

Downtown Redevelopment Plan

Sayreville, NJ



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Graphical Communication
for Planners

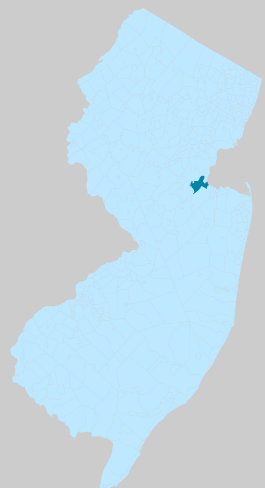
Spring 2015

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Background

Sayreville, NJ is at an important crossroads, both figuratively and physically. Hurricane Sandy brought widespread destruction and induced significant recovery costs to communities across New Jersey. In the post-Hurricane Sandy era, Sayreville and the rest of the New Jersey Bayshore and Shoreline Regions have not only been faced with significant repair costs, but also the reevaluation of existing development practices all the while preparing for expected future growth. This has come in the wake of increased scrutiny and questioning of whether development along Jersey's waterfront areas is sustainable and whether more aggressive smart growth strategies should be pursued. Additionally, Sayreville's prime location at the intersection of America's largest city, the mouth of the Raritan River, and the Jersey Shore, this community is poised for future success. This site plan is a proposal to address the area's pressing physical concerns in addition to considering the wants and needs of residents and employees of Sayreville in providing a sustainable, safe, and enjoyable community to be enjoyed by current and future generations for the foreseeable future.



42,704 residents

\$60 million
spent in Sandy flood buyouts



Sayreville is faced with many obstacles beyond its natural disaster threats. As with many communities in the post WWII era, suburban sprawl has compromised and engulfed the downtown Sayreville business district in favor of strip malls, shopping centers, and big box stores. This has left the central business core without adequate commercial services and retail outlets to serve the community, and as a result, has effectively rendered the downtown into an underutilized, forgotten place that is no longer attractive to live in or near. This site plan proposal seeks to revitalize the downtown Sayreville community into a thriving mixed use community that not only reinvigorates Sayreville, but also spearheads the area's smart growth development by using environmentally safe and friendly practices and designs in order to mitigate the impact of natural disasters on Sayreville in the future.

Region

Description

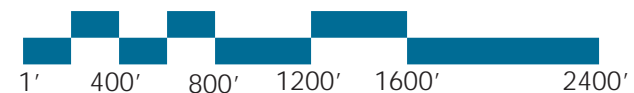
Historically an important river port, Sayreville is still very much an industrial town, primarily manufacturing products such as paints, chemicals, and processed food. However, many technology companies now call Sayreville home and a growing residential population is changing the town's identity. With many redevelopment endeavors underway, Sayreville is in the midst of significant change.

Access

In addition to Sayreville's location along the Raritan River, Sayreville is conveniently located between NJ Highway 18, U.S. 1 and the NJ Turnpike, and the Garden State Parkway. These thoroughfares provide Sayreville with quick access to New York City, the Jersey shore, and many other points of interest in the Mid-Atlantic Region.



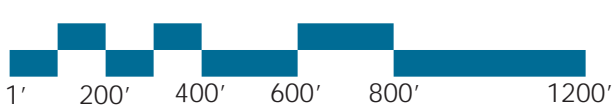
\$79,002
median household income



Study Area



The study area is located in the historic downtown of Sayreville. Running north-south to the east of the site is Main Street, which is home to Sayreville's municipal building. Behind this is a large recreation area that serves as parkland and ball fields. Surrounding the entire site are mostly single-family detached homes with a few places of worship and single-family attached housing interspersed.



Base Map



The current site largely consists of an underutilized public park. While this park and recreation space is of value to the community, the lack of upkeep and attention towards this area does not create a welcoming environment. Also, the large continuous greenspace is a barrier for the local road network as traffic must circulate around what has become a super block. The perimeter of the site is lined with the following structures:

places of worship

single-family detached homes

single-family attached homes

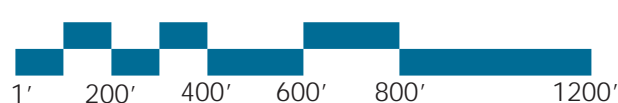
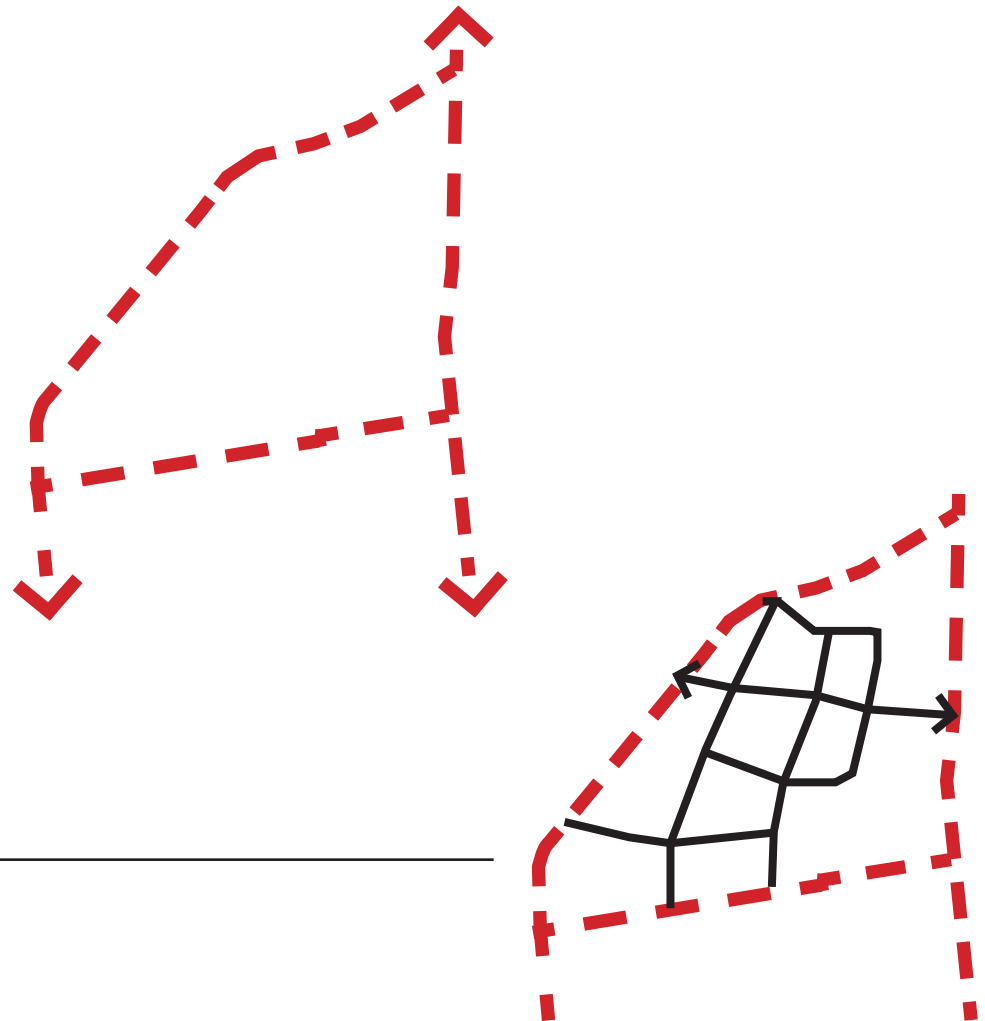


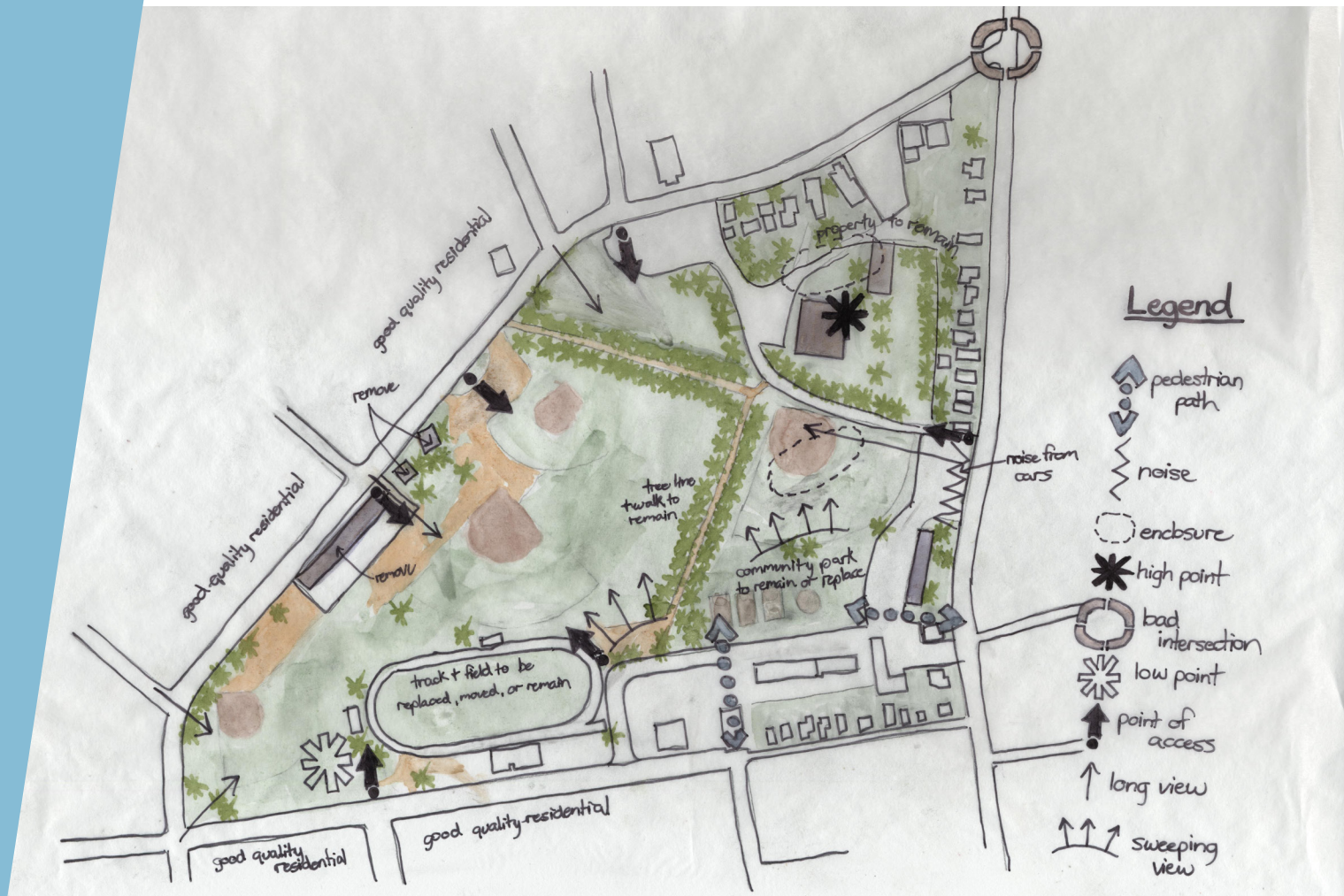
Diagram: Trends & Issues

The downtown Sayreville area is currently an underutilized business district that no longer serves the needs of the surrounding community. The proliferation of many nearby shopping centers have been to the detriment of this downtown community leaving few retail and entertainment outlets. As a result, this area has been long overlooked in terms of public and private investment. Area roads are limited in capacity, in less than optimal conditions and are in need of upgrades. This is demonstrated to the right. Also, in the aftermath of Hurricane Sandy, flooding is also a major concern as many nearby homes were ravished by flood waters.

Considering these factors, the proposed street design and layout is presented to the right. The implementation of a grid to serve the development and surrounding community will facilitate traffic flow in the area.



Site Analysis



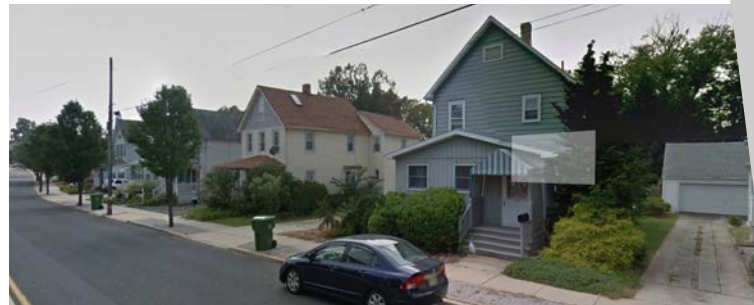
Site



The site contains Sayreville's city hall, visible to the left. This building is an important civic meeting place and will be incorporated into the site. The surface parking visible around the building is common around the places of worship that border the site as well.



Large, mature trees line a paved sidewalk through the middle of the current greenspace as seen to the left. This walkway and the trees will be retained in the plan and will further complement the new greenspaces and development.



Many single-family homes surround the site. The residential character of this neighborhood will be retained with the site being developed inside the super block.

An aerial photograph of a city grid, showing streets and building footprints. A diagonal blue overlay covers the right side of the image. The text "Master Plan" is centered in the middle of the image.

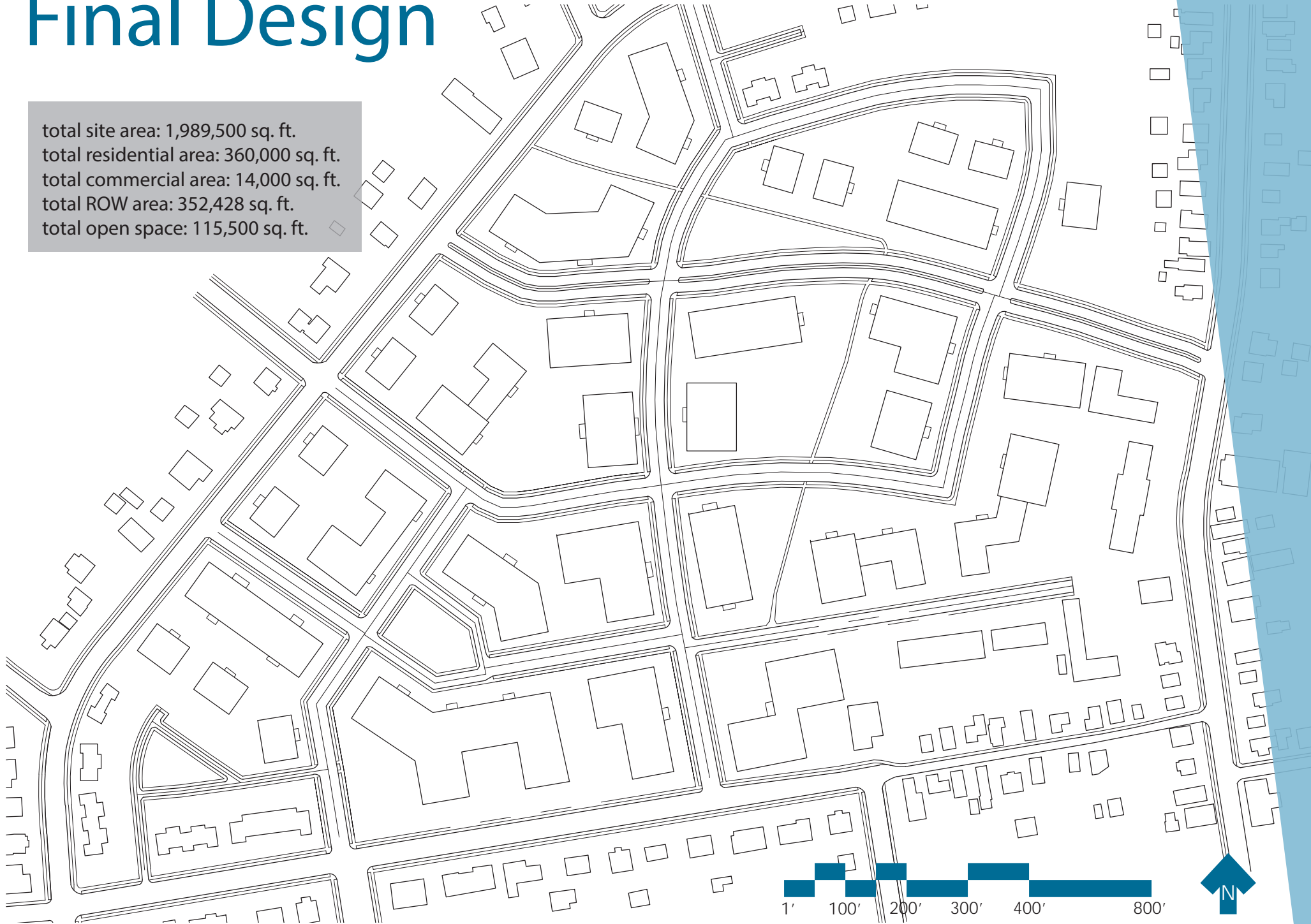
Master Plan

Subdivision Plan









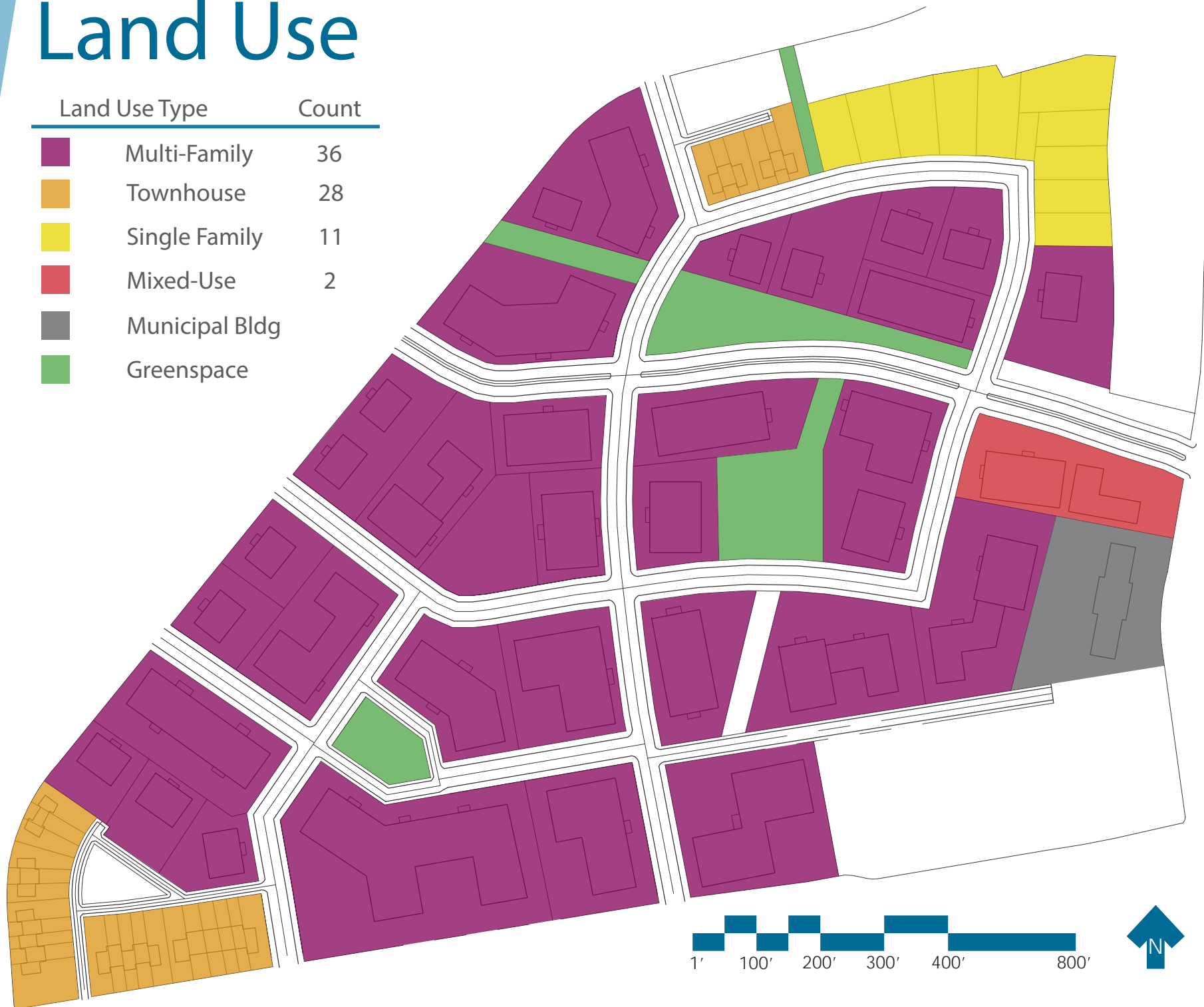
Final Design

total site area: 1,989,500 sq. ft.
total residential area: 360,000 sq. ft.
total commercial area: 14,000 sq. ft.
total ROW area: 352,428 sq. ft.
total open space: 115,500 sq. ft.



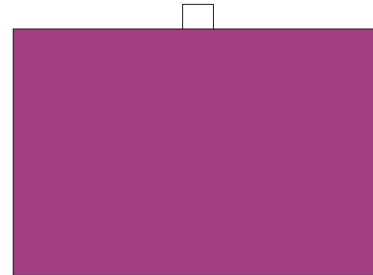
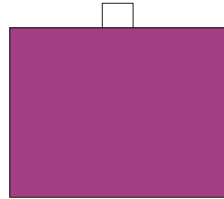
Land Use

Land Use Type		Count
	Multi-Family	36
	Townhouse	28
	Single Family	11
	Mixed-Use	2
	Municipal Bldg	
	Greenspace	

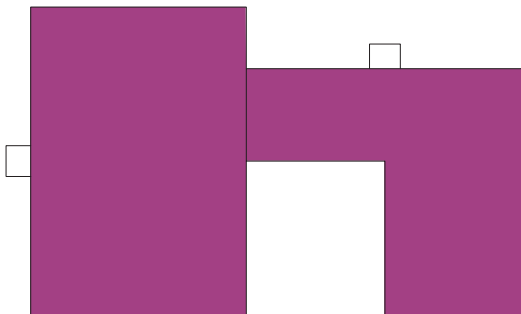


Unit Types

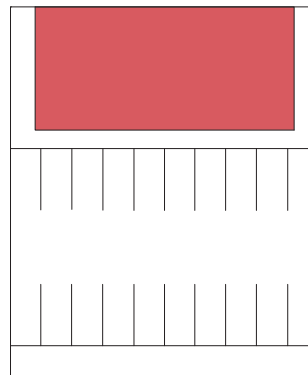
Multi-Family Buildings



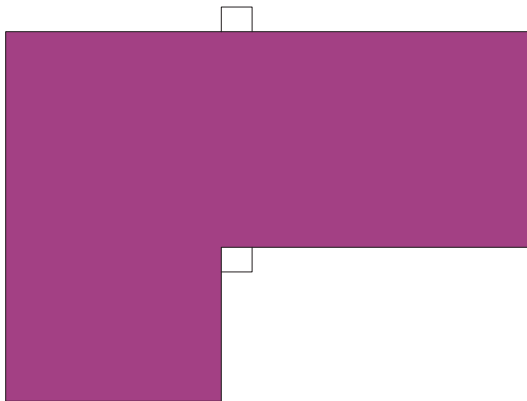
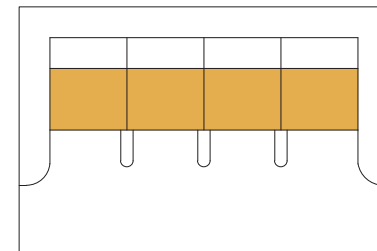
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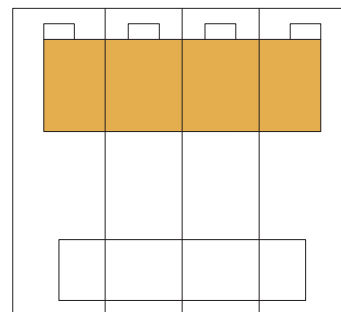
Mixed-Use Building



Townhouses

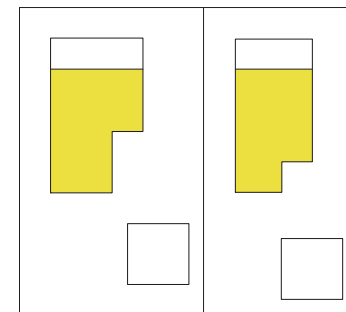


Multi-Family Building



Townhouses

Single-Family Homes

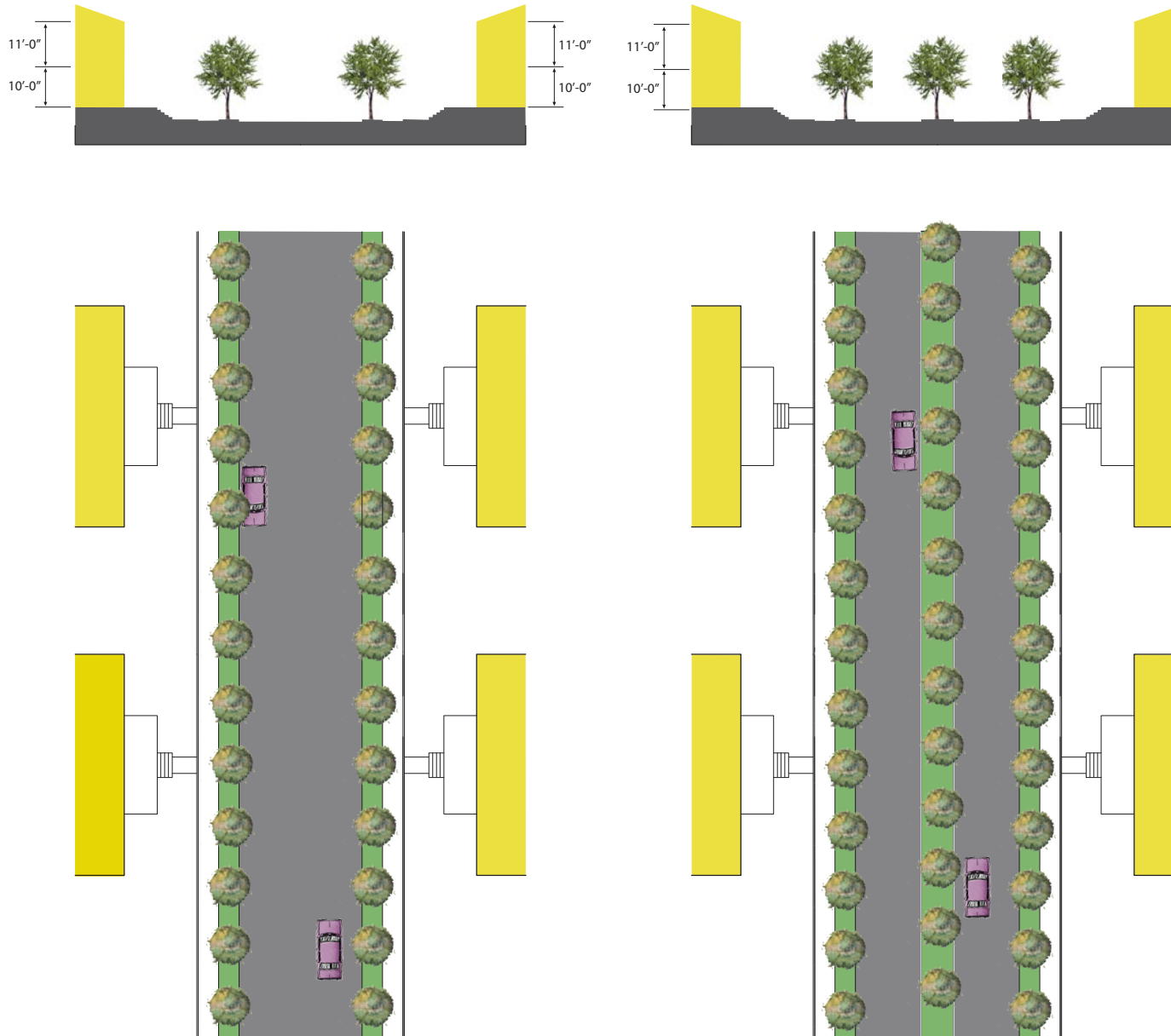


Street Hierarchy

Rd Type	ROW	ROW Area	Length
Local	40'	305,328 sq. ft.	6284 ft.
Alley	20'	47,100 sq. ft.	1993 ft.



Street Sections



Illustrative Site Plan



Rendering



3D Massing Model



Sketch

