Dunellen Downtown Redevelopment Plan, Phase 1

Borough of Dunellen

Middlesex County

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Downtown Redevelopment Plan

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SECTION 1 - INTRODUCTION

1.1 Introduction

During the past few years, the Borough of Dunellen has focused its efforts to an ongoing project to redevelop its downtown or "Main Street", which are North Avenue and Bound Brook Road (State Highway 28) from the municipal boundaries with the City of Plainfield in the east to the Borough of Middlesex in the west. This area also includes Washington Avenue (County Road 529) from Front Street (north) to New Market Road (south) (County Road 665). The decline of industry and the increase of storefront vacancies prompted this effort.

To revitalize this area, the Mayor and Council have determined that one of the most effective planning and implementation strategies is the use of the redevelopment process in accordance with the Local Redevelopment and Housing Law (N.J.S.A. 40A: 12A-1 et seq.). It is the conjunction of Washington Avenue at New Jersey Transit's Raritan Valley Line and North Avenue that is the epicenter of Dunellen Downtown Center, and the catalyst for the redevelopment of the Borough's "Main Street" district.

SECTION 2 - DESIGNATION OF AREA AND PLAN DEVELOPMENT

2.1 Designation of Redevelopment Area

The process, consistent with Local Redevelopment and Housing Law, followed by the Borough in the determination as to the area's qualification and designation as an area in need of redevelopment, is summarized as follows:

- The Dunellen Borough Council on October 15, 2001 authorized the Dunellen Planning Board to conduct a preliminary investigation as to whether the study area qualifies as an area in need of redevelopment.

- To assist the Dunellen Planning Board in that preliminary investigation, the Borough of Dunellen retained the firm of DeCotiis, FitzPatrick, Cole and Wisler, LLP ("DeCotiis"). The Middlesex County Improvement Authority ("MCIA") also assisted the Borough in its redevelopment efforts. In addition, the Planning Board Chairman created a sub-committee of Planning Board members to conduct a study and survey of the area and prepare a report on the findings of the survey, entitled "Report on a Study to Determine the Qualification of the Dunellen Downtown Redevelopment Study Area as a Redevelopment Area" undated as referred to in resolution of the Borough of Dunellen Borough Council dated October 15, 2001. This report had been reviewed and revised by DeCotiis and the MCIA to assure consistency with the requirements of the Local Redevelopment and Housing Law.

- The Dunellen Planning Board at their December 9, 2002 meeting scheduled a public hearing for February 24, 2003 at which time the matter of the designation of the area as an area in need of redevelopment would be considered.

- Prior to the hearing, a legal notice was published twice in the Borough's official newspaper and a map of the area and statement as required by statute was prepared and the owner of record of all the properties in the study area were duly notified of the hearing.

- At the hearing, the Dunellen Planning Board considered information and objections both oral and written and made them parts of the public record.

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- The Dunellen Planning Board, after due consideration of applicable documentation and objections, recommended to the Dunellen Borough Council by resolution granted April 28, 2003 and memorialized May 12, 2003, that the study area be designated as an area in-need of redevelopment.

- After receiving the recommendation of the Dunellen Planning Board, the Dunellen Borough Council adopted a resolution dated May 5, 2003 determining the area in need of redevelopment.

2.2 Redevelopment Plan Preparation Process

As a result of the area being recommended by the Dunellen Planning Board to be designated as a redevelopment area, a redevelopment plan must be prepared and adopted by ordinance by the Dunellen Borough Council prior to undertaking any redevelopment project. The process, consistent with Local Redevelopment and Housing Law, to be followed by the Borough in the preparation of a redevelopment plan is summarized as follows:

The Dunellen Borough Council authorizes the Dunellen Planning Board to prepare a redevelopment plan for the area.

- To assist the Dunellen Planning Board, the Borough of Dunellen originally retained DeCotiis, FitzPatrick, Cole and Wisler, LLP. The Middlesex County Improvement Authority also assisted in preparing the first edition of the required redevelopment plan. In February of 2004, the Planning Board retained Robert Dato, Esq., as Planning Board attorney, and CME Associates, as Planning Board planner.

- The redevelopment plan is to be considered by the Dunellen Planning Board following the public hearing at which time the Planning Board recommends adopting a reconstituted redevelopment plan.

- The Dunellen Planning Board after considering the redevelopment plan provides a report to the Dunellen Borough Council of its recommendation concerning the redevelopment plan.

- The Dunellen Borough Council considers the redevelopment plan for adoption as an ordinance.

SECTION 3 - STATUTORY REQUIREMENTS OF REDEVELOPMENT PLAN

3.1 Statutory Requirements

According to "Local Redevelopment and Housing Law", the redevelopment plan shall include an outline for the planning, development, redevelopment or rehabilitation of the area sufficient to indicate:

1. Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;

2. Proposed land uses and building requirements in the project area;

3. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market;

4. An identification of any property within the Redevelopment Area which is proposed to be acquired in accordance with the Redevelopment Plan;

5. Any significant relationship of the Redevelopment Plan to:

   - the Master Plans of contiguous municipalities;
   - the Master Plan of the County in which the municipality is located; and
   - the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" PL 1985, C398 (C52:18A-196 et al.).

SECTION 4 - REDEVELOPMENT AREA DESCRIPTION AND CONTEXT

4.1 Description of the Redevelopment Area

As a result of the Planning Board reexamining the original redevelopment plan, it was decided that a phased timing approach would better suit the needs of the Borough by focusing first on redevelopment of the Dunellen Downtown Center. One or more subsequent phases may be considered to address the remaining areas identified in the determination of need study. This Redevelopment Plan is applicable to the following properties located in the Borough of Dunellen, County of Middlesex, State of New Jersey identified as the Dunellen Downtown Redevelopment Area, Phase I, consisting of Blocks and Lots as depicted on the Official Tax Map of the Borough of Dunellen, and as shown on the attached "Redevelopment Area Map" that has been determined by the Dunellen Planning Board and the Dunellen Borough Council as "an area in need of redevelopment":

Phase 1 – Redevelopment Area – See Map #1

Area	Block Number	Lot Number
Site #1 South side of North Avenue between Prospect Avenue, South Washington Avenue, and NJ Transit property	69	1, 1.01, 2, 2.01, and 3
Site #2 South Washington Avenue, New Market Road, Prospect Avenue, and NJ Transit property	70	13 and 13.01
Site #3 South Washington Avenue between NJ Transit property and Columbia Street (Art Color Property)	85	1

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This Redevelopment Plan also considers the following properties located in the Borough of Dunellen, County of Middlesex, State of New Jersey as future areas to be redeveloped consistent with the initial Dunellen Redevelopment Area.

Remainder Parcels – Redevelopment Area – See Map #2

Area	Block Number	Lot Number
North Avenue between Jackson Avenue and Jefferson Avenue	1	14, 15.01, 15.02, 16, 17, 18, 19, 20, 21, 22, 23
Between North Avenue and Front Street between North Washington Avenue and Jackson Avenue	2	10, 11.01, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20
Between North Avenue and Front Street between Lincoln Avenue, North Washington Avenue	32	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14.01, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 24.01, 25, 26, 27, 28
North Avenue between Madison Avenue and Lincoln Avenue	33	14, 14.01, 15, 16, 17, 18, 19, 20, 21, 22, 23
Bound Brook Road from Sanford Avenue to Madison Avenue	34	10.01, 22, 23, 24, 24.01, 25, 26, 27.01, 27.02, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 38.01
Bound Brook Road from Sanford Avenue to Middlesex border	48	16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28
Bound Brook Road from Middlesex border to Pulaski Street	49	25, 26, 27.01, 28, 29, 30, 31, 32, 33, 34, 35, 37, 38, 39.01, 39.02, 40, 41, 43, 44
Bound Brook Road between Pulaski Street and Madison Avenue and bordered on NJ Transit	50	1, 2, 3, 4, 5, 6
Rail Right of Way	51	1, 2 & 3 - NJ Transit property
Bordered by Bound Brook Road, Madison Avenue and North Avenue	65	1
North Avenue between Madison Avenue and Prospect Street	66	1, 2, 3, 4, 5, 6.01, 7, 8, 9, 10.01, 10.02, 11, 12, 13, 14, 15.01, 15.02, 16, 17, 17.01, 18, 19, 20
South east corner of North Avenue and North Washington Avenue to NJ Transit property, and northeast to the Plainfield City border	86	1, 2, 3, 4, 4.02, 4.03, and 5

4.2 Redevelopment Area Context

The Borough of Dunellen is located in the northwest section of Middlesex County, approximately thirty miles southwest of New York and sixty-five miles northeast of Philadelphia. Encompassing approximately one square mile, Dunellen has an estimated 2001 population of 6,700 persons. Abutting the communities of Plainfield in Union County, Green Brook in Somerset County and Piscataway and Middlesex in Middlesex County, Dunellen is traversed by State Highway Route 28, which is the Borough's main street running east/west. State Highway Route 22 is located about one mile north of and parallel to Route 28. Washington Avenue (County Road 529) runs north/south intersecting North Avenue and is a major connection to Interstate 287 and Route 22.

The Borough is a developed residential community with a central commercial area. In the center of the business district is a train station served by the New Jersey Transit Raritan Valley Line that terminates at Newark Penn Station. The train station is viewed by the Borough as a key element of the redevelopment of the area. The area is also served by two bus lines.

Like many similar urban communities, Dunellen has experienced the loss of manufacturing jobs that developed along the rail lines in the early 20th century. While the loss of jobs and ratables has impacted the community and resulted in a lack of investment in the business district, the rail lines continues to be a focus of the Borough with commuters from the Borough and surrounding communities using the train station to access jobs in the employment centers of Newark, Jersey City and New York City. The rail line still represents opportunities for the Borough's future, but rather than as a center of manufacturing, the Borough hopes to be a center for residential and commercial development, which takes advantage of its location near the train station.

The redevelopment area is located generally in the center of the Borough along the Borough's main commercial thoroughfare, North Avenue/Bound Brook Road (State Highway 28), which intersects with Washington Avenue (County Road 529). The area includes all properties along North Avenue from Bound Brook Road to Jefferson Avenue, Bound Brook Road from Madison Avenue to Borough of Middlesex border, together with properties along Washington Avenue from Columbia Street to Front Street. The south side of Front Street between Lincoln Avenue and Jackson Avenue are also included in the redevelopment area.

4.3 Existing Land Uses

The redevelopment area as noted above encompasses the entire downtown commercial area. The area includes approximately 150 properties varying in use. The area consists of more than 70 acres, excluding the rail right-of-way. The uses include retail, office, residential, industrial, public and vacant land.

Approximately two-thirds of the area is zoned B-Business, which permits typical commercial uses, along with both single and two-family dwellings. The area zoned B-Business is generally located along North Avenue/Bound Brook Road. The RB-Two family residential zone is located along Bound Brook Road between Madison Avenue and Pulaski Street.

The generality of uses noted in the redevelopment area may be summarized as follows:

4.3.1 Retail Uses

As may be expected in a business district, retail uses are the most significant land use in the area. The majority of these land uses are located on the ground floor of the structures located along North Avenue from Madison Avenue to Jefferson Avenue with some retail uses being located on North Washington Avenue.

4.3.2 Residential Uses

Residential uses comprise almost one-third of the properties in the area. This excludes apartments that may be located above or behind retail uses. The presence of single and two-family dwellings in the study area, while permitted by zoning, is inconsistent with the typical downtown business district.

4.3.3 Industrial Uses

The three major industrial properties in the area are the former Art Color property that consists of approximately 19 acres with 450,000 square feet of warehouse and manufacturing space; the former Dande Plastics building on North Avenue with approximately 40,000 square feet of space, that is presently vacant; and the former National Starch property also on North Avenue, much of which remains vacant, except for a warehouse that has been converted to an indoor ice rink.

4.3.4 Public Uses

The public uses located in the area include Borough Hall at the corner of North and Prospect Avenues, the public library on New Market Road and the extensive holdings of the Dunellen Parking Authority, which include the Skinner Plaza parking lot on South Washington Avenue, public parking along the rail embankments and along Front Street, and two buildings on Front Street.

4.3.5 Vacant Land

There are two unimproved parcels on Bound Brook Road between Madison Avenue and Pulaski Street that are presently used for storage of vehicles and equipment numbered Block 49, Lot 29, and Block 34, Lot 28.

4.3.6 Other Uses

There are at least eight (8) automotive related uses including a gas station in the area.

SECTION 5 - PLAN GOALS AND OBJECTIVES

5.1 Plan's Goals

In general, the Plan attempts to revitalize the Borough's economic base and create locations for new job opportunities and locations for uses that are currently in demand. The specific goals of the Plan are as follows:

1. To promote the effective use of all the Redevelopment property and to increase the property tax base of the Borough.

2. To improve utilization of the land in the Redevelopment Area, which by virtue of its proximity to transportation could be more effectively employed for the community benefit.

3. To revitalize the area with the inclusion of land uses of appropriate type, scope and scale to meet the demands of the market area.

4. To remediate contaminated sites as part of the redevelopment process.

5. To create a new mixed-use area.

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6. To promote the creation of job opportunities in the Borough that will provide opportunities for both existing residents as well for others in the area.

7. To improve business opportunities through promotion of new and diverse economic activities.

8. To maximize the leveraging of public and private funds to accomplish comprehensive redevelopment of the area.

9. To redevelop land occupied by obsolete structures and uses.

10. To improve property values within the area to increase local revenues.

11. To enhance the image of the area.

12. To improve the public image elements of the streetscape through landscaping, street furniture, paving, lighting and pedestrian linkages.

5.2 Plan's Objectives

1. Physical Objectives - to enhance the physical environment present in the redevelopment area including the following:

    - Eliminate physical and functional deterioration by removing structures, which are either substandard, functionally obsolete, or exert an adverse influence on the area

    - Support private and public improvements intended to develop an attractive and aesthetically pleasing environment for residents, workers and users of the area.

2. Land Use Objectives - to support better land use in the redevelopment area including the following:

    - Support residential uses appropriate to the redevelopment area as a means of expanding the vitality of the area

    - Discourage industrial uses which are nonconforming to the zoning codes and detrimental to the surrounding neighborhood.

3. Transportation Objectives - objectives to support transportation initiatives in the redevelopment area including the following:

    - Continue the NJDOT enhancement program by bringing decorative lights from the train station down into the business district.

    - Construct a shared parking deck on the existing lot for both commuters and consumers.

    - Encourage the improvement through consolidation and redesign of existing public and private parking areas throughout the redevelopment area, in particular in the rear of properties in Block 32 commonly known as the block fronting on North Avenue and Front Street between Lincoln Avenue and North Washington Avenue and Block 66 commonly known as the block fronting on North Avenue between Madison Avenue and Prospect Avenue.

- Enhance traffic flow through the parking deck to maximize efficient traffic flow and allow access to downtown shops.

- Create pedestrian oriented and Transit Village oriented development as the town's central focus.

4. Recreational Objectives - to support recreational uses in the redevelopment area to include the following:

   - Require large development parcels to provide a portion of the developed area for recreation and open space use.

5. Other Public Improvements Objectives - to support the upgrading of public infrastructure such as sewers, streets, sidewalks and similar public improvements.

6. Economic Objectives - to support economic development initiatives in the redevelopment area of the redevelopment plan.

   - Encourage economic development and related activities, which will support increased employment opportunities, tax ratables, and economic growth in the area and borough.

   - Support private and public investment in the area, which will tend to generate economic growth and expanded employment opportunities in the area and borough

   - Leverage private capital investment with available state and federal programs.

Amendments to Section 6, June 2011

Section 6.1.1 to be amended by the addition of the following paragraph:

This site must include the appropriate number and type of affordable housing units as required by the State of New Jersey affordable housing laws that are in place at the time the site is developed.

Section 6.1.2 to be amended by the addition of the following paragraph:

This site must include the appropriate number and type of affordable housing units as required by the State of New Jersey affordable housing laws that are in place at the time the site is developed.

Section 6.1.3 to be amended by the addition of the following paragraph:

This site must include the appropriate number and type of affordable housing units as required by the State of New Jersey affordable housing laws that are in place at the time the site is developed.

SECTION 6 - REDEVELOPMENT OPPORTUNITIES

6.1 Redevelopment Opportunities

The Redevelopment Area is located in the center of the Borough, paralleling State Highway Route 28 and County Road Route 529. Based upon such assets as its regional location, train station, public parking, visibility from the adjacent roadways and the desire of the Borough leaders and private property owners to effectuate change, the development opportunities for the area are significant. The Plan recognizes all these features and provides the groundwork for the development of varied uses that integrate the principals of comprehensive planning. During the Borough's redevelopment planning process, it has identified four (4) areas that it believes represent the greatest opportunities for redevelopment in the Borough. The following is a summary of those areas and the types of uses the Borough envisions for the redevelopment of the areas:

6.1.1 Site #1. Train Station North - (Block 69/All Lots)

This area is located in the heart of downtown Dunellen and includes the entire south side of the block along North Avenue from Washington Avenue to Prospect Avenue. North Avenue (State Highway 28) is the major north/south road through the center of the Borough. Washington Avenue is a major county connector road between Route 22 in Green Brook and Route 287 in Piscataway. Borough Hall is located on the opposite corner of Prospect Avenue.

The entire area is approximately 1.84 acres and consists of a gas station, the Borough post office, a Provident Bank branch with drive-up windows, a parking lot for municipal business and a vacant gas station. All properties are occupied with the exception of gas station, which has been identified as a

brownfield site. The Borough has foreclosed on the property due to unpaid taxes and is seeking grant money to undertake a remedial investigation and if necessary, remediation of the site.

Due to its prime location in the downtown, this area is a priority for redevelopment. The redevelopment area should be redeveloped to include a full service municipal complex envisioning municipal offices including all police functions, library relocation and other "Towne Center" amenities such as the Post Office, a bank, and retail establishments. This assemblage should maximize utilization of the real estate in this central location contemplating structured parking and three or four story massing taking full advantage of the location for central services.

Approximately 50% of the area is presently used for parking to support the bank, post office, train station and Borough Hall. The shared use of this parking should be better defined in order to enhance the viability of the area. While this parking is necessary, it is unattractive and inefficient. Ideally, structured parking to accommodate the master municipal complex, post office, bank, and retail/office should be constructed. The parking areas may be enhanced with the construction of a small plaza with planting areas and street furniture to create a "sense of place". This will require coordination and cooperation amongst the Borough, the bank and the post office. Generally, these types of users are amenable to cooperating with these types of civic improvements.

Since this area is at the center of the downtown area, with the train station, Borough Hall and post office all in close proximity, it is the place where many visitors first experience Dunellen. Therefore, focusing the redevelopment of this area in this manner should enable the Borough to achieve immediate visible improvements. The redeveloper should include in his proposal, the interaction of this main site with Sites 2 and 3 in order to create a harmonious redevelopment setting with all three sites having some degree of pedestrian/Transit Village orientation.

The redevelopment of the former gas station property will likely be achieved through the use of private financing by the developer. It is anticipated that the developer would contribute toward the enhancement of the area's public improvements. The Borough has received grant funding to pay for part or all of the site investigation and remediation.

The improvements proposed, such as a small plaza, landscaping, parking lot improvements and street furniture, will be paid for through a variety of sources including public and private funds. Federal, state, county and local funds, including community development block grants, N.J. Transit, N.J.D.O.T., along with funds from the private property owners will be used.

6.1.2 Site #2. Train Station South - (Block 70/Lot 13 and 13.01)

This area is located on the other side of the railroad from the Train Station North area and is adjacent to the N.J. Transit train station and the Borough's library. The property is triangular in shape and is 2.66 acres in size. It is owned by the Borough and used for public parking, primarily for commuter use. The parking lot is currently operated by the Dunellen Parking Authority. The neighborhood located south of the area is primarily single family residential.

This area is attractive for redevelopment due to its location adjacent to the train station and the fact that it is already owned by the Borough. However, the cooperation of the Parking Authority is required due to its leasing of the property for public parking. The redevelopment of this area may also require the relocation or reconfiguration of the library's parking lot. Alternatively, the library should ideally be incorporated into the new municipal complex and the library and surface parking of this tract replaced with structure parking and retail/office.

The goals for redeveloping this area include, an increase in the number of public parking spaces, while encouraging new development with a mix of commercial uses. Due to the nearby single family

residential uses, the height of any structures will be limited to no more than three stories. The redeveloper should include in its proposal, the interaction of this site with Sites 1 and 3 in order to create a harmonious redevelopment setting with all three sites having some degree of pedestrian/Transit Village orientation. The site should contain a pedestrian feature so as to permit those utilizing the site to gain access to the other sites. Integrated into the design for this site should be a covered bus station.

It is likely that the South Washington Avenue/New Market Road frontage would include ground floor commercial with parking or residential above. The interior of the area, near the train station, should be developed with multi-level parking connected to the South Washington Avenue development and the train station.

It is anticipated that the Borough, in conjunction with the Parking Authority, would utilize a request for proposal process to solicit redevelopment proposals from developers for this area. Any development would be privately financed. The public parking component of the project would be constructed and financed through creative means to reduce the Borough's need to incur public debt. The Borough's ownership of the project area should provide it greater flexibility in structuring financing for the parking. Also, the involvement of the Parking Authority and its ability to issue debt represents another alternative for financing the public parking component.

6.1.3 Site #3. South Washington Avenue between rail line and Columbia Street - (Block 85/Lot 1)

This area is located south of the rail line with frontage on South Washington Avenue and runs east to the Township of Piscataway municipal boundary. The adjacent neighborhood is single family residential with a Borough park, Columbia, located south of the area, currently undergoing major revitalization and enhancement.

The area consists of approximately 19 acres and contains a large industrial building, formerly a manufacturing plant, which currently contains a mix of uses including a gym, and warehousing and manufacturing facilities.

Due to the previous use for manufacturing, the area may have environmental issues that would have to be addressed prior to its redevelopment. In addition, the buildings are occupied and may require the relocation of the tenants.

The Borough would like to encourage the redevelopment of the area for mixed residential/commercial development with unobtrusive parking facilities. The average density for this area should be 20 units per acre. The Borough encourages the redeveloper to consider retention of the front two story brick portion of the Art Color building adjoining South Washington Avenue as a component of the redevelopment proposal. The redeveloper should also include in its proposal the interaction of this site with Sites 1 and 2 in order to create a harmonious redevelopment setting with all three sites having some degree of pedestrian/Transit Village orientation. The site should contain a pedestrian feature so as to permit those utilizing the site to gain access to the other sites.

6.1.4 Remainder Parcels in Vicinity of Route 28

Drawing momentum from the successful redevelopment of the Downtown Center, it is anticipated that redevelopment of the remaining parcels will occur in subsequent phase or phases as redevelopment or perhaps rehabilitation. Such activity should be contemplated in concert with the Downtown Redevelopment Phase 1 to ensure consistency of effort and to provide guidance to property owners looking to capitalize on the anticipated dramatic downtown enhancement that will draw pedestrians throughout the length of the commercial district.

SECTION 7 - PROPOSED REDEVELOPMENT AREA LAND USE AND BUILDING REQUIREMENTS

7.1 Land Use and Building Requirements

Based upon preliminary interest and analysis of the Areas opportunities and constraints, a land use plan was created to take advantage of existing and potential physical and economic opportunities in the Area and to achieve the goals and objectives of the Redevelopment Plan. The proposed land uses in the Area are varied to take advantage of the different opportunities that are present in the Area, and are flexible enough to respond to market conditions at the time of site planning and development. The land uses are proposed for each Redevelopment Site, and standards for each site have been created. The permitted uses and design standards within each site and the design standards to the entire Area are detailed in the following Parcel Standards and General Standards section.

7.2 Relationship of Plan to the Borough Land Development (Zoning) Regulations

The land use controls and building restrictions set forth in this Redevelopment Plan shall apply to all new development within the redevelopment area and shall supercede any requirements set forth in the Borough of Dunellen Zoning Ordinance. All existing uses will be permitted to remain in the Redevelopment Area, however, any change in use or major alterations to any building or structures will be required to meet the land use and building requirements contained in this Redevelopment Plan. All other development regulations not addressed herein shall remain applicable. It is recognized that all development is contingent upon all necessary state, county and local approvals.

7.3 Land Use Map

A Land Use Map has been developed to highlight the various areas for redevelopment keyed to the following Land Use and Building Requirements.

7.4 Land Use and Building Requirements

7.4.1 Site #1. Train Station North (Block 69/All Lots)

Principal Permitted Uses:

- **Commercial/Residential.** This land use designation contemplates a mixed-use development that may include commercial uses on the ground floor and office commercial and residential uses on the upper floors. The commercial uses to be limited to the ground floor include personal and business service establishments, offices, and restaurants. Office uses also may be permitted on the upper floors.

  The predominant commercial use shall be commercial/residential including 2 bedroom units. The residential units shall be "for sale" with a possible exception for age restricted rentals.

  Public open space should be included in this parcel as a Town Park center that can be enjoyed by the pedestrians of the Borough.

Building Requirements:

1. Building height requirements. The maximum building height shall be three (3) stories.

2. Materials. Materials used shall be conducive to creating a Railroad Town (Transit Village) environment, encouraging the use of brick, awnings, planters, and wrought iron railings.
3. Density requirements. The maximum dwelling unit density shall be twenty (20) per acre.
4. Front, side, and rear setback requirements. There shall be no front yard, side yard or rear yard setback requirements. All new structures or buildings shall be located at the front property line to provide a continuous street wall.
5. Landscape Requirements. The minimum area devoted to landscaped open space shall be ten (10) percent of the total lot area. *
6. Lighting. Decorative lighting in accordance with Borough specifications shall be used. Alternative lighting designs will be considered by the Planning Board.
7. Walkways. All walkways shall use decorative pavers.
8. Trash receptacles and benches. Both trash receptacles and benches are required and shall be of materials complimenting the buildings and the Railroad Town theme as selected by the Planning Board.

7.4.2 Site #2.. Train Station South (Block 70/Lot 13 and 13.01)

Principal Permitted Uses:

- **Commercial/Parking Garage.** This land use designation contemplates a mixed-use development that may include commercial uses on the ground floor or outer edge of a parking deck, possibly mixed with residential units. The commercial uses to be primarily on the ground floor include personal and business service establishments, offices, coffee shops and restaurants. The parking deck should be designed and utilized as shared parking for the downtown commercial district as well as for commuters utilizing the train and buses.

  Potential public open space should be considered in this parcel as a Town Park center that can be enjoyed by the pedestrians of the Borough.

Building Requirements:

1. Building height requirements. The maximum building height shall be three stories.
2. Materials. Materials used shall be conducive to creating a Railroad Town (Transit Village) environment, encouraging the use of brick, awnings, planters, and wrought iron railings.
3. Density requirements. The maximum dwelling unit density shall be twenty (20) per acre.
4. Front, side, and rear Setback Requirements. There shall be no front yard, side yard or rear yard setback requirements. All new structures or buildings shall be located at the front property line to provide a continuous street wall.
5. Landscape Requirements. The minimum area devoted to landscaped open space shall be ten (10) percent of the total lot area. *
6. Lighting. Decorative lighting in accordance with Borough specifications shall be used. The specifications are in the process of being developed.
7. Walkways. All walkways shall use decorative pavers.
8. Trash receptacles and benches. Both trash receptacles and benches are required and shall be of materials complimenting the buildings and the Railroad Town theme.

7.4.3. Site #3. South Washington Avenue (Block 85/Lot 1)

Principal Permitted Uses:

- Commercial/Retail/Residential/Recreational. This land use designation contemplates a mixed-use development not exceeding three stories that may include residential, commercial, recreational or retail uses. Retail and commercial uses shall be permitted only on the first floor of buildings ("First Floor Commercial/Retail") unless the building(s) immediately fronts or faces South Washington Avenue, then, in addition to the above, office and residential uses, shall be permitted on the upper floors of said buildings. Residential development shall be permitted on any or all floors in one or more buildings constructed in the easterly portion of the property north of the Borough recreational site on Columbia Street (with a maximum number of market rate units in such residential buildings not to exceed 240 in number). To facilitate this development the property may be subdivided into two or more parcels but shall be subject to a unified development plan and density shall be calculated based upon the total land area in the unified plan. First Floor Commercial/Retail may include (but is not limited to) personal and business service establishments, restaurants, retail stores, bakeries, delicatessens, drug stores, beauty parlors, food stores and supermarkets. First Floor Commercial/Retail uses may include drive thru facilities. Any residential development may be for sale or rental at the option of the developer.

Building Requirements:

1. Building height requirements. The maximum building height shall be three (3) stories, with age-restricted housing being permitted to four (4) stories.
2. Materials. Materials used shall be conducive to creating a Railroad Town (Transit Village) environment. Encouraging the use of brick, awnings, planters, and wrought iron railings
3. Density requirements. The maximum dwelling unit density shall be ~~ten~~ (20) per acre. twenty
4. Front, side, and rear Setback Requirements. There shall be no front yard, side yard or rear yard setback requirements. All new structures or buildings shall be located at the front property line to provide a continuous street wall.
5. Landscape Requirements. The minimum area devoted to landscaped open space shall be ten (10) percent of the total lot area. *
6. Lighting. Decorative lighting in accordance with Borough specifications shall be used. The specifications are in the process of being developed.
7. Walkways. All walkways shall use decorative pavers.
8. Trash receptacles and benches. Both trash receptacles and benches are required and shall be of materials complimenting the buildings and the Railroad Town theme.

7.4.4 Remainder Properties Designated as Next Phase(s) Redevelopment Areas

Principal Permitted Uses:

- **Commercial/Residential.** This land use designation contemplates a mixed-use development that may include commercial uses on the ground floor and office commercial and residential uses on the upper floors. The commercial uses to be limited to the ground floor include personal and business service establishments, offices, and restaurants. Office uses also may be permitted on the upper floors.

  Public open space should be including in this parcel as a Town Park center that can be enjoyed by the pedestrians of the Borough.

Building Requirements:

1. Building height requirements. The maximum building height shall be three stories
2. Materials. Materials used shall be conducive to creating a Railroad Town (Transit Village) environment encouraging the use of brick, awnings, planters; and wrought iron railings
3. Density requirements. The maximum dwelling unit density shall be twenty (20) per acre.
3. Front, side, and rear Setback Requirements. There shall be no front yard, side yard or rear yard setback requirements. All new structures or buildings shall be located at the front property line to provide a continuous street wall.
4. Landscape Requirements. The minimum area devoted to landscaped open space shall be ten (10) percent of the total lot area.
5. Lighting. Decorative lighting in accordance with Borough specifications shall be used. The specifications are in the process of being developed.
6. Walkways. All walkways shall use decorative pavers.
7. Trash receptacles and benches. Both trash receptacles and benches are required and shall be of materials complimenting the buildings and the Railroad Town theme.

• Additional Landscape Note:
To effectuate meaningful landscape elements, the selected Redeveloper may vary the percentage of area devoted to landscaped open space in Sites #1, 2, and 3 provided that the 10% minimum landscape area is provided as a composite when considering all three areas together. This will enable the greatest degree of flexibility in design while meeting the Borough's aesthetic and open space desires.

Amended Section 8, June 2011

Section 8 is hereby replaced as follows:

SECTION 8 - GENERAL DESIGN STANDARDS

8.1 Design Standards

This section details the overall design standards in the Area in terms of streetscape design; the visual appearance of Route 28/North Avenue and Washington Avenue; open space design, lighting and landscaping design; site design guidelines; storage, service and loading areas; refuse and recycling collection areas; the screening of exterior mechanical equipment; signage; outdoor dining; architectural design; and parking requirements. These standards are to be used in conjunction with Site Standards. Any deviation from these standards must be considered by the Planning Board.

8.2 Streetscape Requirements

The streetscape is the primary image-setting area and includes all public and private streets. The area between the face of the building and the edge of the pavement is designated streetscape landscape area and is subject to the following standards:

- Benches, recycled plastics with wrought iron frame
- Metal or Iron Trash Receptacles matching benches
- Shrubs, trees, and ground cover
- Walkways made of brick and or decorative mason materials
- Planters
- Awnings [types, style, signage, lighting]
- Decorative and/or American Flags
- Porches/Steps
- Flower pots
- Bicycle racks

8.3 Along North Avenue and Bound Brook Road (State Highway Route 28)

The visual appearance of this roadway is important because it serves as an entranceway into the commercial/office portion of the Area, which then leads into downtown Dunellen. The aesthetics of this area is extremely important. The following standards should be considered in streetscape design of this area:

- Deciduous trees, native to New Jersey, should be planted approximately 50-foot on-center and in relation to building façade. Trees shall be over 12 feet in height; a minimum 3-inch caliper (dbh) and shall be planted on the street side of any sidewalk. The Borough Shade Tree Commission shall be consulted regarding all specifications

regarding new or replacement street trees, and Shade Tree Commission comments shall be provided to the Planning Board for action.

8.4 Along Washington Avenue

This roadway serves as the main entranceway into downtown Dunellen and its commercial area. The aesthetics and visual appearance of this area is extremely important. The following standards should be considered in streetscape design of this area:

- Deciduous trees, native to New Jersey, should be planted approximately 50-foot on-center and in relation to building façade. Trees shall be over 12 feet in height; a minimum 3-inch caliper (dbh) and shall be planted on the street side of any sidewalk. The Borough Shade Tree Commission shall be consulted regarding all specifications regarding new or replacement street trees, and Shade Tree Commission comments shall be provided to the Planning Board for action.

8.5 Open Space Design, Lighting and the Public Realm

The goal of the open space design standards is to improve the visual environment of the area through landscaping and other amenities in order to attract people to the area. People are naturally attracted to areas that appear inviting, comfortable and safe. The following standards have been created to achieve this goal.

1. All new open space in the transit village district must be designed to be integrated into the public pedestrian circulation system. Open spaces shall be so located as to provide for maximum usability and to create a harmonious relationship between buildings and the open space within the Area.

2. New open space in the transit village district cannot be designed as a residual space between buildings. It must contribute to the public's safe and direct pedestrian access to the train station. It must be designed without barriers, fences, gates or signs that imply that the route is for use of the development's residents only.

3. All improved open space shall incorporate elements such as shrubbery, attractive paving materials, street furniture, lighting, low walls, gazebos, fountains and other architectural and artistic amenities so as to produce a pleasant environment at all levels. Benches shall be placed perpendicular to the street, or, if necessary, parallel but facing away from the street. Bollards, trees, and other street furniture should be used to protect pedestrians and buildings from errant drivers. Comfortable and attractive street furniture that is accessible to the physically disabled should be provided in public spaces for public enjoyment and comfort. Street furniture may include seating and tables, drinking fountains, trash receptacles, information kiosks, and directories. Street furniture such as benches, planters, trash receptacles, bollards, kiosks, public art, bulletin boards, parking meters, newspaper racks, mail boxes, and light poles shall be installed so they are out of the way of the main pedestrian walkway.

4. All areas not covered by building, pavement or impervious surface shall be landscaped by a mix of evergreen and deciduous trees, shrubbery and herbaceous plants, including grass--native species proven to resist the urban environment in this area. Evergreen screen planting shall be a minimum of four (4) feet in height. Deciduous planting shall be a minimum of three feet in height. Material shall be planted, balled, and burlapped and be of specimen quality as established by the American Association of Nurserymen. At initial planting said material shall provide a screen from the top of the planting to within six (6) inches of grade. Other plant materials shall be dense and of specimen quality as determined above. All deciduous trees shall be a minimum of three (3) inches in caliper or twelve (12) feet in height.

5. Outdoor plazas shall be encouraged. Adequate landscaping and street furniture of a style complementary to the surrounding facades shall be used.

6. Public art in the forms of sculpture, murals, artist-designed street furnishings, etc. should be integrated into the outdoor environments associated with new public or private redevelopment projects.

7. Adequate and appropriate lighting shall be provided to promote a sense of security in the open space.

8. All trash receptacles shall be adequately secured, enclosed, and screened on all sides by landscaping or other types of attractive materials.

9. All fences and walls shall be designed as integrated parts of the overall architectural and site design. All materials shall be durable and finished in textures and colors complementary to the overall architectural design.

10. Conspicuous chain link fencing without screening and/or landscaping shall not be permitted.

11. Sidewalk areas shall be landscaped and durably paved and shall be properly illuminated with safe and adequate lighting.

12. Maintenance of landscaping on public property or right-of-way shall be the subject of a Developer's Agreement.

13. All utilities shall be located underground.

8.6 Transit Supportive Site Design Guidelines

Strong transit supportive site design guidelines are essential for insuring a compact and pedestrian friendly environment with a successful public realm. An important goal of the Plan is

to seamlessly knit together public and private sites with each other, the downtown, and the train station.

All buildings in their design and layout should be an integral part of the total development for the parcel. The building's design must endeavor to achieve excellence in scale, form, functional utility, appropriateness and relationship to adjoining buildings. Each building must use materials appropriate for fostering a Railroad Town feel, brick or durable masonry material being the most desirable, subject to the review of the Technical Review Board.

When buildings in an area are of similar and/or compatible scale, materials and massing, the area becomes harmonious thereby providing a more comfortable human experience. The Transit Supportive Site Design Guidelines standards section seeks to achieve a continuity of design that allows for individuality of design while still providing a distinct identity for the Area.

All structures within the Redevelopment Area shall be designed and maintained so as to improve the visual appearance of Dunellen as viewed from within and beyond the borough's borders.

1. Integration of Transit
    a. All new development should embrace the transit station as a vital element of the downtown.
    b. The transit station should be fully integrated into the design of the pedestrian environment.
    c. Where any new development is located on an established bus route, bus turnouts and shelters should be incorporated into the site design in consultation with NJ Transit.

2. Pedestrian Connectivity
    a. Continuous sidewalks should be provided along all street frontages.
    b. Sidewalks connecting the transit station to key destinations should be as direct and visually unobstructed as possible.
    c. In areas slated for outdoor dining, there must be six feet of unobstructed sidewalk available for the exclusive use of pedestrians
    d. Driveway curb cuts should be kept to a minimum on primary pedestrian routes.
    e. Where sidewalks interface with driveways, the sidewalk material and level should continue across the driveway.
    f. Eliminate security fences, gates and barriers between different uses (except to protect the privacy and security of private open space). Where practical, create public through-routes with line-of-sight connections to adjacent neighborhoods without barriers, fences, gates or signs that imply that the route is for use of the development's residents only.
    g. Bicycle networks should run throughout the transit village district and link directly to the transit station with clear signage leading the way.
3. Building Placement and Streetwalls
    a. All structures within the Redevelopment Area shall be situated with proper consideration of their relationship to other buildings, both existing and proposed, in terms of light, air, and usable open spaces, access to public rights-of-way and off-street parking, height, and bulk.

b. Groups of related buildings shall be designed to present a harmonious appearance in terms of building silhouette; architectural style and scale; massing of building form; surface material, finish, and texture; decorative features; window and doorway proportions; entry way placement and location; signage; and landscaping.
c. All buildings should be placed directly up to the sidewalk in order to maintain a continuous building street wall.
d. Buildings should be oriented so that the entrances are clearly identifiable and open directly onto a public sidewalk or plaza.
e. Primary entrances shall conveniently be oriented towards transit.
f. The main entrance of a corner building should be placed on a diagonal and oriented to the intersection.
g. Buildings should be placed in order to allow for the use of common driveways (especially along arterial streets) where a reduction in the number of curb openings will enhance the streetscape and promote traffic safety.
h. Rows of buildings which create a monotonous, "cookie-cutter" design are discouraged.
i. All loading areas must be located in a rear yard and screened from view from public rights-of-way.
j. No drive-through establishments are permitted within the transit village district, with the exception of banks.

4. New Streets
   a. The layout of new streets shall be in a grid pattern or modified grid pattern, emphasizing interconnected streets and the ability to reach local destinations without crossing major streets or primary arterials.
   b. The street grid should be maintained and extended wherever possible. Where the street grid is interrupted by steep slopes or other topographical variations, walkways or stairways should be built to maintain pedestrian continuity.
   c. It is desirable to have streets with block faces of 400 feet in length or less. For blocks over 600 feet, provide a mid-block cut-through for pedestrians.
   d. The use of service alleys is encouraged.

5. Off-Street Parking and Circulation
   a. Off-street parking is an integral component of the Plan. The importance of such parking, however, is not intended to dictate project design. Off-street parking is encouraged to be as inconspicuous as possible and to incorporate landscaping and screening to the greatest extent possible to minimize its physical and visual impact.
   b. Off Street parking facilities shall be provided with convenient and safe access to public rights of way and shall be illuminated so as to reflect light away from any adjoining properties.
   c. Minimum Off-Street Parking Standards will be in conformance with the current municipal code.
   d. Off-Street parking and loading areas shall be coordinated with the public street system. Shared parking among mixed uses shall be encouraged and may be

factored in for purposes of calculations. Shared usage of parking is encouraged. Off-street parking for one use shall not be considered as providing the required parking for any other use; however, one-half of the parking requirements for any use whose peak attendance will be at night or on Sundays may be assigned to a use which will be closed at night or on Sundays.

e. Parking for principal permitted uses may, at the discretion of the Planning Board and in conjunction with a site plan and/or subdivision application, be granted relief from the parking requirements provided credible evidence is presented that the parking needs of such uses can be met by existing on-street spaces and off-street public or private parking lots. The Planning Board may require the furnishing of written authorization of the owners of such off-street parking lots that the specified numbers of parking spaces in such a lot are available and will be designated for daily or overnight parking for such use.
f. No off-street parking shall be allowed between a public street or pedestrian way and the required frontage for a building.
g. Off-street parking lots shall only be allowed in surface lots on the side or rear of a lot, in an underground lot or in a parking structure.
h. Parking lots should be designed to minimize conflicts between vehicles and pedestrians.
i. Pedestrian walkways are required throughout the parking area.
j. Where a parking lot is located along a public street, no more than 60 feet of frontage is permitted.
k. Parking lot entrances and exits should be designed away from primary pedestrian routes.
l. Parking bays in excess of 10 spaces in length should be divided by intermediate landscaped islands. Landscape islands should provide at least one parking stall width of landscape area for planting trees and groundcovers.
m. A minimum of ten (10) percent of any surface parking facility shall be landscaped and include (1) shade tree for every twenty (20) parking spaces. The perimeter of the parking area shall be landscaped. A landscape buffer strip should be provided between all parking areas and the sidewalk or street. The buffer strip should consist of shade trees with a decorative fence, a solid wall or dense hedge. Such fence, wall or hedge should be no less than three feet and no more than four feet in height to allow views into and out of parking areas.
n. Gaps should be left in these screens to allow for pedestrian connections between the parking lot and the street.
o. Lighted sidewalks should extend between rear or side parking areas and building entrances.
p. Residential garages should be as invisible from the street as possible to maintain a traditional neighborhood feel.

6. Parking Structures
    a. The ground floor façade of any parking structure abutting a street or walkway should be wrapped with retail or office use.
    b. Facades should be designed and architecturally detailed like other commercial buildings within the district.

c. Windows or other openings should be provided that echo those of surrounding buildings.
d. Top decks of parking structures visible from other properties should be designed with trellises and for landscaping sufficient to screen portions of the visible area.

8.7 Storage, Service and Loading Areas

Storage, service, maintenance, and loading areas shall be constructed, maintained, and used in accordance with the following conditions:

1. Off-street loading shall be provided for all commercial uses in accordance with the municipal code or in accordance with the following schedule where specific provision is not addressed by Code.

    a. One off-street loading space for the first 25,000 square feet of total gross building floor area.
    b. One additional off-street loading space for each subsequent 25,000 square feet or portion thereof of total gross building floor area.

    Each off-street loading space shall be at least 12 feet in width, 50 feet in length and have a height clearance of at least 14 feet and shall be separate from off-street parking facilities.

2. Loading areas are permitted in rear yards or side yards only, provided that they are screened from public view.

3. No loading, storage or service area shall be located between the building line and the street line, i.e., in the front yard.

4. Provisions shall be made on site for any necessary vehicle loading, and no on-street vehicle loading or idling shall be permitted.

5. No materials, supplies, or equipment, including trucks or other motor vehicles, shall be stored upon site except inside a closed building or behind a durable material wall not less than six (6) feet in height, screening such materials, supplies, or vehicles from adjacent sites so as not to be visible from neighboring properties and streets. Any outdoor storage areas shall be located within the rear portions of a site.

8.8 Refuse and Recycling Collection Areas

1. All outdoor refuse and recycling containers shall be visually screened within a durable enclosure, six (6) feet or higher, so as not to be visible from adjacent lots or sites.

2. Refuse and recycling collection enclosures should be designed of durable materials with finishes and colors which are unified and harmonious with the overall architectural theme.

3. Refuse and recycling collection areas should be so located upon the lot as to provide clear and convenient access to refuse collection vehicles.

4. Refuse collection areas should be designated and located upon the lot as to be convenient for the deposition of refuse generated on the site.

5. Refuse and recycling collection areas should be effectively designed to contain all refuse generated on site and deposited between collections. Deposited refuse should not be visible from outside the refuse enclosure.

8.9 Screening of Exterior Mechanical Equipment

1. In areas where rooftops can be viewed from adjacent roadways, rooftop equipment shall be screened to the greatest extent possible, and/or shall be painted to match the roof. If such rooftop equipment is visible from the public road, it shall be finished to match the façade of the building.

2. Conventional mechanical and electrical equipment, which is part of the building space, such as heating, ventilating, the air conditioning system and lighting and general power, where ground mounted, shall be screened from view with evergreen landscaping.

3. Electrical equipment shall be mounted on the interior of a building wherever possible. When interior mounting is not practical, electrical equipment shall be mounted in a location where it is substantially screened from public view. In no case shall exterior electrical equipment be mounted on the street side or primary exposure side of any building.

4. Process equipment such as stacks, hoppers, bins, storage vessels, blowers, compressors, piping, ducting, conveyors and the like, which are ground mounted, shall be enclosed with screen walls to match the principal buildings.

5. Transformers that may be visible shall be screened with either plantings or a durable noncombustible enclosure. Transformer enclosures should be designed of durable materials with finishes and colors which are unified and harmonious with the overall architectural theme.

6. Satellite dishes shall be roof mounted and shall not be visible from the public road or sidewalks.

8.10 Signage

Signage shall be an essential and permanent component of the building design and shall be compatible with building materials and colors. Design of the signs shall be compatible to the Railroad Town (Transit Village) environment. Only signs that identify uses within the buildings are permitted.

The standards for signage are to be found in the Municipal Code and based on the United States Sign Council recommendations.

8.11 Outdoor Dining

Where permitted, seasonal outdoor dining as an accessory use to a restaurant shall be permitted with the following provisions:

1. Restaurants shall not place any table, sign, or umbrella, or other item in such a manner as to block or impair pedestrians utilizing the sidewalk, any walkways or building entrances/egress, municipal signs, receptacles or garbage, public bench, or other public amenity including fire hydrants. Outdoor seating is only permitted if indoor seating is also available. The materials used for outdoor furniture must be approved by the Planning Board.
2. Restaurants must provide for the disposal of recycled cans/bottles and garbage. Receptacles for garbage shall be used for commercial refuse. Sidewalk areas shall be kept clean during hours of operation.

3. Drive-in or drive-through service shall be prohibited.

4. No portion of any sidewalk dining equipment, including chairs, table and opened umbrellas, shall encroach upon the sidewalk in a manner to block, impede or cover adjacent store fronts, doors, or windows in front of any other business establishment.

5. An outdoor dining permit must be visibly displayed for all outdoor seating.

8.12 Transit Supportive Architectural Design Guidelines

Transit supportive architectural design guidelines are important for insuring, among other goals, appropriate building massing, orientation, scale, entries, windows, facades and roofs. Buildings shall be designed to have attractive, finished appearances from all public spaces.

1. Facades
   a. Buildings should have a well-defined front façade with primary entrances facing the street.
   b. Buildings should be aligned so that the dominant lines of their facades parallel the line of the street and create a well-defined edge.
   c. New building facades should have a pedestrian scale aesthetic. This can be accomplished by establishing a layering of rhythmic patterns and architectural elements such as windows, columns, rooflines, building materials and colors.
   d. The primary façade(s) (viewable by the public from streets and parking lots) of buildings of 36 feet or greater in width should be articulated into smaller increments through the following or similar techniques:
      1. Stepping back or extending forward abut compatible materials

2. Division into storefronts with separate display windows and entrances
3. Arcades, awnings, window bays, balconies or similar ornamental features
4. Variation in rooflines to reinforce the articulation of the primary façade

e. It should be recognized that buildings will be viewed from a variety of vantage points. Consequently, the placement of doors, windows, balconies, changes in materials, or roof height, etc., should be designed to provide an attractive and harmonious design on all sides.
f. Rear facades should be designed as an integral part of the overall building with similar materials and detail treatments.
g. In general, buildings over two stories should have a well-defined base, middle and top. The base, or ground floor, should appear visually distinct from the upper stories, through the use of a change in building materials, window shape or size, an intermediate cornice line, an awning, arcade or portico, or similar techniques.
h. Portions of upper stories (above the second or third level) should be stepped back from the line of the front façade to provide areas for outdoor terraces, rooftop patios, etc.
i. Architectural details such as ornamental cornices, arched windows and warm-toned brick with bands of contrasting color are encouraged in new construction. The contemporary adaptation of historic and vernacular residential, institutional and commercial styles found elsewhere in the municipality is encouraged.

2. Transparency: Window and Door Openings
   a. For nonresidential or mixed-use buildings, window and door openings should comprise at least 60 percent of the length and at least 30 percent of the area of the ground floor of the primary street façade.
   b. For nonresidential or mixed-use buildings, a minimum of 20 percent of the ground level of side and rear facades not fronting a public street should consist of window and door openings.
   c. For nonresidential or mixed-use buildings, a minimum of 20 percent of all sides of upper story facades should consist of window or balcony/door openings.
   d. For residential buildings, a minimum of 20 percent of primary (street-facing) facades and 15 percent of other facades including upper stories should consist of window and door openings providing residents within the buildings a visual connection to activity on the sidewalk and street.
   e. Glass on street facing doors and windows should be clear or lightly tinted, allowing views into and out of the interior. Mirrored, dark tinted, or opaque or glass block should not be used.

3. Building Entrances
   a. Primary building entrances on all buildings should face on a public street or walkway, or be linked to that street by a clearly defined and visible walkway or courtyard. Additional secondary entrances should be oriented to a secondary street or parking area.
   b. Residential entries should be separate and distinct from commercial entrances.

c. In the case of a corner building or a building abutting more than one street, the street with the higher classification should be considered primary. The main entrance should be placed at sidewalk grade.
d. Non-residential building entries should be designed with one or more of the following:
    1. Canopy, portico, overhang, arcade or arch above the entrance
    2. Recesses or projections in the building façade surrounding the entrance
    3. Display windows surrounding the entrance
    4. Architectural detailing such as brickwork or ornamental moldings
    5. Planting areas, pots or window boxes for seasonal landscaping
e. Porches, steps, roof overhangs, hooded front doors or similar architectural elements should be used to define the primary entrances to all residences.

4. Building Materials
    a. Buildings should be constructed of durable, high-quality materials such as: brick, natural stone, manufactured stone, textured, patterned and/or integrally colored cast-in-place concrete, integrally colored, precast concrete masonry units (provided that surfaces are molded, serrated or treated to give wall surfaces a three-dimensional texture).
    b. Stucco or exterior insulating finish system is acceptable above the first floor of the façade visible to public sidewalks and street.
    c. Buildings may include architectural metal decorative panels, structural elements and decorative support or trim members.
    d. Buildings may not be constructed of unadorned plain or painted concrete block, unarticulated or blank, tilt-up concrete panels, pre-fabricated metal building systems, glass curtain wall systems, aluminum, vinyl, fiberglass, asphalt or fiberboard siding.

5. Roof Design
    a. Roof lines and cornice details shall be completed in a three-dimensional manner so that the features on the back of the roof or similar unfinished areas are not visible.
    b. Buildings may be designed with pitched and/or flat roofs. Flat roofs should be defined with a discernable cornice line.
    c. Variations in roof type, height, and/or distinct, separate roof segments should be considered as a means of creating greater visual interest, identifying changes in use, areas of ownership or reducing monotony.
    d. Pitched roofs such as gable, hip, shed or mansard roofs should be clad with highly durable materials such as standing seam metal, slate, ceramic or fireproof composite tiles. Use of asphalt shingles is discouraged.

6. Equipment Screening
    a. All rooftop equipment should be screened from view from adjacent streets, public rights-of-way and adjacent properties. Preferably, rooftop equipment should be screened by the building parapet, or should be located out of view from the ground.

b. Exterior mechanical equipment such as ductwork should not be located on primary building facades.
c. Soft water tanks, gas meters, and electrical meters should also be screened from public view wherever possible.
d. All screening shall be architecturally compatible with the primary structure. The screening should be part of the articulation of the building and not appear to be an afterthought. Sound attenuation to mechanical equipment is also encouraged.

7. Franchise Architecture
   a. Franchise architecture (building design that is trademarked or identified with a particular chain or corporation and is generic in nature) is generally discouraged unless it employs a traditional storefront commercial style. Franchises or national chains should create context sensitive buildings that are sustainable and reusable.

8. Awnings
   a. Awnings, overhangs and arcades are encouraged, where pedestrians are expected to walk and shop, to provide overhead protection and to create significant entrances.
   b. Where awnings are used, canvas or fabric awnings are preferable. If glass or metal awnings are employed, they should closely complement the building's architectural character and aesthetic. Back lighted awnings and canopy signs should not be used.
   c. Awning standards are found within the Borough's sign ordinance.

8.13 Transit Supportive Parking Requirements

Parking standards within the transit village district should reflect proximity to high frequency transit service, pedestrian-friendly built forms, and a mix of uses.

1. There will be no minimum on-site parking requirement for sites under 20,000 sf.
2. All parking spaces shall be a minimum of nine (9) feet in width by eighteen (18) feet in depth. Aisles shall be a minimum of twenty-four (24) feet in width.
3. Parking requirements for similar uses shall be reduced up to 90 percent to account for the likely cross patronage among the adjacent uses located within a maximum walking distance of 500 feet.
4. For uses that are ancillary to a larger business, no additional parking will be required. [Example – a snack shop within an office building or hotel.]
5. Parking should be shared among different buildings and facilities whenever possible to take advantage of different peak periods. [Example – an office building can share parking with a restaurant.]
6. For large shared parking arrangements, jurisdictions are encouraged to require formal shared parking agreements that are recorded with the jurisdiction.
7. A reduction in the number of off-street parking spaces required (excluding parking spaces for persons with disabilities) shall be permitted for the provision of bicycle parking provided that no fee is required for using the bicycle parking.

8. The reduction in the number of automobile parking spaces shall be reduced by one (1) space for each bicycle parking space provided up to thirty (30) percent of the total required spaces.
9. Bicycle parking shall be at least as conveniently located as the most convenient automobile spaces, other than those spaces for persons with disabilities.
10. Bicycle parking shall be an integral part of the overall site layout and designed to minimize visual clutter.
11. Bicycle parking shall be provided in a well-lighted area.
12. Bicycle Parking Spaces outside of a building shall be located within a one hundred (100) foot diameter of the primary building entrance.
13. All bicycle parking areas shall afford a four (4) foot wide access aisle to ensure safe access to spaces.
14. Bicycle parking shall be located so as to protect bicycles from automobile damage.
15. All Bicycle Racks and lockers shall be securely anchored to the ground or building structure.
16. Bicycle Parking Spaces shall not interfere with pedestrian circulation and shall adhere to ADA requirements.

SECTION 9 - PLAN OF ACTION

9.1 Development Schedule

Due to the magnitude of the proposed Plan, redevelopment can be expected to occur in multiple phases with one or more developers. The interrelationships among the components of the Plan may require careful sequencing so that there can synergy among the redevelopment sites.

Each phase may consist of a single land use or a mixture of land uses provided that such phases shall be capable of operating in a manner consistent with the intent and purpose of the Plan. As a result of phased development, sureties or other performance guarantees for completion of infrastructure and the project components may be required.

9.2 Property To Be Acquired

The intent of this Redevelopment Plan is to facilitate private property redevelopment and ownership. Therefore, no acquisition of privately owned properties by the Borough is anticipated by this Plan. However, a public-private joint venture between a governmental agency and the redevelopers may be possible.

9.3 Relocation

The Borough of Dunellen will provide all displaced tenants and landowners with the appropriate relocation assistance, pursuant to applicable State and Federal law, should relocation be necessary. Such assistance will be provided through an appropriately designated office that will assist in any

relocation of persons, businesses or other entities. If relocation is not directly caused by the Redevelopment Plan, the Borough assumes no responsibility for relocation of people or businesses.

9.4 Incentives and Project Funding

The Borough of Dunellen, working with the Middlesex County Improvement Authority, has identified sources of funding to assist the Borough in achieving the goals and objectives of the Redevelopment Plan. Sources of funding were identified on the federal, state, county and local levels. Incentives are essential to successful redevelopment. These incentives may include public financial assistance and tax abatement programs.

SECTION 10 - RELATIONSHIP TO PLANS OF OTHER JURISDICITIONS

10.1 Contiguous Municipalities

Dunellen lies adjacent to the City of Plainfield, the Township of Piscataway, Boroughs of Greenbrook and Middlesex. The Redevelopment Area is contiguous to the City of Plainfield, Borough of Middlesex and the Township of Piscataway.

- The northeast portion of the redevelopment area, at North Avenue and Jefferson Avenue is contiguous to the City of Plainfield. The uses in Plainfield are industrial and commercial, including National Starch.
- The southwest portion of the redevelopment area, at Bound Brook Road, is contiguous to the Borough of Middlesex. The uses in Middlesex are commercial, which is inconsistent with the business zoning in Dunellen.
- The northeast portion of the redevelopment area, at the Art Color property, is contiguous to the Township of Piscataway. The uses in Piscataway are industrial, which is consistent with the industrial zoning in Dunellen.
- The Borough of Green Brook is located approximately one mile from the redevelopment area and is not contiguous to the redevelopment area.

10.2 Middlesex County Growth Management Plan

The Middlesex County Growth Management Plan has been adopted in three phases: Phase I in June 1990; Phase 11 in July 1992; and Phase III in December 1995. The redevelopment plan is consistent with the goals and objectives of the Growth Management Plan.

10.3 State Development and Redevelopment Plan

The State Development and Redevelopment Plan (SDRP) adopted March 1, 2001 designates the area of Dunellen in which the redevelopment plan is situated as being part of the PA1 Metropolitan Planning Area (PA1). The PA1 includes a variety of communities that range from large urban centers to 19th century towns shaped by commuter rail and post-war suburbs. The SDRP policies for the PA1 are to provide for much of the state's future redevelopment. The redevelopment plan will promote for the following PA1 policy objectives of the SDRP in the following ways:

(1) **Land Use:** Promote redevelopment and development in Cores and Neighborhoods of Center

and in Nodes that have been identified through cooperative regional planning efforts. Promote diversification of land uses, including housing where appropriate, in single-use developments and enhance their linkages to the rest of the community. Ensure efficient and beneficial utilization of scarce land resources throughout the Planning Area to strengthen its existing diversified and compact nature.

The redevelopment plan's primary focus is to revitalize the downtown area of the Borough, an area that has seen limited investment, but an area that has many opportunities to become a vital part of the community again through the development of underutilized properties and the enhancement of existing properties.

(2) **Housing:** Provide a full range of housing choices through redevelopment, new construction, rehabilitation, adaptive reuse of non-residential buildings, and the introduction of new housing stock through maintenance, rehabilitation and flexible regulation.

While the redevelopment plan notes the inconsistencies in development in the downtown area with a mix of dwellings in the business zone, one of the goals is to encourage mixed use development with residential and commercial focusing on the proximity to the train station.

(3) **Economic Development:** Promote economic development by encouraging strategic land assembly, site preparation and infill development, public/private partnerships and infrastructure improvements that support an identified role for the community within the businesses. Encourage job training and other incentives to retain and attract businesses. Encourage private sector investment through supportive government regulations, policies, and programs, including tax policies and expedited review of proposals that support appropriate redevelopment.

The major goals and objectives of the redevelopment plan are to encourage new investment that will result in the generation of tax ratables, jobs and an increase in property values throughout the community.

(4) **Transportation:** Maintain and enhance a transportation system that capitalizes on high-density settlement patterns by encouraging the use of public transit systems, walking, and alternative modes of transportation to reduce automobile dependency, link Centers and Nodes, and create opportunities for transit oriented redevelopment. Facilitate efficient goods movement through strategic investments and intermodal linkages. Preserve and stabilize general aviation airports and, where appropriate, encourage community economic development and promote complementary uses for airport property such as business centers.

The train station and the location of the downtown at the crossroads of State Highway 28 and County Road 529 are key elements to the redevelopment of the area. Focusing redevelopment in and around the train station is critical to encouraging greater use of public transit and alternative means of transportation to reduce automobile dependency and reduce air pollution.

(5) **Natural Resource Conservation:** Reclaim environmentally damaged sites and mitigate future negative impacts, particularly to waterfronts, scenic vistas, wildlife habitats and to Critical Environmental Sites and Historic and Cultural Sites. Give special emphasis to improving air quality. Use open space to reinforce neighborhood and community identity, and protect natural linear systems, including regional systems that link to other Planning Areas.

The redevelopment area includes a number of former industrial and commercial properties that are vacant and underutilized and have environmental problems. The goal is to remediate and

reuse these properties in a beneficial manner that will support the revitalization of the downtown area and the community.

(6) **Agriculture:** Use development and redevelopment opportunities wherever appropriate and economically feasible to meet the needs of the agricultural industry for intensive agricultural production, packaging and processing, adding value operations, marketing, exporting and other shipping. Provide opportunities for farms, greenhouses, farmers markets and community gardens.

Not applicable in the Borough.

(7) **Recreation:** Provide maximum active and passive recreational opportunities and facilities at the neighborhood, local and regional levels by concentrating on the maintenance and rehabilitation of existing parks and open space while expanding and linking the system through redevelopment and reclamation projects.

The redevelopment plan includes requirements for the enhancement of the streetscape and for the provision of additional open space in any new development for the benefit of the community.

(8) **Redevelopment:** Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure. Promote design that enhances public safety, encourages pedestrian activity and reduces dependency on the automobile.

The nature of the redevelopment plan is "redevelopment". It takes advantage of the state statutes to provide for mixed use development working with property owners and developers to induce development in an area which has been underutilized and has lacked new investment.

(9) **Historic Preservation:** Encourage the preservation and adaptive reuse of historic or significant buildings, Historic and Cultural Sites, neighborhoods and districts in ways that will not compromise either the historic resource or the area's ability to redevelop. Coordinate historic preservation with tourism efforts.

While the redevelopment area does not contain a large number of historically significant structures, the goal is to rehabilitate and reuse those that do exist. The larger vision is to encourage the revitalization of a downtown area that grows around the rail as an early suburb and industrial hub. The changing economics dictates that the future of the downtown is for mixed use residential and commercial development that will serve the larger community and utilize the benefits of the train station.

(10) **Public Facilities and Services:** Complete, repair or replace existing infrastructure systems to eliminate deficiencies and provide capacity for sustainable development and redevelopment in the region. Encourage the concentration of public facilities and services in Centers and Cores.

The infrastructure of the redevelopment area will be improved through streetscape improvements, improvements for expanded public parking, enhancements to the train station, along with creation of public open spaces.

(11) **Intergovernmental Coordination:** Regionalize as many public services as feasible and economical to enhance the cost-effective delivery of those services. Establish multi-jurisdictional policy and planning entities to guide the efforts of State, county and municipal governments to ensure compatible and coordinated redevelopment.

The very ideology of this policy is embodied in the spirit and thrust of the redevelopment plan. The redevelopment plan is a progressive initiative undertaken by the Borough to facilitate redevelopment in an area of its community that needs it most. In addition, the effort is being supported by the County of Middlesex, through the involvement of the Middlesex County Improvement Authority (MCIA). The Borough, working closing with the MCIA is aggressively seeking funding from all levels of government and from the private sector to the support this redevelopment.

SECTION 11 - ADMINISTRATIVE AND PROCEDURAL REQUIREMENTS

11.1 Amending the Redevelopment Plan

Upon compliance with the requirements of applicable law, the Mayor and Council of the Borough of Dunellen may amend, revise or modify this redevelopment Plan as circumstances may make such changes appropriate.

11.2 Duration of Redevelopment Plan

The Redevelopment Plan, as amended, and as addressed by Phases, shall be in full force and effect for a period of time from the date of approval of this Plan by the Mayor and Council, until either:

a) all the redevelopment phases have been certified as complete and the redevelopment plan has been fully implemented, or
b) for the duration of any long-term tax exemption that has been granted;

whichever date is later.

11.3 Conveyance of Land

The intent of this Redevelopment Plan is to facilitate private property redevelopment and ownership. The Local Redevelopment and Housing Law and the Plan, however, authorizes the Borough or its designee, to exercise its powers to acquire property or to eliminate or modify any restrictive covenants, easements or similar property interests which may undermine the implementation of the Plan on all properties in the Redevelopment Area. The Mayor and Council or its designee, may sell, lease, or otherwise convey to a redeveloper(s) for redevelopment, subject to the restriction, controls and requirements of this Redevelopment Plan, all or any portion of the land within the Redevelopment Area that becomes available to disposal by the municipality as a result of public action under the Plan. The Borough reserves the right to formulate an agreement under any of the above-referenced arrangements and to enforce resale covenants.

11.4 Redeveloper(s) Selection

The Borough or its designee will implement elements of the Plan by participating in a Request for Proposal (RFP) process. It is anticipated that the Mayor and Council, or its designee will designate a redeveloper(s) for the project and the Mayor and Council will formalize the designation through execution of a redevelopment agreement(s). The Mayor and Borough Council will determine the specifics of the RFP process.

11.5 Redeveloper(s) Agreements

All agreements with redeveloper(s) shall contain the following provisions:

1. The redeveloper(s) will be obligated to carry out the specific improvements in accordance with the Redevelopment Plan.

2. The redeveloper(s), its successors or assigns shall devote land within the Redevelopment Area to the uses specified in this Redevelopment Plan.

3. The redeveloper(s) shall begin and complete the development of said land for the uses required in this Redevelopment Plan within a period of time which the Mayor and Council fixes as reasonable.

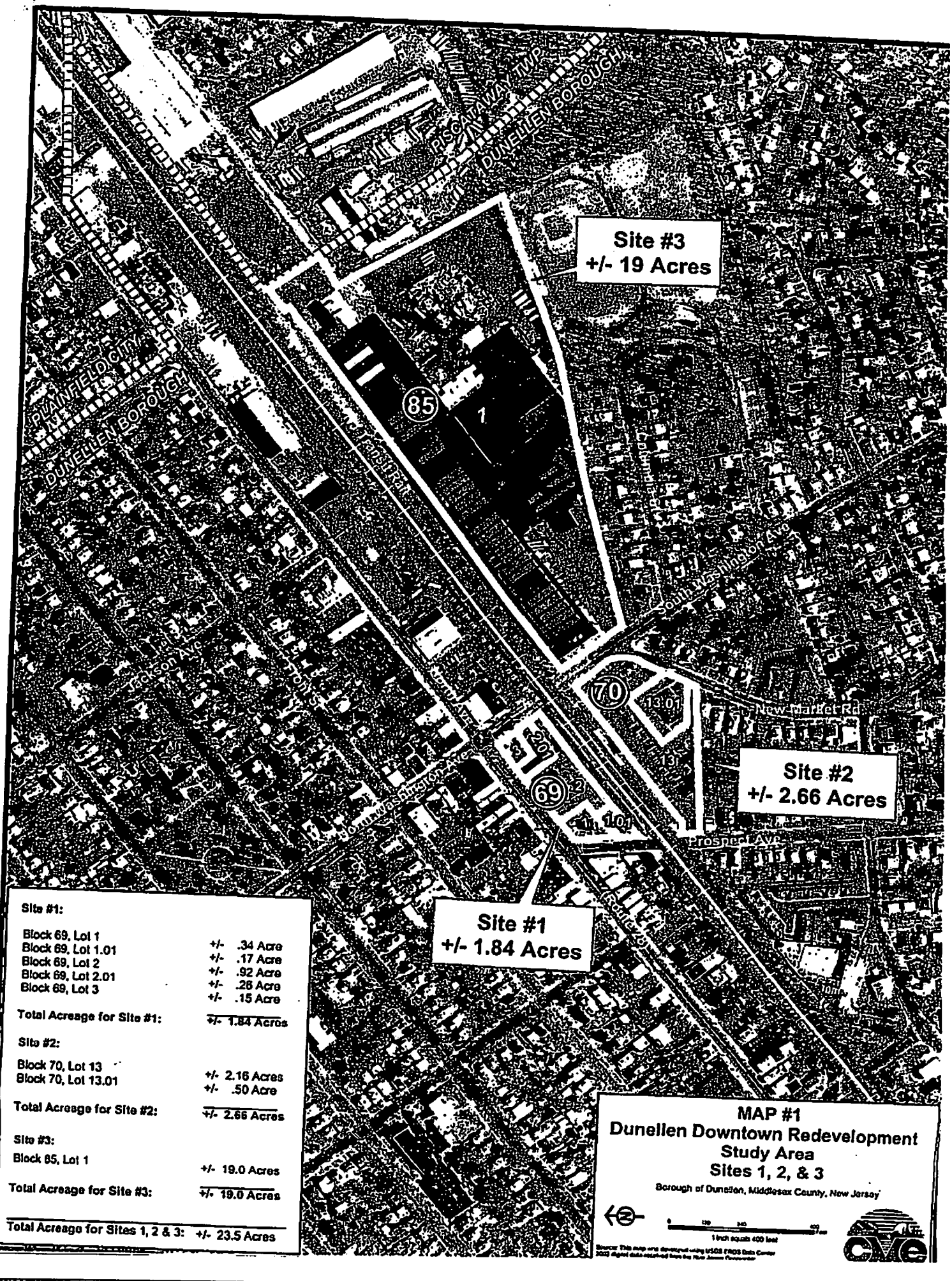
4. The redeveloper(s) will not be permitted to sell, lease, or otherwise transfer or dispose of property within the Redevelopment Area without prior written consent of the Mayor and Council.

5. Upon completion of the required improvements, the conditions determined to exist at the time the Redevelopment Area was determined to be in need of redevelopment shall be deemed to no longer exist, and the land and improvements thereon shall no longer be subject to eminent domain as a result of those determinations.

6. No covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the redeveloper(s), the Mayor and Council, or successors, lessees, or assigns of either of them, by which land in the Redevelopment Area is restricted as to sale, lease, or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, gender or marital status.

7. Neither the redeveloper(s) nor the Mayor and Council, nor the successors, lessees, or assigns or either of them shall discriminate upon the basis of race, creed, religion, ancestry, national origin, gender or marital status in the sale, lease or rental or in the use and occupancy of the land or improvements erected or to be erected thereon, or any part thereof, in the Redevelopment Area.

8. Any other provisions as may be deemed necessary to effectuate the purposes of the local Redevelopment and Housing Law.



Site #1:

Block 69, Lot 1	+/- .34 Acre
Block 69, Lot 1.01	+/- .17 Acre
Block 69, Lot 2	+/- .92 Acre
Block 69, Lot 2.01	+/- .26 Acre
Block 69, Lot 3	+/- .15 Acre
Total Acreage for Site #1:	+/- 1.84 Acres

Site #2:

Block 70, Lot 13	+/- 2.16 Acres
Block 70, Lot 13.01	+/- .50 Acre
Total Acreage for Site #2:	+/- 2.66 Acres

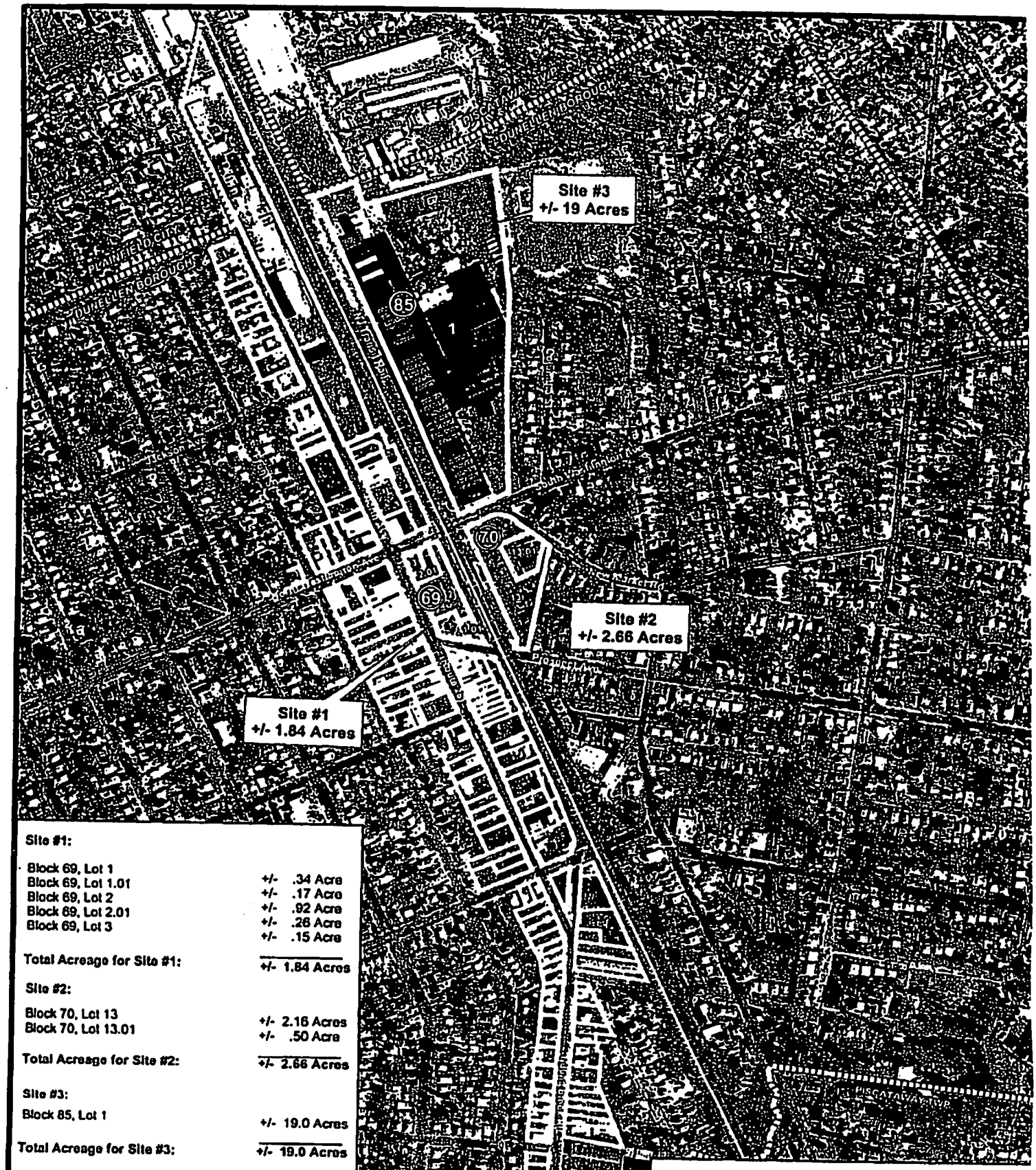
Site #3:

Block 85, Lot 1	+/- 19.0 Acres
Total Acreage for Site #3:	+/- 19.0 Acres
Total Acreage for Sites 1, 2 & 3:	+/- 23.5 Acres

MAP #1
Dunellen Downtown Redevelopment Study Area
Sites 1, 2, & 3

Borough of Dunellen, Middlesex County, New Jersey

1 inch equals 400 feet



Site #1:

Block 69, Lot 1	+/- .34 Acre
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Block 69, Lot 2	+/- .92 Acre
Block 69, Lot 2.01	+/- .26 Acre
Block 69, Lot 3	+/- .15 Acre
Total Acreage for Site #1:	**+/- 1.84 Acres**

Site #2:

Block 70, Lot 13	+/- 2.16 Acres
Block 70, Lot 13.01	+/- .50 Acre
Total Acreage for Site #2:	**+/- 2.66 Acres**

Site #3:

Block 85, Lot 1	+/- 19.0 Acres
Total Acreage for Site #3:	**+/- 19.0 Acres**

Total Acreage for Sites 1, 2 & 3	**+/- 23.5 Acres**

Remainder Redevelopment Parcels:

Various Blocks & Lots	+/- 35.03 Acres
Total Acreage for Remainder Parcels:	**+/- 35.03 Acres**

MAP #2
Dunellen Downtown Redevelopment Study Area - Phase 1
Sites 1, 2 & 3 and Remainder Redevelopment Parcels

Borough of Dunellen, Middlesex County, New Jersey

1 inch equals 600 feet

Source: This map was developed using USGS EROS Data Center 2002 digital data conveyed from the New Jersey Geographic Information Network. This map [illegible]