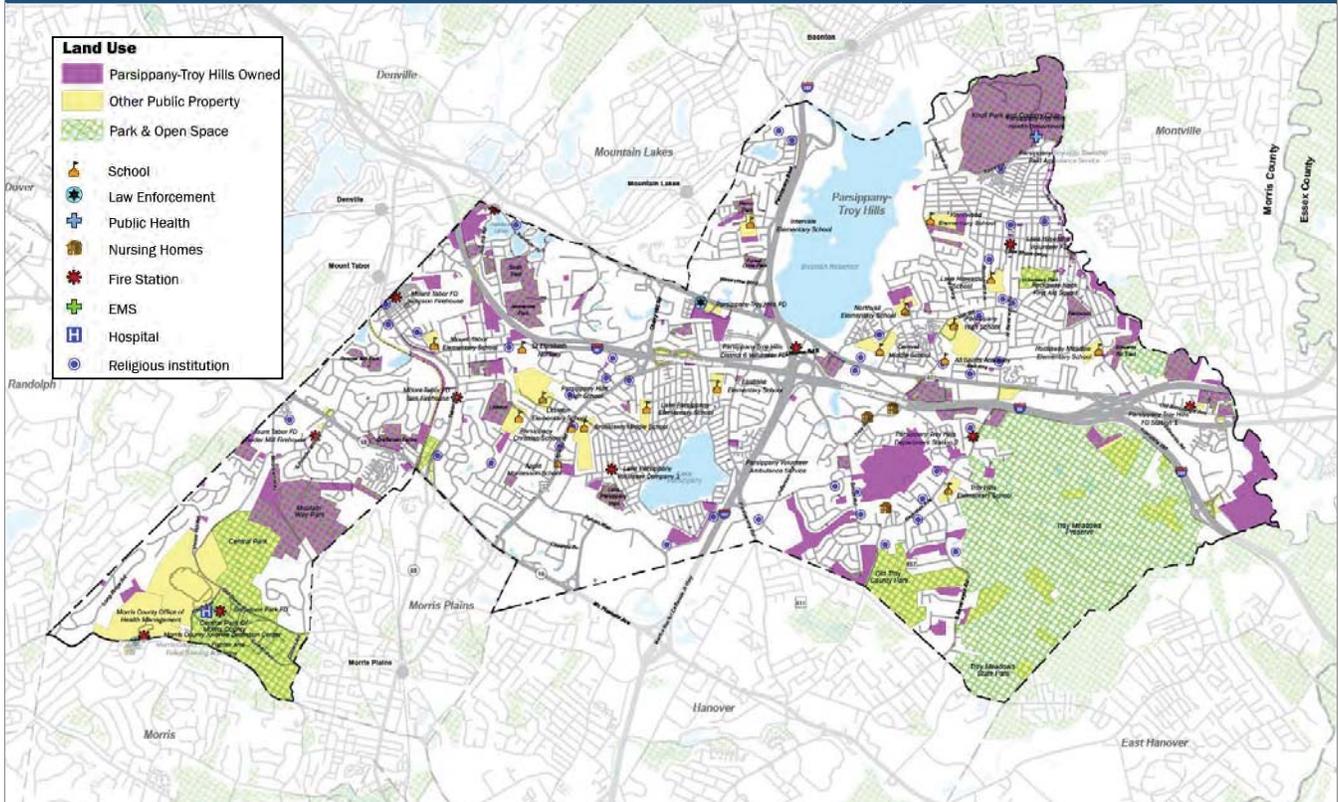
Average Asking Rent



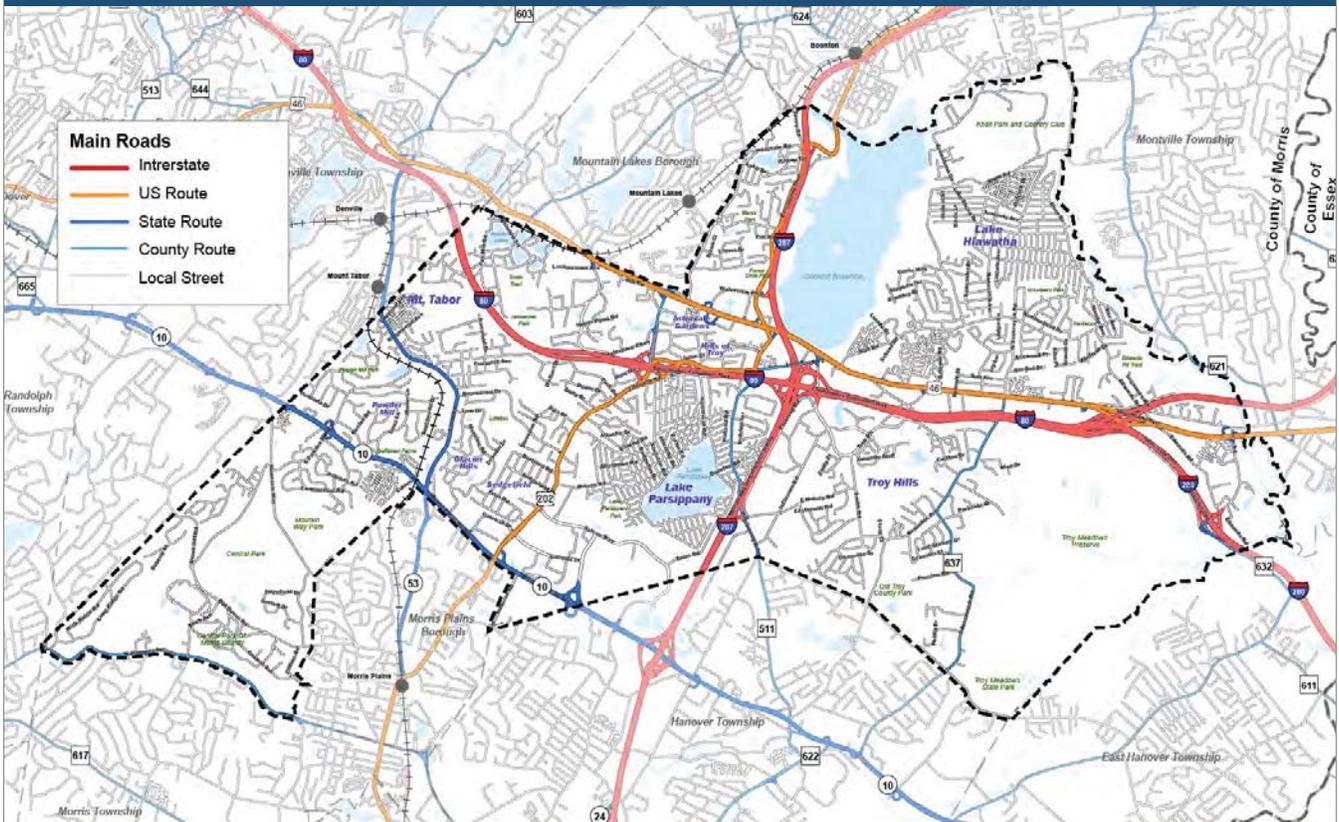
Source: Transwestern

— Parsippany-Troy Hills — Morris County

Land Use and Development Publicly Owned Land/Community Facilities



Transportation/Mobility



Transportation & Mobility Travel to Work

- **Over 60% have a commute less than 30 minutes.**
- **88% commute by car (single occupancy & carpool).**
- **6% use public transportation (bus or train)**

Travel Time to Work for Parsippany Residents

Time	% of Workers
0-15 minutes	24%
15-30 minutes	37%
30-45 minutes	21%
45-60 mins	7%
60-90 mins	7%
90+ mins	4%

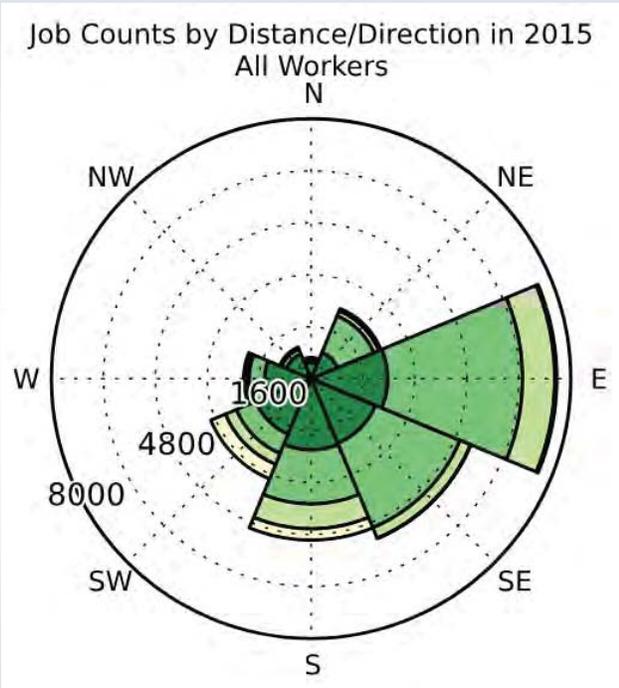
Travel Mode to Work for Parsippany Residents

Mode	%
Automobile - drove alone	81%
Automobile - carpool	7%
Public transportation	6%
Taxicab, motorcycle, bicycle, walked, or other	4%
Worked at home	2%

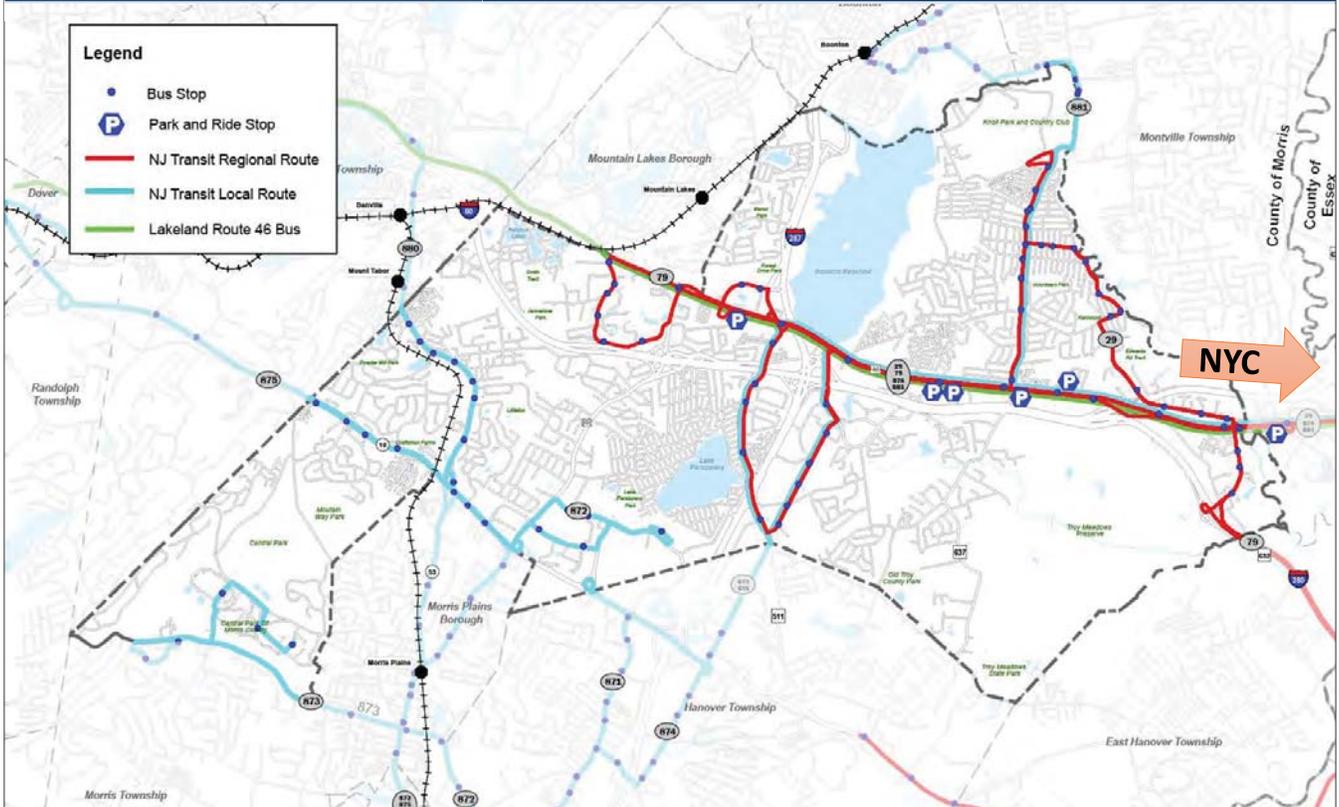
Transportation & Mobility Travel to Work (for Residents)

Where Parsippany Residents Work

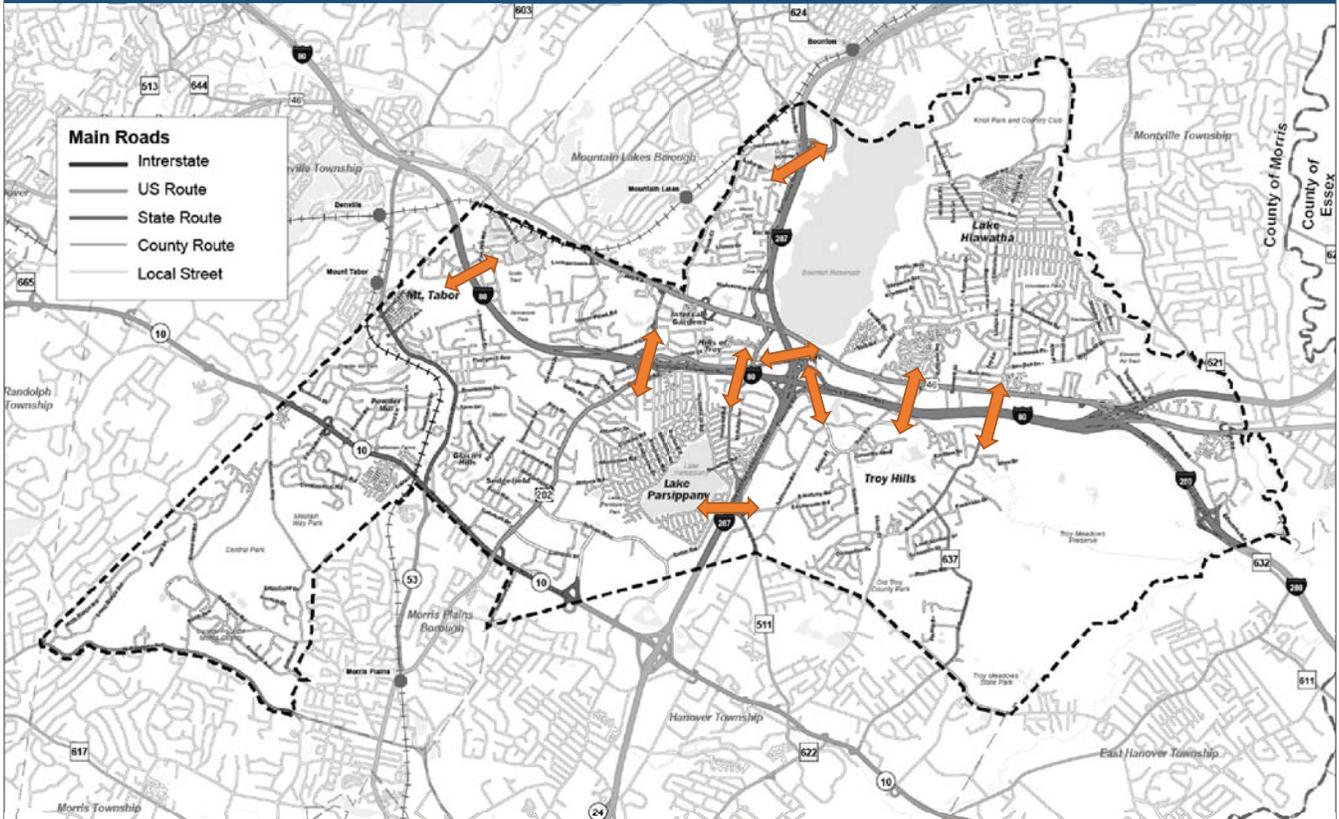
Location	Count	Share
Morris County (excluding Parsippany)	6466	23.7%
Parsippany	4001	14.7%
Essex County	3751	13.7%
Bergen County	2691	9.9%
Passaic County	1666	6.1%
New York County, NY	1444	5.3%
Union County	1290	4.7%
Middlesex County	1116	4.1%
Somerset County	1010	3.7%
Hudson County	855	3.1%
Mercer County	438	1.6%
All Other Locations	2581	9.5%
Total	27309	100%



Transportation & Mobility Public Transportation

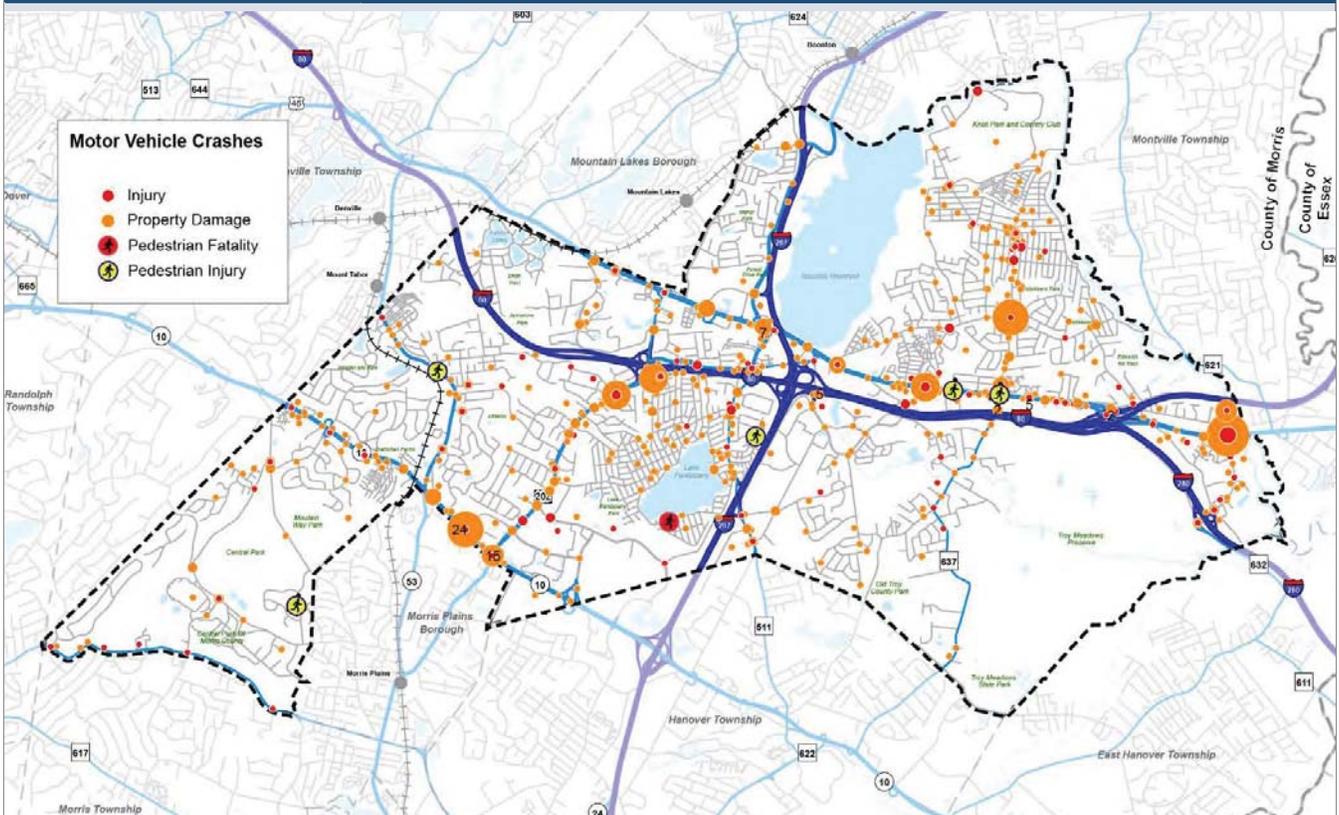


Transportation & Mobility Vehicular Connections



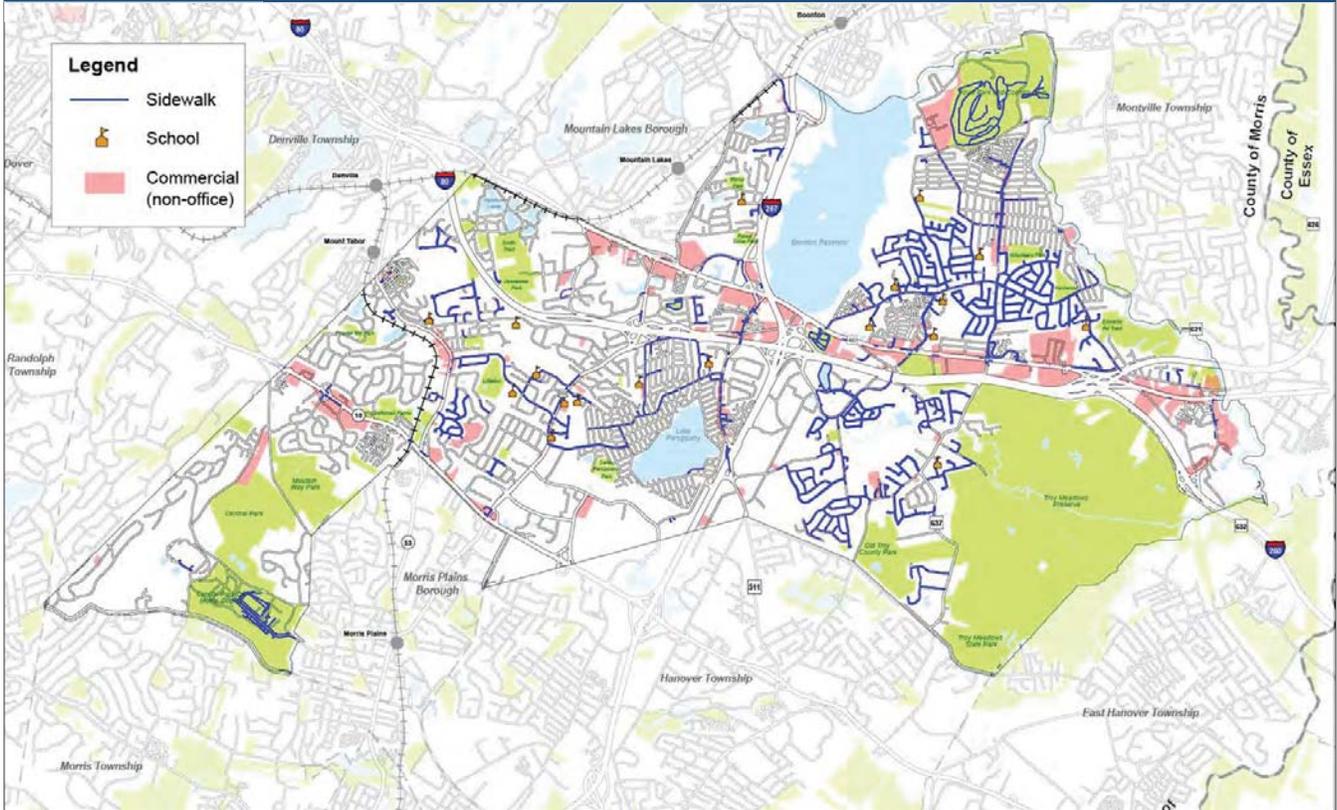
Parsippany Master Plan
Public Workshop

Transportation & Mobility Crashes (2017)



Parsippany Master Plan
Public Workshop

Transportation & Mobility Sidewalks



What's Next Roundtable Discussions

**Community Resources &
Quality of Life**

**Transportation &
Mobility**

**Economy &
Development**

**Parks, Open
Space, & Sustainability**



- **45 Minute Discussion**
 - *1 Note Taker*
 - *1 Presenter*
- **Report Back**

Informal Survey Results

Please take Electronic poll.

Visit on your phone:

<https://pollev.com/ParTroy>

Results are anonymous

Informal Poll

What words come to mind when you think about Parsippany? (choose 2-3 words, no commas needed)

📱 When poll is active, respond at [PollEv.com/partroy](https://pollev.com/partroy)

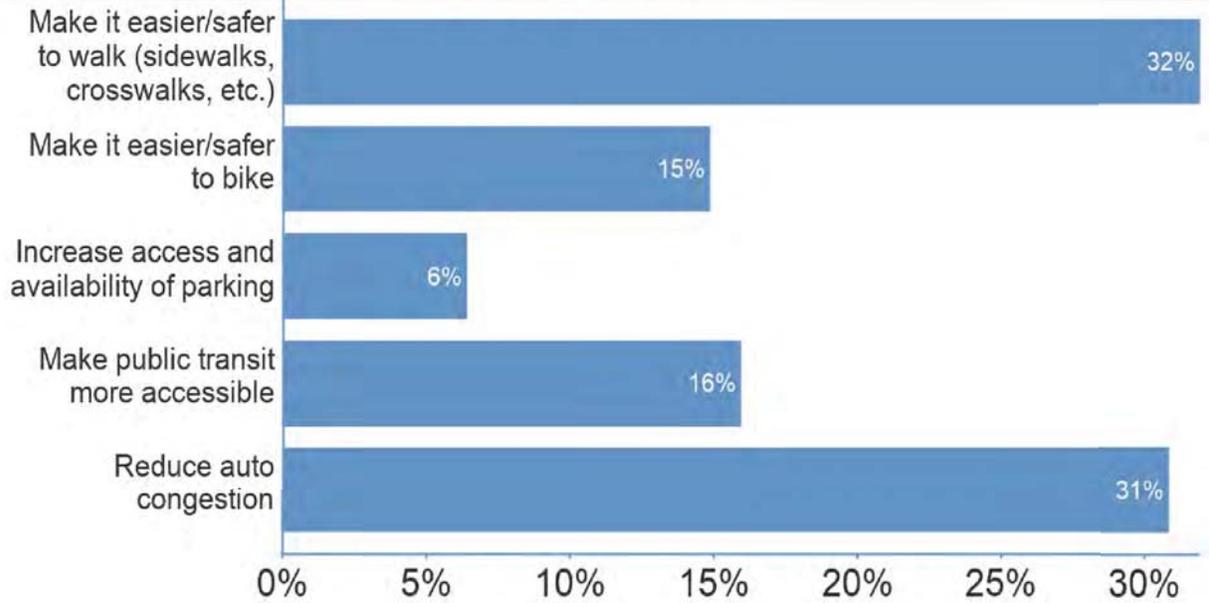
🔒 Answers to this poll are anonymous



Total Results: 43

Informal Poll Circulation

What are your biggest priorities for Circulation (roads, transit, bike, walking, parking) - PICK 2 -

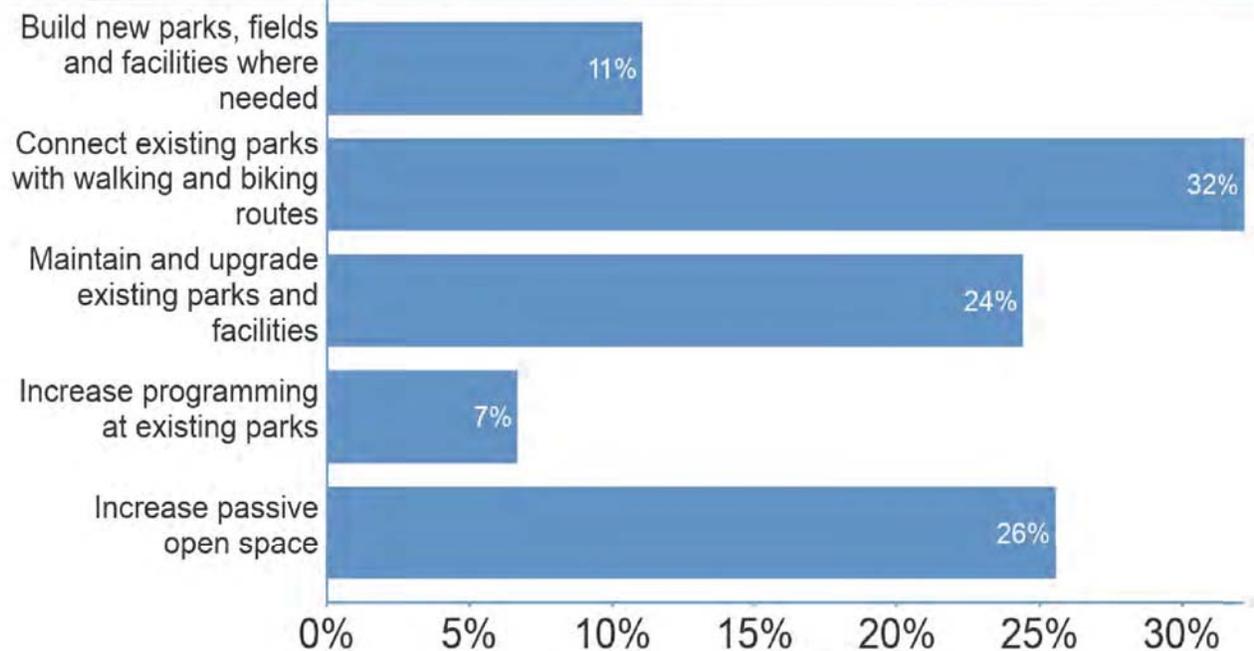


Total Results: 94

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Informal Poll Parks and Recreation

What are your biggest priorities for Parks and Recreation? - PICK 2 -

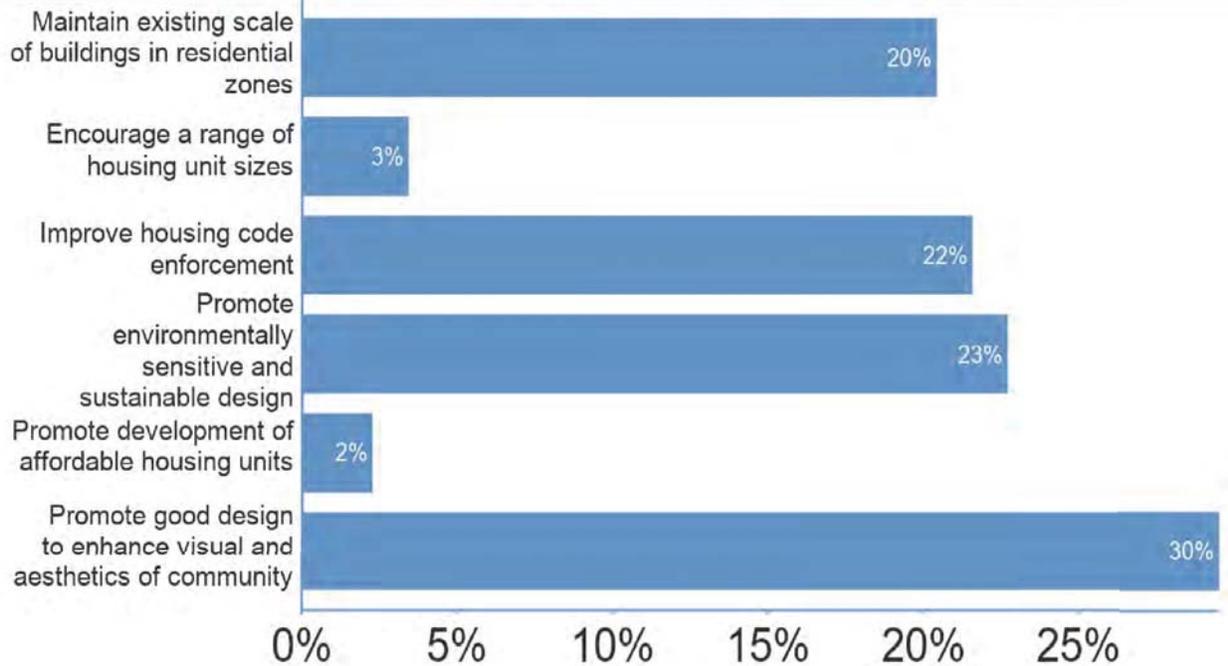


Total Results: 90

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Informal Poll Housing

What are your biggest priorities for Housing? - PICK 2 -

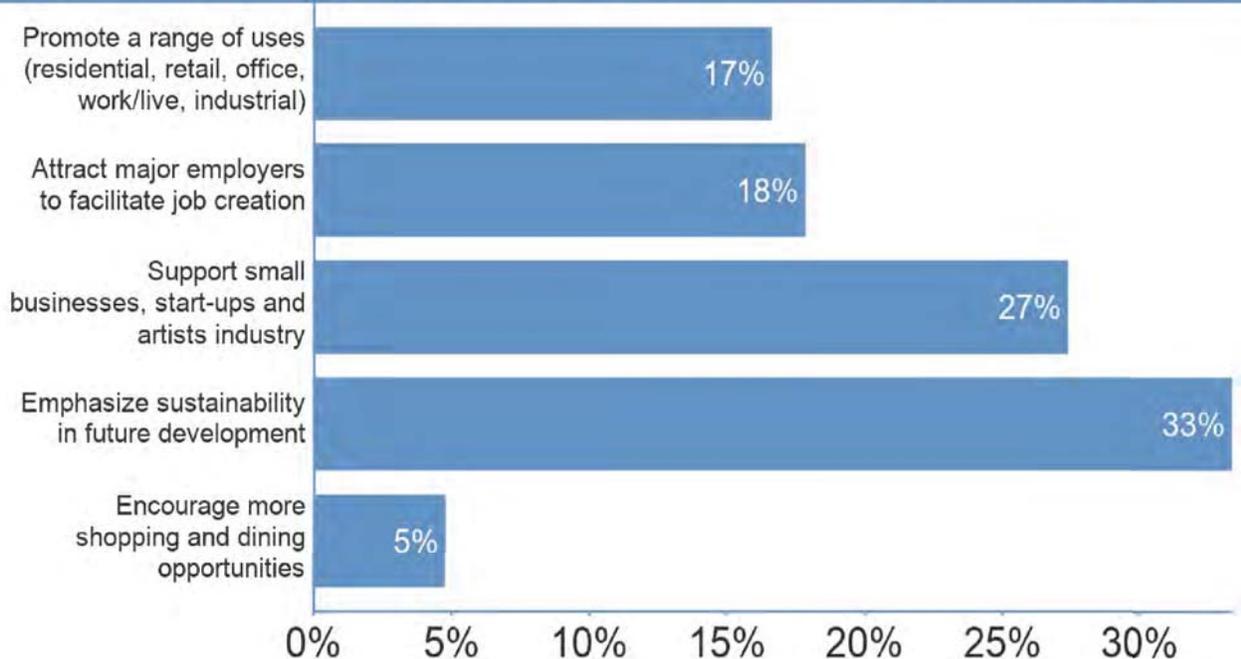


Total Results: 88

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Informal Poll Economic Development

What are your biggest priorities for Economic Development? - PICK 2 -

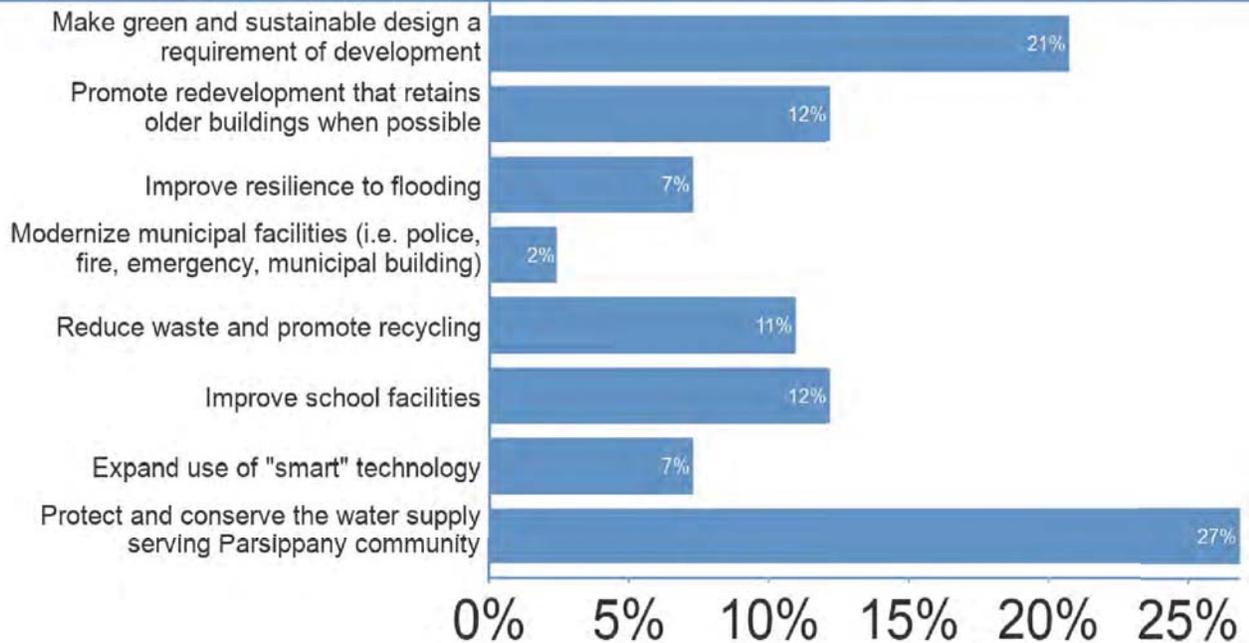


Total Results: 84

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Informal Poll Quality of Life

What are your biggest priorities for Quality of Life? - PICK 2 -

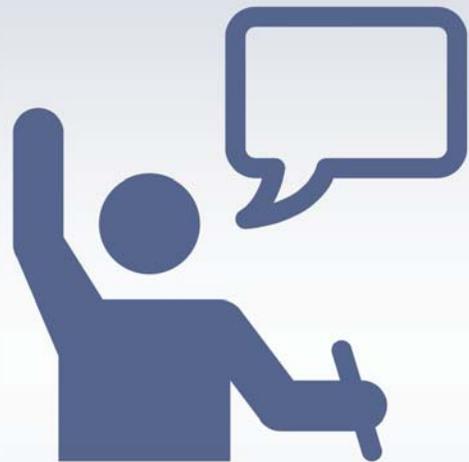


Total Results: 82

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Next Steps

- **Questions, Comments?**
 - ***masterplan@parsippany.net***
- **Check Master Plan website:**
 - ***parsippany.net/278/Master-Plan***
- **Stay tuned for:**
 - ***2nd Public Workshop (Spring)***
 - ***Public Survey (Late Winter)***



Parsippany Master Plan
Public Workshop