



# Fanwood Station Area Strategic Plan

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July 2021



American Planning Association  
**New Jersey Chapter**

*Making Great Communities Happen*



Defining the Vision. Shaping the Future.



# Project Summary

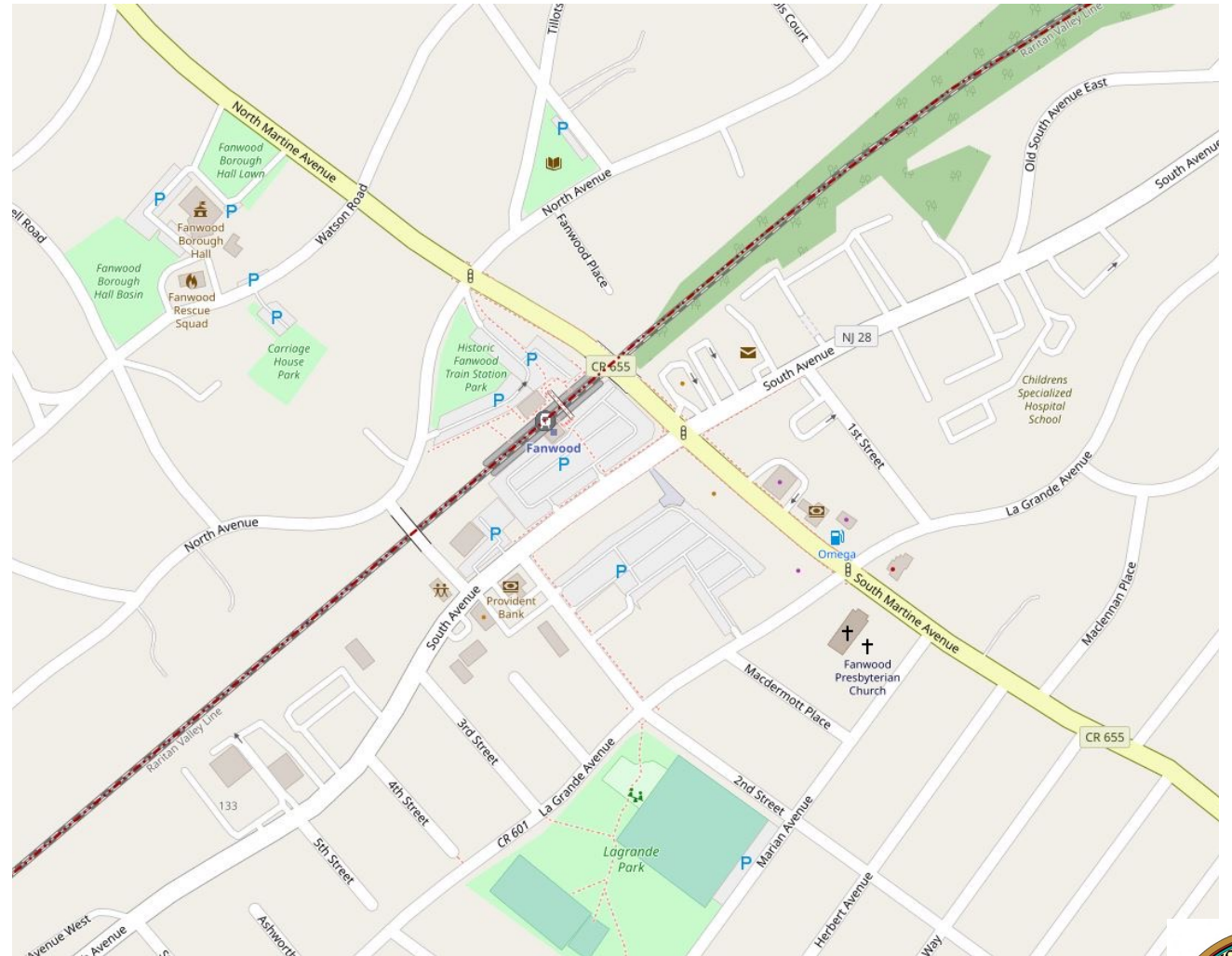
- Introduction
- Existing Conditions Review
- Public Survey
- Recommendations





# Introduction

- Goals
  - Improve Pedestrian Connections
  - Improve Facility Designs
  - Connect Cultural, Retail, and Commercial Uses
- Consider Immediate Station Area and Surrounding Blocks
- Team of volunteer planning professionals from the American Planning Association New Jersey Chapter (APA-NJ)
- Support from North Jersey Transportation Planning Authority (NJTPA)



# Existing Conditions

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Many Planning Efforts  
in Last 20+ Years



Increased  
Development in  
Station Area



Renovation of Library



South Avenue  
Improvements



# Public Survey

- Conducted February 26 – April 12, 2021
- 4 Questions
  - Change what?
  - How do you use the station area?
  - Change where, exactly? (map it)
  - About you (asked this last)
- Over 1,000+ Fanwood and nearby residents participated

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The Fanwood Train Station - NEXT

Learn a bit about this initiative before you begin.

WELCOME



**Fanwood teams up with NJ Chapter of the American Planning Association**

...and welcomes **your help** to plan for a more vibrant, accessible, and fun Downtown, South Ave, and Fanwood Train Station Area. Fanwood has been selected for the Community Assistance Planning Program in cooperation with NJTPA and APA-NJ. This program brings some best and brightest planning minds in the state to help Fanwood enhance the train station area as well as connectivity to downtown attractions. It will also seek to recommend mobility options, pedestrian safety, and other improvements. Please take a moment to let us know about your experience in Fanwood.

WHAT'S THIS ABOUT?

Next

The goal is that over time, investments in sidewalks, bikeways, parking, paths, tree canopies, greening and other amenities will provide viable non-motorized options for getting around that everyone can appreciate and enjoy.

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3

4

5

TOP PRIORITIES FOR FANWOOD

PAST AND POST-COVID

MAP MARKERS

WRAP UP





# Change What?

- Respondents asked to rank priorities for Station Area
- Top Three
  - Better Walking Connections
  - More People Downtown
  - Cultural Activities/Destinations

**Top Priorities for Fanwood**  
Number of Responses by Selection

	Question	Ranked 1 (Top)	Ranked 2	Ranked 3	Ranked 4	Ranked 5	Average
1	Traffic Management	89	95	80	59	100	2.97
2	Comfortable Crosswalks	66	109	88	110	94	3.12
3	Better Walking Connections ★	141	159	159	136	103	2.85
4	Activate Historic Train Station Building	111	89	122	129	136	3.16
5	More People Downtown ★	126	126	128	103	103	2.79
6	Better Short-term Parking Options	97	76	83	90	86	3.02
7	Improved Zoning and Design	126	98	122	104	112	2.96
8	Better Bike Connections	45	73	84	92	84	3.26
9	Cultural Activities/Destinations ★	91	177	126	126	112	2.71

TOP 3?

We need to prioritize the activity and safety of people over the movement of traffic.

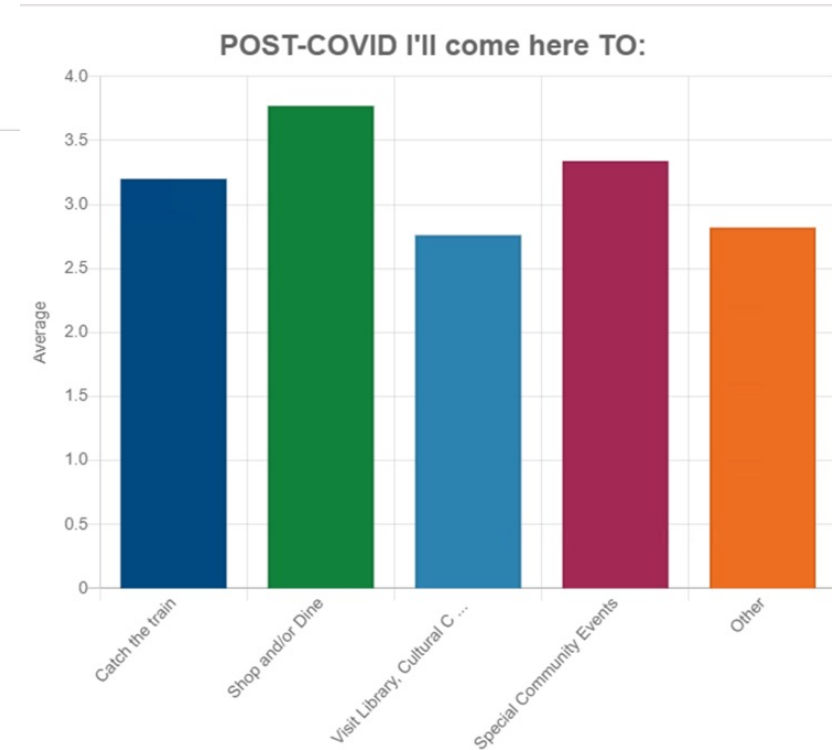
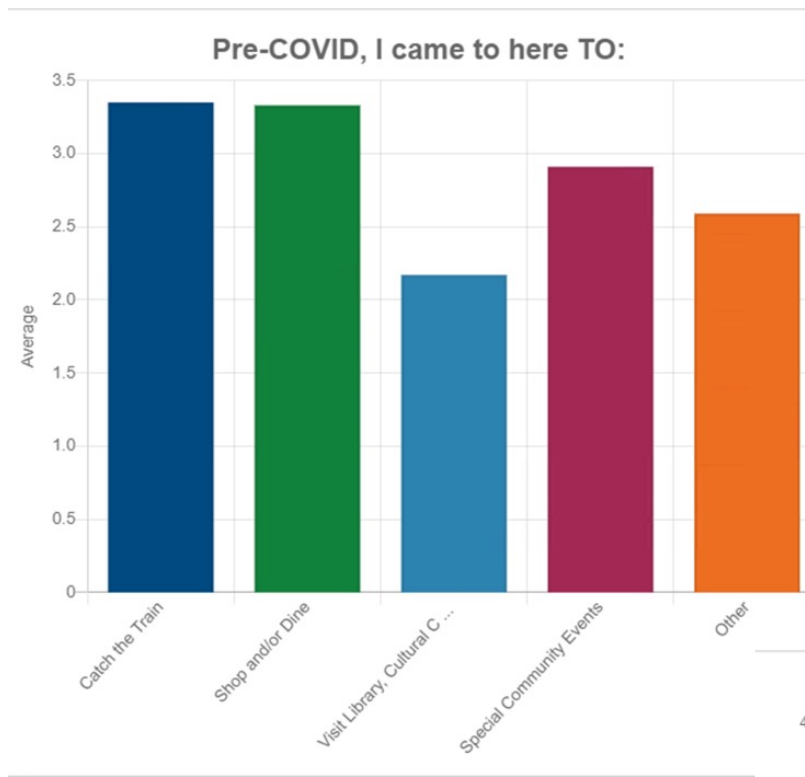
The more people who are around downtown, the more money they will spend and the more the businesses will thrive.

More signage and perhaps even color-coded paverblock walkways to help people walk to the Arts Center, Library, parks, etc.



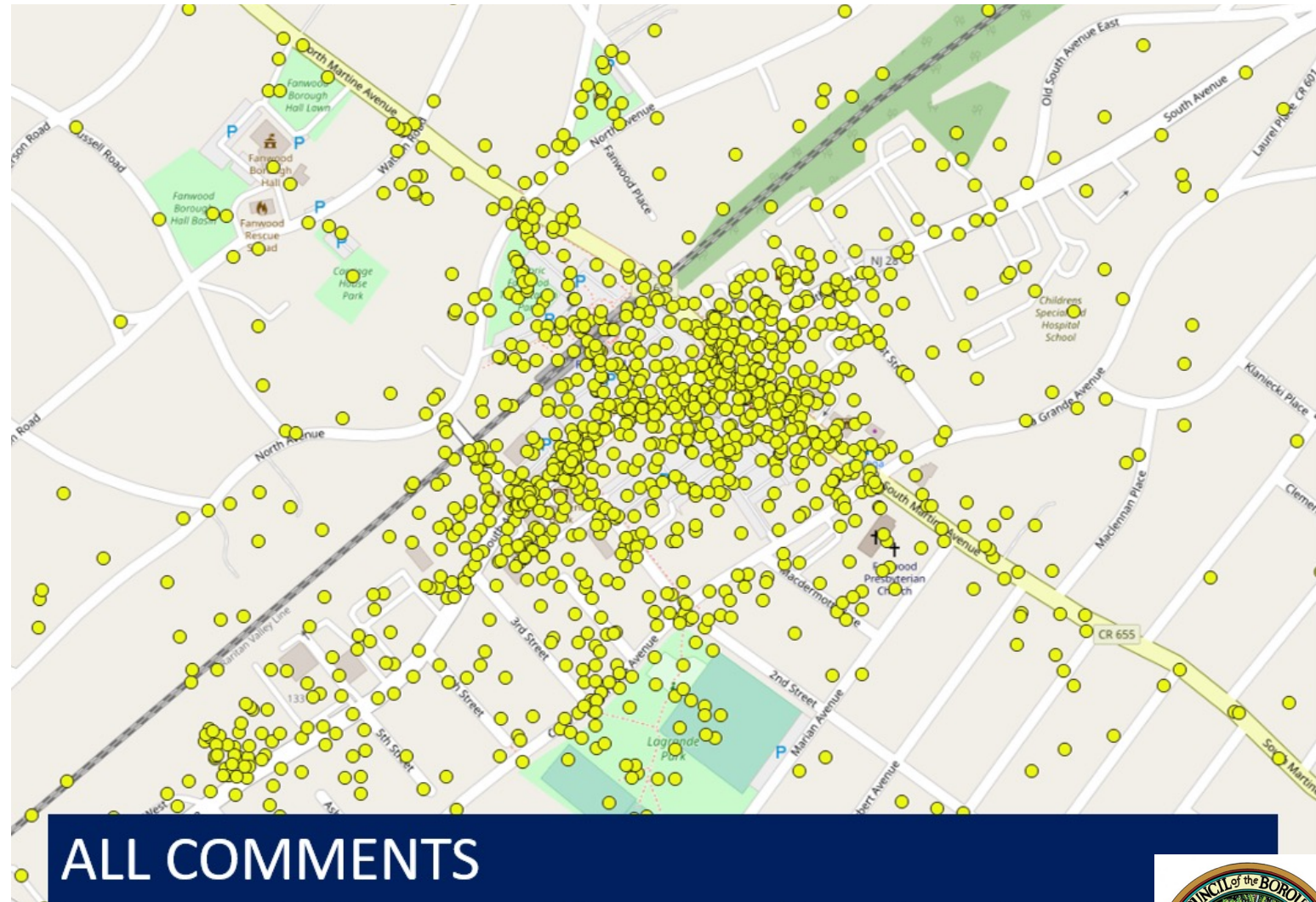
# How do you use the Station Area?

- Station Area usage expected to remain fairly consistent
  - Slightly less train utilization expected post COVID



# Change Where?

- Respondents asked to map and comment on locations ideal for change
- Comments Grouped by Topic:
  - Ideas
  - Places
  - Safety
  - Walking
- Over 1,500 individual comments and locations mapped in survey



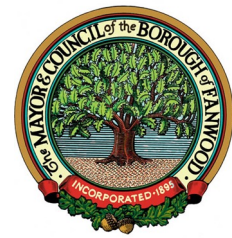




IDEA! PLACES SAFETY WALKING



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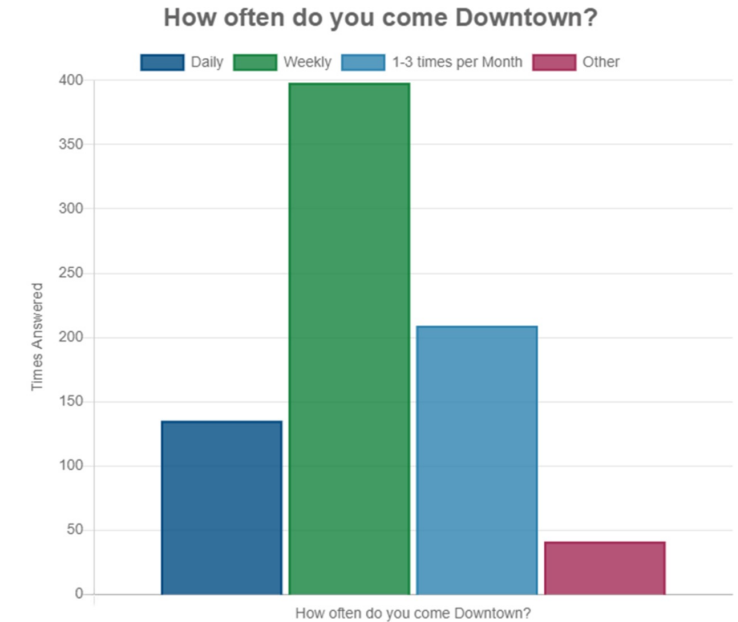
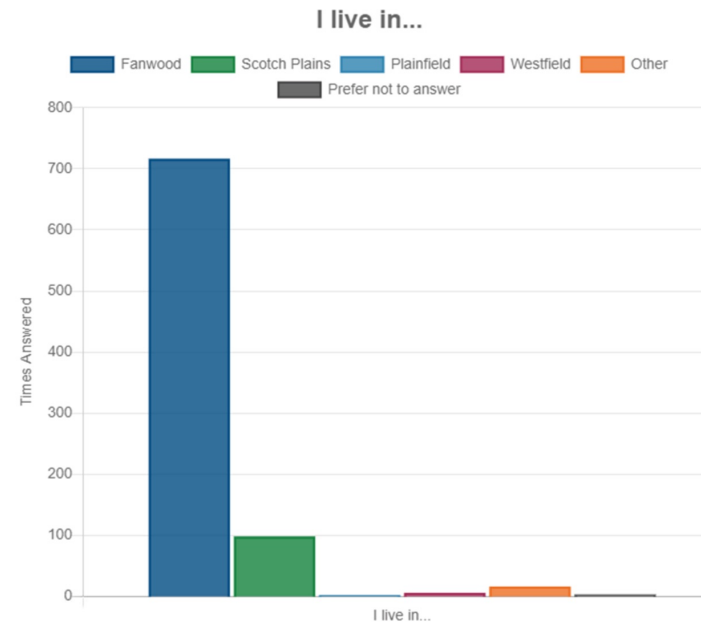
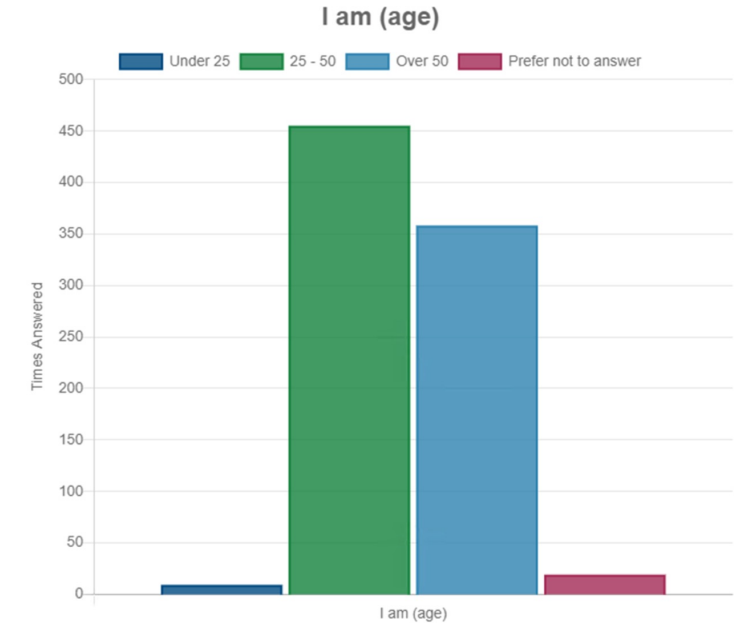
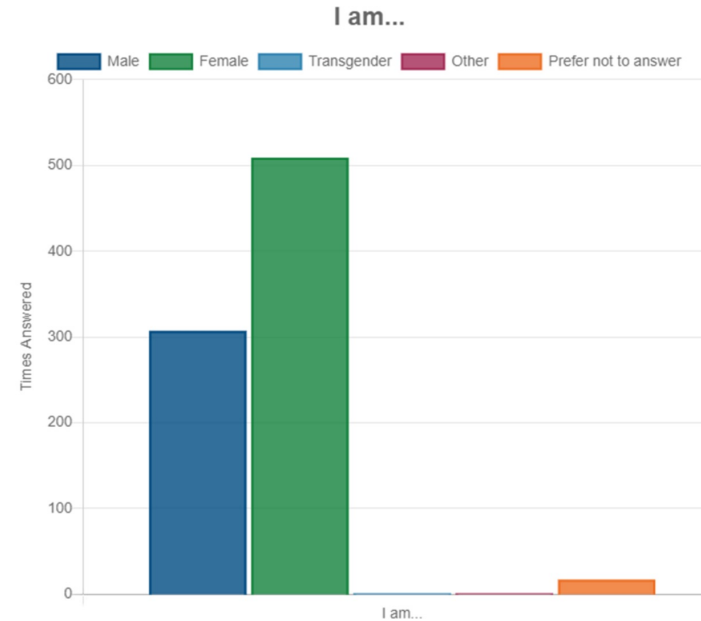






# About You

- Respondents were:
  - Over 60% women
  - Over 50% between 25 and 50
  - Overwhelmingly Fanwood residents
  - Mostly come to Station Area weekly





# Recommendations

- Revise Historic Designations of Train Station, South Parking Area, & Martine Avenue Bridge
  - Current historic designations are excessive for station area and revisions would allow for future flexibility
- Increase Programming at Historic Train Station
  - Increase programming partners
  - Add seating and purpose to area surrounding historic train station
  - Provide creative placemaking elements at the historic train station





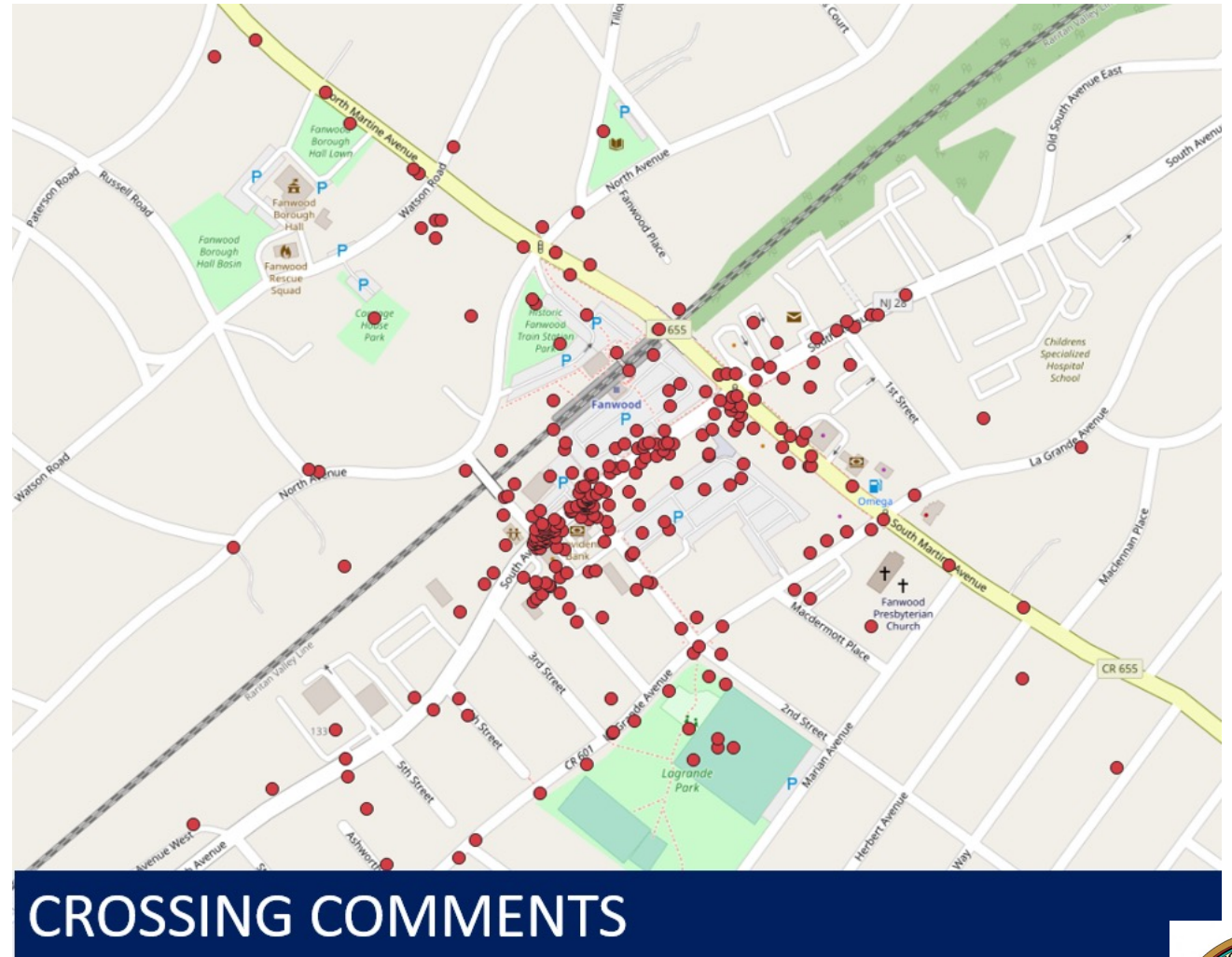
# Recommendations

- Update Fanwood Complete Streets policy
  - Connect update to upcoming Master Plan
  - Add Vision Zero policy with update
- Consider Ciclovía and Open Streets events
  - Draw interest in non-auto movement around Station Area
- Improve wayfinding for locations in and around the Station Area
  - Consider opportunities to use technology



# Recommendations

- Develop Safe Pedestrian Crossings of South Avenue
  - Ideally at 2<sup>nd</sup> Street or Sheelen's Crossing
  - Additional crossings needed between Sheelen's Crossing and Terrill Road
  - Utilize comments from survey as support to push NJDOT
  - Pedestrian crossings should be based on Complete Streets and Vision Zero standards
- Improve pedestrian safety and environment on Sheelen's Crossing & Martine Avenue bridges





# Recommendations

- Further consider transfer of South Avenue from NJDOT to Borough
  - Better local control of roadway
- Consider ways to improve corridor connectivity between Fanwood & adjoining communities
  - Encourage non-auto connectivity
- Explore use of street murals, medallions, and other items to “brand” Fanwood



Branding mural example from Ocean City, NJ



# Recommendations

- Further study of improvements to Train Station area such as:
  - Relocate museum in historic train station to library
  - Explore partners for re-use of historic train station building
  - Consider replacement of south side train station building with coordinated redevelopment of south side parking area
  - Improve pedestrian connectivity across railroad trains at station



Questions/Comments?

