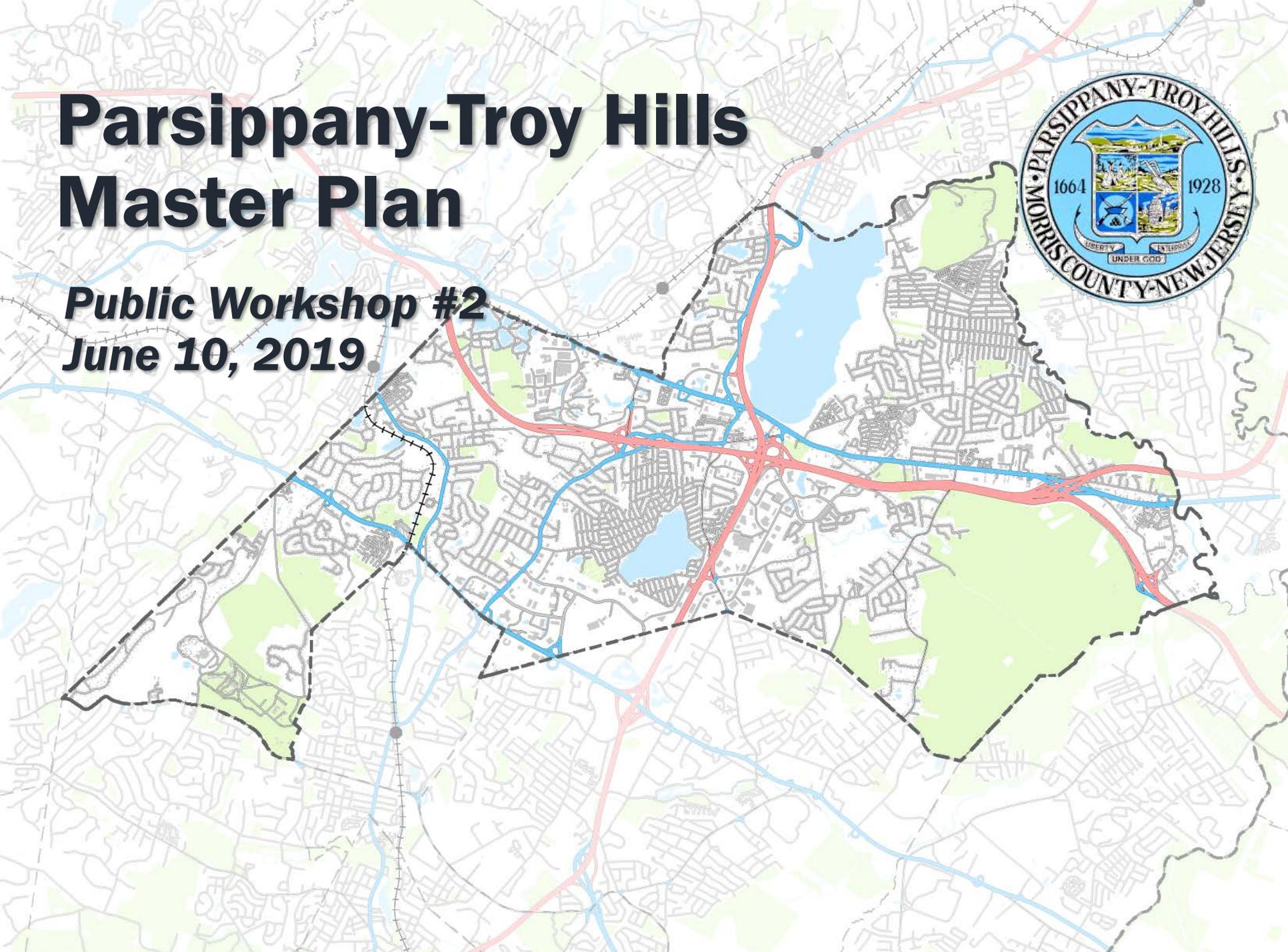


# Parsippany-Troy Hills Master Plan

**Public Workshop #2**  
**June 10, 2019**



## **BFJ Planning (Consultant Team)**

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

## **Planning Board**

- **Robert Keller, Chairman**
- **Tom Dinsmore, Vice-Chairman**
- **Councilman Michael dePierro**
- **John Von Achen**
- **Vincent Aperawic**
- **Bruce Frigeri**
- **Judy Hernandez, Mayor Designee**
- **Dominic Mele**
- **Jennifer Vealey**
- **Stephen Mandel, Alternate**
- **Scott Carlson, Board Attorney**
- **Andrew Cangiano, Board Engineer**
- **Nora O. Jolie, Board Secretary**

# Overview

## Public Workshop Agenda



**Presentation**

**Open House**

**Report  
Back**



**6:00**



**6:40**



**7:40**



**8:00**

# 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.**

# **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 full Master Plan**
- **2005: Circulation Element**
- **2011: Open Space & Recreation Plan**
- **2014: Reexamination Report**



Township of Parsippany-Troy Hills

**2014 Reexamination Report  
of the Master Plan**

Adopted  
December 4 2014

# Master Plan Timeline



**September - December**      **Project Initiation and Data Review**

**November - March**      **Existing Conditions**

**April - June**      **Planning Recommendations**

**July - September**      **Draft Plan - Adoption**

August - November

August - November  
2017





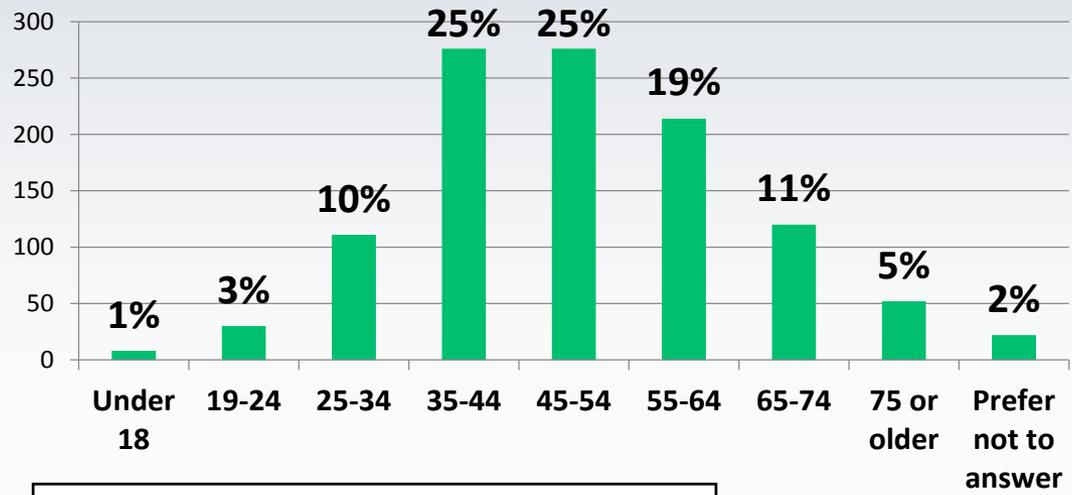
**1,110 Responses**

**32 Questions**

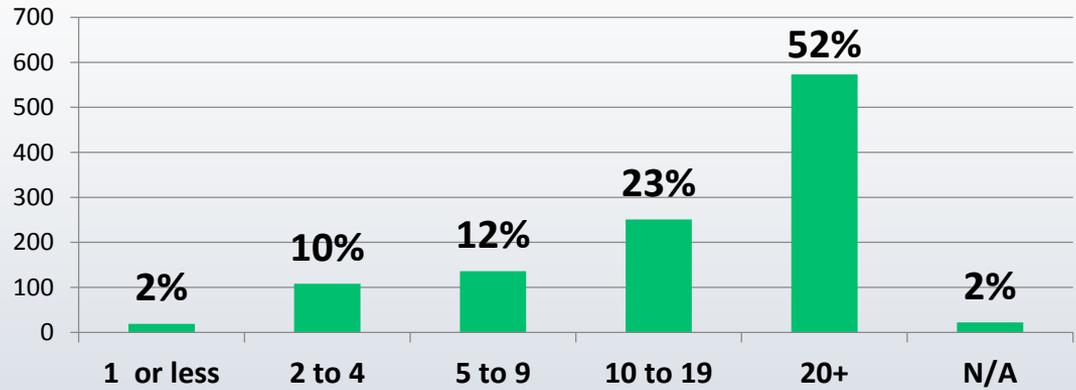
**While informative, survey is not a scientific poll of public opinion**

**97% of respondents live in Parsippany, most for 10 years or more**

**How old are you?**



**How long have you lived in Parsippany?**



## Focus Group Meetings

- **Economic Development**
- **Environment and Natural Resources**
- **Cultural, Civic, and Historic Resources**
- **Recreation**
- **Transportation/Mobility**
- **Clergy/Religious Leaders**

## Township Staff Meetings

- **Building and Zoning**
- **Emergency Services, Infrastructure, and Public Safety**
- **Governance/Communication**
- **Municipal and Social Services**
- **Parks and Recreation**



## **Advisory Committee Written Priorities:**

- **Environmental Advisory Committee**
- **Traffic Advisory Committee**
- **Historic Preservation Advisory Committee**

# Planning Process

## Draft Strategies and Recommendations

**Existing Condition Analysis**



**Public Outreach**

**Draft Strategies and Recommendations**

**Transportation & Mobility**

**Economic Development**

**Housing & Neighborhoods**

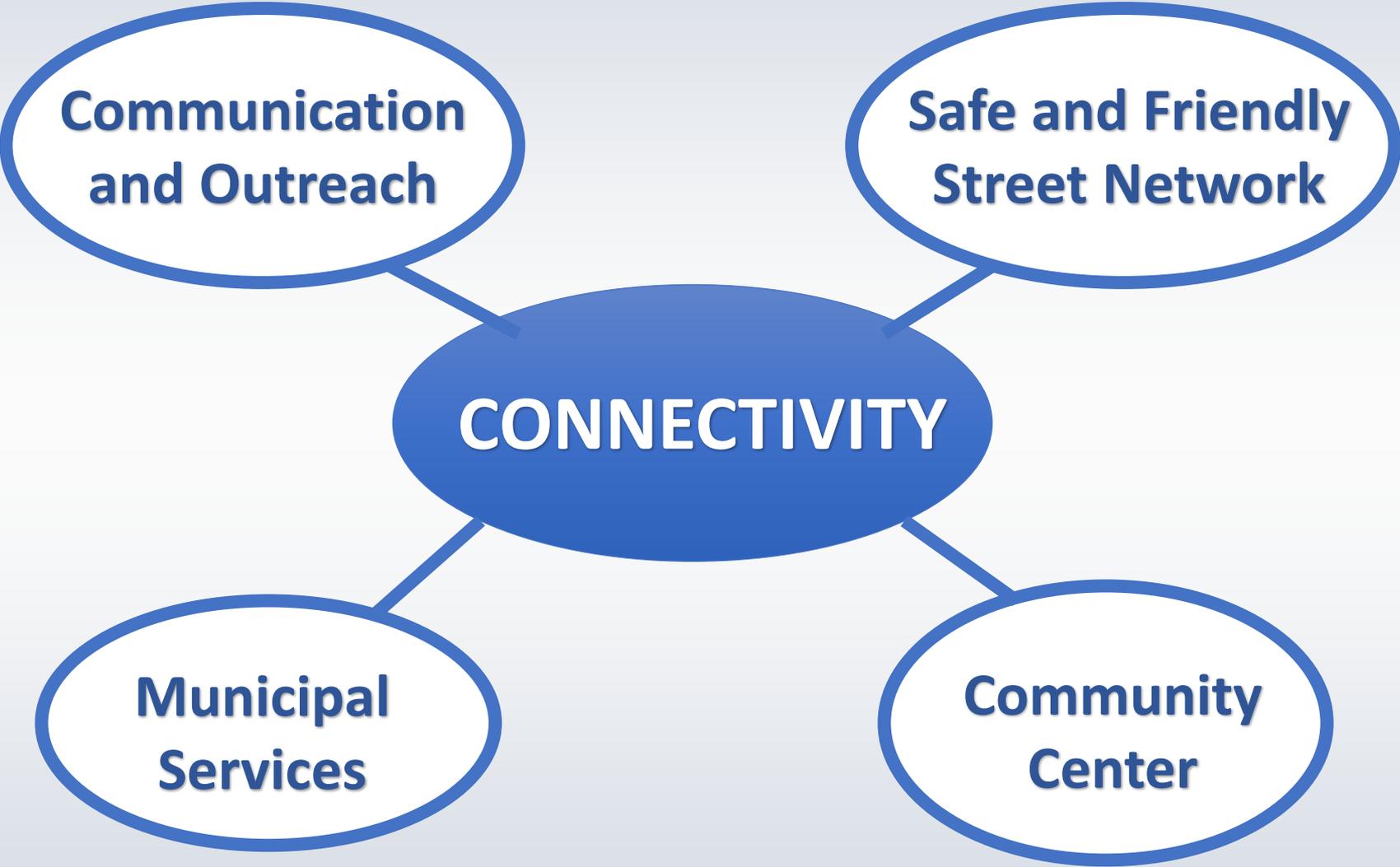
**Environmental Conservation & Sustainability**

**Open Space & Recreation**

**Community Facilities & Infrastructure**

**Arts, Cultural & Historic Resources**

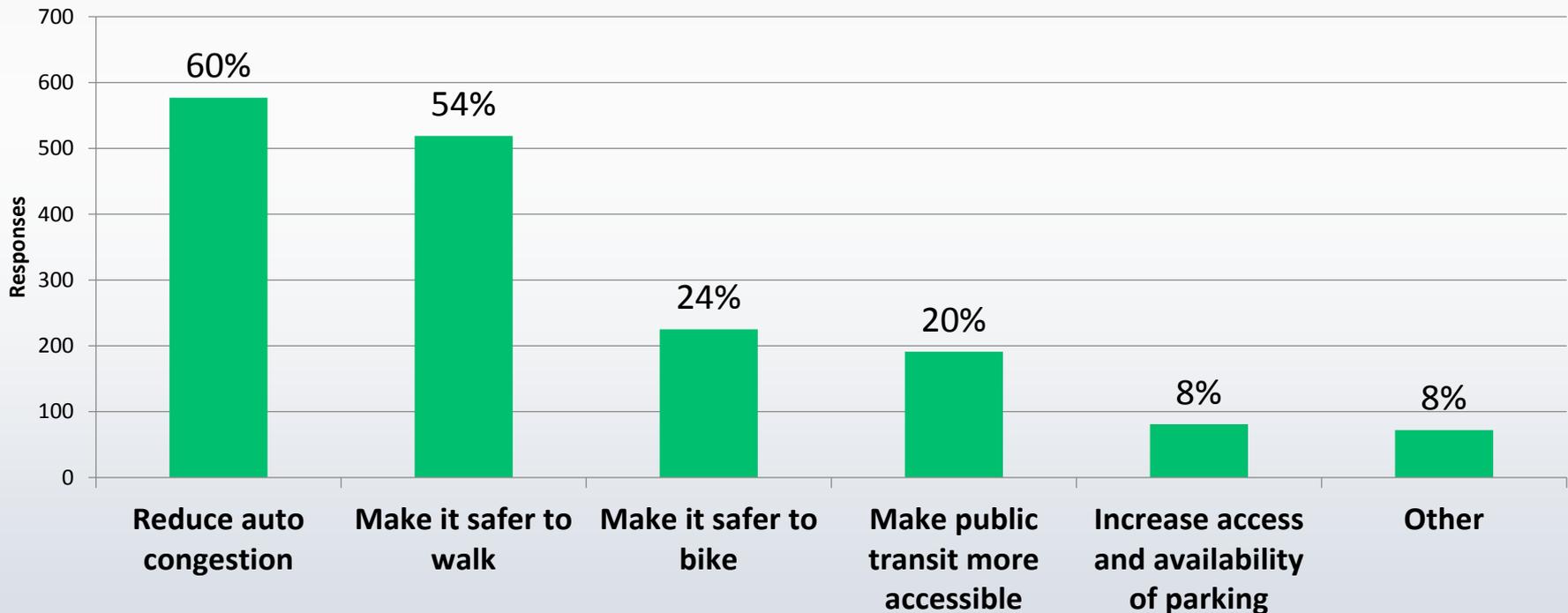
# Recurring Themes





## Transportation and Mobility

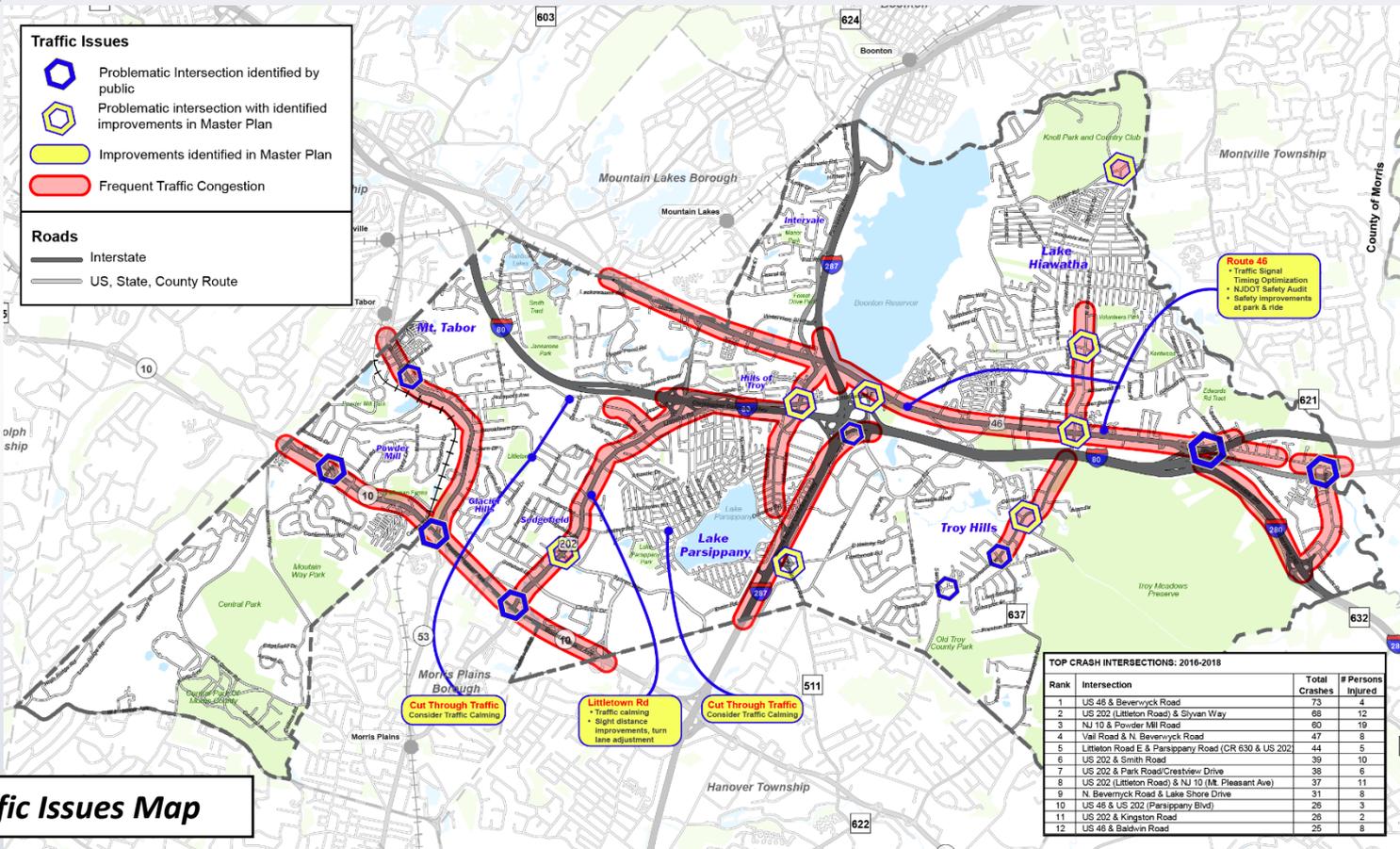
*What are your biggest priorities for Transportation and Mobility?*



# Draft Strategies and Recommendations Transportation and Circulation



**Improve efficiency of the roadway network, as congestion is a significant quality-of-life and economic development issue.**

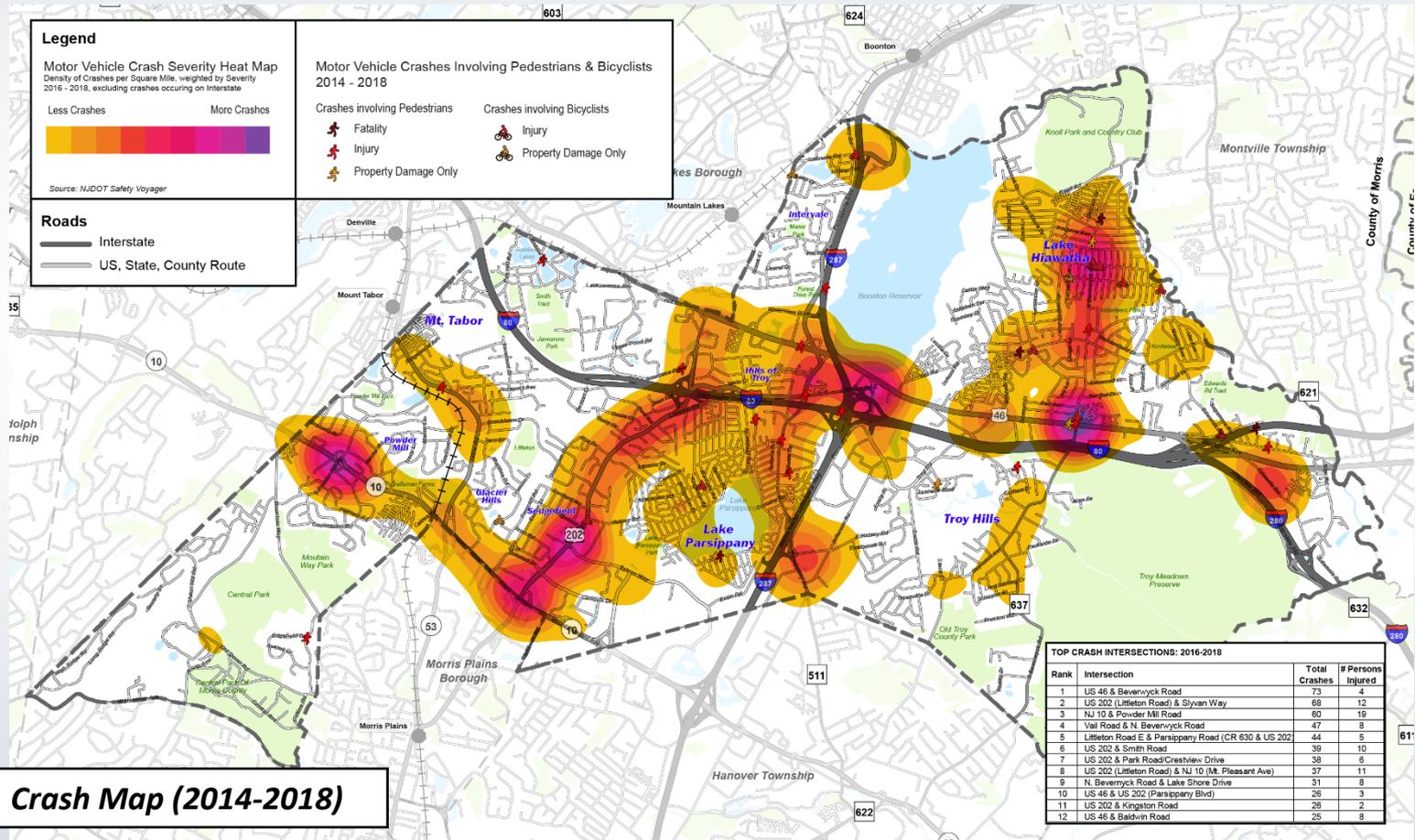


**Traffic Issues Map**

# Draft Strategies and Recommendations Transportation and Circulation



**Use traffic calming tools to reduce speeds and improve safety in local residential neighborhoods.**



# Draft Strategies and Recommendations

## Transportation and Circulation



**Improve sidewalk connectivity, particularly at key nodes of activity such as schools, bus stops, and retail areas.**

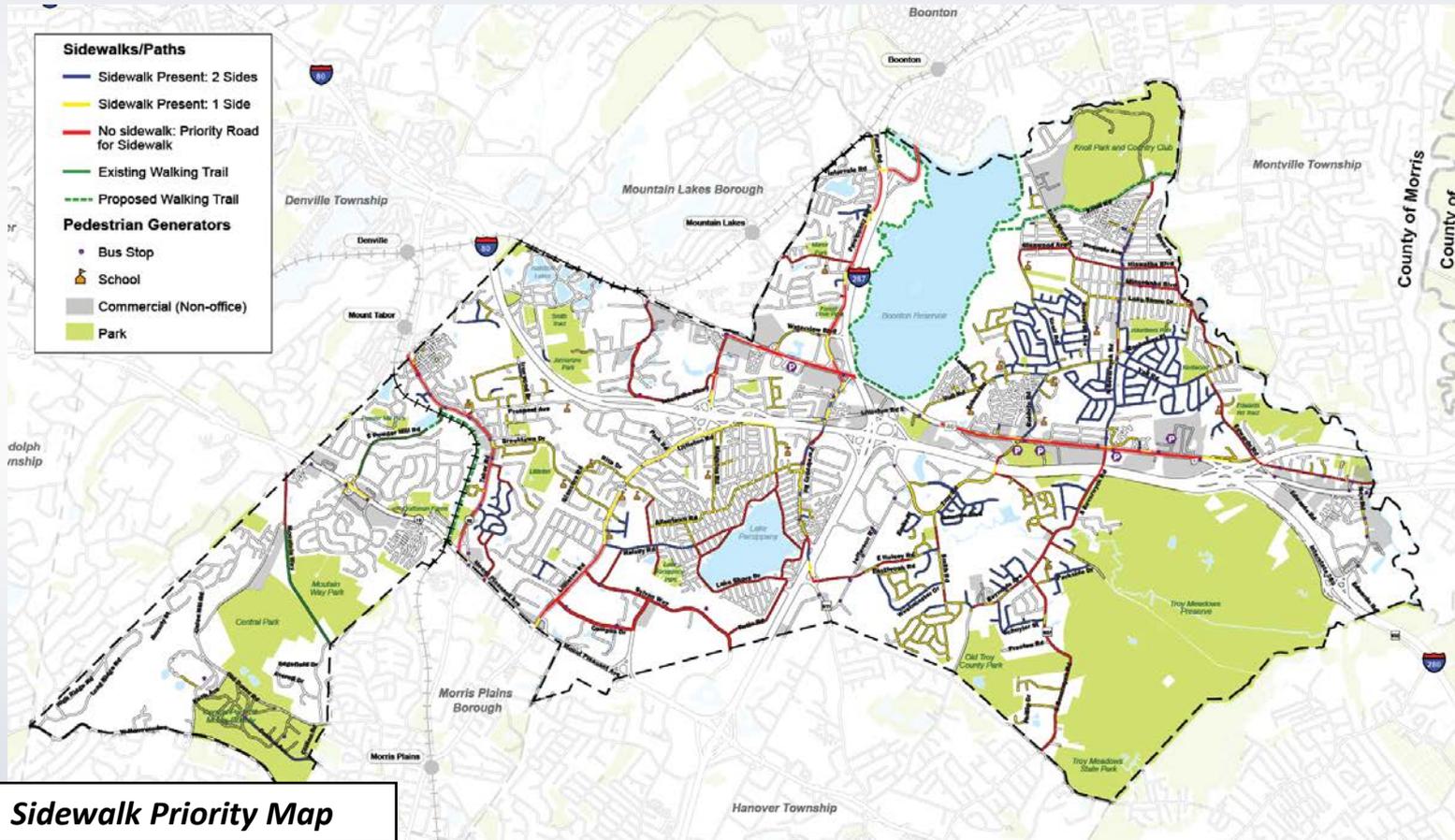
### Recommendations:

- **Develop a Circulation Master Plan Element**
- **Develop a sidewalk improvement plan**
- **Evaluate need for Route 46 pedestrian overpass**

# Draft Strategies and Recommendations Transportation and Circulation



**Improve sidewalk connectivity in Parsippany, particularly at key nodes of activity such as schools, bus stops, and retail areas.**



**Sidewalk Priority Map**



## Identify and support access improvements to public transit

### Recommendations:

- Evaluate opportunities to expand park-and-ride capacity.
- Evaluate potential for park-and-ride permit program.
- Improve marketing and outreach for Parsippany Free Bus.



*Bus stop along Route 46*



*Parsippany Free Transit*

# Draft Strategies and Recommendations Transportation and Circulation

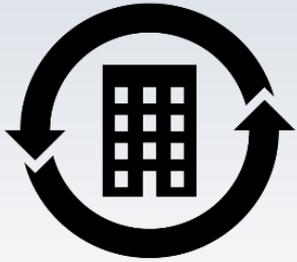


**Provide a system of linkages connecting neighborhoods to open space areas throughout Parsippany.**

## Recommendations:

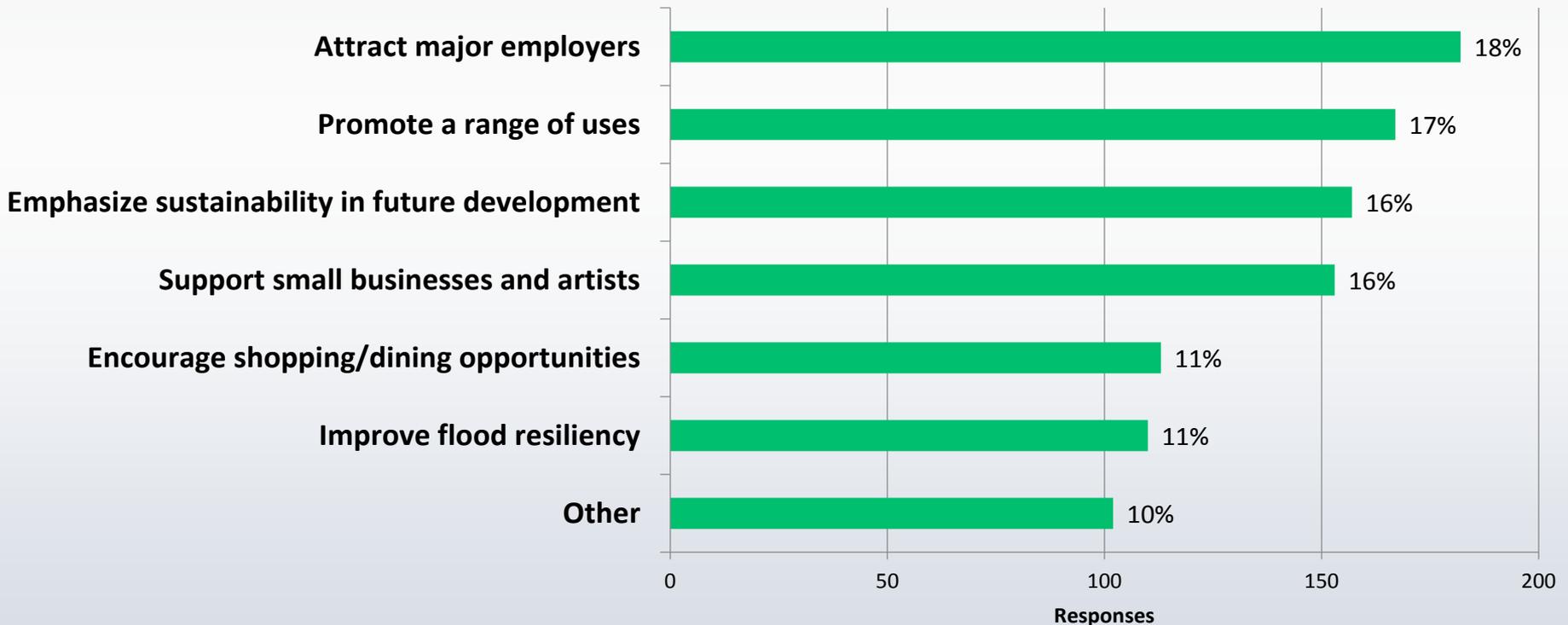
- Develop a comprehensive trail plan
- Jersey City Reservoir access/trail





## Economic Development

*What are your biggest priorities for Economic Development?*

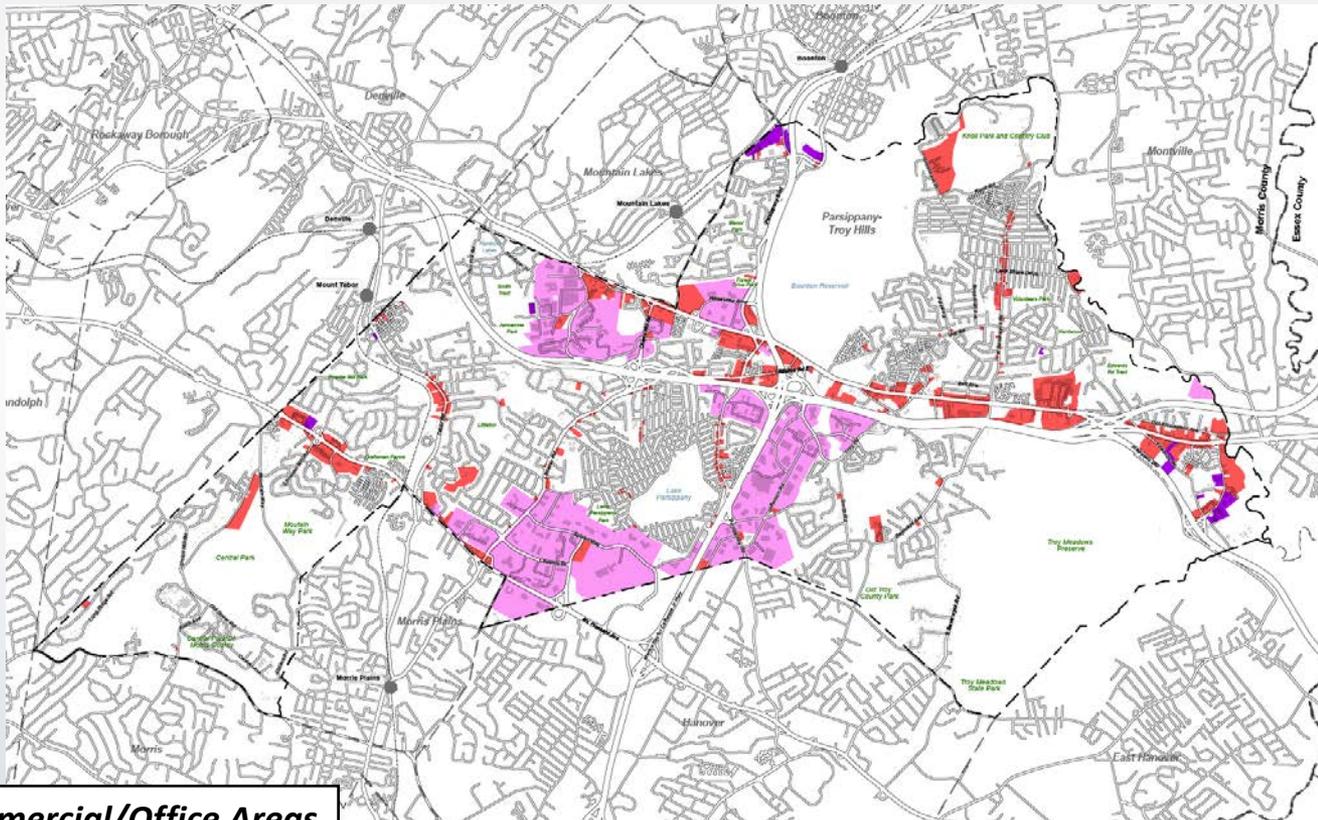


# Draft Strategies and Recommendations

## Economic Development



**Encourage redevelopment and infill development in existing commercial and office areas that are vacant or in need of reinvestment.**



**Commercial/Office Areas**

# Draft Strategies and Recommendations

## Economic Development



**Support commercial corridors to help them remain competitive in a challenging retail environment and better serve the surrounding neighborhoods.**

### Recommendations:

- Review business zoning provisions
- Vacant property inventory
- Marketing – “Buy Local” campaign



Commercial areas along Route 46



**Invest in streetscape upgrades along neighborhood-oriented commercial corridors, including North Beverwyck Road, Parsippany’s “Main Street”**

### Recommendations:

- Consider “creative placemaking”
- North Beverwyck Business Improvement District (BID)
- Façade and building improvement program
- Design guidelines for North Beverwyck
- Improve wayfinding signage
- Bury electrical lines
- Create pocket park/civic areas
- Streetscape Improvement Plans
  - Parsippany Road
  - Halsey Road

# Draft Strategies and Recommendations

## Economic Development



**Pursue economic development opportunities that attract visitors from throughout the region.**

### **Recommendations:**

- **Promote history and ecotourism**
- **Explore hosting summer regional sports tournaments**
- **Consider opportunities for a small convention center**



*The Stickley Museum at Craftsman Farms*

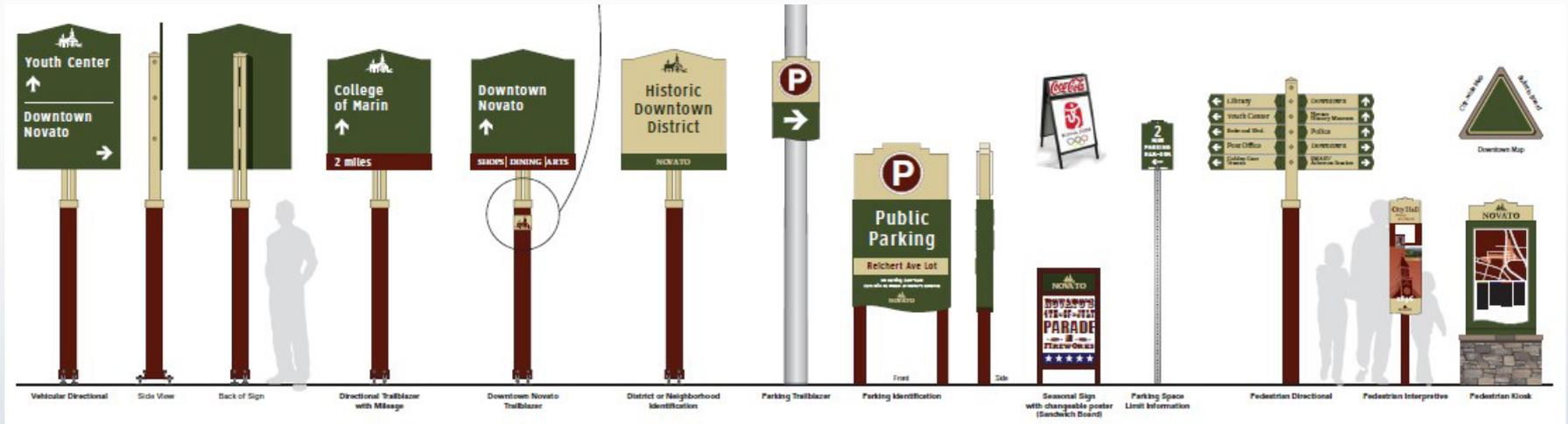
# Draft Strategies and Recommendations Economic Development



**Undertake a branding initiative to capture, reflect, and promote Parsippany and its unique neighborhoods.**

## Recommendations:

- **Develop a consistent branding and signage program**

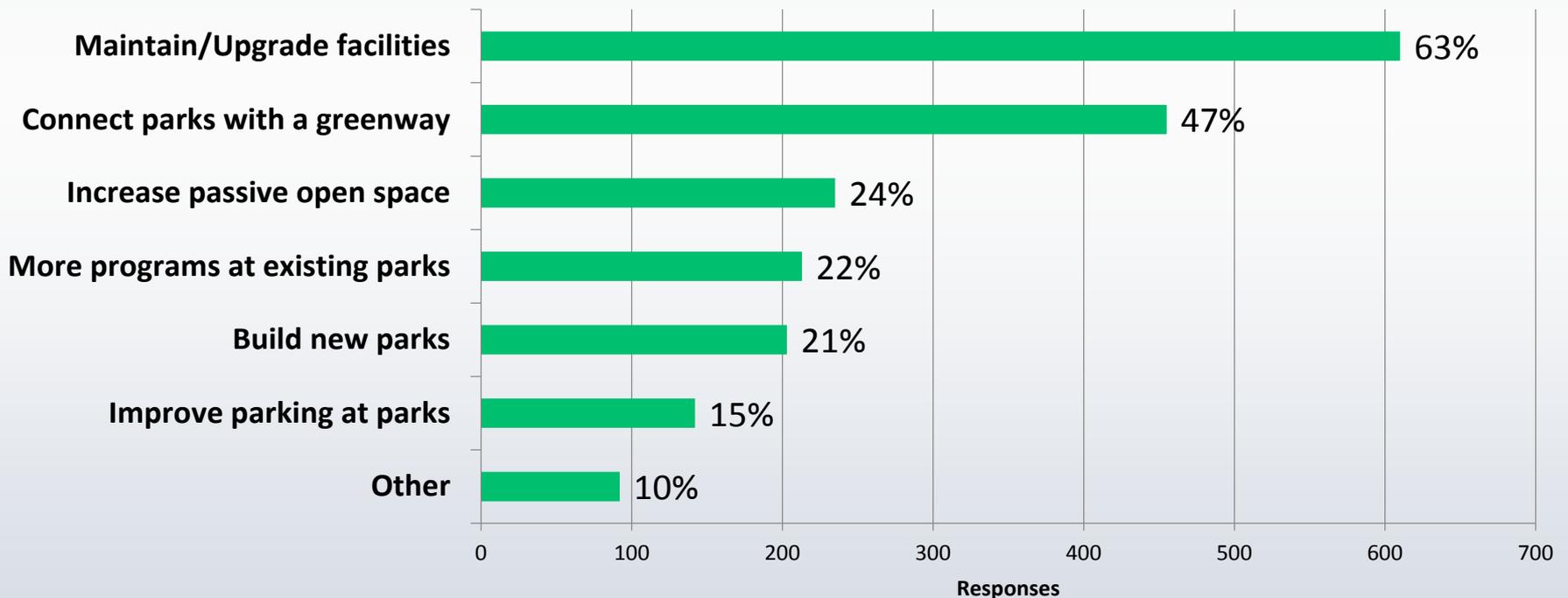


*Example of signage/branding program*



# Open Space and Recreation

*What are your biggest priorities for Parks and Recreation?*



# Draft Strategies and Recommendations

## Open Space and Recreation



**Maximize the value and utility of the existing system of parks and open space resources and expand system as resources and opportunities permit.**

### Recommendations:

- **Parks and Open Space Acquisition**
- **Convert grass playing fields to turf where feasible**
- **Consider developing a municipally controlled indoor recreation facility**
- **Monitor development of Forge Pond for open space**
- **Acquire and preserve Fieldfair Property**
- **Continue with implementation of multipurpose field (Cricket field)**

# Draft Strategies and Recommendations

## Open Space and Recreation



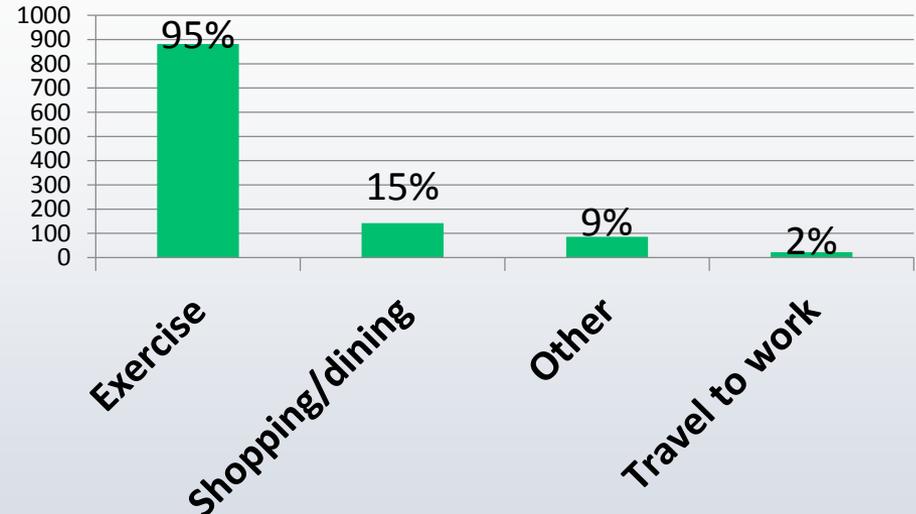
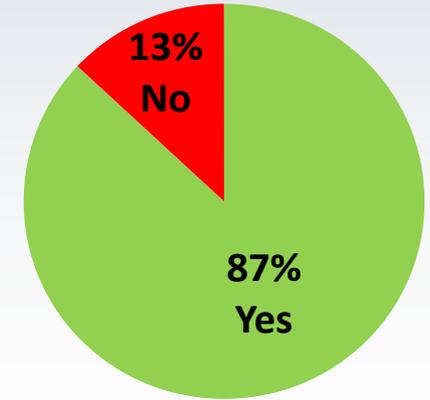
**Improve trail network as well as connectivity between parks and open spaces.**

### Recommendations:

- **Develop a comprehensive trail plan**
- **Public Access to Jersey City Reservoir**
- **Balance preservation/public access at Troy Meadows**
- **Explore opportunities to expand public access to Lake Parsippany**
- **Preserve open space around Manor Lake**

*Do you walk in your neighborhood?*

*If so, for what purpose?*



# Draft Strategies and Recommendations

## Open Space and Recreation



### Improve Communication and Outreach Process for Parks and Recreation activities.

#### Recommendations:

- **Develop centralized information point for parks and recreation**
- **Improve signage for parks**
- **Increase advertising and outreach for parks and recreation leagues**

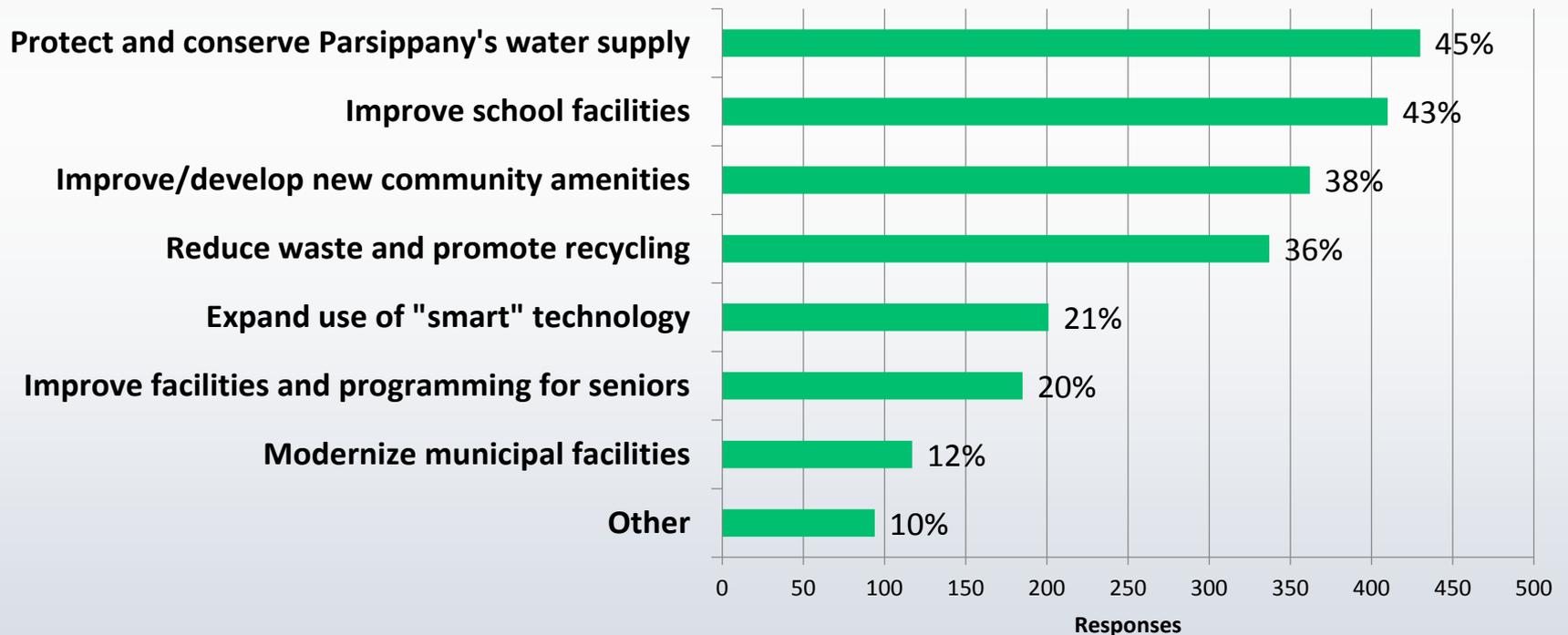


Example of park signage



# Environmental Conservation and Sustainability

*What are your biggest priorities for Community Facilities?*





### **Support Conservation of Troy Meadows and other environmentally sensitive areas.**

#### **Recommendations:**

- **Produce a complete Natural Resources Inventory (NRI)**
- **Ordinance review**
- **Deed restriction enforcement**
- **Open Space and Recreation Element**
- **Open space acquisition**
- **Jersey City Reservoir**
- **Troy Meadows – secure public acquisition of inholdings, look at potential wildlife center**



**Reduce impervious surfaces across the board and employ green infrastructure techniques.**

### **Recommendations:**

- **Enhance tree preservation and build upon reputation as a “Tree City”**
- **Adopt the latest NJDEP stormwater management regulations.**
- **Provide incentives for use of stormwater Best Management Practices (BMPs)**
- **Incorporate Stormwater BMPs into future development in commercial/office areas:**
- **Promote water conservation efforts and green infrastructure at Township facilities**
- **Revise zoning code to reduce impervious coverage**
- **Public outreach and education**

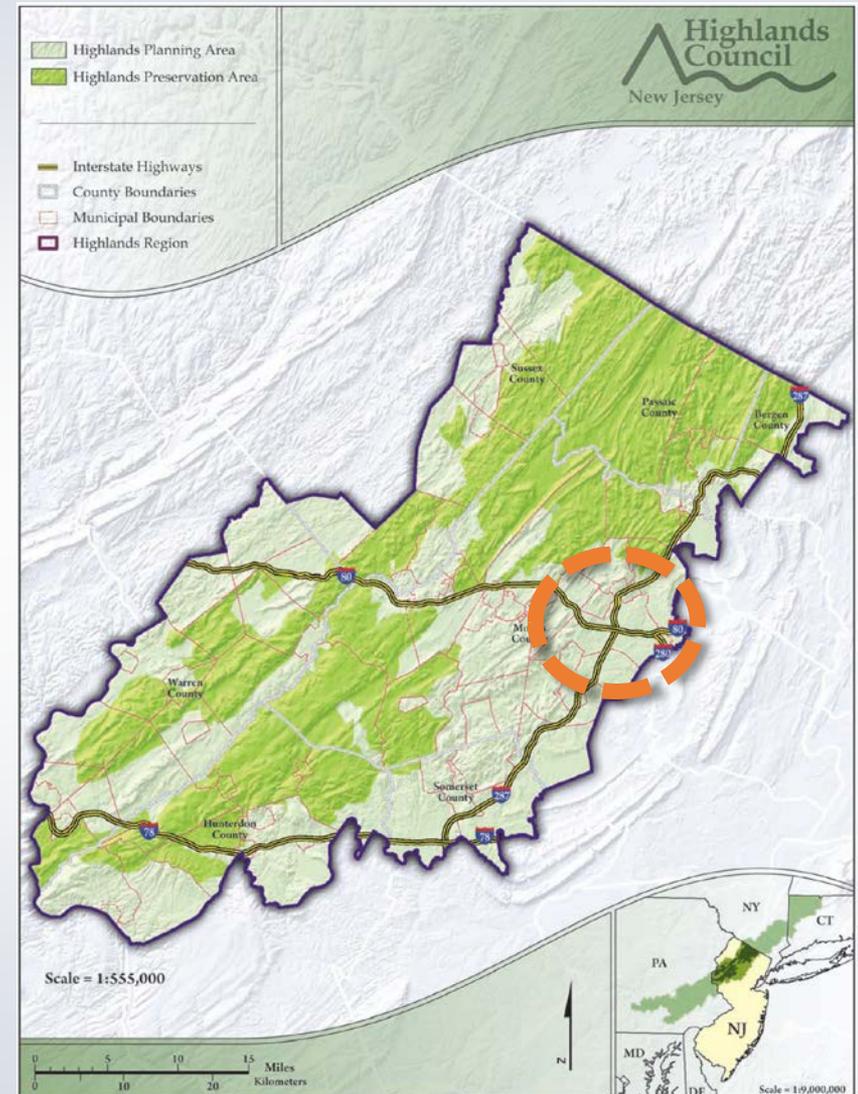
# Draft Strategies and Recommendations Environmental Conservation and Sustainability



## Protect Water Supply

### Recommendations:

- **Come into conformance with Highlands Council Standards**
- **Pursue grant funding for open space and water conservation plans**





**Promote energy-efficient and sustainable patterns of development.**

### **Recommendations:**

- **Revise zoning to limit development in environmentally sensitive areas**
- **Encourage “Green Development”**
- **Support solar and make energy efficiency a high priority**

# Draft Strategies and Recommendations

## Environmental Conservation and Sustainability



**Work with other groups in the Township to promote environmental awareness and education.**

### Recommendations:

- **Work toward Sustainable Jersey certification and create a “Green Team”**
- **Formalize and strengthen the role of the Environmental Advisory Committee**
- **Support Boy/Girl Scouts, Historic Committee, Recreation, nonprofits, etc.**



# Draft Strategies and Recommendations

## Environmental Conservation and Sustainability



**Reduce negative environmental impacts by adopting actions and strategies for waste reduction, recycling and tapping into renewable energy.**

### Recommendations:

- Reduce waste and promote municipal recycling
- Public outreach
- Explore a plastic bag/straw ban
- Support composting

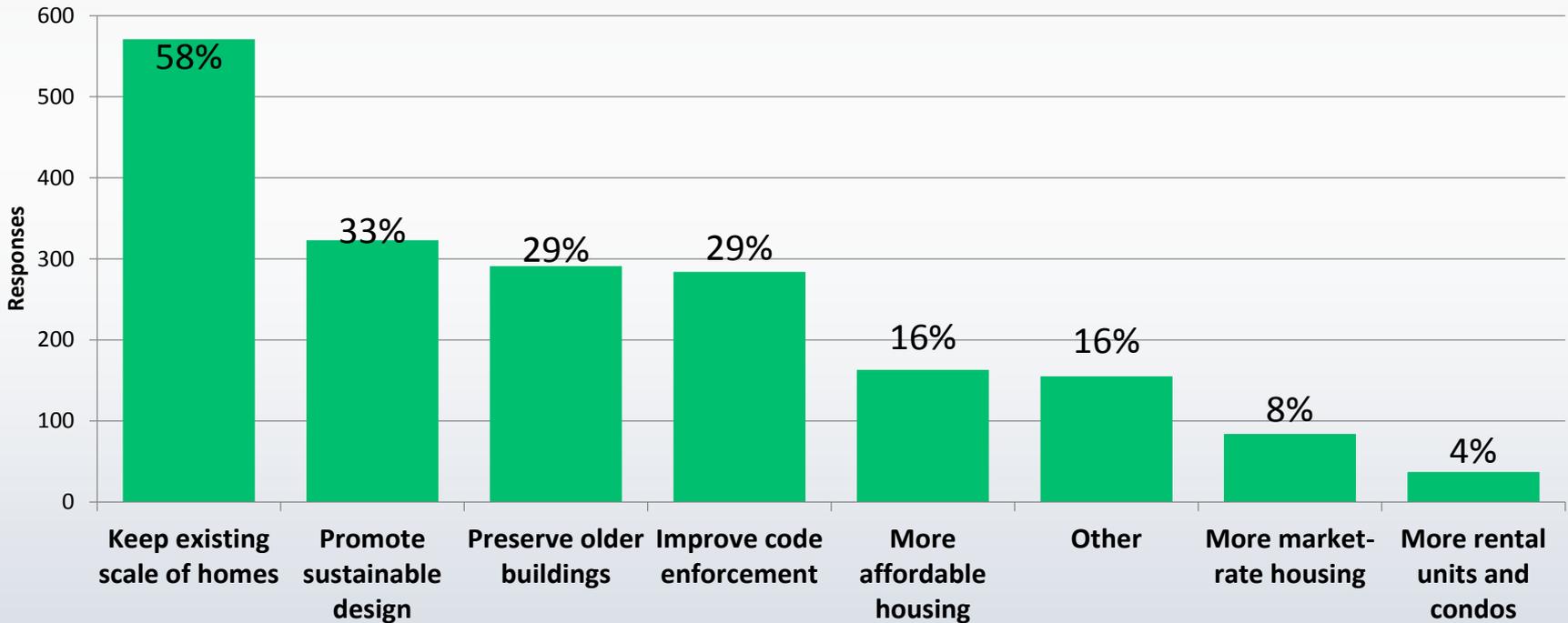






# Housing and Neighborhoods

*What are your biggest priorities for Housing?*



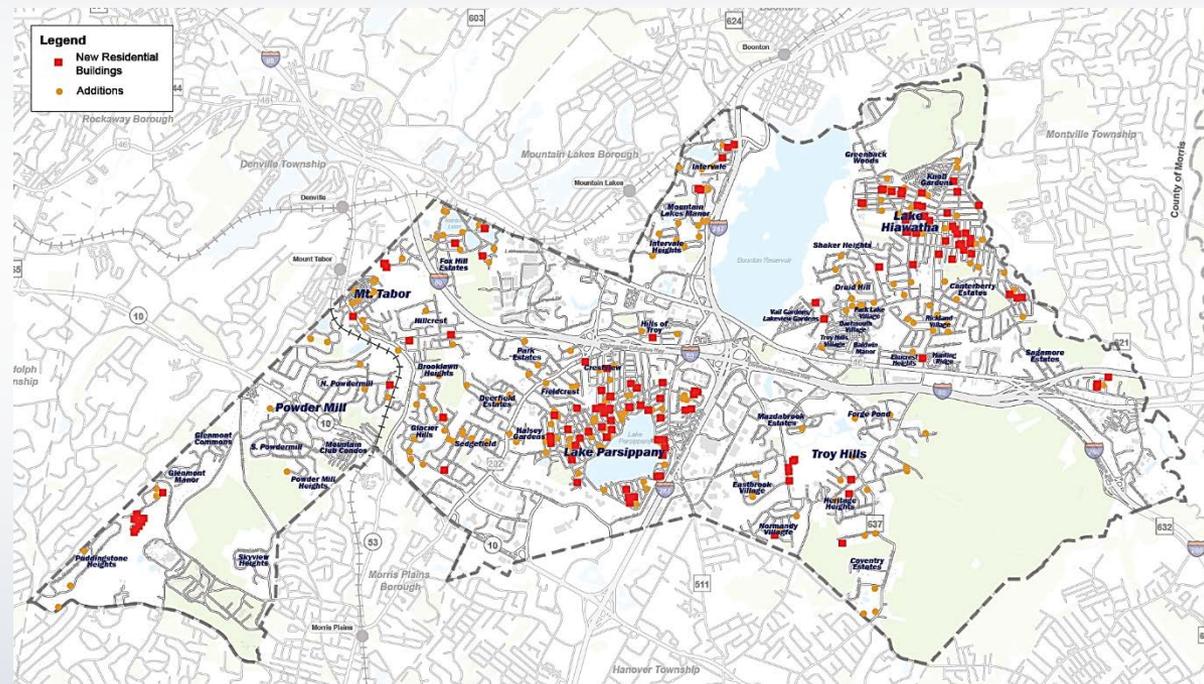
# Draft Strategies and Recommendations Housing and Neighborhoods



**The character, aesthetics, and quality-of-life of Parsippany's single-family residential neighborhoods must be protected and enhanced.**

## Recommendations:

- **Update area and bulk controls in single-family residential zones**
- **Encourage property maintenance of older housing stock**
- **Review zoning in unique areas (i.e., Mt. Tabor)**



**Residential Building Permit Applications (2014-2018)**

# Draft Strategies and Recommendations

## Housing and Neighborhoods



**Provide for a modern multifamily housing stock, and promote reinvestment, as appropriate, in Parsippany's aging garden apartments.**

### Recommendations:

- **Update the Township's multifamily residential zoning districts**
- **Explore other tools to promote new multifamily housing as appropriate**

# Draft Strategies and Recommendations

## Housing and Neighborhoods



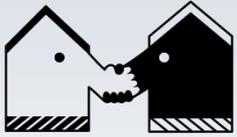
**Parsippany must continue to affirmatively address its affordable housing obligation.**

### Recommendations:

- **Adopt Housing Element and Fair Share Plan/Spending Plan and required ordinances.**
- **Implement provisions of the Fair Share and Spending Plan.**

# Draft Strategies and Recommendations

## Housing and Neighborhoods

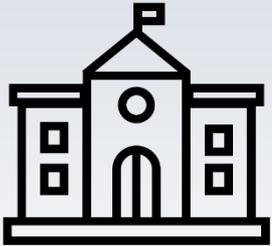


**Maintain a high residential quality-of-life through code enforcement.**

### Recommendations:

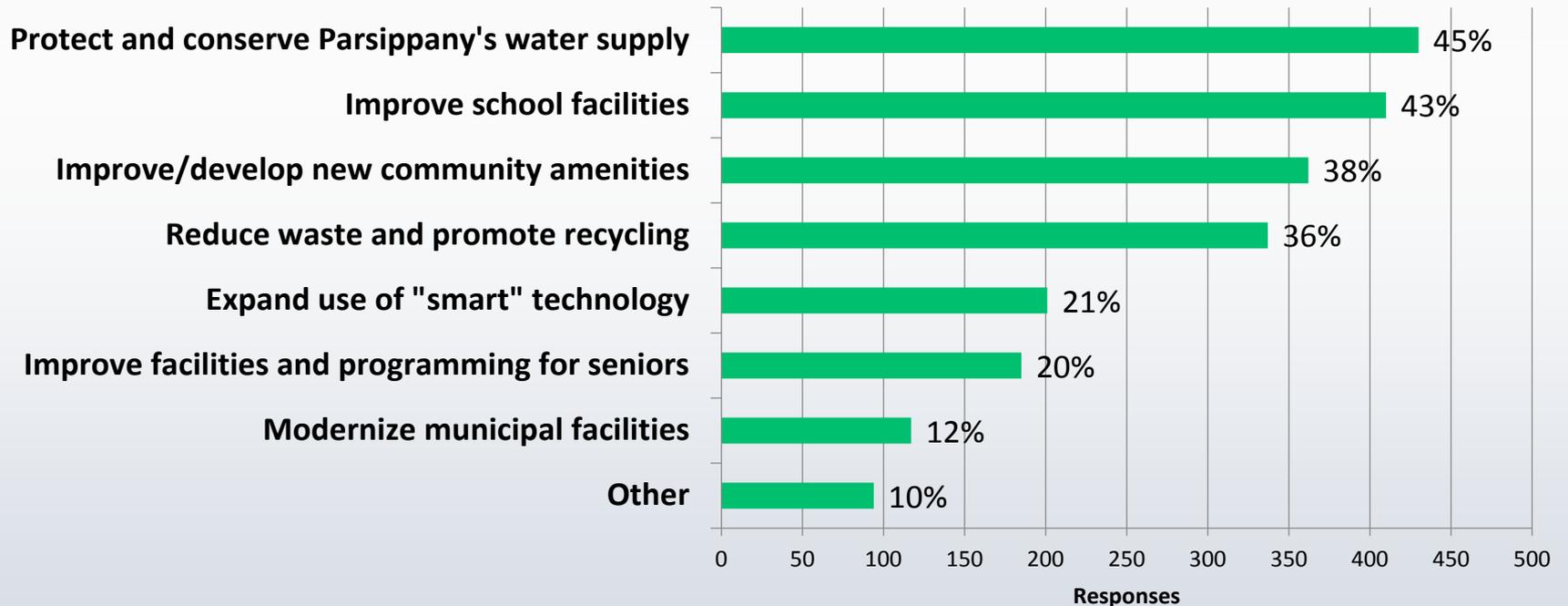
- Prevent overpopulation of feral cats
- Evaluate regulation of short-term rentals





# Community Facilities and Infrastructure

*What are your biggest priorities for Community Facilities?*



# Draft Strategies and Recommendations

## Community Facilities and Infrastructure



**Evaluate space constraints for existing municipal services.**

### Recommendations:

- **Develop a Community Facilities Plan Element that addresses the need for a civic center/municipal complex.**
- **Implement plans to upgrade emergency communications infrastructure.**

# Draft Strategies and Recommendations

## Community Facilities and Infrastructure



**Maintain and improve Township utilities, emphasizing environmental protection, health and safety.**

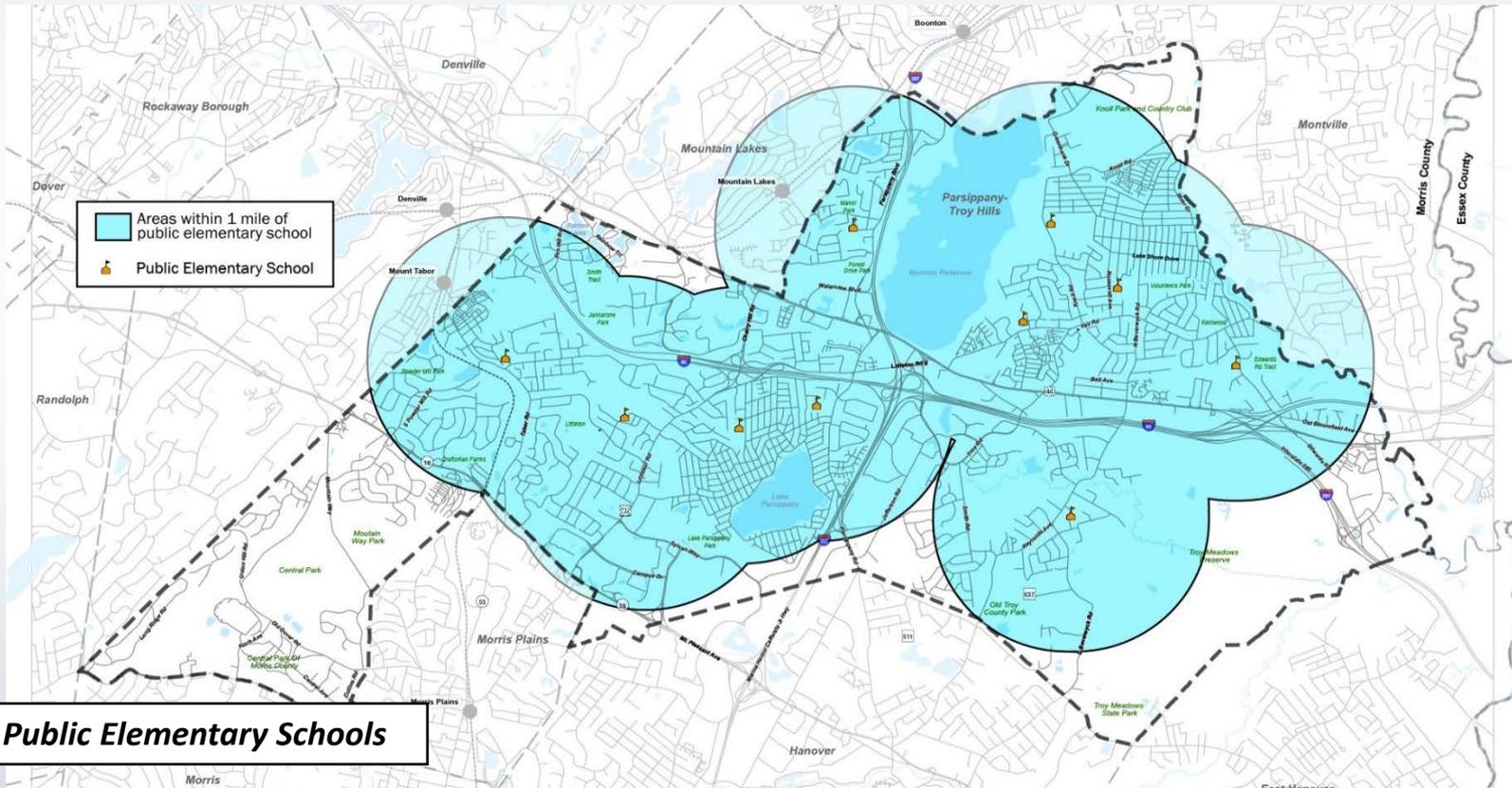
### Recommendations:

- **Promote burying of utility lines where possible**
- **Continually monitor stormwater drains to ensure they are not clogged and perform their desired function.**
- **Continue regular maintenance of Township roads, including the filling of potholes and street repaving.**
- **Encourage the use of water-efficient fixtures in existing buildings and new construction**
- **Continue to improve water supply infrastructure with smart technology (i.e. automatic leak detection).**

# Draft Strategies and Recommendations Community Facilities and Infrastructure



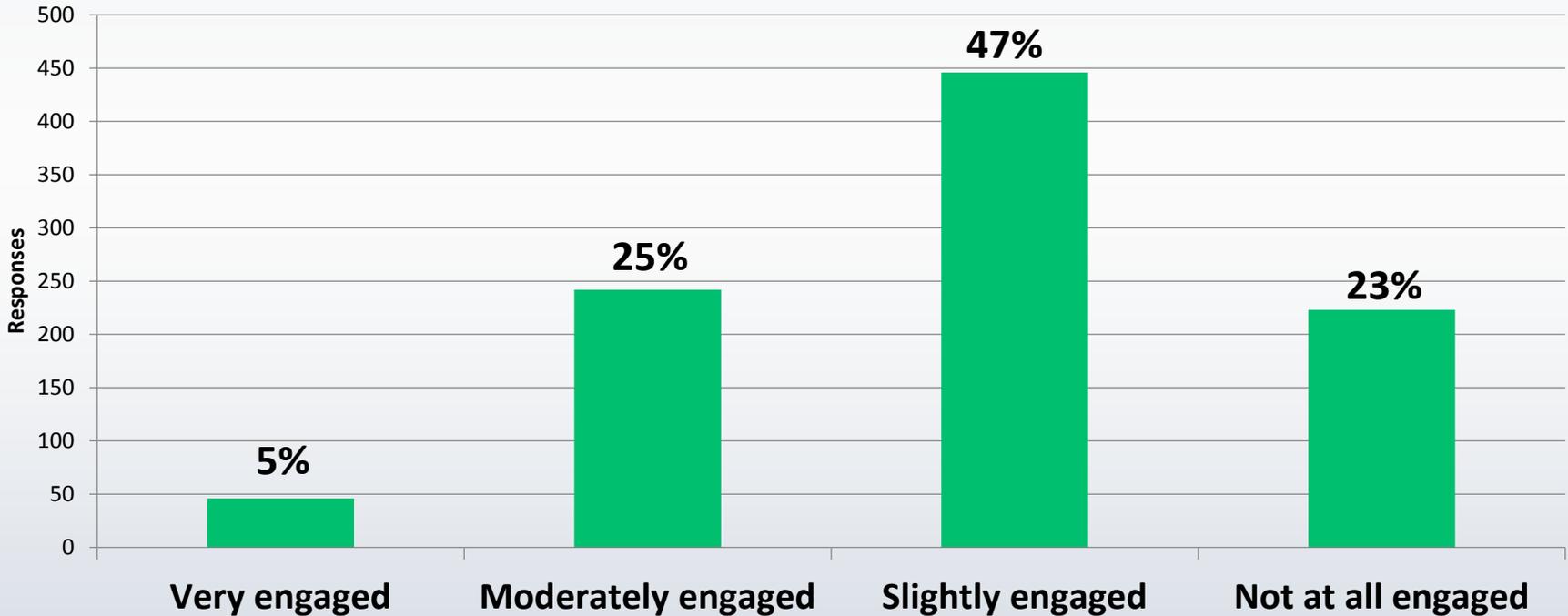
**Collaborate with the Board of Education to plan for future space needs.**





# Community Facilities & Infrastructure

Do you feel like you are engaged with Township sponsored activities?





**Improve public information sharing, engagement, and feedback.**

### Recommendations:

- **Develop a community-wide events calendar**
- Develop a “one-stop” mobile app for all Township information and services
- Formalize role of advisory committees in site plan review and ensure that the Planning Board has the benefit of complete, professional applications.

## **COMMUNITY EVENTS**

**SPORTS AND RECREATION  
SHOWS  
NEIGHBORHOOD PARTIES  
MUSIC  
MOVIES  
ART  
FUNDRAISERS  
HEALTH AND FITNESS  
TALKS & DISCUSSIONS  
CULTURAL EVENTS  
READINGS  
ITEM EXCHANGE EVENTS**

# Draft Strategies and Recommendations

## Arts, Cultural, and Historic Resources



**Promote the enhancement of facilities and events for arts, culture, and education.**

### Recommendations:

- **Create a central civic/community center for Parsippany**
- **Continue to sponsor public events**
- **Encourage public art**
- **Cultivate the artist community**



*Example of community center theater*



**Safeguard historic sites and provide incentives for the preservation of historic and older buildings.**

### Recommendations:

- **Update the historic preservation element of the Master Plan**
- **Incorporate the use of the New Jersey State Rehabilitation Code for historic properties into Planning and Zoning Board considerations**
- **Monitor and document privately owned historic properties before they are significantly altered or demolished**
- **Advance preservation of Troy Industrial Village and Troy Meadows**

# Open House Work Stations

**1**

***Housing &  
Neighborhoods***

***Neighborhood-Specific  
Issues***

**2**

***Economic  
Development***

***Arts, Cultural  
& Historic Resources***

**3**

***Transportation &  
Mobility***

***Community Facilities &  
Infrastructure***

**4**

***Open Space  
& Recreation***

***Environmental Conservation  
& Sustainability***

# Next Steps

- **Questions, Comments?**
  - *[masterplan@parsippany.net](mailto:masterplan@parsippany.net)*
- **Check Master Plan website:**
  - *[parsippany.net/278/Master-Plan](http://parsippany.net/278/Master-Plan)*

