

## VISION

In the year 2035, the heart of the Watsessing neighborhood that includes the Watsessing Train Station and Watsessing Center has been transformed into a safe and attractive mixed-use area drawing residents, commuters and visitors to a place with a “Village” feel, where neighborhood services, transit, employment and a variety of housing types are within a safe and comfortable walk. Vacant parcels have been developed in a manner that respects the scale and history of the neighborhood. Deteriorated and historic structures are revitalized. Marginal buildings have been transformed into mixed-use structures that offer a variety of shops, services, offices, restaurants and housing. Sustainable initiatives, such as community vegetable gardens, pocket parks with rain gardens to absorb stormwater and buildings with green roofs have been implemented throughout the neighborhood. Watsessing has a balance of residential, retail, office and industrial uses. The compact development of the neighborhood has a small town feel that reflects the comfortable, friendly character of Bloomfield.

Streets within the neighborhood have been redesigned to be pedestrian- and cyclist-friendly.

Sidewalks and bike lanes connect the neighborhood to the greater community. Street trees flourish along the edges of well-lit streets. Intersections are improved with defined crosswalks and pedestrian signals. Watsessing Train Station and the bus stops throughout Watsessing Center are equipped with shelters and bicycle lockers. A new plaza/square provides a “front yard” for the Watsessing Train Station and a gathering place for residents and visitors. Watsessing Center has a tangible sense of “place” and identity and has become an appealing, exciting and vibrant area. Upgrades to the train station have occurred, a kiss’n’ride provides quick pick-ups and drop-offs and bike racks offer secure parking for transit users using the bike paths through newly constructed development on the former Westinghouse, GE and Hartz sites that connect to bike lanes added to county roads. Small shops and restaurants fill the ground floor spaces around the train station. The Watsessing neighborhood now acts as a destination for residents, providing a place for both the young and old to enjoy.

## GOALS/OBJECTIVES

- a) Encourage opportunities for active pedestrian-generating land uses that concentrate in activity centers within ¼ mile walking distance of the Watsessing Station.
- b) Encourage a mix of land uses within walking distance of the Watsessing Station including:
  - o Limited new residential affordable to a wide range of income levels (including workforce housing).
  - o Commercial and retail in Watsessing Center and along Bloomfield Avenue.
  - o Low Impact Light industrial/manufacturing on vacant brownfield sites as employment generators near transit (reverse commuting).
- c) Allow and encourage convenient retail and service uses on lower levels of buildings within Watsessing Center near the Watsessing Station.
- d) Promote pedestrian and bicycle activity through site planning and design strategies, such as:
  - o Traffic calming measures.
  - o Continuous sidewalks, pedestrian amenities and wayfinding signage.
  - o Buildings sited at the street line.
  - o Walkable block patterns.
  - o Streetscape improvements (i.e. trees, lighting, etc.).
  - o Safety improvements (i.e. clearly defined crosswalks, pedestrian signals, etc.).
- e) Increase bikeability of the neighborhood through the inclusion of bike paths through new development projects, bicycle lanes along County and local collector streets, bicycle racks in convenient locations and bicycle lockers at Watsessing Station and at bus stops.
- f) Allow and encourage architectural variety and continuity through design standards that respect the scale and history of the neighborhood.
- g) Allow strategies for on-street, shared parking and/or screened structured parking.
- h) Permit adequate mixed-use densities to support Transit-Oriented Development, which may include buildings up to four stories in height.
- i) Improve the train station’s sense of security and add a location for a kiss’n’ride.
- j) Encourage sustainable initiatives, such as rain gardens, community gardens and green roofs throughout the neighborhood.