East Area Plan

Steering Committee Meeting
March 28, 2019

Montclair Civic Center (Molkery) 6829 E. 12th Ave
<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Objective</th>
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</thead>
<tbody>
<tr>
<td>6:00 – 6:10</td>
<td>Approval of January Meeting Summary</td>
<td>Confirm or make edits</td>
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<tr>
<td>6:00 – 7:30</td>
<td>Jan – March Community Engagement Summary</td>
<td>Review and discuss key themes</td>
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<tr>
<td>7:30 – 7:45</td>
<td>Review Remaining Community Engagement</td>
<td>Provide input on community engagement for project remainder</td>
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<td>7:45 – 8:00</td>
<td>SC involvement in drafting portions of plan</td>
<td>Discuss SC/resident participation in drafting plan content</td>
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Jan-March Community Engagement Debrief
2017/18 Engagement

- Over 1,500 participants
- 19 events (including several RNO meetings)
- 5,951 comments on-line
- 16 Steering Committee Meetings (open to the public with all material on-line)
January – March 2019 Engagement

- 5 Neighborhood Meetings + 6 Focus Groups
- 4 targeted meetings with residents (Hidden Brook, Avenue 8, Regal Café, Street Fraternity)
- Door to door engagement with businesses
- 2 pop-up workshop with motels
- 400+ participants
- On-line engagement activities
Focus Group Key Themes
Design Focus Group RESIDENTIAL Key Themes

• SIZE of homes not necessarily the problem; scale, proportion, materials are.
• HOWEVER, the size of homes are formula-driven from code to get maximum SF possible (leaves less $$ for exterior attention)
• Out of town developers don’t know the neighborhoods – just see opportunity.
• Solutions need to be careful about unintended consequences (i.e. regulating materials can make housing less affordable).
• Some level of historic preservation and/or design review is needed to ensure character is maintained over time.
• Encourage additions and renovations over scrapes. Fix loopholes in what counts as “renovation” – end up looking like scrapes.
Design Focus Group COLFAK/MIXED USE Key Themes

- Adaptive reuse and additions to existing buildings is preferred to help maintain character – BUT, something is better than nothing.
- Need to reflect history of Colfax more.
- Change of use triggers and proportionality need to be addressed.
- Encourage small-scale development – educate and eliminate barriers.
- Pattern book of possible building types that also represents “character” of Colfax and educates on process of development.
- Parking regulations too onerous, esp. with BRT.
- Design review critical to getting it right.
- Existing density near Colfax not supportive of high capacity transit.
Neighborhood Workshops
Findings/Key Themes
Vision Statements
Purpose of one exercise was to confirm the vision statements
Nearly all participants agreed with the vision statements

Economically Diverse and Vibrant: 96% agree; 4% neutral; 0 disagree
Equitable, Affordable and Inclusive: 88% agree; 8% neutral; 4% disagree
Strong and Authentic Neighborhoods: 96% agree; 0% neutral; 4% disagree
Environmentally Resilient: 100% agree; 0 neutral; 0 disagree
Well Connected, Safe, Accessible Places: 94% agree; 6% neutral; 0 disagree
Healthy & Active: 95% agree; 5% neutral; 0 disagree
Economy

- Support for Medical/Health/Wellness as foundational to the East Area economy
- Colfax as an office location for small service businesses
- Community serving retail – tools, incentives and policies to prevent displacement
- Lack of consensus when it came to identifying retail missing from Colfax -- focus instead on creating a safe and welcoming environment for pedestrians in order to strengthen local businesses and retail.
- Improve bike, ped, and transit access to food
Housing

• Missing Middle housing needed – form and price points
• ADUs – support from community meetings (need to make them more easier to finance – prohibit short term rentals)
• Support for motel sites to be rehabilitated/redeveloped as affordable housing
• Supportive services needed in or near affordable housing
• Encourage more apartment buildings with affordable housing near transit
• How does BRT make Colfax a neighborhood serving street and a place to LIVE. This will contribute to transforming Colfax
Directing growth to Colfax makes sense.

Adaptive reuse is a positive for Colfax. Top comments included: encouraging infill of parking lots over tearing down existing buildings, keeping architecturally significant buildings, saving small businesses in place, and saving the history of Colfax.
Land Use – UQT (COLFAX NODES)

Four Nodes - #4; #5; #7; #9

Encourage a variety of retail, businesses, and housing
Provide places to sit and eat outside
Keep existing and support new local businesses
Replace vacant/parking lots with new buildings

Bustling with activity

Provide more trees and shade
Prioritize building edges and memorable buildings
Add/keep iconic elements with local flavor
Promote windows and visibility at the ground floor

Memorable Environment

Widen sidewalks and reduce driveways
Make crossing the street easier
Slow down vehicular traffic
Add benches and greenery along the sidewalk

Pedestrian comfort
Land Use – UQT (NEIGHBORHOOD NODES)

Three Nodes - #3; #13; #14

1. Encourage a variety of retail, businesses, and housing
2. Provide places to sit and eat outside
3. Keep existing and support new local businesses
4. Replace vacant/parking lots with new buildings

Memorable Environment

5. Provide more trees and shade
6. Prioritize building edges and memorable buildings
7. Add/keep iconic elements with local flavor
8. Promote windows and visibility at the ground floor

Pedestrian comfort

9. Widen sidewalks and reduce driveways
10. Make crossing the street easier
11. Slow down vehicular traffic
12. Add benches and greenery along the sidewalk
Land Use – RESIDENTIAL DESIGN (SU, TU)

USE A STICKER TO INDICATE HOW IMPORTANT IT IS TO ADDRESS EACH OF THE FOLLOWING DESIGN ELEMENTS IN NEW CONSTRUCTION.

- **HEIGHT**
  - Traditional Single Storey
  - Context
  - Not Important to address
  - Very Important to address

- **LONG SIDE WALLS**
  - Traditional Single Storey
  - Context
  - Not Important to address
  - Very Important to address

- **MASS AND SCALE**
  - Traditional Single Storey
  - Context
  - Not Important to address
  - Very Important to address

- **ROOF FORMS**
  - Traditional Single Storey
  - Context
  - Not Important to address
  - Very Important to address

- **GROUND FLOOR LEVEL**
  - Traditional Single Storey
  - Context
  - Not Important to address
  - Very Important to address

- **SIDE SETBACKS**
  - Traditional Single Storey
  - Context
  - Not Important to address
  - Very Important to address

- **MATERIALS**
  - Traditional Single Storey
  - Context
  - Not Important to address
  - Very Important to address

OTHER COMMENTS...
If you have other comments about new single family construction, please tell us what that is. (Write your idea below.)
Mobility

- Prioritizing pedestrians – gaps, ped crossings, sidewalks
- Improved transit connections to bus lines and BRT, more coverage, reduced fare, transit passes for employees along Colfax
- North-south crossings of Colfax – increased traffic lights and stop signs, additional north-south bike lanes and improved connections
- Traffic calming (reduce speeds) through improved street design (16th and 22nd could be major bike/ped links to City Park and east)
- Reduce cut through traffic in neighborhoods prior to BRT implementation
- Also reduce speeds and cut through traffic on major streets (13th, 14th, 17th, Montview)
Mobility

• One-way streets should be reduced/eliminated
• Regulate scooters and add bike parking
• Increase visibility at intersections (a.k.a. daylighting)
• Improve park access – particularly Westerly Creek connections and complete missing links
• Install real-time transit info/wayfinding on Colfax and throughout neighborhoods
• Eliminate sidewalk closures during construction
Quality of Life

• Utilize all of public right of way for all modes – not just for cars – more activity on the streets
• Use the parkways for mobility purposes – bikeways, sidewalks – “put the park back in parkways!”
• Use underutilized parcels for green space (parking lots)
• Policy for redevelopment in flood prone areas
• Colfax intersections at BRT stations (larger bulbouts on North-South sides – create seating areas, water quality, bike/scooter parking)
Quality of Life

• Maintain health of the existing tree canopy - increase coverage by planting additional trees
• Provide additional pocket parks, community gathering spaces near BRT stations
• Create park space at Mayfair Town Center
• Recreation Center in East Colfax neighborhood
• Large support for Hale Parkway concepts – residents would like to see more concepts likes these elsewhere
Meeting Format Feedback Questions

1. The information presented was clear and understandable.
   Strongly agree 67%, Agree 33%, Disagree 0%

2. I was able to share my opinions and ideas to the project team.
   Strongly agree 75%, Agree 25%, Disagree 0%

3. The topics discussed were important for my neighborhood.
   Strongly agree 84%, Agree 16%, Disagree 0%
Targeted Engagement Key Themes

• Colfax motels provide housing for many people that do not qualify for traditional affordable housing due to criminal records, low credit scores, eviction history, short employment history, etc. “Many residents are good people in bad circumstances” with no “way out of the cycle”.
• Lack of day shelters and other social services – too far away
• Walking around East Colfax neighborhood is challenging due to lack of sidewalks, fast traffic, and crossing Colfax is not safe, particularly for wheelchairs.
• Restaurants and grocery stores are too expensive – end up eating fast food
• Crime (much of it gang and/or drug related)
• Bus is too expensive if you do not have a pass and not frequent enough
• Need recreation/community center and better basketball courts
Remaining Community Engagement
Focus Group Meetings | 6:00pm – 8:00pm
Carla Madison Recreation Center

April 2: Economy & Healthy Food Access
April 4: Green infrastructure & Park
April 10: Affordable Housing, Social Services & Financial Stability
April 17: Mobility
April 18: Design Quality & Character Preservation
Remaining 2019 Engagement

April/May RNO Meetings

Targeted Outreach

• April 3 Hidden Brook Apartments 6pm – 8pm

May 14 East Area Workshop – Draft Recommendations

June TBD East Area Workshop – Draft Plan

Late Summer/Fall Planning Board and City Council Adoption Process
East Area Steering Committee Dates

April 25: Preliminary recommendations, focus areas/transformative projects, performance measures

May 23: Review plan recommendations

June 27: Review draft plan

July 25: SC recommendation on East Area Plan Draft
Additional Questions & Discussion

1. Is this feedback presented representative of what you are hearing in the community? Any surprises?

2. Are you interested in helping draft sections of the neighborhood plan chapters? What sections?