



THE BOULEVARD AT BRUNSWICK PIKE

A UNIFIED STREETSCAPE DESIGN CONCEPT

MAY 18 2020



Clarke Caton Hintz



ACKNOWLEDGEMENTS



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EXECUTIVE SUMMARY

PLANNING HISTORY OF THE BRUNSWICK PIKE

1. Existing Conditions, Constraints and Opportunities
2. Design Principles
3. Streetscape Concepts
4. Streetscape Elements and Furnishings

APPENDICES

- A. Concept Applied to the Entire Corridor
- B. Streetscape Implementation Guidance

The Brunswick Pike has been the subject of several studies and projects over the past two decades. Lawrence Township has committed considerable resources to evaluating and analyzing Brunswick Pike in an effort to redevelop and revitalize the area into a lively mixed-use boulevard. In 1995 a Master Plan Amendment identified the area as a Redevelopment Area. In 2007 a Vision Statement was prepared for the study area which proposed multi-story and mixed-use buildings along the sidewalk. The Vision Plan identified that Brunswick Pike formed a barrier between surrounding neighborhoods and commercial uses. In addition, the study noted the lack of sidewalks and crosswalks within the corridor. In 2010, a Transportation and Community Development Initiative (TCDI) from the Delaware Valley Regional Planning Commission (DVRPC) funded a study to evaluate how redevelopment and form-based codes could facilitate transformation of the existing auto-oriented development patterns into a framework to support a more vibrant constellation of residential and non-residential uses. Among other outcomes, the 2010 study found that the Brunswick Pike roadway was still an impediment to moving forward with a new vision for the corridor. Lawrence Township had pursued NJDOT consideration of the boulevard design concept as part of a 2015 design for construction of the Whitehead Road Roundabout and Brunswick Pike Boulevard Plan. The NJDOT project included curbing for the center median, curbing and curb “bump-outs”, ADA compliance ramps at intersections and crosswalks to promote accessibility; however, there are no sidewalk improvements, plantings, walkway illumination, or hardscape elements to humanize and transform the spatial and visual character of the corridor. The state construction project is completed and upon final project acceptance, Brunswick Pike will revert to Lawrence Township jurisdiction.

Funded by an additional DVRPC TCDI Grant, Lawrence Township, with the assistance of Clarke Caton Hintz, has developed a conceptual streetscape design plan illustrated in this document. The goals of the Brunswick Pike Streetscape design are based on the Brunswick Pike revitalization goals including:

- Integrate the commercial corridor with the surrounding residential neighborhoods;
- Create safe pedestrian connections;
- Transform a highway to a more pedestrian oriented “place”;
- Honor the history of this transportation corridor; and
- Engage community in design development.

This guide for the development of a new, unified approach to the design of the corridor was led by an advisory committee of Lawrence Township municipal officials and staff. The committee reviewed the existing conditions, evaluated options, considered input from two public forums and settled on the concept that is articulated herein. The conceptual streetscape design and the elements that comprise the design are to be used to inform the next phases of design and construction. The following pages of this document details in images, plans and drawings the results of this conceptual design process for the entire Brunswick Pike corridor. This document is separated into 4 chapters and 2 appendices.

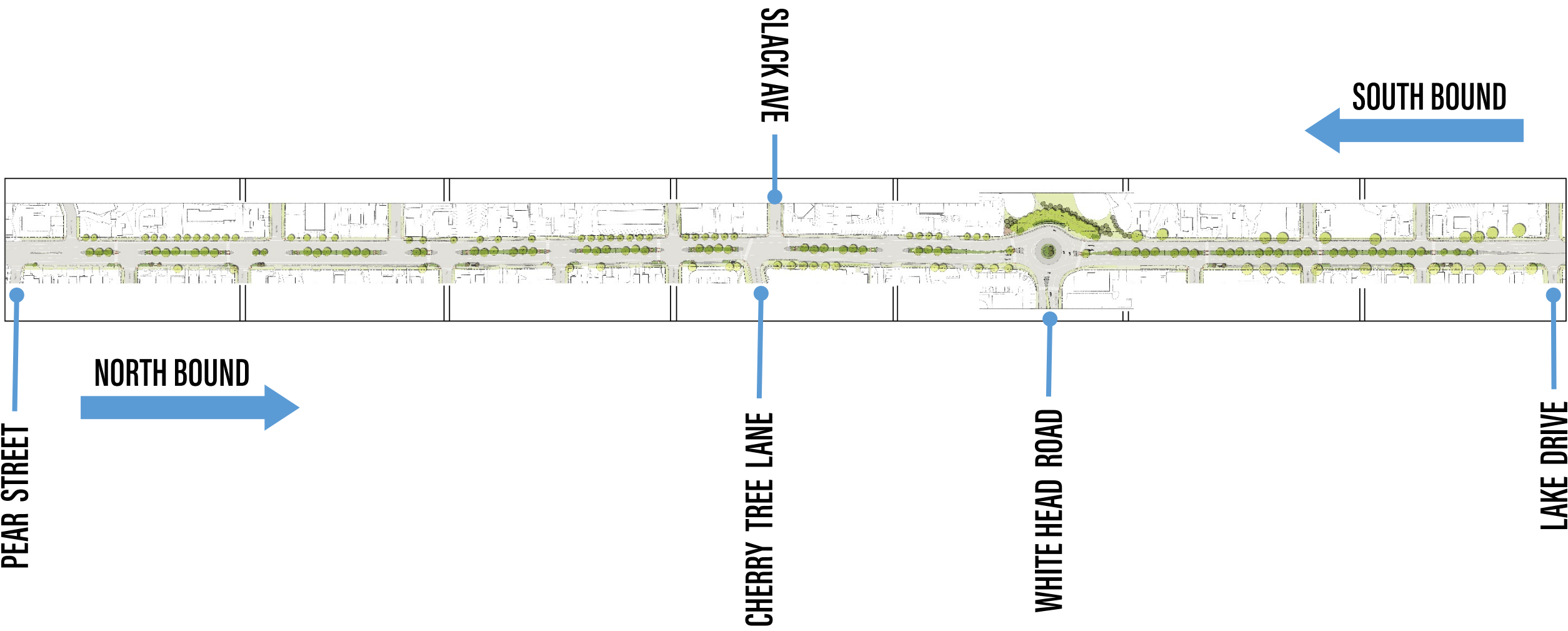
Chapter 1 highlights the corridor’s existing conditions as well as potential opportunities and constraints which informed the final design principles. Chapter 2 details the corridor’s core design principles. With the design principles finalized, a proposed conceptual streetscape section design, typical plans and roundabout gateway treatment was developed and is illustrated in Chapter 3. Chapter 4 highlights potential site furnishings, planting palette and lighting fixtures.

The appendices provide more detailed information, plans, and details for the entire corridor. During the analysis phase, it was readily apparent that a standard streetscape treatment may not be possible on each block. Each block has unique conditions which require a slight deviation from the standard section. Appendix A applies the proposed generic streetscape concept to the entire corridor and accounts for the variations in conditions. Appendix B provides more detailed concepts regarding the potential streetscape elements and furnishings, including potential construction methods that could be used for low maintenance materials and long term survivability.



THE PLANNING HISTORY OF THE BRUNSWICK PIKE AREA

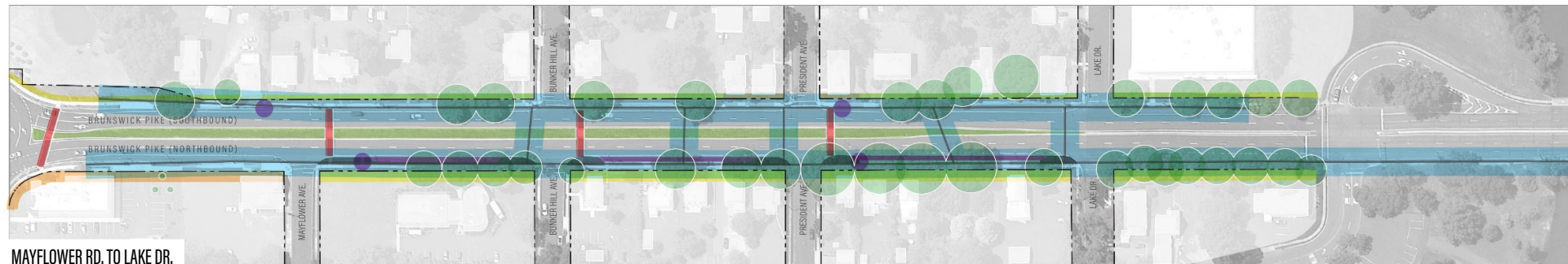
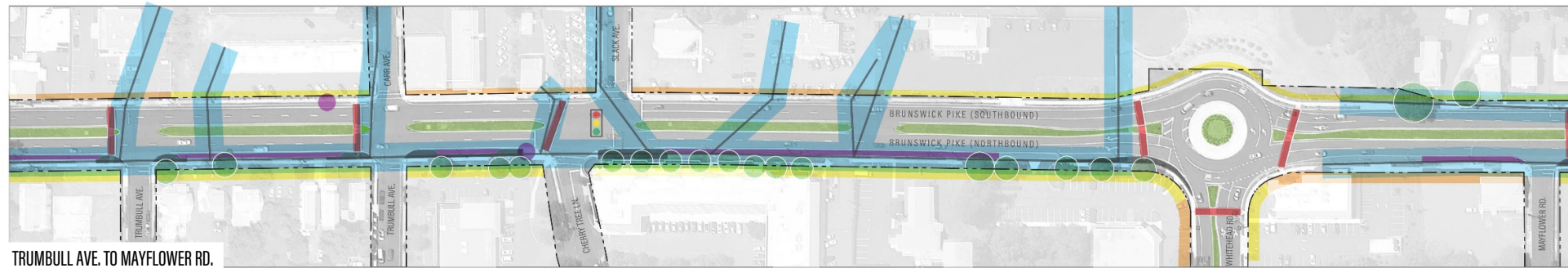
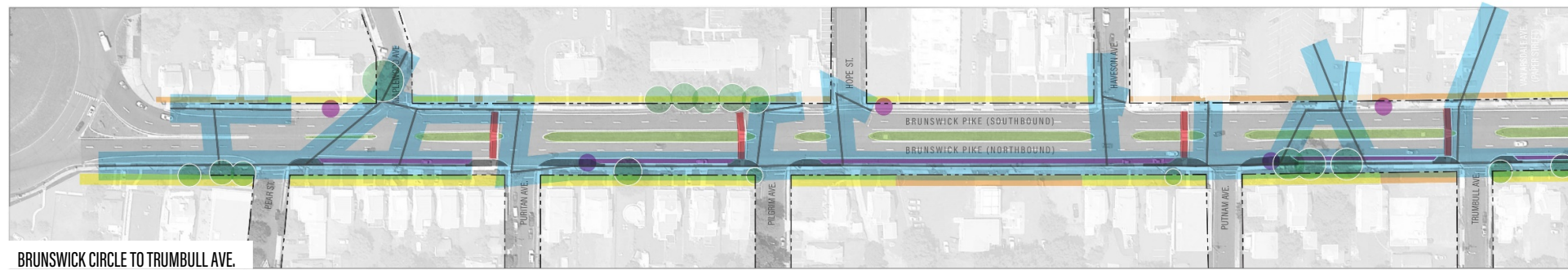
- Lawrence Township commitment to redevelop and revitalize Brunswick Pike into a vibrant mixed-use boulevard.
 - 1995 – Area was identified as a Redevelopment Area
 - 2007 – Vision Plan for the corridor introduces a boulevard concept
 - 2010 – TCDI Grant funded for a study for redevelopment options
 - 2015 – NJDOT completed plans for a Boulevard; however, plans exclude sidewalk improvements, plantings, walkway illumination or furnishings
 - 2019 – TDCI grant from DVRPC obtained to develop a concept for the completion of the streetscape



1

EXISTING CONDITIONS, OPPORTUNITIES + CONSTRAINTS

SUMMARY : EXISTING CONDITIONS, CONSTRAINTS AND OPPORTUNITIES



Edge Character 1: Curb Lawn, Soft edge to ROW, Curb to ROW ±12'

Edge Character 2: Paved, Hard edge or parking to ROW, Curb to ROW ±12'

Edge Character 3: Paved, Hard edge or parking to ROW, Curb to ROW ±15'

Edge Character 4: Hard edge or parking to ROW, Curb to ROW ±15'

Curb Extensions: Opportunity for Green Infrastructure

Overhead Power Lines: Constraint for Shade Trees

Median: Opportunity for Shade Trees and Plantings

Existing Street Trees

Clarke Caton Hintz



Curb Extensions: Opportunity for Furnishings

Bus Stop: Opportunity for unifying bus shelter

Existing Crosswalks

On-Street Parking

THE BOULEVARD AT BRUNSWICK PIKE - A UNIFIED STREETScape DESIGN CONCEPT

Constraints:

- Overhead power lines
- Limited R.O.W. to curb
- On-street parking and maintain driveway cuts
- Maintain DOT improvements
- Limited opportunities for street trees

Opportunities:

- Large median
- Whitehead Road roundabout area
- Curb extensions

SUMMARY : EXISTING CONDITIONS, CONSTRAINTS AND OPPORTUNITIES



Constraints:

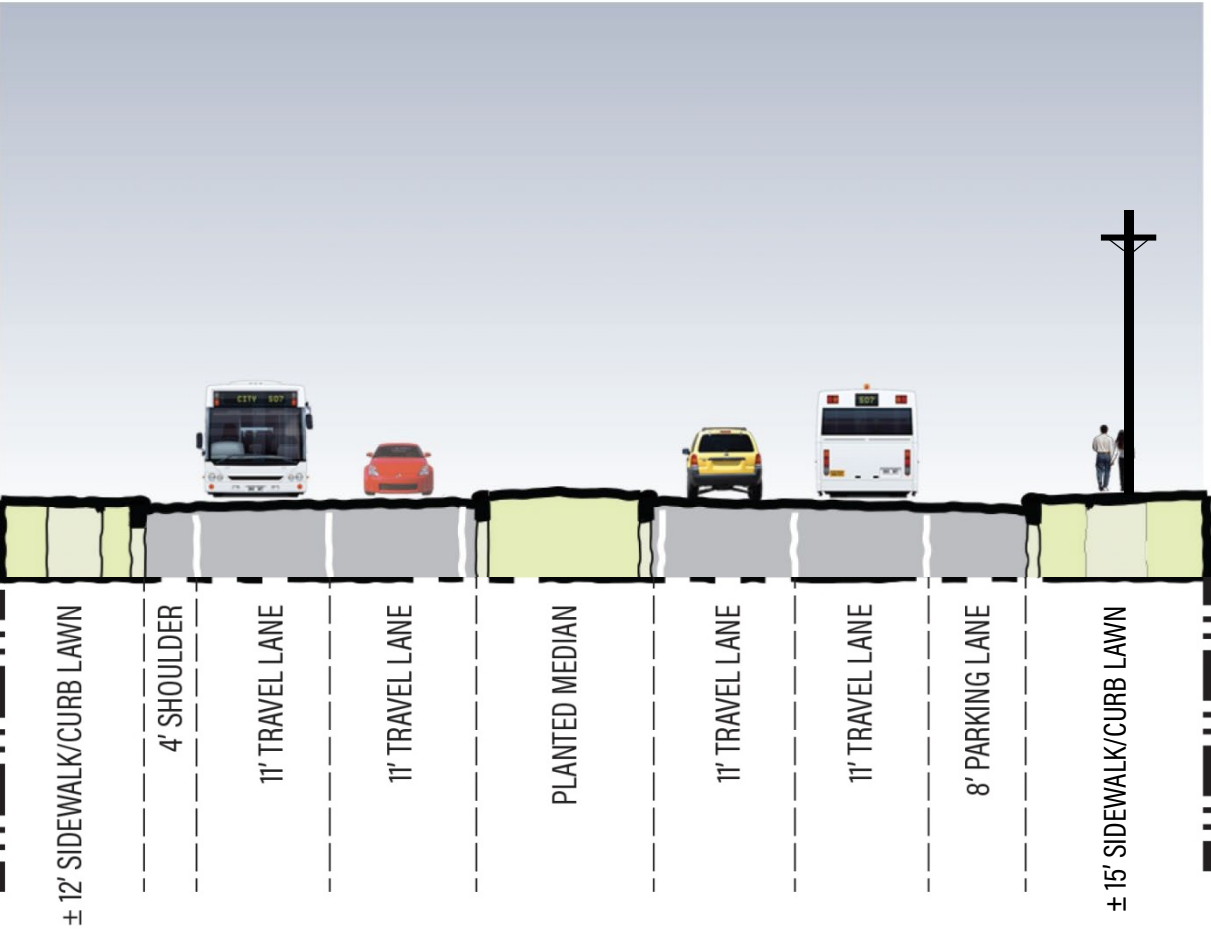
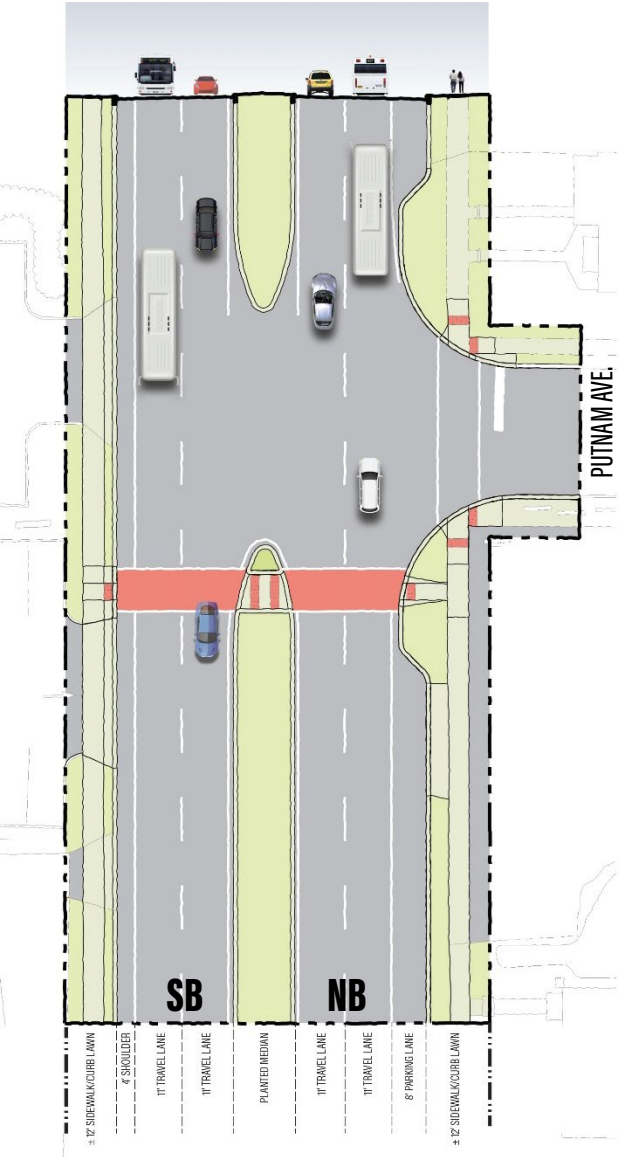
1. Overhead power lines
2. Limited R.O.W. to curb
3. On-street parking and maintain driveway cuts
4. Maintain DOT improvements
5. Limited opportunities for Street Trees



Opportunities:

6. Large median
7. Whitehead Road roundabout area
8. Curb Extensions

EXISTING BRUNSWICK PIKE STREET SECTION



2

DESIGN PRINCIPLES

- Increase pedestrian safety
- Develop a sense of place and identity through unified materials, plantings and furnishings
- Incorporate low-maintenance durable shade trees + plantings
- Integrate green infrastructure where possible (non-structural stormwater management mechanisms)

- Increase Pedestrian Safety
 - Enhance pedestrian crossing visibility as perceived by drivers
 - More visible painted crosswalks. (Existing stamped asphalt already showing wear)



- Develop a Sense of Place and Identity
 - Unified median design – cobblestone pavers, plantings, street lights, bollards
 - Street lighting – pedestrian and vehicular
 - Sidewalk design – low-maintenance wet-laid curb pavers and new concrete walkways
 - Street furnishings – benches, bus shelters, bollards



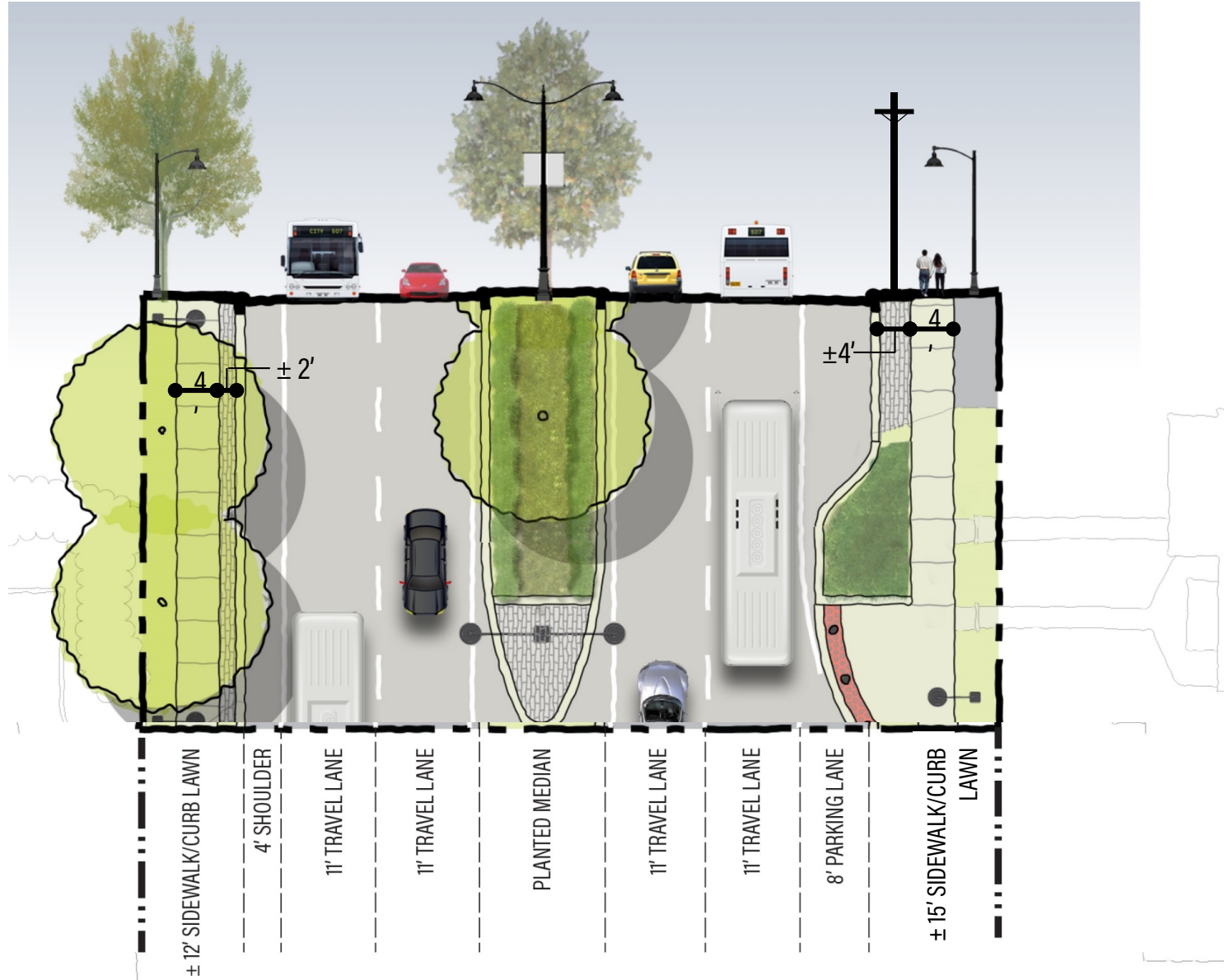
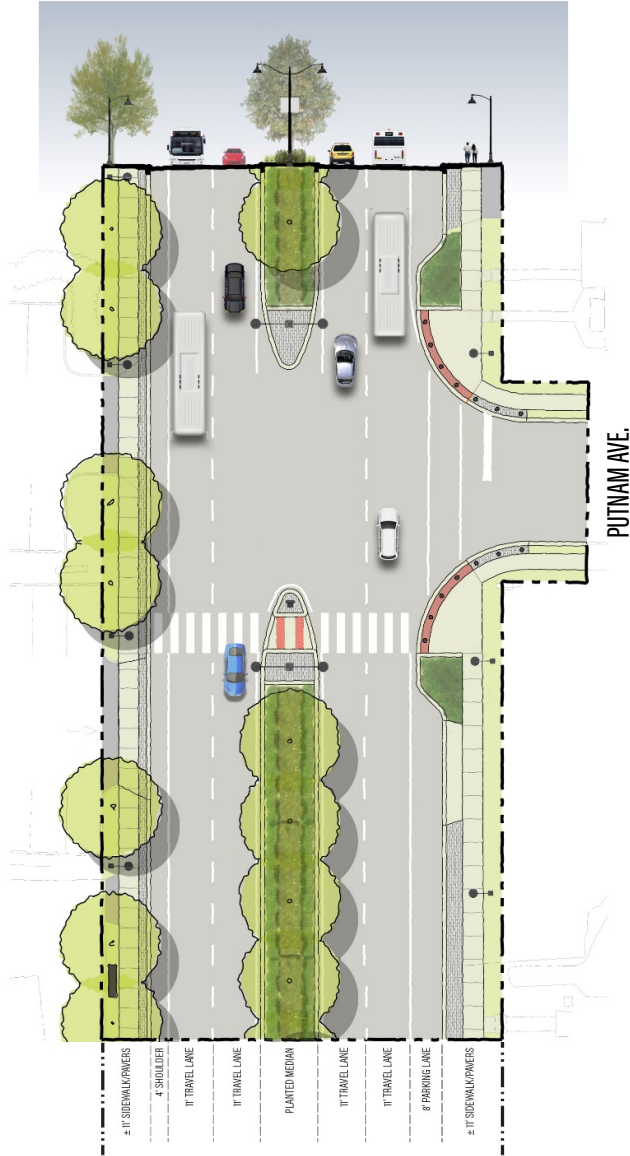
- **Low-Maintenance and Durable Plantings**
 - Plantings and trees will be native (or native adapted) to the region, low-maintenance and tolerant of roadside conditions
 - Groundcovers in median will fill-in quickly to minimize maintenance once established
 - Green Infrastructure: Use stormwater runoff to sustain plant material and recharge where possible through non-structural methods



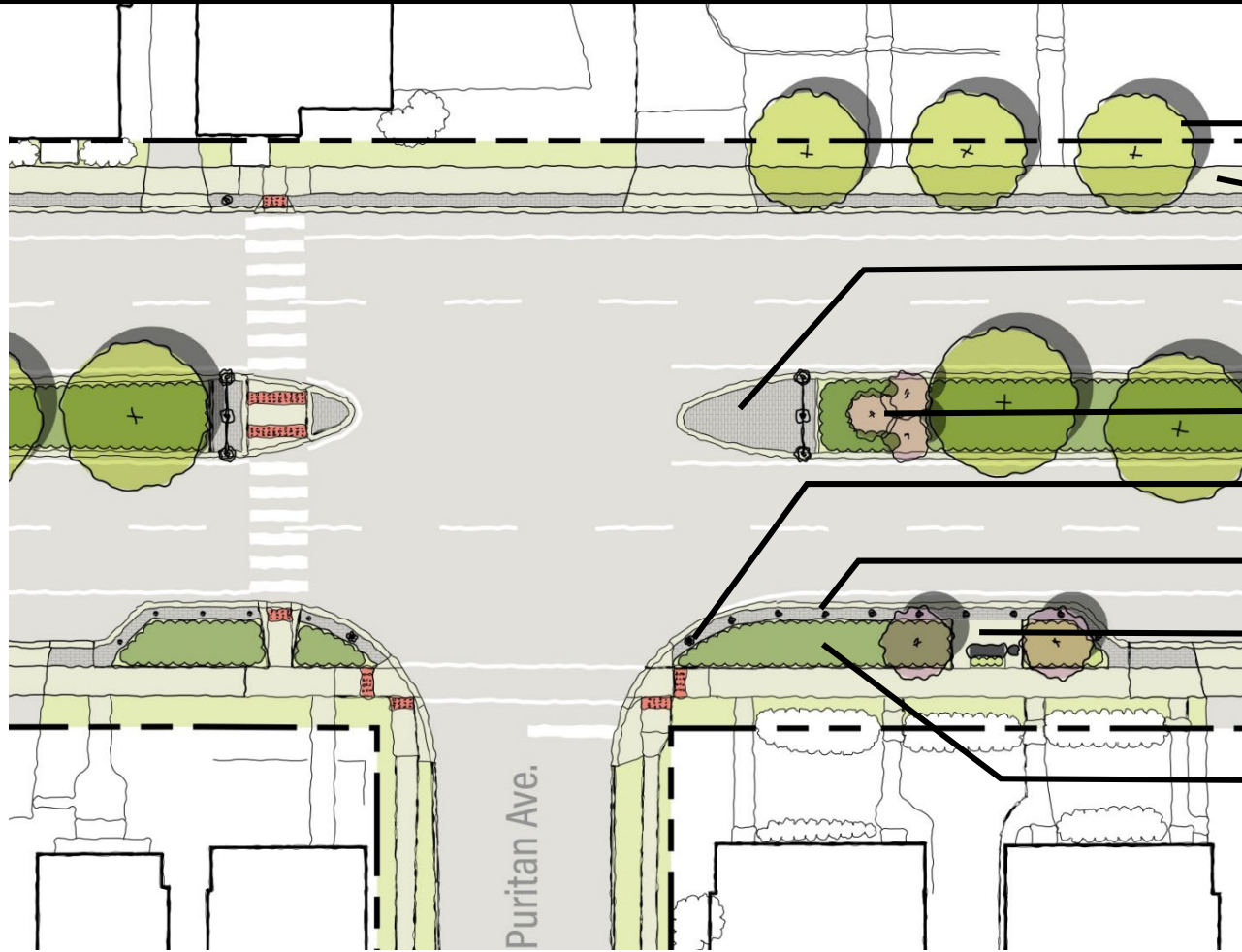
3

STREETSCAPE CONCEPT

STREETSCAPE CONCEPT : TYPICAL PLAN AND SECTION



STREETSCAPE CONCEPT : SECTION 1 – PURITAN AVENUE INTERSECTION



New street trees

New concrete walk,
cobblestone and curb

Cobblestone median ends with
vehicular street light (typ.)

Enhanced plantings at median ends

Pedestrian street light

Bollard on cobblestone (typ.)

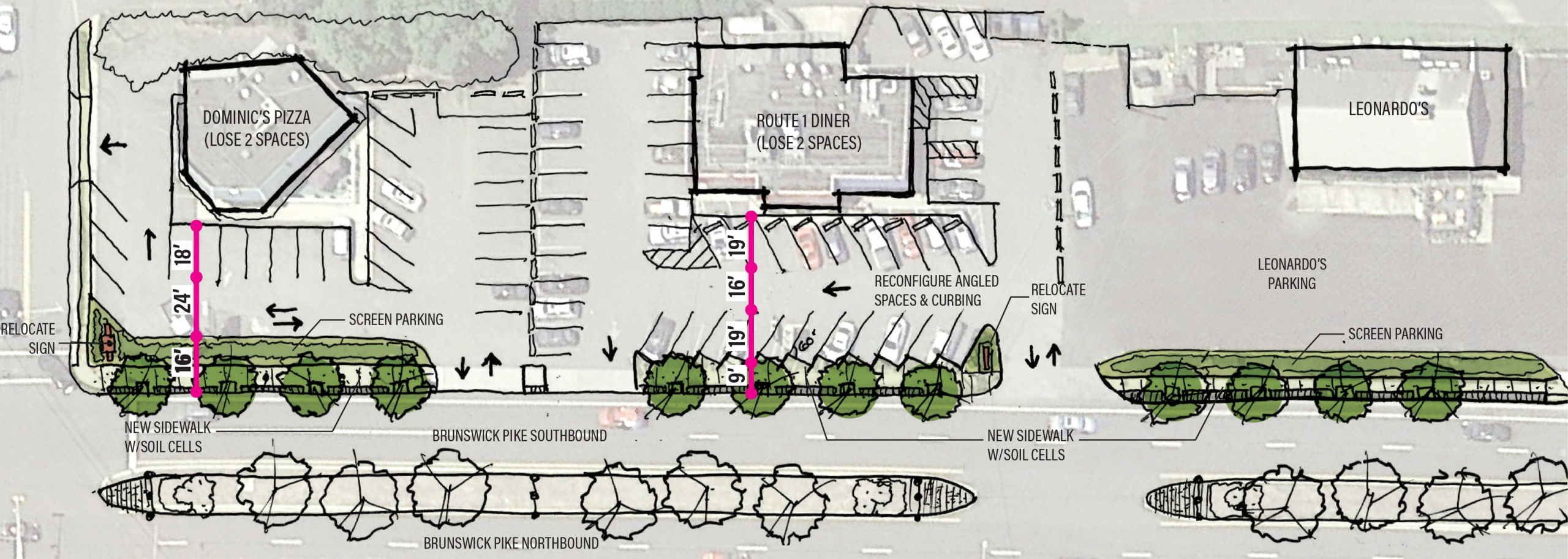
Bus stop with bench and litter receptacle.

Green infrastructure in
enhanced curb extension

Location



STREETSCAPE CONCEPT : RESTAURANT BLOCK ALTERNATIVE

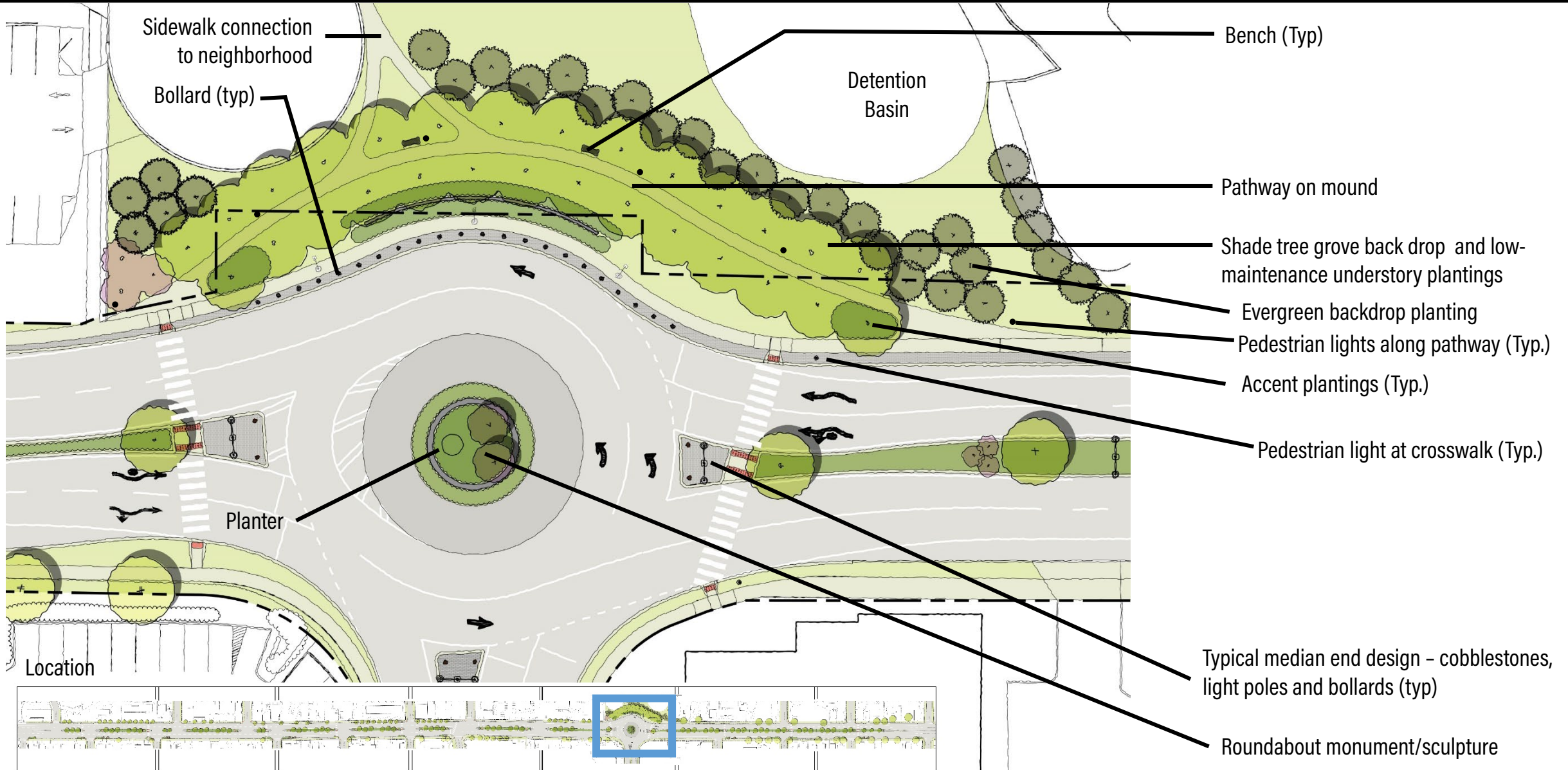


Location



This concept suggests an opportunity for a dramatic and positive change to the streetscape along this block. It is dependent on a partnership between the Township and the property owners.

STREETSCAPE CONCEPT : SECTION 5 - WHITEHEAD ROAD ROUNDABOUT



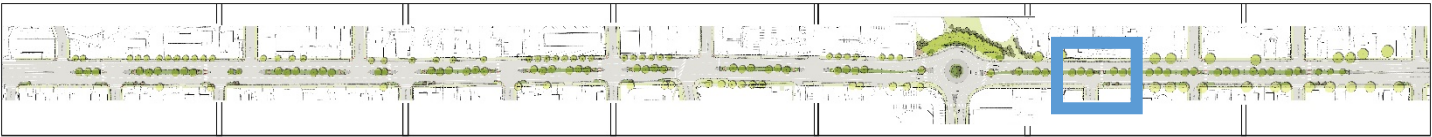
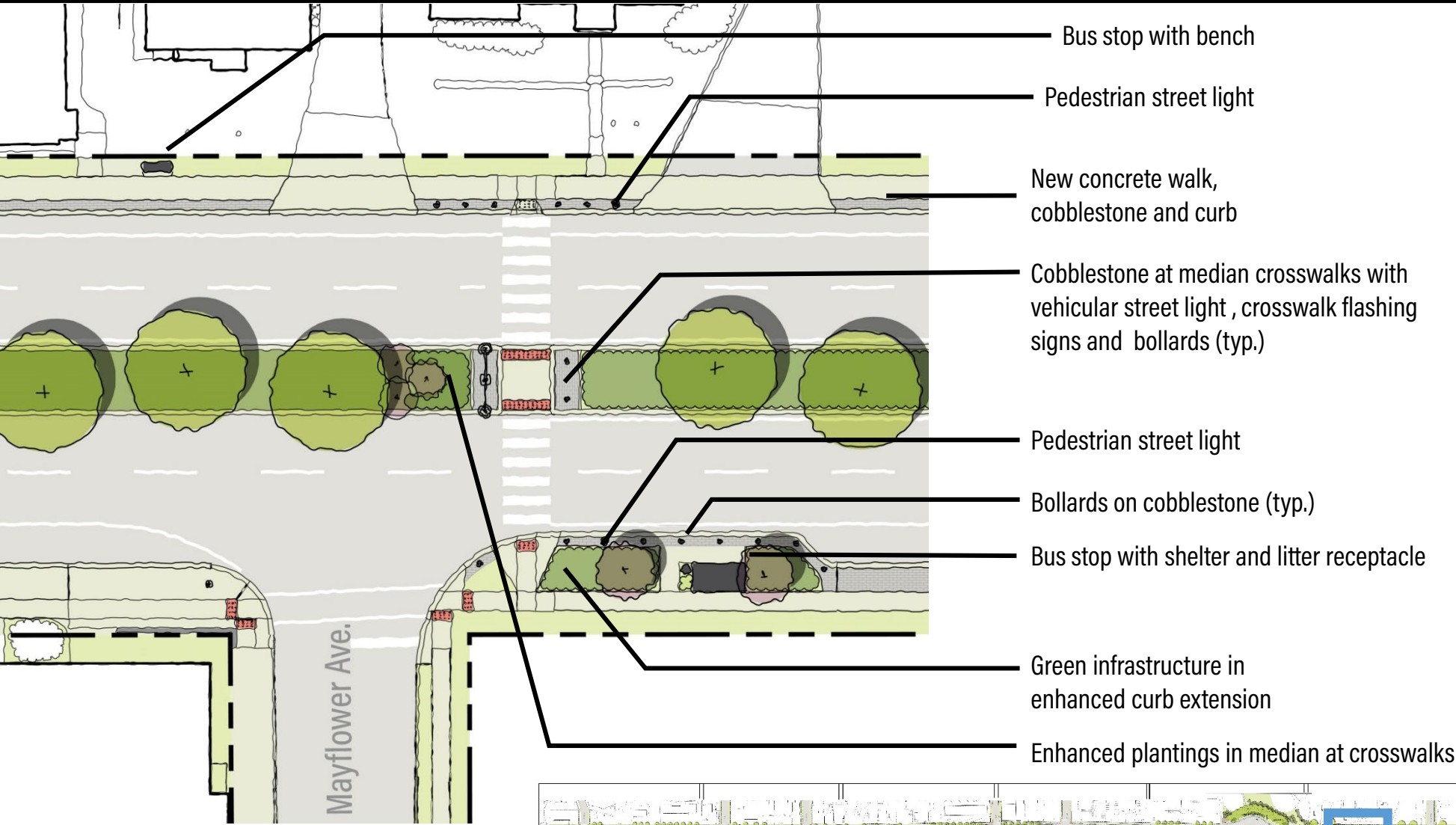
STREETSCAPE CONCEPT : WHITEHEAD ROAD ROUNDABOUT – EXISTING CONDITIONS



STREETSCAPE CONCEPT : WHITEHEAD ROAD ROUNDABOUT – PERSPECTIVE



STREETSCAPE CONCEPT : SECTION 6 – MAYFLOWER AVE.



Location

4

STREETSCAPE ELEMENTS AND FURNISHINGS

- Plant Palette
- Tree Planting
- Hardscape Treatment
- Street Lights
- Street Furnishings

STREETSCAPE ELEMENTS AND FURNISHINGS : SHADE TREES



Ginkgo Biloba (Fall)



Black Tupelo (Fall)



Sugar Maple (Fall)



London Plane Tree



Ginkgo Biloba Princeton Sentry (Fall)

www.wilsonnurseries.com



Scarlet Oak



Scarlet Oak (Fall)

STREETSCAPE ELEMENTS AND FURNISHINGS : ORNAMENTAL TREES



STREETSCAPE ELEMENTS AND FURNISHINGS : LOW GROWING SHRUBS



Parsons Juniper



Rhus Aromatica Grow Low



Dwarf Mugo Pine



Dwarf Weigela



Rhus Aromatica Grow Low (Fall)



Dwarf Blue Spruce

STREETSCAPE ELEMENTS AND FURNISHINGS : HERBACEOUS (GRASSES, SEDGES + PERENNIALS)



Feather Reed Grass



Pink Muhly Grass



Hameln Fountain Grass



Switchgrass



Pennsylvania Sedge

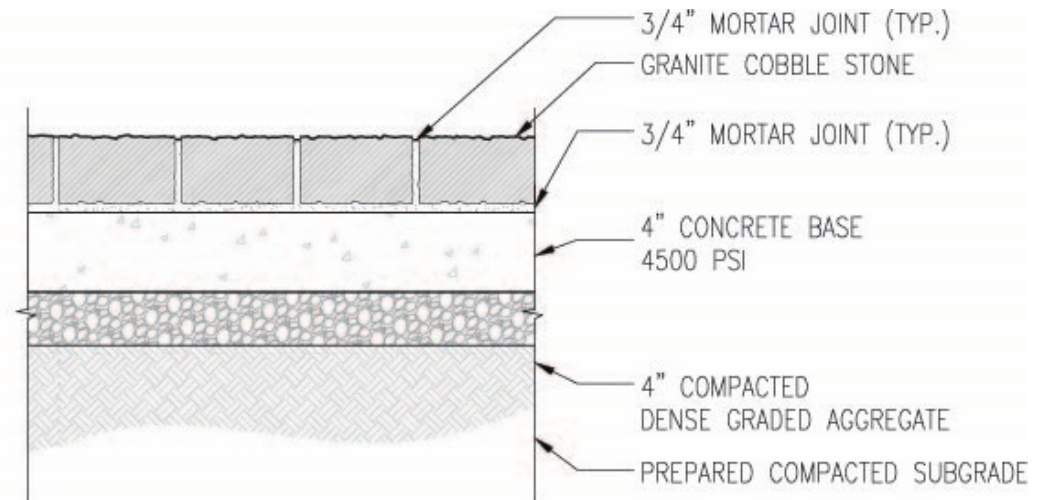


Prairie Drop Seed mixed with Cone Flower



Creeping Red Fescue

STREETSCAPE ELEMENTS AND FURNISHINGS : MORTARED COBBLESTONE ON CONCRETE BASE



STREETSCAPE ELEMENTS : SITE FURNISHINGS AND LIGHTING

