

# DRAFT DOWNTOWN CONCEPT PLAN

BOROUGH OF NEW PROVIDENCE, NEW JERSEY  
SPRING 2015

FOR DISCUSSION PURPOSES ONLY



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# EXECUTIVE SUMMARY

## *Introduction*

“Downtown” New Providence includes several blocks around the intersection of South Street and Springfield Avenue, in the northern end of the Borough. These blocks make up the center of commercial activity within the Borough, and have a combination of traditional downtown retail, and suburban strip malls and shopping centers. For the purposes of this study, the Downtown Area was determined to be those lands bound by Salt Brook to the South and West, Elkwood Avenue to the North, and to the East generally by the multi-family residences along Gales Avenue, and the Borough Hall facilities located along Academy Street.

The purpose of this Downtown Master Plan is to develop a vision and identity for Downtown New Providence. While New Providence has always been an attractive and desirable residential community and home to large corporate offices, the development of a traditional downtown with retail shops and restaurants has not kept pace with the rest of the community. Downtown New Providence has yet to develop an identity for itself. The Downtown has been caught between both trying to be a charming small town, and catering to the convenience of a suburban lifestyle. This lack of identity has resulted in

a mix of traditional buildings which are built up close to the street, and suburban strip malls that are set behind multiple lanes of parking.

This Plan sets out a blueprint for Downtown New Providence to develop as a true downtown destination focussing on short term and mid-term strategies. Through this Plan, New Providence can:

- Attract new economic investment
- Foster a lively Downtown environment
- Improve the aesthetic value and functionality of the Downtown
- Address current and future parking needs.

## *Conceptual Development Plan*

The purpose of the conceptual development plan, and the appeal of any downtown in general, is that the whole should be greater than the sum of its parts. That is, that the ambiance and atmosphere created by the Downtown as a whole should be a greater draw of people and business than each of the businesses would otherwise be on their own. The primary aim of these concept plans is to transform Downtown New Providence into a place



that has the feel of a cohesive district, its own unique neighborhood, where people go even if they have no plans to shop at a particular store or eat at a particular restaurant.

- Turn Downtown New Providence into a destination on its own, where people want to go just to walk around and linger even if they have no specific plans.
- Make it a destination for people who know they want to go out to eat, or shopping, but don't necessarily have a specific store/restaurant in mind.
- Foster a unique identity for the Borough of New Providence in which the physical character of the Downtown is connected to the social and historical culture of the Borough.
- Provide convenient and accessible parking for residents and visitors alike.
- Attract new ratable development to the Borough.

This Plan presents a potential development scenario for the future of the Downtown. The conceptual development plan for Downtown New Providence includes the redevelopment of several large areas of the Downtown with mixed use commercial/residential structures, as well as infill development of commercial buildings, and streetscape improvements.

Another key component of these plans is the consolidation of individual parking areas to maximize the use of space, and reduce the amount of space used for vehicle circulation. The proposed plans include reductions in curb cuts and a simplified circulation pattern for the entire Downtown. This will facilitate both vehicular, bicycle, and pedestrian traffic.

It is likely that the Plan will require a significant time period to complete. Some of the Plan can be implemented relatively quickly, while other components will take time. The strategy is to work toward the overall vision in several phases.

### **Recommendations**

The Downtown Master Plan includes a set of short term and mid-term recommendations to help the Downtown achieve its goals. The recommendations include policy changes, revisions to the Borough's zoning code and design standards, and practical solutions to issues facing the Downtown. Some of the key recommendations include:

#### **Parking Strategies**

The recommendations for parking in the Downtown area include utilizing existing space within the streets to add more parallel parking, merging existing parking lots to streamline circulation, and developing a strategy for collectively managing parking throughout the entire Downtown area. These strategies add approximately 325 parking spaces.

#### **Connectivity/Circulation**

Circulation and connectivity recommendations focus primarily on creating a more pedestrian friendly environment, forging connections to the surrounding residential areas, and reducing traffic conflicts between vehicles and pedestrians. This includes new pedestrian and bicycle pathways, fewer curb cuts, and a simplified vehicular circulation pattern.

**Potential Opportunity Sites**

Although there are no vacant or completely unused parcels in the Downtown, however, there are a number of sites within the Downtown that are either used solely for surface parking, or are under-utilized and have the potential for more appropriate development. The Plan identifies several of these properties and makes recommendations for how they could potentially be better used to serve the community and attract new economic investment.

**Streetscape**

Suggested streetscape improvements are intended to help create a more traditional and lively streetscape and public realm throughout the Downtown. These recommended improvements include encouraging outdoor dining spaces, creating new gateway features, and incorporating public art throughout the Downtown.

**Zoning**

To implement the Plan, the Borough's zoning ordinance must also be consistent with the intended goals of this Plan. To that end, revisions to the zoning ordinance of the Borough are suggested to ensure that the types of development desired and anticipated by this plan are not discouraged. Recommended zoning revisions include a change to the parking standards for uses in the Downtown, changes to the permitted uses within the Central Commercial District (CCD), and revisions to the bulk standards of the CCD.

**Urban Design Standards**

Like zoning, design standards are another form of

regulations that govern the way that properties may be developed, although focused on the aesthetics of a building rather than the use and bulk. Recommended revisions to the current Downtown Urban Design Standards are intended to provide more objective and quantifiable standards that can be more easily enforced.

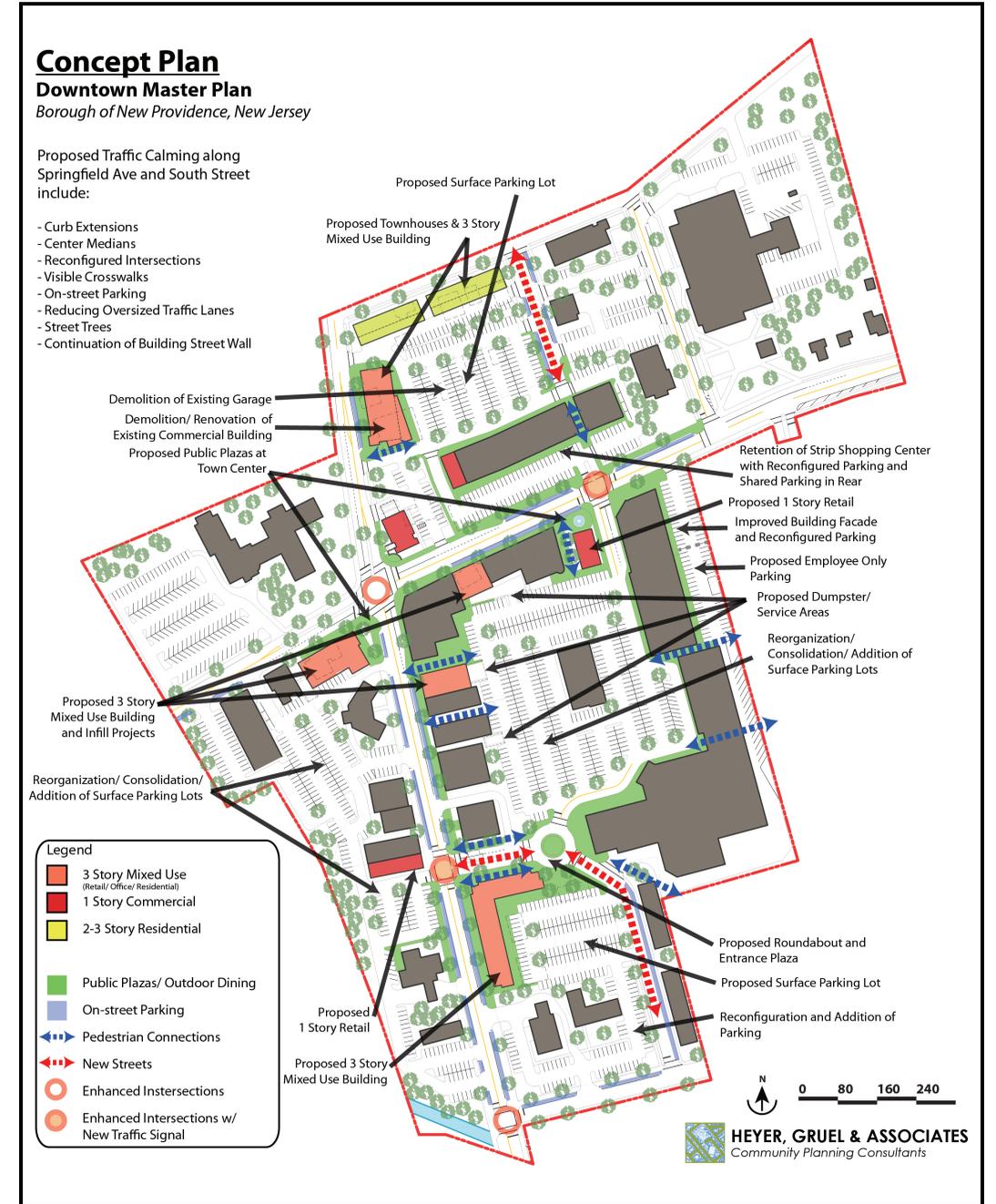
**Marketing/Promotions**

This Plan also includes a section regarding general marketing of the Downtown. Efforts to market the Downtown as a destination should be increased in order to attract attention and bring in new visitors.

**Implementation**

The implementation section of the Plan lays out a framework for putting the short term and mid-term recommendations and conceptual development plans into action. Potential tools for implementing the plan include the use of redevelopment and/or rehabilitation to spur new development. Redevelopment and/or rehabilitation can provide a number of incentives, such as tax abatement and other financial incentives to attract new investment and facilitate the development process.

Implementation of this Plan will require coordination and cooperation among multiple parties including private property owners and the Borough, as well as Union County in public/private partnerships. This coordination should be managed by the Downtown Improvement District.





## INTRODUCTION

The Borough of New Providence is a quaint residential community located along the Passaic River amongst the Watchung Mountains of Central New Jersey. The Borough is a suburb in the greater New York City metropolitan region. The Borough's location and picturesque hilly setting have made it an attractive place for families and businesses to call home for generations.

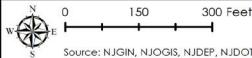
"Downtown" New Providence includes the few blocks around the intersection of South Street and Springfield Avenue, in the northern end of the Borough. These blocks make up the center of commercial activity within the Borough, and have a combination of traditional downtown retail, and suburban strip malls and shopping centers. For the purposes of this study, the Downtown Area was determined to be those lands bound by Salt Brook to the South and West, Elkwood Avenue to the North, and to the East generally by the multi-family residences along Gales Avenue, and the Borough Hall facilities located along Academy Street.

South Street and Springfield Avenue, both Union County roads, make up the two spines of Downtown commerce. This highly trafficked area is the home to a number of banks, restaurants, shops, Borough Hall, New Providence Presbyterian Church, and several residences as well. This



*Downtown "Welcome" Signage*




 Source: NJGIN, NJOGIS, NJDEP, NJDOT

Downtown Study Area

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September 2014

area is just under 40 acres in size, and contains nearly 400,000 square feet of total building area, and over 1,300 parking spaces.

The purpose of this plan is to develop a vision for Downtown New Providence, and to present strategies and make recommendations for energizing and improving the Downtown. The key focus of this plan is:

- To attract economic investment
- To foster a more lively Downtown environment
- To identify areas for aesthetic and functional improvements
- To produce a concept plan for future development
- To address parking needs

Downtown New Providence can be a downtown that rivals those of some of the other great towns of New Jersey. Most of the pieces are already in place for this to occur. The Borough has a relatively wealthy and educated population. The Downtown is at a crossroads of two major thoroughfares in Union County. There has already been a high level of investment shown in the buildings and streets of Downtown, many of which have undergone recent renovations.

Downtown New Providence has the potential to be a destination for business and leisure in the region. Although most residents of New Providence don't currently live or work Downtown, it should feel like their hometown. Downtown New Providence should be seen as the place for the entire Borough to come together.

#### **Regional Context**

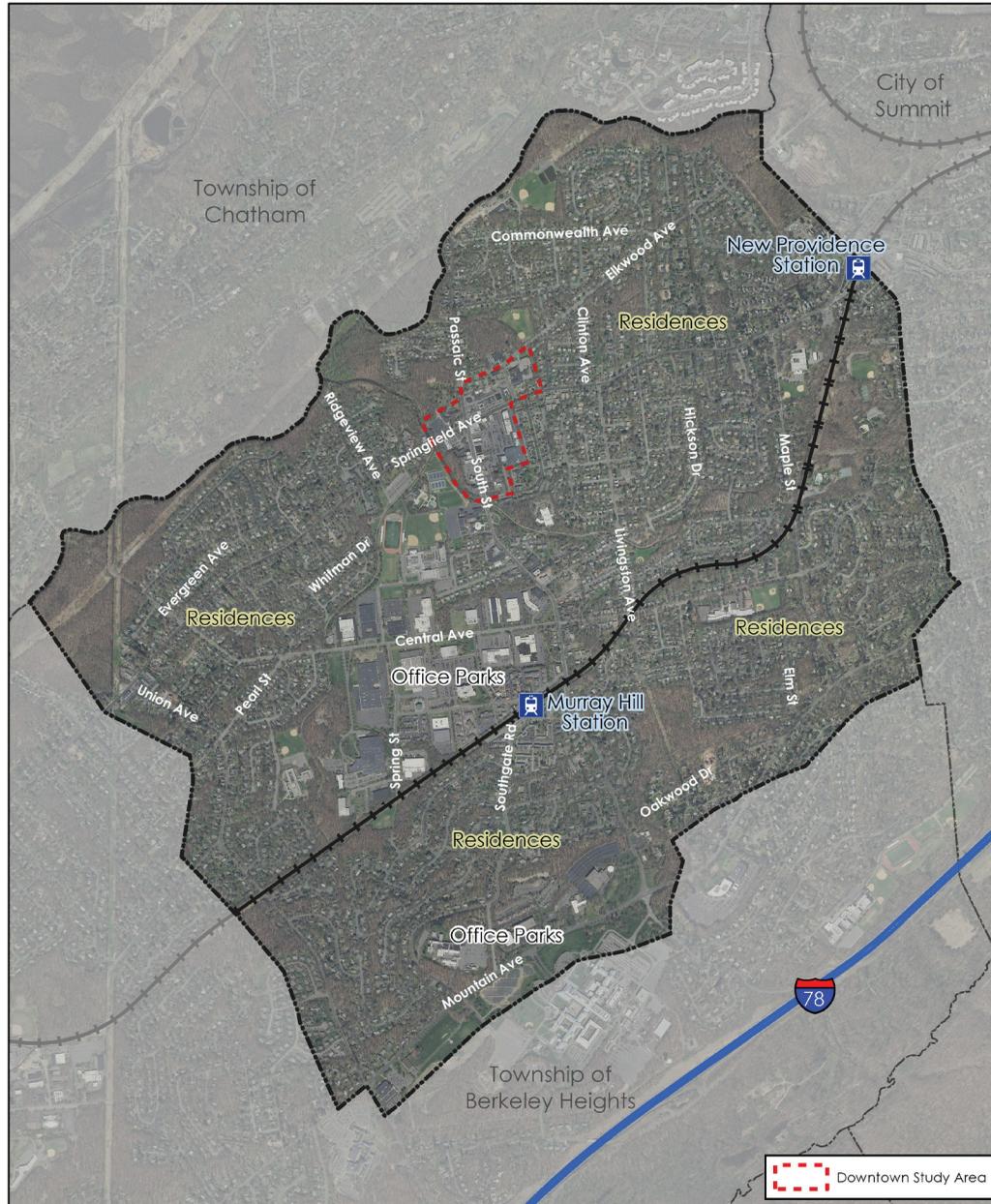
The Borough of New Providence is located in the northwestern end of Union County, and shares a border

with the City of Summit to its northeast, the Township of Berkeley Heights to the south and west, and Morris County to the north and northwest. As of the 2010 US Census, the Borough had a total population of 12,171 persons. With an overall area of 3.67 square miles, this represents a population density of 3,316 persons per square mile, or 5.2 persons per acre. The Borough is roughly 10 miles west of the Cities of Elizabeth and Newark, and just over 20 miles from Manhattan. These places are accessible from New Providence by car from Interstate 78, which runs from Easton, Pennsylvania across New Jersey just south of New Providence through to Newark and Jersey City before going to Manhattan through the Holland Tunnel. Commuter rail service is also available to New Providence residents, as NJ Transit provides direct access on the Gladstone Line from two stops in the Borough, Murray Hill (Floral Avenue near South Street) and New Providence (Springfield Ave and Passaic Ave), to Newark, Secaucus Junction, and New York Penn Station.

#### **Borough Context**

New Providence can effectively be characterized as having a few distinct land use areas, each of which have their own identity, and serve a different purpose. Each of these areas are identified on the Context Maps on the following pages.

- Downtown – Downtown is the retail/commercial center of the Borough. Outside of Downtown, there is relatively little in terms of shopping areas within New Providence.
- Murray Hill – Murray Hill is located in the southern end of the Borough, near South Street and Central Avenue. This area is the home of Bell Labs, now part of Alcatel Lucent. Murray Hill also has a train station, as mentioned above, and generally a



0 1,000 2,000 Feet  
Source: NUGIN, NJOGIS, NJDEP, NJDOT

Borough Context

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0 200 400 Feet  
Source: NUGIN, NJOGIS, NJDEP, NJDOT

Downtown Context

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higher density of residences than other parts of the Borough.

- Corporate Office Parks – Several of the collector roads in New Providence, such as Mountain Avenue and Central Avenue east of Murray Hill, are developed primarily with sprawling corporate office parks. These office parks are expansive low rise structures surrounded by spacious landscaped lawns and greenery.
- Single Family Residences – Most of the rest of the Borough can be characterized by its single family, detached suburban residences. These homes range in size and style, but most are located along winding tree lined streets and have well landscaped yards.

### ***Downtown Context***

The 40 acres of New Providence's Downtown area are located along Salt Brook, in the central northern portions of the Borough. Surrounding the Downtown area are primarily single family residences to the north and west. Multi-family apartment dwellings are located immediately to the east. Just south of the Downtown is Veterans Memorial Park, and Our Lady of Peace Catholic School. Southwest of the area across Salt Brook is New Providence High School. These residences and civic uses are not within the Downtown, but are all within a short walk to the Downtown of the Borough.

## EXISTING DOWNTOWN CONDITIONS

### *Land Use*

The majority of the properties located within the Downtown of the Borough are used for commercial/business purposes, either as restaurants, delicatessens, retail stores, banks, or service businesses such as dry cleaners or hair salons. Both Springfield Avenue and South Street are primary commercial corridors for the entire Borough. The northeastern end of the Downtown is dominated by public uses, with the Borough Administration Building and the Emergency Services along Academy Street, as well as a Senior Housing Complex. There are a few residential properties in the area, and several buildings which house both commercial and residential uses on the same property. The residential properties are located along Elkwood Avenue, in the northern end of the area, and there are also three residences along the eastern end of Springfield Avenue. Just outside the Downtown area are almost exclusively residential properties, with a mixing of single family and multi-family properties surrounding the Study Area.

There is approximately 300,000 square feet of commercial space within the Downtown Area, and nearly 100,000 square feet of non-commercial space. Most of the commercial space is occupied by restaurants, retail



*Downtown Commercial Buildings*



*Village Shopping Center*

Suburban Development



Traditional Buildings



uses, and banks.

See Appendix A for detailed charts and maps of existing land uses in the Downtown.

### **Building Characteristics**

Most of the buildings in the Downtown Area appear to have been constructed within the last 50 years, and many have been recently renovated. The majority of the buildings appear to be well maintained and in acceptable condition.

Architecturally, most of the buildings are traditionally styled, with no avant-garde or progressive designs. Structures are clad in red or tan brick, stone, or other durable materials. Other than the residential homes, most buildings have flat roofs, which is typical of commercial buildings. Aside from the A&P Supermarket, New Providence Presbyterian Church, and Borough Hall, the buildings are generally small. Very few are larger than 10,000 square feet in area. Most of the buildings are two stories or less as well. Only the Senior Housing building on Academy Street is three stories in height.

All of the buildings within Downtown New Providence can generally be characterized as fitting one of two different patterns of development. Buildings are either traditional downtown commercial structures, which are two to three stories high, and are built close together and near the street, or they are more typically suburban structures, which are single story building that is set back from the street with a surface parking lot in front of them. The buildings that line both South Street and Springfield Avenue represent the first development pattern, while the Village Shopping Center and the strip mall buildings on the north side of Springfield Avenue represent the more suburban pattern of development. With both

of these types of development being located within the same blocks, some conflicts arise in terms of how the Downtown functions. The traditional buildings are accessible from the public sidewalk, while the suburban buildings are generally accessed through a parking lot. In the case of many of the traditional buildings which face the public sidewalk, but also have a parking lot behind them, it may become confusing as to which side of the building is the front, and where the primary entrance to the building should be.

One difference between the traditional buildings and the suburban buildings is the area of space between the buildings and the street. With the suburban buildings, a disconnect is created between the public realm of the streets and sidewalks, and the storefronts of the buildings since they are set back as much as 60 feet in some cases. Buildings that have more direct frontage on the street can create an outdoor space along the street.

### **Transportation**

As noted above, the Borough of New Providence is serviced by two rail stations on the Gladstone Branch line of NJ Transit's commuter rail service to and from New York Penn Station and other regional destinations. Downtown New Providence is approximately 0.75 miles away from each of these stations though. This translates into roughly 15 minute walk each way in addition to the time spent on the train, making it unreasonable to expect that many visitors or residents of the Downtown area would utilize public transportation to get to or from the Downtown of New Providence on any regular basis.

There is currently a bus shelter located on Springfield Avenue at the corner of South Street, which would indicate that at some time in the past there was NJ Transit bus service to Downtown New Providence, however

there is currently no bus service on NJ Transit provided within the Downtown. There is a New Jersey Transit bus route that does run on South Street and Springfield Avenue, but it does not stop in the area. NJ Transit bus route 986 provides service from the Summit Train Station to Plainfield, and runs through New Providence, stopping near the New Providence Train Station on the border with Summit, and at Central Avenue and South Street, near the Murray Hill Train Station.

There are also several areas in the Downtown that have been designated by the Borough as bus stops. These locations could potentially be used as future bus stops to serve the Downtown:

- Springfield Avenue at Gales Drive (southwest side)
- Springfield Avenue at South Street (southwest side)
- Springfield Avenue at Passaic Street (northwest side)

Both Springfield Avenue and South Street/Passaic Street are major arterial Union County roads. Transportation to and from Downtown New Providence is almost exclusively by automobile.

**Parking**

Off-street parking is provided throughout the Downtown area in surface parking lots, either in front of or behind the buildings they are intended to serve. Parallel parking spaces are also provided in some areas on the street on both Springfield Avenue and South Street. In total there are over 1,300 parking spaces in the Downtown Study Area. With the exception of the large shopping center, almost none of this is shared parking facilities. Instead, there are individual parking lots serving only a single

building or use.

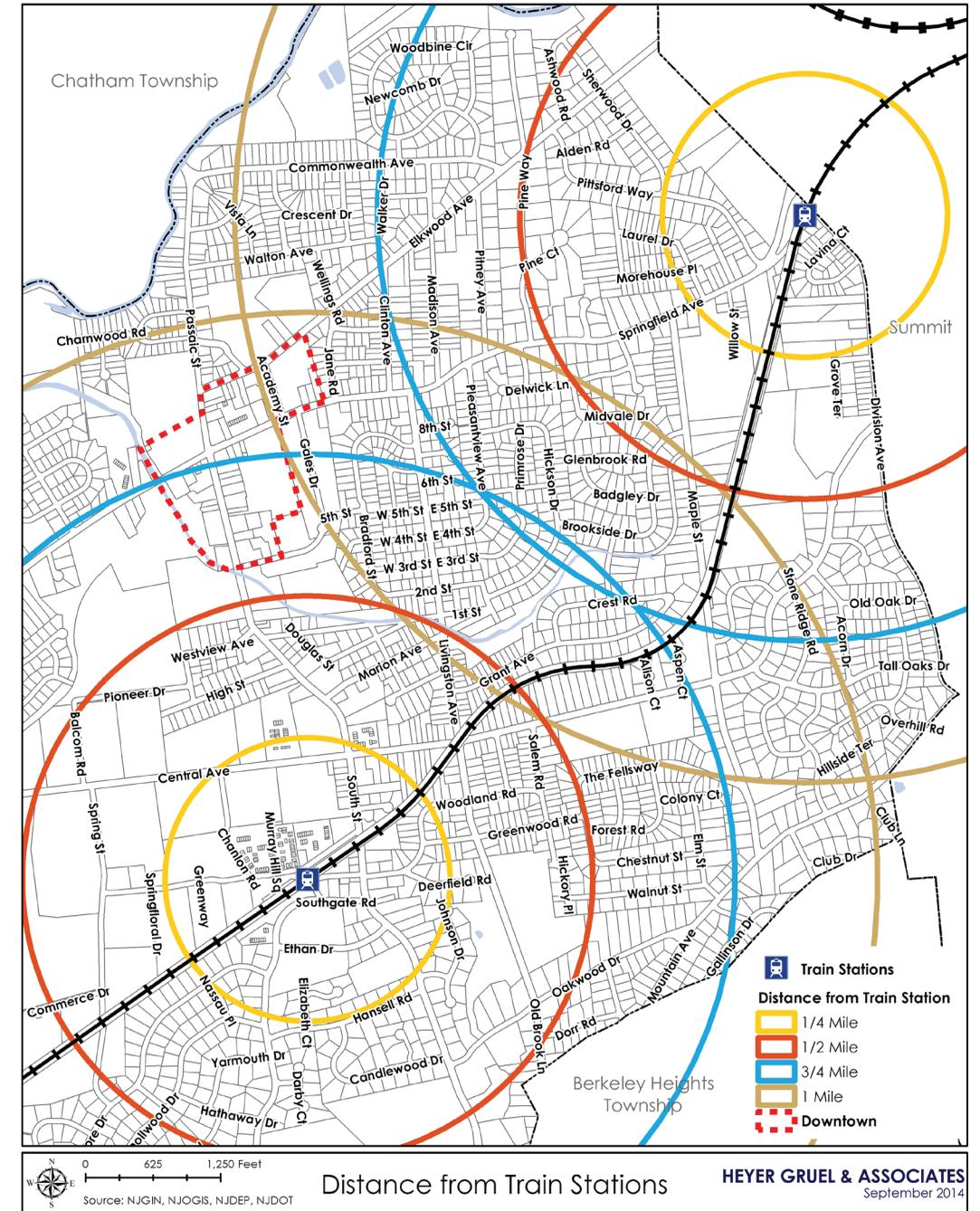
The charts in Appendix B detail the amount of parking on each block.

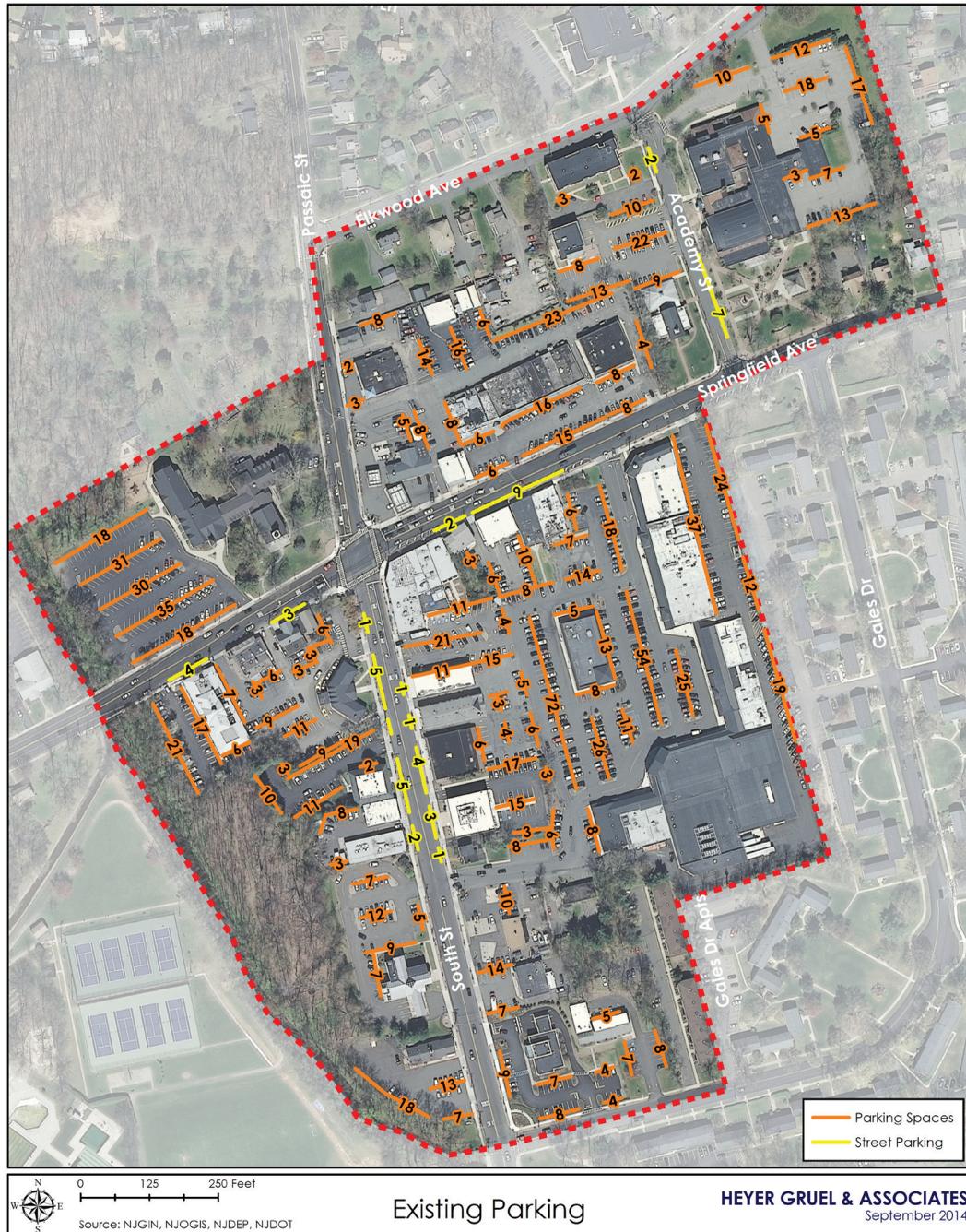
The two most heavily used blocks of the Downtown are the two blocks on the east side of the intersection of South Street and Springfield Avenue. These are developed with retail uses and currently provide parking at a ratio of approximately 1 space for every 300 square feet of floor area of buildings located on those blocks. This is a fairly low ratio especially given the fact that individual projects each have their own parking. Large scale projects typically require lower parking ratios because of the synergies of shared parking. Typical suburban strip shopping centers require 1 space for every 200 or 250 square feet, and the limited parking supply in these two blocks results in customers using the spaces behind the buildings to park. The buildings have not been designed architecturally with the intention of having customers in those areas.

**Pedestrian Network**

Along the public Rights-of-Way, Downtown New Providence has a well-connected pedestrian network. There are 4 feet to 8 feet wide sidewalks and paver/planter strips on each side of the street along both Springfield Avenue and South Street/Passaic Street. Academy Street is also well suited for pedestrian activity, with wide sidewalks and landscape strips. Moving along any of these streets is relatively easy, safe, and convenient.

The Downtown pedestrian network breaks down beyond Springfield Avenue and South Street.. Connections between the different areas of the Downtown are generally lacking, as are connections to areas outside the Downtown. Even to the areas immediately surrounding





Downtown, such as the multifamily residences to the east, or the senior residences along Elkwood Avenue, pedestrian connections are limited.

**Bicycle Network**

There are currently no dedicated bicycle lanes or other bicycle infrastructure within the Downtown. Cyclists currently use either the streets, or illegally use the sidewalks when riding a bicycle through the area.

**Streetscapes**

In general, the streetscapes of the Downtown of New Providence are in excellent condition, as they have been recently renovated all along both South Street and Springfield Avenue. The renovations constructed include a small brick paver strip along the curb of both streets, and a minimum of 4 feet of sidewalk width next to the paver strips. This results in an effective sidewalk width of at least 6 feet throughout most of the Downtown. Appropriately, the brick paver strip also functions as a designated area for street furniture. As detailed in the Existing Streetscape Features Map, there are a number of benches along the streets, most placed within the paver strip, and street trees and street lights are also generally located within the paver strip, which varies in width from 2 feet to 4 feet in most areas.

The streetscapes illustrations found in Appendix C show generally acceptable conditions in most areas of the Downtown along the public Rights-of-Way. There are a few areas that currently have inadequate, or less than ideal conditions. Those areas are:

- Springfield Avenue in front of the Diner – This area, because of the location of the Diner building, only has 6 feet between the edge of the building

and the curb of Springfield Avenue. This is shown in Appendix B, Figure B. While 6 feet is enough space for two people to pass one another on the sidewalk, simply due to the context of the other buildings on the street being set back slightly farther, and also having their primary entrance facades along the street, it makes the sidewalk feel restricted.

- 1286 Springfield Avenue (Block 150/Lot 17) – This residential structure, much like the Diner, breaks the established setback along the south side of Springfield Avenue just east of South Street. As shown in Appendix B, Figures G and I, there is effectively at least 12 feet of sidewalk and paver strip area between the buildings and the curb on this portion of the block, except for this building, which leaves only 6.5 feet, and its frontage is a steep concrete ramp.
- Elkwood Avenue – Elkwood Avenue does not have a sidewalk on its southern side. Although not nearly as well travelled as the other streets in the Downtown due to its lack of commercial businesses, a sidewalk, even if only a minimum of 4 feet in width with no embellishments such as a paver strip or street furniture would be beneficial. The lack of any sidewalk at all makes this street uninviting, as is illustrated in Appendix B, Figure O.

The sidewalks and streetscapes within the Village Shopping Center are generally consistent with the rest of the Downtown, although without the paver strips. Sidewalk widths vary from 6 feet to 12 feet, with several of the buildings providing a covered arcade along the storefronts.

There are a few other areas of note about the existing streetscapes of the Downtown where there is

considerable room for improvement:

- **Outdoor Dining** – There is very little outdoor dining, although there are a number of restaurants in the area. Currently, only the Italian restaurant in the Village Shopping Center offers any outdoor tables in front of a restaurant. Outdoor dining can contribute to the streetscape environment in a number of ways, primarily by making the street more lively and active. The only other outdoor dining area within the Downtown is located in the rear of the Italian restaurant/pizza parlor in front of the Village Shopping Center. While this outdoor dining does provide an amenity to the downtown that is largely absent, its location in the rear of the building and next to the dumpster areas does not contribute to an active streetscape.
- **Seating Locations** - Many of the benches along the streets are in locations that are not necessarily conducive to attract people to sit in them. Benches are generally located so that people feel that their backs are covered, or not exposed. Street furniture such as benches or tables and chairs are more likely to be utilized when they offer a chance for the user to passively view activity on the streets, and from a position where the street activity unfolds in front of them. Several of the benches Downtown are located in between the street and a parking lot, with the bench only a few feet from passing traffic.



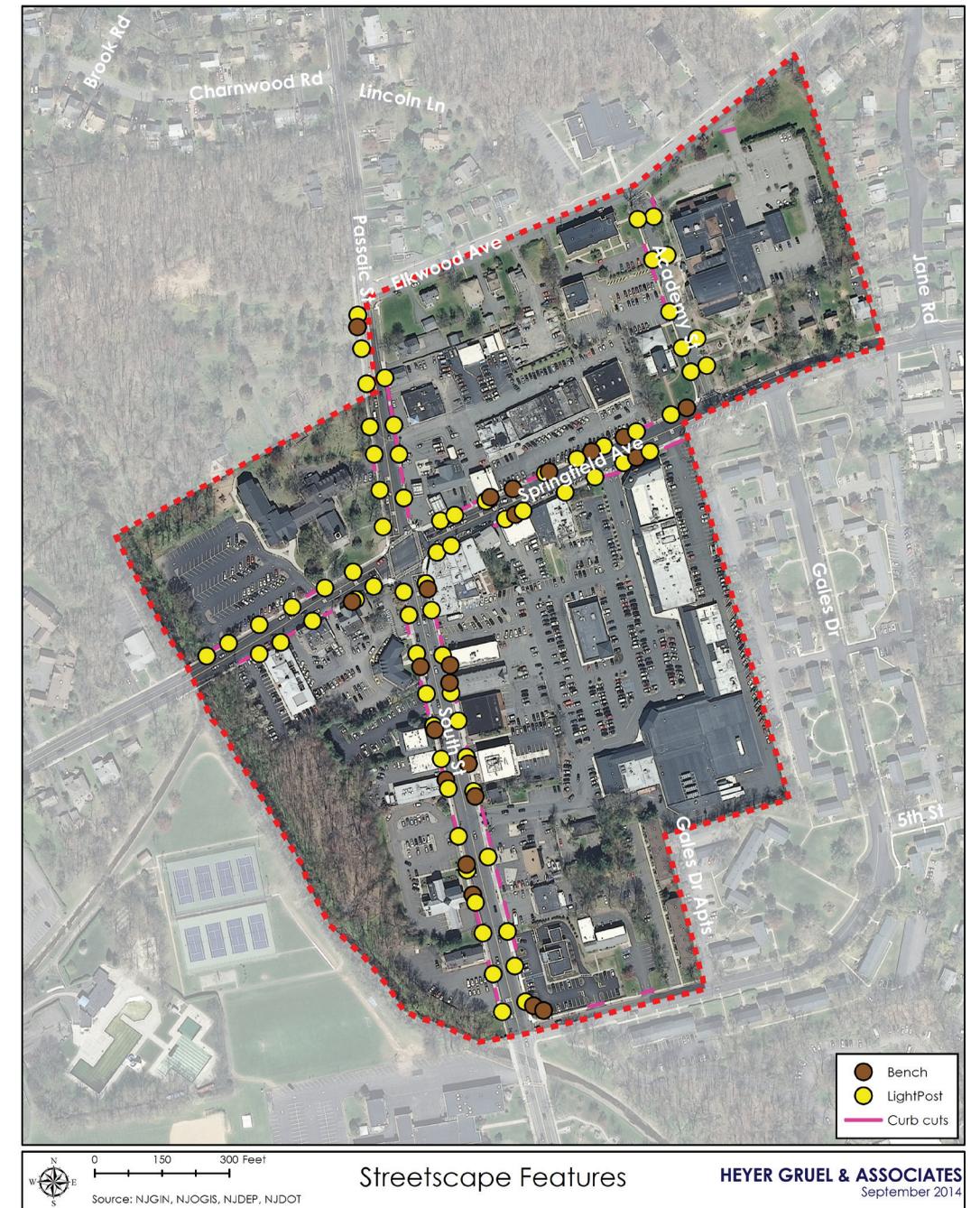
Outdoor Dining

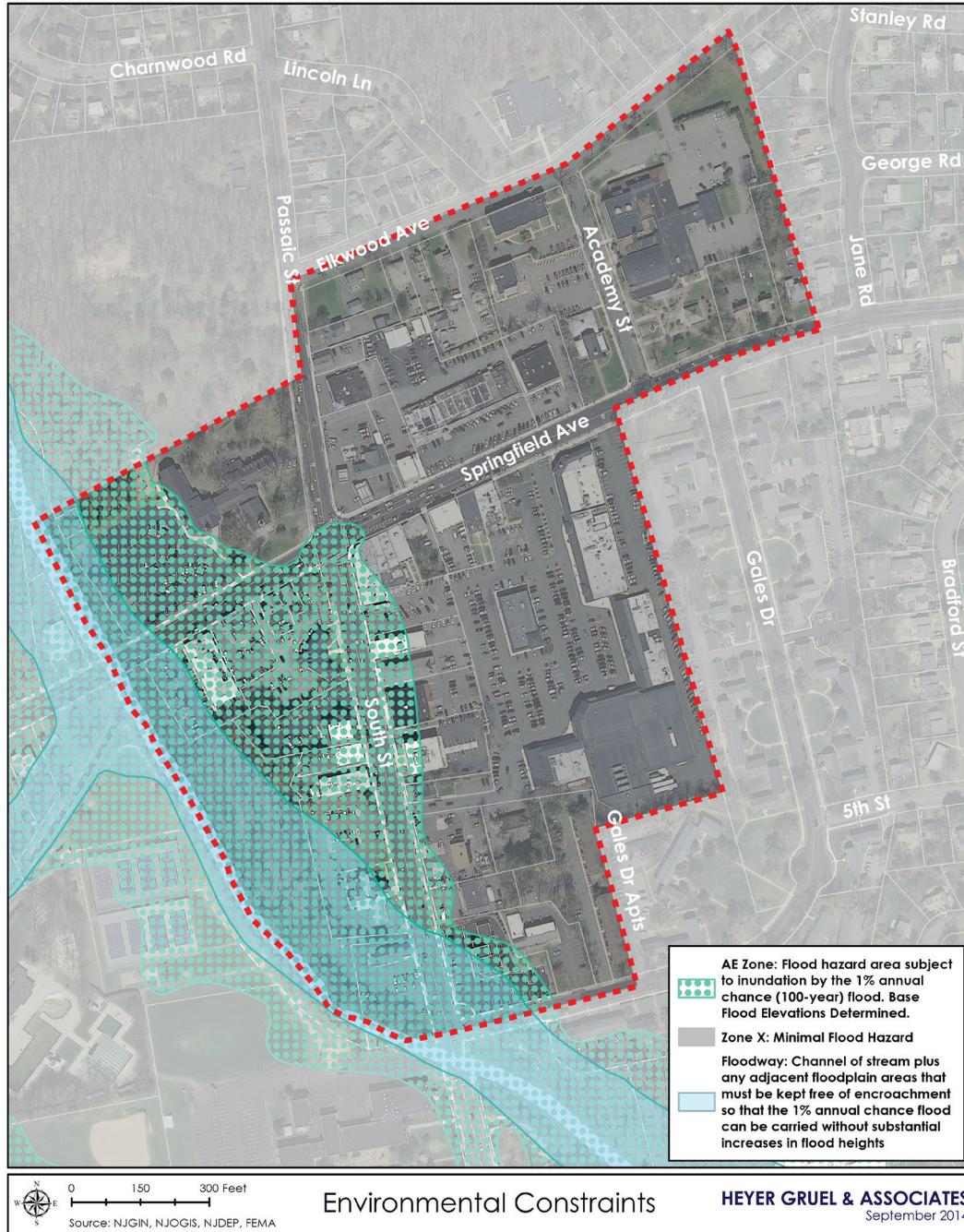


Bench Facing Traffic

**Environmental Constraints**

There are several environmental constraints that restrict development in the Downtown Area of the Borough which are a result of its location along Salt Brook. As shown in the Environmental Constraints Map, these





impacts are generally restricted to the southwest area of the Downtown. The entirety of the block west of South Street and south of Springfield Avenue lies within the 100-year flood hazard area. Most of the block that is currently undeveloped is within the FEMA designated floodway, although several businesses such as Friendly's and Provident Bank are located within the floodway.

There are also wetlands present in the area. Most of the area surrounding the Salt Brook is designated wetlands by the NJDEP. These wetlands areas also fall entirely within the floodway, as shown in the Environmental Constraints Map.

There are also several sites within the Downtown Area that are listed as "known contaminated sites" by the NJDEP. These sites are also shown on the Environmental Constraints Map. Four sites are listed as "active" by the DEP, while one other is listed as "pending". Environmental contamination of these sites will require that remediation actions be taken before any new development may take place.



Salt Brook

Known Contaminated Sites		
Site ID	Site Name	Address
888 (Active)	Aladdin Cleaners	1260 Springfield Ave
886 (Active)	KH Cleaners	12 South Street
68614 (Active)	New Providence Boro	Academy Street
887 (Active)	New Providence Fuel	50 South Street
66969 (Pending)	N/A	1243 Springfield Ave

Source: NJDEP Known Contaminated Sites List

## EXISTING ZONING & DESIGN STANDARDS

### *Zoning*

The Borough's zoning map places the majority of the Downtown Area within a special commercially zoned district, the Central Commercial District (CCD). The CCD is intended to encourage the types of uses that would normally be found in a downtown commercial district or traditional "Main Street". The following uses are listed as principal permitted uses in the CCD:

- Retail Business
- Retail personal service
- Business/office
- Restaurants (excluding drive -in/drive-thru)
- Theaters

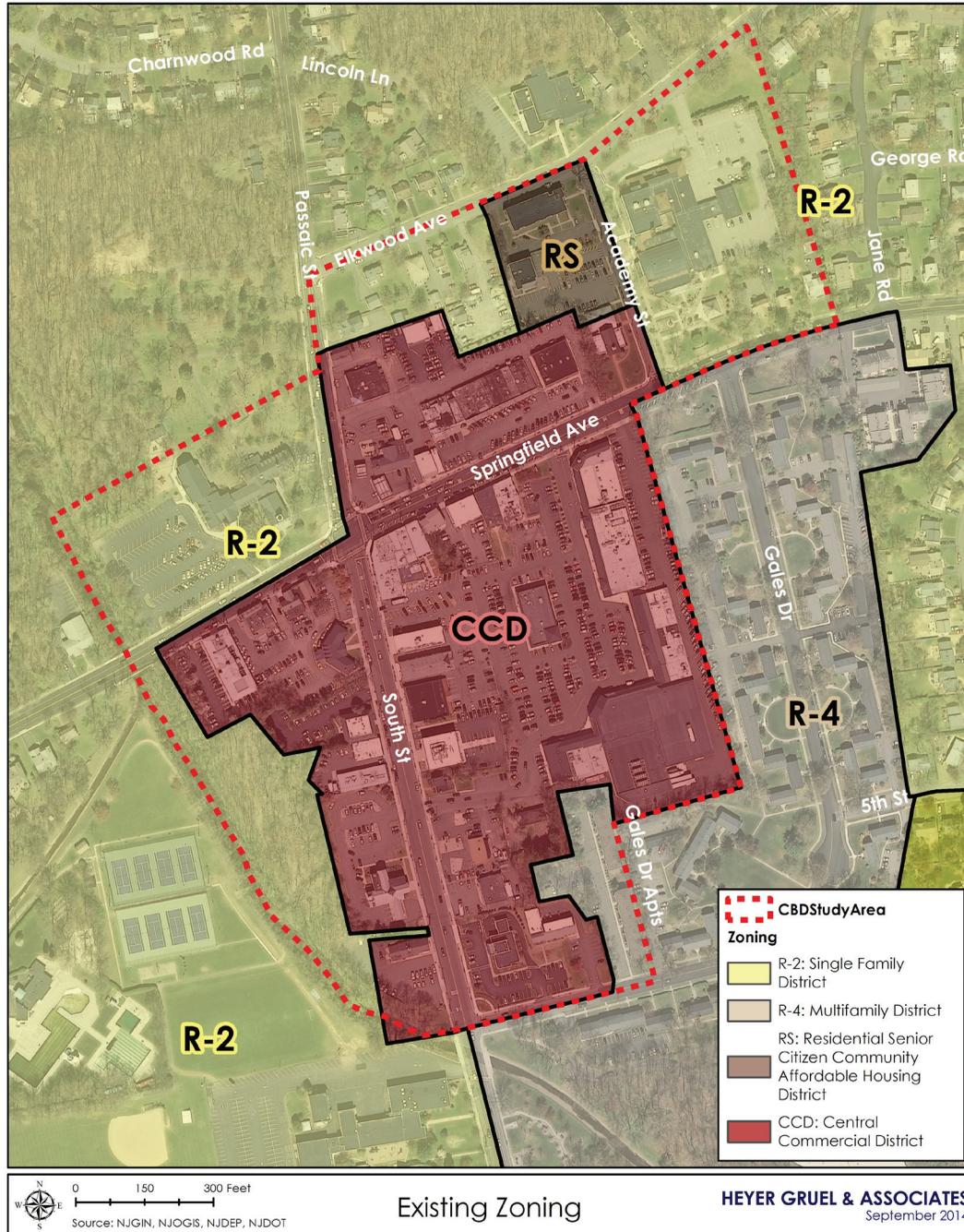
The following uses are listed as conditionally permitted uses in the CCD:

- Auto Repair Shops
- Auto Service Stations
- Educational uses
- Planned commercial developments
- Clubs
- Social halls

- Lodges
- Fraternal organizations

The bulk standards for the CCD are relatively minimal, which is not unusual in a downtown setting. No minimum lot size is established, and any lot is permitted to be entirely covered with buildings and impervious surfaces. There are no side yard setbacks, which permit buildings to stretch the width of their lots and share walls with their neighbors. The only setback requirement is that of a 5 foot minimum front yard. The maximum permitted Floor Area Ratio (FAR) of 0.5 restricts any building footprint to a maximum of 50% of the lot if it is a single story, and 25% of a lot if it is two stories. Under the current zoning conditions, FAR is the primary bulk standard that may limit the size of development.

Off-street parking is required within the Central Commercial District for each building or business on an individual use basis. The CCD previously had its own parking standard of requiring 1 space for every 250 square feet of gross floor area, regardless of the use, but that standard was amended from the Borough's parking schedule in 2011. The current parking schedule requires more off-street parking for certain permitted



uses than the previous one space per 250 square feet general standard would have required. Current parking requirements for permitted uses in the CCD are as follows (Section 310.d Schedule IV):

- Banks – 1 space per 300 square feet
- Commercial Office – 1 space per 300 square feet
- Corporate Office – 1 space per 250 square feet
- Fast Food Restaurant – 1 space for each 2 seats devoted to service, or 1 space for each 125 square feet gross floor area, plus 1 space for every 1.5 employees, plus 10%
- Restaurants – 1 space per 2 seats plus 1 space per 2 employees
- Retail – 1 space per 250 square feet

The table below provides a comparison of some of the current parking requirements and the previous uniform standard for the CCD, and how they would apply to a typical application. Requirements for an office or retail use do not differ greatly, but the requirements for restaurants are significantly greater.

This difference in parking requirements from the previous standard can have a significant impact on the development of restaurants in the Downtown Area. Since

most of the area is already built out, it is very difficult for any new business to provide that level of parking, therefore any application for a restaurant would require variance approval for not having sufficient parking. In addition to being difficult to provide that level of parking, the requirement of 1 space for every two seats is also excessive. A typical parking requirement in other municipalities may be 1 space for every 4 seats, half that of the current ordinance. The current parking requirements seem to promote banks and offices in the Downtown while discouraging restaurant development. While these uses are common in a Downtown environment, they do little to generate activity the way that a restaurant can.

There are a few areas of the Downtown Study Area that are not located in the CCD zone. The northwestern corner of the Downtown, where New Providence Presbyterian Church is located, as well as the northeastern corner where Borough Hall is located, and the properties that have frontage along Elkwood Avenue, are all in the R-2 Residential zone of the Borough. The R-2 district is a single family residential district that permits detached dwelling units. Houses of worship are conditionally permitted uses in this zone. Retail and other commercial uses are not permitted in the R-2 zone.

The bulk standards for the R-2 zone are intended to

Off-Street Parking Requirements Examples		
	Uniform Requirement	Current Parking Requirements
2,000 s.f. retail store	8 spaces	8 spaces
2,000 s.f. bank	8 spaces	7 spaces
100 seat restaurant/2,000 s.f.	8 spaces	50 spaces, plus 1 for every two employees

provide for single family homes on modestly sized lots that are surrounded by landscaped lawns.

There is one other zoning designation within the Downtown Study Area. That is the RS Residential Senior Citizen Affordable Housing District. Only two parcels are located within this district. The two parcels are on the corner of Academy Street and Elkwood Avenue on Block 50, which is currently the home of the Senior Housing building, and the New Providence EMS. The RS zone permits residential apartments for senior citizens, at least 20% of which must be designated as affordable.

### **Design Standards**

The Borough has adopted a set of urban design standards for the Downtown Area that are intended to provide design guidance to developments to help form a traditional small town downtown or “Main Street” atmosphere and environment. As a part of this Downtown Plan, those design standards have been reviewed and analyzed in terms of their effectiveness in delivering the types of development desired.

### **Satisfactory**

- Overall the Urban Design Standards for the Downtown provide a good set of definitions and a “glossary of design terms”.
- General intentions and goals of the standards are clearly identified. The standards explain not just the goals, but what urban design itself is and how it relates to other facets of the built environment.
- In addition to text definitions, the standards include images of acceptable and unacceptable forms of development for the many different urban design elements addressed. This helps the Board clearly see the intentions of the standards.

- An implementation section is included which discusses the roles of each party involved, and potential ways to provide funds for urban design improvements.
- The general design guidelines, architectural standards, and design standards are appropriate for the context of the New Providence Downtown area. The types of development envisioned and called for by the urban design standards would be suitable for this environment, and help achieve the general goals for the Central Commercial District/ Downtown.

### **Areas for Improvement**

- There is a lack of quantifiable and enforceable standards. While the images and general discussion are good, there really isn’t much that can actually be enforced or required of a developer. Development such as is shown in the graphics and discussed in the text is encouraged, but there is little really to force developers to follow the guidelines if they do not wish to.
- The standards are not necessarily consistent with other standards of the zoning ordinance. The urban design standards encourage buildings to be greater than 1.5 stories, and up to 3 stories in height, however buildings above 2 stories are not permitted in the zone by the bulk standards of the zoning ordinance.
- Further discussion of ways to improve the Urban Design Standards can be found in the Recommendations section of this Plan.



*Residence on Elkwood Ave.  
R-2 Zone*



*Senior Housing. RS Zone*



## OPPORTUNITIES & CONSTRAINTS

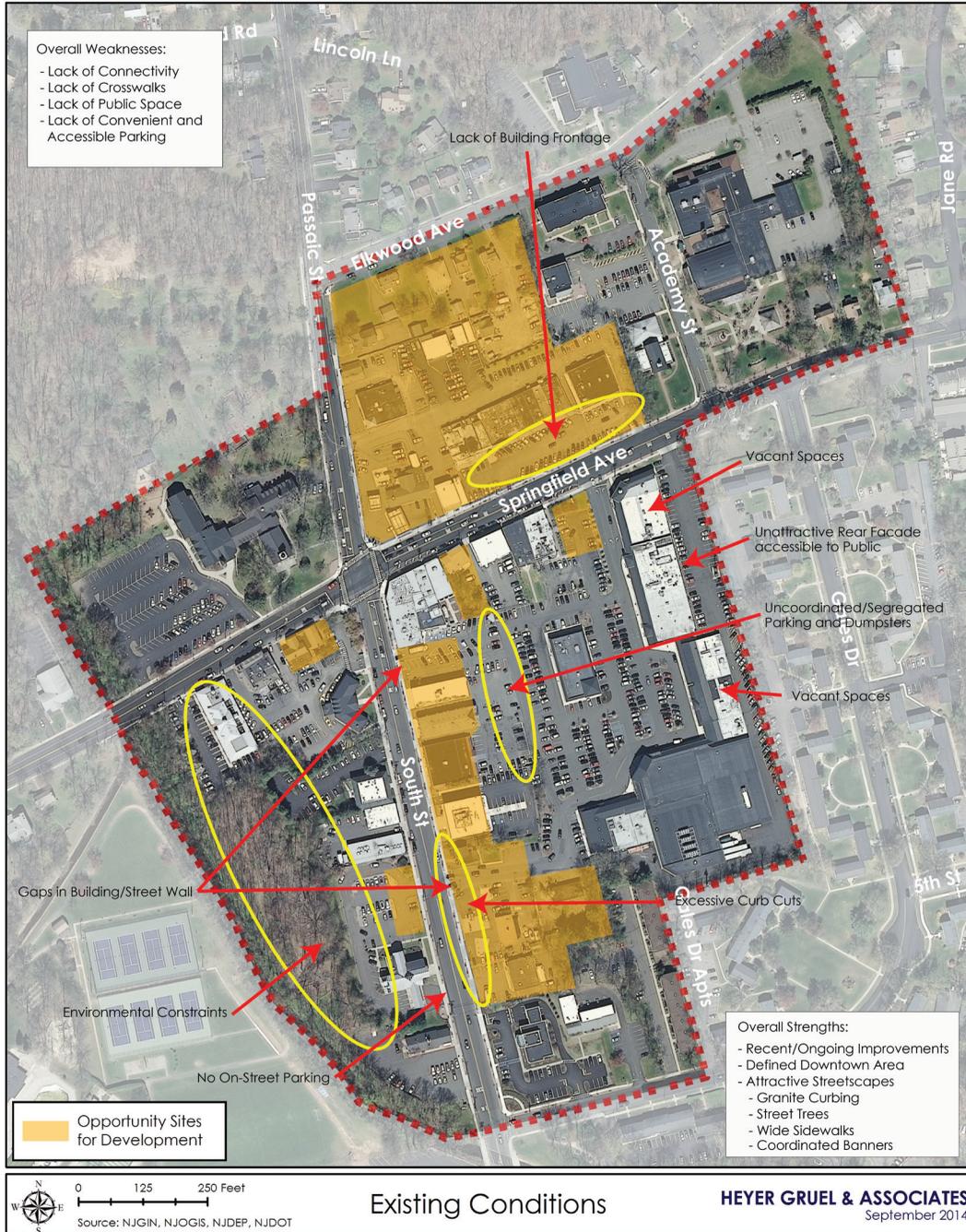
The following section outlines the opportunities and constraints, or essentially the strengths and the weaknesses of the New Providence Downtown Area, and how they may impact any future development of the Downtown.

### *Opportunities/Strengths*

- Highly Visible Intersection – Springfield Avenue and South Street are both highly travelled thoroughfares under the jurisdiction of the County, with many vehicles passing through Downtown on a daily basis.
- Population Base – While Downtown New Providence does not have a large population of its own, it is surrounded by residential areas that are either within walking distance, or a short drive. Many of the corporate office parks on Mountain Avenue and Central Avenue are also just a short drive from Downtown. The population is also relatively wealthy, and has disposable income that could be spent Downtown and support additional investment.
- Strong Commercial Base – There are already dozens of banks, retail and restaurant businesses in the Downtown that are successful. A new

market is not being created from scratch.

- Defined Downtown Area – The Downtown has a good set of natural boundaries that serve as gateways, and help to define the area. Salt Brook forms the southern and western boundaries. Although small, crossing the bridges on Springfield Avenue and on South Street into the Downtown creates a transition space.
- Attractive Streetscapes – The recently renovated pedestrian streetscapes of South Street and Springfield Avenue, with granite curbing, brick paver strips, street trees, coordinated banner signs, and generally wide sidewalks, set the stage for a thriving downtown retail environment.
- Ongoing Investment – There have been several renovation and construction projects in the Downtown area recently, which shows private investment in the community is strong. This investment can be capitalized on.
- Infill Development Sites – There are a few locations in the Downtown that can support new development without displacing existing buildings. These sites can be built with new structures with minimal intrusion on existing uses and businesses.
- Underutilization of Key Properties – In addition to small infill opportunity development, there is



the possibility of larger scale development if some properties that are currently underutilized were to be built out to their potential.

**Constraints/Weaknesses**

- Nearly Built-Out – With the Downtown currently already built out with retail and commercial buildings all along both Springfield Avenue and South Street, there is little room for new development without removing existing structures. There are no significant, constraint free, vacant parcels.
- Successful Businesses – Many of the businesses currently in the Downtown area appear to be doing well. They are attracting customers and many of them are busy on a regular basis. While this certainly is good for those businesses, it also means that many of these private business owners or land owners may be reluctant to make improvements if it may mean a disruption of their business and a loss of income, even if only temporary. If businesses are making acceptable profits at the moment, there is little incentive financially for them to undertake renovations unless there will be a significant potential increase in the revenues that can be generated by the use of their property.
- Uncoordinated Parking – There are a lot of parking spaces Downtown. Currently there are over 1,300 spaces. However, these spaces are provided in a number of different lots that are all separated from one another, and not necessarily where they are convenient for most users. This method of providing parking can be very inefficient, requiring excess space for circulation that could otherwise be utilized for more productive purposes. This can

also be quite confusing for people searching for a place to park, as it may not always be clear where parking is available, and what businesses each lot is supposed to serve.

- Lack of Public Transportation – New Jersey Transit train stations are approximately 0.75 miles away to the east and south, beyond what is considered a reasonable walking distance. There is also currently no public bus service directly to the Downtown area. Public transportation, including shuttles can help bring people in to the Downtown without the need for providing parking spaces for people utilizing public transit.
- Gaps in Building/Street Wall – The current pattern of development along the streets of the Downtown is generally inconsistent. Some buildings are oriented to the street and provide appropriate storefronts, while others provide blank walls along the street. Other buildings are set back too far from the street, creating gaps in the framing of outdoor spaces that make a downtown truly successful. Some facades are not visible from the public Rights-of-Way.
- Lack of Public Space – While there are a few parks in and around the Downtown, there really is no public plaza or town square type area that functions as the center of gravity for activity.

## PREVIOUS PLANNING DOCUMENTS & REPORTS

### *Master Plan*

The Borough's Master Plan, last re-examined in September 2009, provides a review of previous issues, goals, and objectives identified in New Providence. The 2009 Re-examination Report listed the following goals and objectives that are relevant to the Downtown of the Borough:

#### Goals:

- Strengthen the vitality of existing commercial districts.
- Upgrade, preserve, and increase the economic and aesthetic vitality of the existing commercial and industrial areas, while being sensitive to adjacent and existing uses.

#### Objectives:

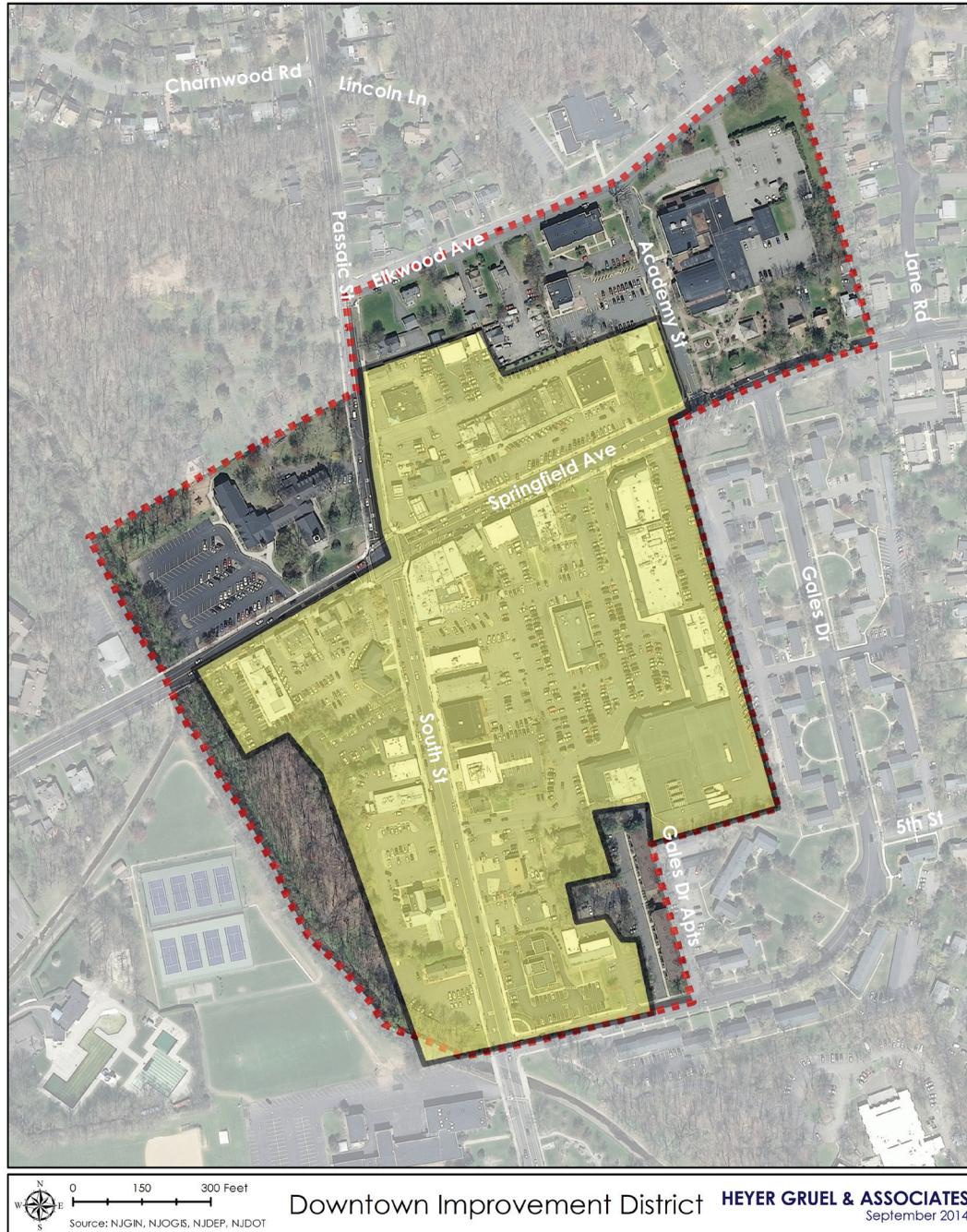
- Promote the expansion of pedestrian inter-connectivity among neighborhoods, parks and playgrounds, shopping areas, community centers, and schools throughout the community.
- Preserve the historical, architectural and cultural

character of the community where appropriate.

- Encourage the development of a circulation system that accounts for roadways, mass transit, pedestrian/bicycle routes, and commercial/retail facilities.
- Promote the protection of neighborhood characteristics by enforcing buffer areas between non-residential and residential areas.
- Provide zoning for a variety of land uses, including mixed-use, while protecting the residential uses and neighborhoods from adverse impacts.

The Master Plan Re-examination Report further makes specific recommendations regarding future land use and development within the Borough. The following recommendations are of interest to the development of the Downtown area:

- Enhance gateways to the Downtown business district with appropriate signage, landscaping, and streetscape improvements.
- Support the growth of the Downtown Improvement District (DID) to fund programs such as sign and façade matching grants, maintenance, plantings, promotion and everyday operations of



the DID.

- Develop an outdoor seating ordinance for the existing commercial districts.
- Develop a shared parking ordinance, whereby adjacent property owners share their parking lots and reduce the number of parking spaces that each would require on their individual properties. The idea being that if adjacent land uses have different peak hours of parking demand, then they can share some of the same parking spaces.

#### ***Downtown Improvement District***

In 2006, the Borough created a business improvement district in the Downtown Area, and a corporation to manage the special district. This Downtown Improvement District (DID) was set up to collect a special assessment fee to all non-residential properties located within the district, so that general services could be provided to local businesses, and improvements could be made to the Downtown Area. The DID is authorized to execute agreements on behalf of the member businesses, borrow funds, and provide funding to member businesses for exterior improvements.

Since its inception, the DID has coordinated services for the Downtown Area such as garbage and recycling, security, and has installed the new sidewalks and streetscape improvements on South Street, Passaic Street, and Springfield Avenue. The DID also provides members with marketing services and organizes special events in the Downtown.

The properties within the Downtown Improvement District that are assessed a special fee are shown on the map on the following page, and include all properties within this area that are not tax-exempt.

#### ***Downtown Parking Study***

In 2007, the Downtown Improvement District (DID) of the Borough commissioned a study to examine the potential for the Downtown area to utilize shared parking throughout the Downtown rather than providing parking for each individual business or use. The benefit of shared parking is that a visitor can park once and then travel on foot between different businesses instead of driving from one store to the next, thus reducing the overall need for parking and reducing traffic in the area. The purpose of the study, beyond examining the potential for shared parking, was to determine if sufficient parking would be available in the Downtown under a future 'build-out' scenario in which all available lands were built-out to their maximum capacity.

The study included an analysis of existing conditions at the time for the three blocks southeast, southwest, and northeast of the intersection of South Street and Springfield Avenue. The Study did not include the New Providence Presbyterian Church lot, or Borough Hall parking lot, which are included in this Plan as a part of the Downtown. At the time, there were 936 parking spaces within those three blocks. According to parking counts taken during the study, the maximum occupancy of parking spaces was 555 spaces during weekend peak periods and 475 spaces occupied during weekday peak periods. This was conducted prior to several renovations and expansions of the Village Shopping Center. The study however did provide projections for peak period demand under the future build out scenario that included the current layout of the Village Shopping Center. According to the projections of the study, the peak demand for the Downtown Area would be 694 spaces on weekdays, and 817 spaces on weekends. This is for all of the areas on the three blocks that were studied.

The study concluded that there is sufficient parking to meet the anticipated demand throughout the Downtown, however that parking is not necessarily always conveniently located next to a visitor's destination. While parking in one area of Downtown may be full, there are other areas that would be expected to have ample available space at any given time.

While sufficient for the status quo, the number and location of existing parking supply may be restrictive to future expansion and limit the mix of uses of existing space.

The study also involved several proposals for improving parking and circulation conditions in a shared parking scenario. The study made the following key recommendations to allow for more efficient parking and circulation:

- Consolidate the existing available parking lots where feasible.
- Reduce the amount of curb cuts and driveways
- Consolidate dumpsters and recycling storage areas



# DOWNTOWN MASTER PLAN

## *Vision for Downtown New Providence*

The vision for the Borough of New Providence is to promote a vibrant, active, and beautiful Downtown that will attract visitors and economic investment in the Borough, while being a place for all residents to gather and be proud to call home. Capitalizing on collective strengths and development opportunities, the Downtown will be transformed into a pedestrian and bicycle friendly, destination space where storefronts are filled, and businesses are bustling with activity. This will be achieved by connecting the Downtown with all of the adjacent areas in the community to each other through the Downtown. The vision is for the Downtown to serve as a catalyst for further economic development that spreads throughout the Borough, and captures investment and economic growth.

## *Goals*

The following goals of this Plan provide the general principles and intended outcomes of the Plan in order to achieve the stated vision for the Downtown:

- Respect the Small Town Character and Scale – New Providence is a small town, suburban community

and not a big city or urban metropolis. Any new developments or improvements should be mindful of the context of the Borough's Downtown.

- Provide Greater Connectivity – One of the biggest concerns of the current Downtown development pattern is that it is generally lacking in connectivity to the rest of the Borough, except if one is travelling by car on either Springfield Avenue or South Street. Increased pedestrian and bicycle connections to other landmarks and major areas of the Borough would help bring more people to the Downtown without necessarily increasing traffic congestion or demand for parking.
- Increase Economic Development – Attracting private investment in the community will increase the local tax base, and also provide new and exciting options for residents to shop, dine, and live all within the Borough.
- Aesthetic Enhancements – Creating a more picturesque and attractive Downtown will help to bring in more customers for businesses, as well as being a source of pride for residents of the Borough.
- Create Public Space – While there are public parks just outside and within the Downtown, there are relatively few public gathering spaces in the area.



- New public spaces that more closely resemble a traditional town square or plaza would help attract people, and foster a true downtown environment.
- Unified Downtown District – Making the Downtown of New Providence an integrated and cohesive district that is a destination in its own right would provide benefits to all businesses as it would attract shoppers and casual passersby who otherwise would not visit. Visiting Downtown New Providence needs to be its own unique experience beyond that which is provided by each business in the District.
  - Enhance Downtown Identity – Downtown New Providence is not the only small town downtown in the region. Creating a unique identity for New Providence that plays on the Borough’s particular history and culture will help give it a competitive advantage over other places.
  - Produce Vibrant, Active Streets – Life attracts life. Encouraging more people walking around the streets, sitting on the benches, and strolling through the parks in and around the Downtown

will have more people gravitating to the District.

- Optimize Parking Conditions – Parking is a major issue in the Downtown. And with the relatively built out condition of the majority of the area, and the general lack of access to public transportation, parking will continue to be an issue. Making the most efficient use of the space available would be a great benefit to the Downtown.
- Increase Residential Uses – Attracting more residents to the Downtown in the form of people living there rather than visiting would greatly boost the amount of people in the area at any given time, as well as provide a nearby customer base for businesses that would be within easy walking distance.

### **Conceptual Development Plan**

The purpose of the conceptual development plan, and the appeal of any downtown in general, is that the whole should be greater than the sum of its parts. That is, that

the ambiance and atmosphere created by the Downtown as a whole should be a greater draw of people and business than each of the businesses would otherwise be on their own. The primary aim of the concept plan is to transform Downtown New Providence into a place that has the feel of a cohesive district, its own unique neighborhood, where people go even if they have no plans to shop at a particular store or eat at a particular restaurant.

- Turn Downtown New Providence into a destination on its own, where people want to go just to walk around and linger even if they have no specific plans.
- Make it a destination for people who know they want to go out to eat, or shopping, but don’t necessarily have a specific store/restaurant in mind.
- Foster a unique identity for the Borough of New Providence in which the physical character of the Downtown is connected to the social and historical culture of the Borough.
- Provide convenient and accessible parking for residents and visitors alike.
- Attract new ratable development to the Borough.

The conceptual development plan that is proposed includes short term and mid-term improvements and developments. The plan can be seen on the Site Layout maps, which include detailed descriptions of the physical development proposed.

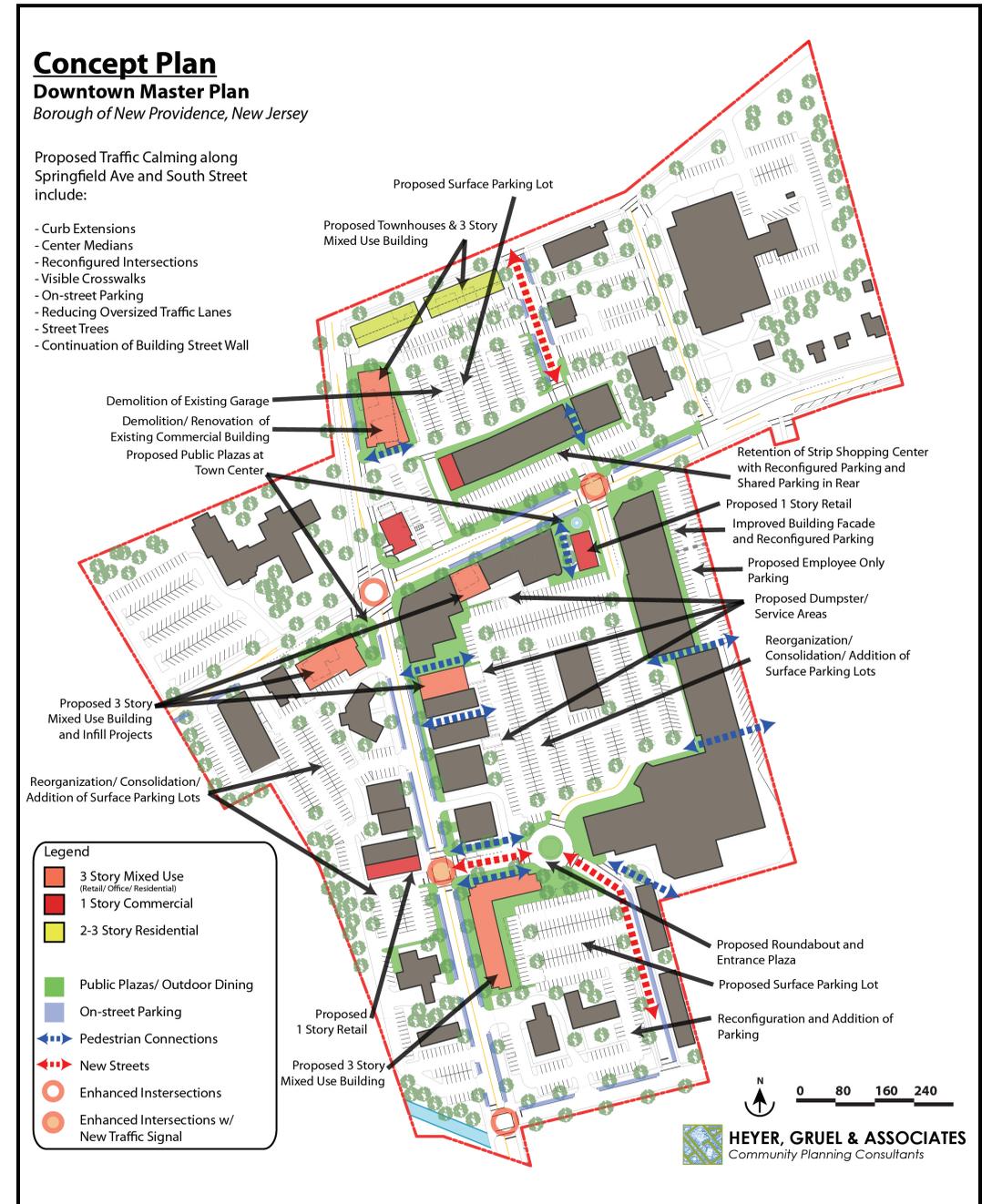
The concept plan includes infill development of new commercial buildings along both Springfield Avenue and South Street, redevelopment of the northern section of Block 50 with new mixed use retail/residential buildings, new entrances to the Village Shopping Center, new public

plazas, and reconfigured surface parking lots. The main components of this scenario include:

- Reconfigured/consolidated surface parking lots to encourage shared parking, maximize the amount of parking available, and reduce unnecessary driveways.
- Infill development of new mixed use retail buildings to create more building frontages along Springfield Avenue and South Street.
- Redevelopment of the northern section of Block 50 with new mixed use and townhouse structures which front directly on Elkwood Avenue and Passaic Street and provide shared parking behind the buildings for downtown retail establishments.
- Redevelopment of the areas south of the Village Shopping Center on South Street as new mixed use buildings with a shared parking lot.
- New townhouse development on Elkwood Avenue.
- New pedestrian connections between Downtown and the surrounding residential communities.
- New outdoor dining spaces and public plazas at intersections.

These five sub-areas, while independent blocks, are functionally dependent and together make up the Downtown of New Providence. They should be developed with the understanding that what is constructed on one block, will have an impact on other blocks as well.

For the purposes of this Plan, the Study Area has been broken down into five sub-areas for the proposed conceptual development plan. The five sub-areas are discussed individually in detail in Appendix E. Each represents one of the 5 blocks within the Downtown Study Area. Each sub-area has its own concept plan or plans proposed in order to serve as examples of how the physical development of the Downtown might occur according to the goals and principles of this Plan. The concept plans shown in Appendix E should not be viewed as site plans to be followed precisely, but as general concepts to illustrate the intent of the Plan.





# RECOMMENDATIONS

## *Parking Strategies*

The following recommendations are proposed to address on-street and off-street parking throughout the Downtown area. By introducing these recommendations, parking supply can be increased, simplified, and coordinated to meet demand.

- Utilize existing street widths to provide additional on-street parking. Currently there are approximately 50 parallel parking spaces located along the streets in the Downtown area. Each street has some parallel parking spaces, however there is room within the existing Rights-of-Way of both South Street, and Springfield Avenue to increase the amount of on-street parking simply by striping in more parking spaces where lane width and shoulder width allow. Adding on street parking to the existing roadways could double the amount of on-street parking located in the Downtown.
  - On South Street alone, over 20 new spaces could potentially be added if the striped parking spaces were continued south on both sides of the street from where they currently end near the Florist and Barth's Market. This is an additional 500 feet of space on each side of the road from the end of the current parking areas to the southern end of the Downtown that has the same existing curb to curb width as the rest of the street where parking already exists on both sides. If curb cuts were to be reduced as is proposed in the conceptual development plan, this would further increase the amount of space available for on-street parking on South Street as well.
  - Some parking could also be provided along Gales Drive at the southern end of the Downtown. There is room to potentially have 8 spaces along Gales Drive.
  - Additional on-street parking could also be provided along the east and west ends of Springfield Avenue where there are only two travel lanes and no turning lane. This could potentially yield over 20 new spaces between the two ends of the street within the Downtown Area.
- Parking in the Downtown must be viewed collectively rather than individually. As recommended in the 2007 Downtown Parking Study, a shared parking scenario would greatly benefit the Downtown. When each individual



Potential Parking on South Street/  
Gales Drive



Potential Parking on Springfield  
Avenue

business or property is required to provide its own parking this results in some parking areas being overburdened at times, while others are empty, as different uses require different amounts of parking at different times. A shared parking scenario for the entire downtown would also reduce many inefficiencies and redundancies throughout the many parking lots Downtown. Downtown parking should be a “park once” approach, where visitors park once and then walk between throughout the Downtown.

- o If the parking lots on Block 150 between the Village Shopping Center and those along South Street were merged into one single lot, an additional 25 - 30 parking spaces could be gained by reducing the amount of circulation space needed for individual parking lots and utilizing that space for parking.
- o Additional parking spaces could also be gained by consolidating all of the disparate parking lots on Block 171 in the southwest side of the Downtown. Simply merging these lots and reducing the circulation space could result in an increase of 6-8 parking spaces.
- o Utilize existing parking lots for overflow parking during peak periods. As noted in the 2007 parking study, there is a mismatch between parking that is available and where people want to park. Some parking lots, such as the Village Shopping Center may be at capacity, while others remain only half full. New Providence Presbyterian Church has a parking lot in the northwest end of Downtown that has a capacity of 132 spaces, and the parking lot behind Borough Hall in the northeast end of Downtown has

a capacity of 86 spaces. Although these two lots are not conveniently located near the majority of Downtown businesses, they do represent over 200 parking spaces that could be utilized to handle any spillover from the Village Shopping Center or other Downtown Areas during large events or holidays when parking demand is greatest.

- Collectively manage all downtown parking. In order to effectively implement a shared parking scenario amongst different owners and groups, a single entity would have to serve as a manager responsible for maintaining the parking areas, and ensuring that costs for the parking are shared equitably amongst all parties involved. The Downtown Improvement District (DID), which is already designated as the district management corporation, could effectively function in this capacity. The DID already levies a special assessment on properties in the Downtown in order to promote the economic welfare of the District. A small increase in this fee could be used also to coordinate and manage parking throughout the entire Downtown by the DID.
- Consider the installation of parking meters for the most desirable parking spaces. While the concept of having to pay for parking can sometimes be a detriment to a shopping area by providing a disincentive for visitors, it can also be used to help ensure that prime parking spaces remain available when they are needed. By requiring payment for certain parking spaces, it reduces the possibility that one vehicle will occupy that space for a long period of time. For on-street parallel parking spaces on South Street or Springfield Avenue, this may be a suitable strategy for addressing parking and raising additional revenues. Parking in these areas currently is only limited by a 2-hour time

constraint.

- To the extent feasible, employee parking should be separated from general parking. By reducing the amount of space in prime parking areas that is taken up by employees, this frees up space to be used by potential customers or clients.
  - In particular the existing parking areas behind the Village Shopping Center on Block 150 should be restricted to employees only. These areas of the shopping center behind the supermarket and the strip retail buildings were designed to be “back of house” spaces, where utility connections and dumpsters are located, and are not intended to be viewed by potential customers. Currently there are 92 parking spaces behind the three buildings on the east side of the Village Shopping Center. Most of these spaces should be sufficient for the employees of the various businesses within the Shopping Center.
  - Only the 30 spaces closest to Springfield Avenue behind the Shopping Center should be utilized for customer parking, as the Starbucks on the corner has been constructed with an entrance on the parking lot side, and this parking is the most convenient for customers of Starbucks. These spaces should still be renovated though. The width of the parking lot is sufficient so that the drive aisle could be reduced by 10 feet and vehicular safety could be maintained. This additional 10 feet could be used to install a sidewalk and other small amenities to improve pedestrian circulation and enhance the aesthetics of the rear side of the building. Utilities should also be consolidated and screened from

public view.

- If necessary, during peak seasonal parking demand periods such as the holidays, off-site parking for employees may be necessary. The 2007 Downtown Parking Study estimated that parking demand during the December holidays may exceed current supply by approximately over 80 spaces. This also does not take into account any potential growth in the Downtown. With this potential situation being the case, it may be beneficial to consider an arrangement with one of the larger land owners in the area. For instance, both New Providence High School and Our Lady of Peace Catholic School have large parking lots just west and south of the Downtown across Salt Brook that could potentially be utilized when the schools are not in session. The municipal pool on Springfield Avenue west of Downtown also has a large parking lot within a short walk of the Downtown. These lots could potentially be used as parking for employees of Downtown businesses, and employees could then be shuttled in.
- Provide bicycle parking in the Downtown. Throughout the Downtown area storage for bicycles should be provided in locations, either near the primary entrances to buildings, or along the sidewalk within the paver strip where other street furniture is located.

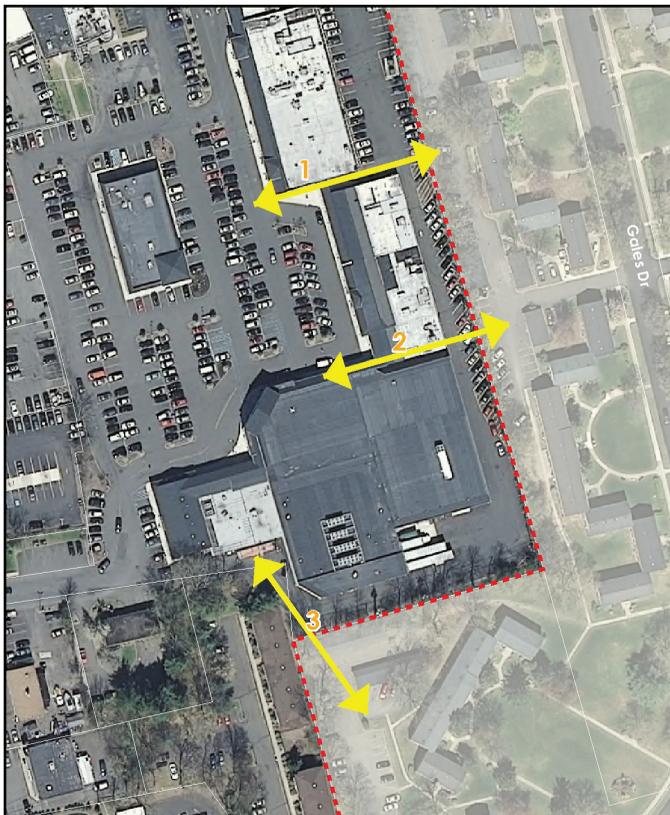
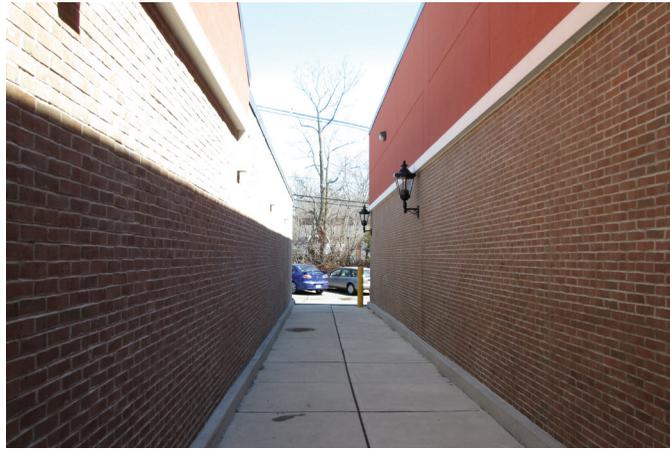


Potential Parking on Springfield Avenue



Bicycle Parking in Philadelphia

Existing Walkway between Buildings



Current Pedestrian Paths

### Connectivity/Circulation

The following recommendations regarding the circulation patterns and connectivity in the Downtown are intended to seamlessly facilitate the movement of people and vehicles through the Downtown area. These proposed improvements to the Downtown will increase connectivity with the surrounding areas, and within the Downtown, and also make it easier for people to get to, and walk around the Downtown.

- Increase connectivity within the Downtown. Greater connectivity among the 5 blocks of the Downtown would help to stitch together the area as a whole, whereas it is currently isolated blocks. Increasing the pedestrian connectivity would facilitate the “park once” approach by making it simple and easy for people to get through the Downtown.
  - New crosswalks across South Street and Springfield Avenue that connect the blocks would aid in moving people throughout the Downtown. Currently there are only crosswalks at the intersection of the two streets.
  - New pedestrian paths/crosswalks from parking areas to the streets would also facilitate connectivity.
- Enhance the connections with the immediate surroundings of the Downtown. There are currently several areas just outside the Downtown that have relatively limited pedestrian or bicycle access. The multi-family residences along Gales Drive, Our Lady of Peace School to the south, and the residences and municipal facilities to the east, north, and west could all better facilitate pedestrian connections to and from the Downtown. Improving pedestrian connections to
  - these nearby places would help the Downtown by encouraging people to walk from these places rather than drive. Many of the residences on Gales Drive are within 300 feet of the Village Shopping Center, yet they may have to walk around to Springfield Avenue or South Street and then through the parking lots before getting to their destination. Even though this still may not be a great distance, it may be far enough that some people would choose to drive, and occupy parking spaces that would be better served being saved for people coming from much further distances away. There are three areas in between the Village Shopping Center and Gales Drive that could be used as pedestrian access ways:
    - There is a gap between the two strip mall buildings in the northeast of the Village Shopping Center that could provide for a pedestrian alleyway. Installing crosswalks and a more formal path between the apartments and the Shopping Center through this existing alleyway would help facilitate connections between the two areas, and provide a short-cut path for residents of the apartments to get to the Shopping Center. Some aesthetic improvements will be necessary for the alleyway and the path area behind the buildings to help attract people. Aesthetic enhancements may also be necessary for the rear side of the buildings as well, as they would be visible to pedestrians using the path
    - The space just north of the A&P Fresh Market that is currently used to store shopping carts is an alleyway between the A&P building and the Shopping Center building just to the north. The covered

alleyway leads from the sidewalk in front of the buildings to the parking area behind the buildings, and a very narrow landscape strip separates the rear parking lot from the apartments on Gales Drive. This covered alleyway could also be used as a short-cut pathway to connect the apartments and the Shopping Center.

- The third area is an existing sidewalk that leads from the southern side of Gales Drive to the back end of the CVS building. This area is primarily a service area where trucks go in and out, and the existing sidewalk dead-ends into the service drive. This area could also be improved to encourage greater pedestrian access from the apartments to the south into the Shopping Center.
- Install signage and striping on Springfield Avenue and South Street to accommodate bicycle traffic. Signage such as “Share the Road” signs along the road, and painted bicycle markings on the streets would help to indicate to vehicles on the streets that bicycles also have the right to use the streets. Although designated bicycle lanes would be ideal for facilitating bicycle travel through the Downtown, there may not be sufficient road width to accommodate designated bicycle lanes on either street and still allow for needed on-street parking and designated turning lanes at the intersection. In this case, simple signage indicating to drivers that bicycles also have the Right-of-Way would help greatly. Making bicycle improvements on these arterial streets can help connect the areas outside the Downtown with the Downtown Area.
- Reduce the number of curb cuts along Springfield Avenue and South Street. If all the



*Pedestrian Walkway in Freehold*



*Pedestrian Walkway in Freehold*



*Landscaped and Paved Rear Alley in Freehold*



*Gateway Signage Over Alley in Summit*



*Curb Cuts Along South Street*



*Salt Brook*

numerous parking lots on each Block were to be consolidated, ingress/egress to the larger parking lots could be limited to just a few driveways and curb cuts for each Block, rather than the many that currently exist. By reducing curb cuts along the streets, this eliminates conflicts between vehicles and pedestrians with less pedestrian crossings of driveways, as well as opens up space on the streets for additional parallel parking.

- Removing curb cuts and consolidating access points may require addressing existing deed restrictions and easements on private property. As noted in the 2007 Parking Study, there are a number of access easements and other restrictions on many of the lots in the Downtown Area.
  - Provide connections to the two train stations within the Borough. While the Murray Hill Station (South Street south of Central Avenue) and the New Providence Station (Springfield Avenue in the eastern end of the Borough) are both within 0.75 miles of the Downtown area, they are beyond what is typically considered a reasonable walking distance for utilizing public transit. However, providing shuttle bus service between the two train stations and Downtown could potentially be a way to provide transportation connections between the sites. A single fixed route shuttle could deliver people to and from the train stations relatively quickly, and if timed to meet up with incoming and outgoing trains could also be very convenient for users.
  - Provide connections to other regional centers of population or employment. Shuttle service that connects the Downtown to the two train stations in the Borough could also be utilized to facilitate connections between the Downtown and the corporate office parks along Central Avenue.
- This could provide workers in these large office buildings a new option to come to Downtown for lunch, without requiring them to get into their cars to drive to the Downtown and take up parking spaces.
  - Consider constructing a riverwalk trail along the Salt Brook. A small path along the Salt Brook could potentially be a bicycle and pedestrian linkage between the Downtown and other regional destinations along the Salt Brook or the Passaic River, such as New Providence High School, or Passaic River Park, if other bicycle/pedestrian trails were to be constructed along the waterways in the Borough. There are a few other parks and recreation areas upstream from Downtown along the Brook or Passaic River that could be connected by a system of trails. This could potentially serve as a new access for Downtown, while providing new recreation opportunities for residents.
  - Install traffic calming measures along South Street and Springfield Avenue to reduce vehicular speeds as vehicles pass through the Downtown. Traffic calming devices can help to make vehicles travel at a slightly slower rate of speed, and drive with heightened awareness of their surroundings, which makes crossing the streets for pedestrians much safer and easier.
    - Curb bump-outs and medians – A curb bump-out is an extended curb at a crosswalk or intersection that narrows the curb to curb width where pedestrians cross the street.
    - Parallel parking – Vehicles parked along the curb of a street provide a safety buffer between the vehicles travelling on the road, and the pedestrians walking along the sidewalk. Parked vehicles also can help to reduce travel speeds, as it narrows the

appearance of the overall travel lane width as opposed to a shoulder, causing drivers to slow down.

- New crosswalks – Marked crosswalks that are highly visible to the drivers of vehicles passing over them are an indication that pedestrians may be crossing the street at this particular location, and that pedestrians are given priority in the area. This signals to drivers that they should be alert for pedestrian crossings, and to slow down to avoid any conflicts.
- New signalization of intersections – New traffic lights at key intersections or driveways, in particular the primary entrance to the Village Shopping Center along South Street and Springfield Avenue, would provide actual traffic control measures. This could also allow for protected, signalized crossings at areas in the Downtown other than just at the intersection of South Street and Springfield Avenue by stopping vehicles at a red light at appropriate locations. Doing so would also require that a formal “warrant analysis” be conducted by a traffic engineer to determine if signalization of an intersection is warranted. Such a study would also have to be coordinated with Union County, as both Springfield Avenue and South Street are County roads.
- Coordinate and consolidate garbage/recycling to reduce dumpster areas. There are currently over two-dozen garbage or recycling dumpster areas in the Downtown, excluding the receptacles placed on the street. Each of these dumpster areas are occupying space that could be used for other purposes, such as parking or circulation. While it is

certainly necessary to provide areas for the storage of waste and recyclable materials, if many of these areas could be coordinated and consolidated into just a few concentrated areas, this would allow room for improved parking and circulation. Doing so would also make it easier to screen these areas from public view.

- Reconfigure street and sidewalk widths. Using the existing Right-of-Way (ROW) widths of South Street and Springfield Avenue, greater sidewalk space and space for more parallel parking can be provided. The eastern portions of Springfield Avenue should be considered for widening the ROW. Portions of Springfield Avenue are a 60’ ROW rather than 66’. An additional 6’ would provide room for greater sidewalk widths and other on-street amenities. Potential for new street/sidewalk configurations is illustrated in the diagrams in Appendix F.

### **Potential Opportunity Sites**

The following properties are proposed to be improved in order to advance the purposes of this Plan, and create the type of Downtown the Borough desires. These properties are either vacant, or under-utilized, and all have the potential to support more appropriate development than currently exists on them.

- Infill “soft” sites for development opportunity. These sites are “soft” sites because they do not involve removing existing buildings or businesses. These are vacant lands, or lands that are currently occupied only by surface parking. Developing of these sites would only minimally disrupt any existing businesses or traffic in the Downtown:
  - Block 150 Lot 21.01 (part of Village



*Curb Bump-out in S. Orange*



*Landscaped Bump-out and crosswalk in S. Orange*



*Garbage and Recycling Dumpsters*

*Opportunity Site for Development on Springfield Avenue*



Shopping Center) – The northern end of this property, just west of the entrance driveway to the Village Shopping Center on Springfield Avenue, is currently just a small extension of the Village Shopping Center parking lot and a small lawn area along Springfield Avenue. This area could be developed with a retail building that would enhance the street frontage along Springfield Avenue as well as better frame the entrance to the Village Shopping Center at that location. This site presents approximately 5,000 to 6,000 square feet of buildable area.

stands out amongst its neighbors. The front porch area of the building and the handicapped accessible ramp stick out into the sidewalk area, interrupting the flow of traffic. Despite the building occupying much of the frontage of the lot, there is very little space devoted to storefront or display windows which would create an active ground floor area and enhance the pedestrian environment of the streetscape on Springfield Avenue. The property also has a small rear yard lawn that is not appropriate for a downtown, especially with that rear yard being located adjacent to the parking lot for the Village Shopping Center. A 2 to 3 story mixed use building that is more consistent in terms of both land use and architectural design with its surroundings could be built on this property.

*Opportunity Site on South Street*



- Block 150 Lot 15.01 (South Street) The space in between what is currently the Strawberry Fields frozen yogurt store and the Colorado Skate shop building on South Street is used as a small parking lot for all of the businesses located within the corner building. This area of the property presents an opportunity to develop a small retail or mixed use building that would fill in the gap along the street wall on South Street. This site presents approximately 8,000 to 10,000 square feet of buildable area.

- Block 171 Lots 18-19 (1308-1312 Springfield Avenue) These two properties are similar to 1286 Springfield Avenue in that they appear to be residential structures that have been converted for commercial use. The buildings are currently occupied by small retail uses such as a nail salon, dry cleaners, and a barber shop. These buildings and uses themselves do not present any detriment to the Downtown environment, but their prominent location near the intersection of South Street and Springfield Avenue, and adjacent to the small municipal plaza presents an opportunity for a more appropriate development to take advantage of the location and prominence of the site.

*1286 Springfield Avenue*



- Opportunity sites of underutilized properties. These sites are currently developed with buildings, but could possibly be put to a more appropriate use for their locations. These properties are opportunity sites due to the land having the potential for either larger structures, or simply structures that are more context appropriate for a downtown location:
  - Block 150 Lot 17 (1286 Springfield Avenue) This property which is currently developed with a residential structure that has a kitchen appliance store on its lower level,

- Opportunity Sites for larger scale development projects. Development on these areas would require coordination and cooperation among

multiple private property owners. These sites represent areas where individually small changes could be made, but if the properties were to be developed as a consolidated site, new developments that could have a dramatic impact on the look and feel of the Downtown area could be built.

- Block 50 Lots 1-8, and 15-18 (Northeast corner of Passaic Street and Springfield Avenue) These properties, which make up the western side of the entire block, are all currently developed with retail businesses, auto repair shops, and residences. Generally this block lacks any consistency in its development. Most of the buildings on this block are set back considerably from the street, and surrounded by parking lots. There is no sense of enclosure or building elements that define the block as a unified whole. The northern section of the site could accommodate a new mixed use development and townhouses including retail, office space, and residences that could transform the Downtown area. A new development could also consolidate the isolated parking lots on the block, which would result in an increase in the amount of parking available, while also organizing the circulation patterns for both pedestrians and vehicles alike.
- Block 150 Lots 2, 6, 7, and 10 (South Street) These four properties together, near the southern end of the Downtown along South Street, make up a little less than 2 acres of under-utilized space. These properties are currently used by a convenience store, an automobile service station, a florist, and an abandoned building behind the service

station. These buildings are also surrounded by parking lots, and have multiple curb cuts, detracting from the pedestrian environment on South Street. If these properties were to be developed as a single project, there is space to construct a multi-story mixed use building that would provide retail frontage on South Street, as well as creating a new entryway for the Village Shopping Center. This could also help to organize the parking and circulation patterns for the area into a neatly consolidated lot rather than multiple isolated lots.

- Block 150 Lots 11 - 14 (South Street) These four properties located in the middle of the Block along South Street are all currently developed with one or two story retail structures, however their prime location in the Downtown would be suitable for a larger mixed use development that included a combination of retail space, residences, or office space in an attractive new building.
- Further discussion of the potential development for opportunity sites can be found in the Conceptual Development Plan section of this Plan.

### **Streetscape**

These suggested streetscape improvements will help to create the traditional downtown environment and activate the spaces of the Downtown of the Borough with people. Each of these recommendations will add interest to the streetscape and transform the public spaces of the Downtown. By implementing these recommendations, the streets and sidewalks in the area will become more vibrant and attractive.



*1308-1312 Springfield Avenue*



*Block 50 Strip Shopping Center*



*Auto Service Station on South St.*

*Outdoor Dining Opportunity at Starbucks*



*Outdoor Dining Opportunity on South Street*



*Potential Outdoor Dining and Courtyard Space*



- Encourage outdoor dining along the sidewalk in front of restaurants and cafes. Outdoor dining is one of the best ways to help enliven a streetscape environment. It adds people to the streets, while also adding the sights and smells of the foods from the restaurants further into the public realm. Any place in the Downtown where there is adequate space along the sidewalk to provide tables and chairs for dining patrons, while still maintaining a minimum of 5 feet of sidewalk width for pedestrians, should be encouraged to provide these amenities. The Borough adopted an ordinance in 2011 permitting the establishment of such outdoor dining facilities, yet there are only a few areas in the Downtown that offer outdoor dining, despite having the space to do so. A few areas where outdoor dining would be appropriate include:
  - The northern end of the Village Shopping Center along Springfield Avenue, in front of the space currently occupied by Starbucks Coffee, would be an ideal location to provide tables and chairs and umbrellas for Starbucks patrons. The space currently is used as only a small lawn between the building and the sidewalk along Springfield Avenue. If this area were to be suitably designed as an enclosed outdoor space as required by ordinance, this would help to draw customers to the area, while also making use of vacant space.
  - 22 South Street in front of what is now Jose's Mexican Cantina, would be another potential location for outdoor dining. South Street in this area already has a wide sidewalk, and the building is setback approximately 6 to 8 feet from the sidewalk, providing ample space for several tables with chairs.
    - The space between the Strawberry Fields yogurt shop and the proposed new mixed use building along South Street would be an ideal location to provide an outdoor dining courtyard space.
    - Any new developments in the Downtown area that could potentially host a restaurant, café, or coffee shop as a tenant should be encouraged to provide outdoor dining as part of the site plan review process.
- Benches should be re-oriented so that they are located facing the street, or the area of greatest activity. Preferably, benches should be located near entrances to retail shops, with their backs to the building, and facing the street. As an alternative, benches can be placed within the paver/planter strip along the sidewalk, with their backs facing the curb, so that people sitting in the benches are facing the sidewalk, however this should only be done if there is a storefront along the sidewalk.
- Create enhanced gateway features for downtown. While Salt Brook already serves as a natural gateway feature for the Downtown, as a small bridge must be crossed from the south or west to enter, larger, grand entryway features can be installed to more formally pronounce the arrival into Downtown and mark the transition. There are a number of ways of marking the transition to and from Downtown, and establishing the boundaries of the neighborhood:
  - Simple signage at the entry points clearly demarcating the entrance, and announcing the arrival into Downtown New Providence.
  - An archway over the streets can create a gateway feature that marks the threshold between the different areas of the Borough.

- Any sort of gateway feature, whether it is a simple sign, an archway, or some other marker or symbol, should be viewed as an opportunity to provide public art to the Downtown. Gateway features should be unique to the New Providence Downtown, and connected to the history and culture of the area.
- Public art should be included not just as gateway features, but throughout the Downtown in as many areas as possible. Opportunities for public art displays abound. Whether it is painting a mural on a blank wall, or installing a sculpture in a plaza, every area of the Downtown should be viewed as a potential spot for public art. Public art that is rooted in local culture and history is what can set the Downtown apart from other towns if it is unique to New Providence. The arts are what provides the Downtown with its identity, and puts the creativity of the Borough on display. Public art can enhance the streetscape and the image of the Downtown as a whole, and connect the buildings and streets to the personality of the people of the Borough.
- Wayfinding signage should be provided along both Springfield Avenue and South Street to orient visitors to public parking areas.

### Zoning

It is vital that the Borough's zoning and land use ordinance be consistent and coordinated with the goals of this Plan. If the regulations within the zoning ordinance do not permit the types of development called for in the Plan, this will inhibit many of the proposed improvements. The following changes are proposed to be enacted as amendments to the Borough's zoning ordinance

regarding the Central Commercial District in order to implement the goals and objectives of this Plan:

- 310-12 (Schedule I) Permit multi-family residences in the CCD as a conditional use. Multi-family residences should be permitted under a few conditions within the Downtown. While the Downtown should be the primary commercial and retail district for the Borough, allowing residential uses mixed amongst the retail and restaurants should not be prohibited. Allowing multi-family residences can actually be very beneficial, in that it would provide new customers for businesses in the immediate vicinity that could easily walk to any business. It will also help to bring more activity to the Downtown and help provide a 24-hour presence of people in the area. So long as residences are not taking the place of commercial businesses by occupying prime areas for retail, they are generally a benefit to the area. Allowing housing can also provide value and incentive for current property owners who otherwise might be hesitant or reluctant to reuse or redevelop their properties. The following conditions should apply to multi-family residences in the CCD:
  - Residences must be on upper levels of a mixed use building, with the ground floor used for permitted commercial uses.
  - Parking should be provided at a rate of 1.5 spaces per unit
  - Multi-family housing may occupy the ground level of a building if the building has its primary frontage on Academy Street or Elkwood Avenue
- 310-12 (Schedule I) Permit attached single family housing as a conditional use. Attached single family structures, or townhomes, should also be permitted in a few specific locations in



*Outdoor Seating in Summit*



*Public Art in Auburn, Washington*

- the Downtown. Just like multi-family housing, townhomes can be a benefit to the Downtown area by providing residents and generally more people in the area, so long as they are not using space that would be better suited for commercial purposes. The northern end of the Downtown, along Elkwood Avenue, is well suited for townhouse residential development. Elkwood Avenue is not very well suited for retail purposes the way that South Street or Springfield Avenue is, and it also marks a transition between the commercial areas of the Downtown, and the single-family residential areas to the north. Attached single family homes could be permitted in the CCD on the condition that they have their primary frontage along Elkwood Avenue.
- 310-12 (Schedule I) Remove auto repair shops and auto service stations as conditionally permitted uses. These types of auto related businesses are contrary to the purposes of the CCD and the desire of the Borough to create a walkable, pedestrian friendly, downtown environment. Auto oriented uses such as service stations or repair shops require several curb-cuts and large amounts of space for storage of vehicles, space which cannot be used for other purposes which might contribute to the Downtown environment.
  - 310-13 (Schedule II) Adopt a maximum front yard requirement of 10 feet. The current zoning ordinance for the CCD zone has only one yard setback requirement, a 5 foot minimum front yard. While this creates a small front yard area in front of a building that can be beneficial, it also allows for a building to be setback 100 feet from the street. In order to create the conditions for a traditional Downtown environment, buildings should be placed close to the street to form a continuous wall. With a minimum and a maximum

front yard setback, this would create a consistent building wall, while still allowing for some variation where necessary.

- A provision in the front yard setback requirements could be included to provide for an additional 10 feet of setback, up to 20 feet total, if public amenities such as a plaza or outdoor dining space is to be provided in the front yard area.
- 310-14 (Schedule III) Remove FAR entirely as a regulatory standard in the CCD zone. Floor Area Ratio as a regulatory control is not needed in the CCD zone, and may be inhibiting development of the types of buildings desired for the Downtown area by the adopted Design Standards. As noted above, under the current zoning standards, a two story building could occupy at most 25% of its lot area. With most of the lots in the Downtown being rather small, it would be impractical to not utilize more of the lot area as buildable space.
- 310-14 (Schedule III) Increase permitted building height to be 3 stories and 45 feet. The adopted Design Standards discuss the type of buildings needed to develop the type of downtown desired by the Borough. Buildings of three stories in height are encouraged by the Design Standards, but not currently permitted by zoning ordinance.
- 310-14 (Schedule III) Include a minimum ground floor height requirement. The ground floor of commercial buildings should be required to be at least 13 feet high to the ceiling in order to provide space for retail, and use the storefronts to help frame the outdoor space in front of the building and on the street. This would also ensure that single story commercial structures also provide sufficient height.
- 310-15 (Schedule IV) Adopt a special parking standard for properties within the Central

- Commercial District. The Borough should return to the previously utilized CCD parking standard of 1 space for every 250 square feet of floor area for the entire CCD for all commercial uses to encourage shared parking and parking on a District level scale, rather than requiring parking to be provided for each individual use. This would facilitate development in the Downtown and recognize the unique situation of the Downtown where many of the properties simply cannot accommodate the parking required by ordinance for each use, but that as a whole, the Central Commercial District can accommodate its own parking needs through shared parking.
- 310-20.F (Parking) The Borough's current zoning ordinance permits parking of up to 12 vehicles within the front yard area for any non-residential use. This section of the ordinance should be amended so that off-street parking is not permitted in the front yard area in the CCD zone.

### *Urban Design Standards*

Like zoning, design standards are another form of regulations that govern the way that properties may be developed, although focused on the aesthetics of a building rather than the use and bulk. It is recommended that the following additions be made to the Borough's Downtown Urban Design Standards, which are a part of the Borough's land use ordinance, Chapter 305-12 Appendix 1:

### *Architectural Standards*

- EIFS as an exterior building material should not be permitted on the ground level of any building. The current Design Standards permit any façade to be

comprised of a maximum of 20% EIFS, but permit EIFS to be used on the ground level. Where EIFS is used, it should be limited to only the upper levels of a building.

- All hipped or gabled roofs must have eaves, and the eaves must overhang the exterior building wall surface by a minimum of 12 inches.
- All pitched roofs must have a minimum roof pitch of 8:12.
- All flat roofs should be required to have a parapet wall along the front façade of the building of at least 2 feet in height that spans the entire width of the façade.
- Roof penetrations shall be located so as to reduce their visibility from the public realm.
- All storefront and display windows for commercial building uses must be a minimum of 75% open and clear. Window signs or other wall coverings should not be permitted to exceed 25% of the window area of a storefront or display window, so as to maintain a clear view to the interior spaces of a commercial building.
- The horizontal dimension of wall openings for windows (excluding storefronts) and doors shall not exceed the vertical dimension.
- All window or door trim or framing elements shall be painted and sealed.
- All windows on the second or third story of a structure that are visible from the public realm shall not be mounted flush with the exterior wall surface, and shall be set back a minimum of 2 inches, so as to create a sense of depth on the primary building façade.
- All windows or entryway openings shall have lintels that project a minimum of 3 inches from the exterior building wall surface.
- All windows shall have windowsills that project a minimum of 2 inches from the exterior building

wall surface.

- Exterior security grates shall be prohibited.
- An exposed foundation to a building shall be limited to no more than 30 inches above grade, and only to side or rear sides of a building.

#### **Site Plan Regulations**

- Primary buildings entrances should be facing the public realm, whether they be the street, or the public parking lot in the case of the Village Shopping Center.
- Loading and service areas of a building shall be located in the rear of the property, and shall be screened from public view if visible.
- No parking should be permitted within area between the front building wall and the public Right-of-Way.
- Utility meters, trash and recycling receptacles, and mechanical equipment such as air conditioning units shall not be located in the front yard of a property.
- Chain link fences shall not be permitted

#### **Marketing/Promotions**

Outside of the physical development of the Downtown and improvements to the built environment recommended in this Plan, there are other avenues that can be used to improve the Downtown that do not involve physical alterations to buildings or streets. In order to help promote Downtown New Providence to the area, the following actions are recommended:

- Coordinate regular events to be held in the Downtown. Special events that bring residents out

to socialize can not only bring in new customers for businesses, but also help to form bonds between area residents and businesses as a part of the community that makes up New Providence. There are a number of events that could be held in different places Downtown, or throughout the entire Downtown on any given occasion, some of which are already taking place regularly:

- Farmers Markets (Wednesdays in Church parking lot)
- Flea Markets
- Block Parties
- Parades
- Street Festivals
- Live Music Events
- Movie Screenings
- Car shows
- Craft Fairs
- Community Picnics
- Holiday Events
- Work with the Downtown Improvement District (DID) to actively promote Downtown businesses and events, such as those listed above. The marketing and promotion of Downtown New Providence should include traditional forms of marketing such as advertisements in local papers, as well as through social media platforms such as Facebook, Twitter, and Instagram.
- Attempt to bring in an entertainment use to the Downtown Area. An entertainment venue such as a concert hall, theater, or similar use could be a unique draw to the Downtown that would complement other Downtown uses such as shops and restaurants.

*Special Event Marketing in Summit*



*Closed Street for Car Show, Passyunk Avenue, Philadelphia*



# IMPLEMENTATION

This section of the Plan provides the tactical approach for putting into action the recommendations of the Plan.

## *Master Plan*

This Plan should be adopted and included as an amendment to the Borough's Master Plan. This would ensure that the goals and recommendations of this Plan are given appropriate consideration in all land use decisions as are the goals and recommendations of the Borough's Master Plan and subsequent Reexamination Reports.

## *Redevelopment/Rehabilitation Possibilities*

There is potential for the Borough to utilize the tools of Redevelopment or Rehabilitation for the purposes of implementing this Plan. Designating the Study Area, or certain portions of the Downtown Area, as an "area in need of redevelopment" can help to facilitate the process of revitalizing properties and developing the types of buildings and spaces called for in this Plan. Through the Redevelopment Process, the Borough can also solicit developers to submit proposals for the redevelopment of a given area, and provide long term tax benefits to developers. Redevelopment also offers some financial

incentives to developers which may help to encourage the desired outcomes of the Plan. If used, redevelopment would be limited and targeted options for specific properties. Redevelopment without condemnation/eminent domain is also a potential option.

In lieu of considering Redevelopment, designating certain areas as being in need of "Rehabilitation" would be another option to consider, as it would provide many of the benefits of a Redevelopment designation, without the negative implications typically associated with Redevelopment. Both Redevelopment and Rehabilitation can provide the Borough with the necessary tools to accelerate the development process.

Formal Redevelopment/Rehabilitation Studies would be required to designate any area in the Downtown Study Area, as either an area in need of Redevelopment or Rehabilitation.

## *Timeframe/Prioritization*

The implementation of any plan is faced with the reality of numerous constraints, including limited budgets or other resources. With this in mind, it is important to develop a strategy for implementing the recommendations of the

Plan so that they can be prioritized properly. The following lists are intended to be a general guide for the anticipated time frame of implementing the recommendations of this Plan.

### ***Short Term Improvements***

The first priority for the implementation of the Plan should be to target those improvements that can be implemented relatively quickly:

- Adopt changes to the Zoning Ordinance and Urban Design Standards.
- Provide additional on-street parallel parking.
- Consolidation of garbage and recycling storage containers.
- Enhance pedestrian connections to surrounding areas.
- Install traffic calming measures such as curb bump-outs and enhanced crosswalks.
- Encourage outdoor dining.
- Re-configure benches to more appropriate locations.
- Develop a more robust marketing campaign.

### ***Mid-Term Improvements***

These recommendations or improvements may take longer to implement, and may involve more construction and disruption of current business and circulation patterns. These may also involve significant cooperation among numerous property owners and public agencies:

- Consolidation of surface parking lots into shared parking lots. This will increase parking supply and simplify circulation with minimal disruption to existing businesses.

- Provide public transportation in the form of shuttles or buses to and from the train stations in the Borough and other major destination areas.
- Develop infill opportunity sites with new structures to fill in the gaps in the streetscape and provide additional retail and restaurant opportunities.
- Construct a river walk or bicycle/pedestrian path along the Salt Brook.
- Work with Union County to implement changes to streets and sidewalks on roads under County jurisdiction.
- Coordinate with Union County to conduct a warrant study to study the feasibility of installing new traffic lights on South Street and Springfield Avenue.

### ***Public Private Partnership Opportunities***

- Work with Downtown Improvement District (DID) to coordinate the implementation of this Plan with current property owners.
- Village Shopping Center owner represents the largest single land owner in the Downtown. Cooperation from this property owner will be vital to any improvements on that block.
- This Plan makes a number of recommendations that would result in temporary disruptions to existing businesses, or potentially even relocation of businesses. Constructing new buildings or installing other improvements may necessitate the temporary or permanent relocation of businesses. This will require careful coordination amongst business owners and the Borough Downtown Improvement District to minimize any potential loss of business or revenue while any construction is on-going.

### ***County Involvement***

Both South Street and Springfield Avenue are County Roads. Any improvements to either of these streets, including adding parking spaces, or adding traffic control measures, will need to be coordinated with Union County.

# APPENDICES

APPENDIX A: LAND USE CHARTS AND MAPS

APPENDIX B: PARKING

APPENDIX C: EXISTING STREETScape

APPENDIX D: ZONING BULK STANDARDS

APPENDIX E: CONCEPTUAL DESIGN PLANS

APPENDIX F: STREET SECTION DIAGRAMS



APPENDIX A: LAND USE CHARTS & MAPS

Existing Conditions Chart (Block 150, Sub Area 4 w/o Village Shopping Center)						
Block	Lot	Location/Address	Use	# Stories/height	GFA (s.f.)	Notes
150	2	50 South Street (rear)	Vacant building	1 story/15 feet	+/- 1,800	
150	3.01	72 South Street	TD Bank	1 story/25 feet	+/- 3,300	
150	5	133 Gales Drive	Chiropractor/Yoga Studio	1.5 stories/20 feet	+/- 4,500	
150	6	64 South Street	South Street Market	1 story/15 feet	+/- 2,700	
150	7	50 South Street	Gas Station	1 story/15 feet	+/- 2,000	
150	10	44 South Street	NP Florist	2 stories/20 feet	+/- 1,900	
150	11	36 South Street	Wells Fargo Bank	2 stories/30 feet	8,696	
150	12	28 South Street	McGraths Hardware/Paint	1 story/12 feet	+/- 7,000	
150	13	22 South Street	M&M Liquors	2 stories/25 feet	+/- 10,400	
			Jose's Cantina			
150	14	18 South Street	Colorado Snow/Skate shop	2 stories/25 feet	8,190	For Lease sign on building
150	15.01	1296 Springfield Avenue	Strawberry Fields Yogurt	1 story/20 feet	12,022	
			Barber Shop			
			Jewelry Store			
			Verizon Wireless			
			Endless Nails Salon			
			Daham's Bagel Shop			
			Galileo's Italian Restaurant			
			Fan Bistro			
150	17	1286 Springfield Avenue	House	2.5 stories/25 feet	+/- 3,000	
			Pioneer Kitchen			
150	18	1280 Springfield Avenue	George's Appliance Store	2 stories/22 feet	+/- 6,600	Upper Floor has "for rent" sign
			Framing Gallery			
			Photography			
			Nail Salon			
150	19	1272 Springfield Avenue	Avenue Deli			
			Feathers Hair Specialists	1 story/12 feet	3,360	
150	20	1272 Springfield Ave Rear	Grass and Sidewalk	No Structure		Borough Owned
				<b>Total Area:</b>	<b>+/- 75,500</b>	<b>Parking: 226</b>

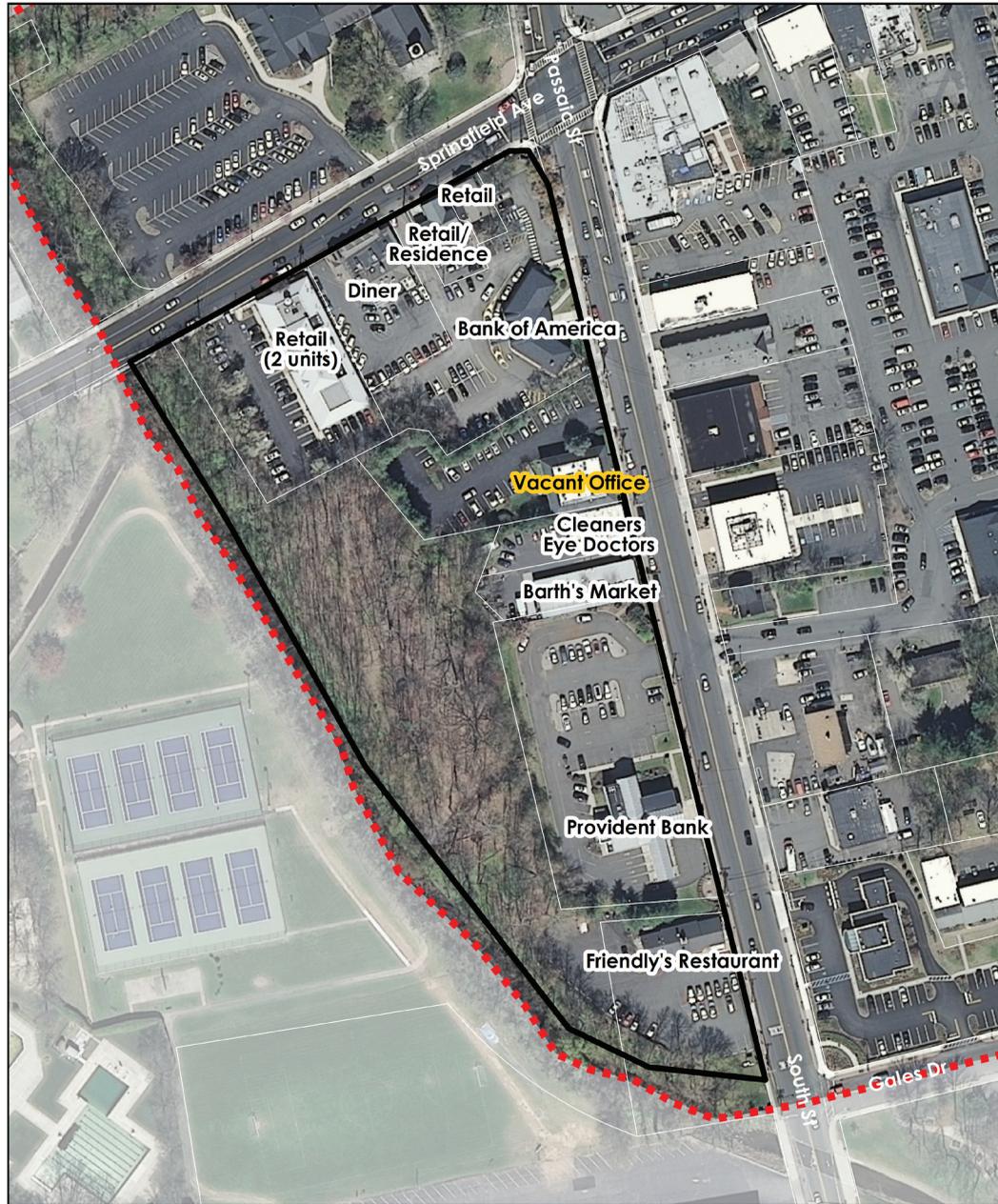
Existing Conditions Chart (Block 150, Sub Area 4 Village Shopping Center)						
Block	Lot	Location/Address	Use	# Stories/height	GFA (s.f.)	Notes
South Building of Main Shopping Center						
150	21.01	1260-1266 Springfield Avenue	CVS Pharmacy	1 story/20feet	+/- 10,000	
			A&P Fresh Grocer	1 story/25 feet	+/- 45,000	
			Total		+/- 55,000	
Middle Building of Main Shopping Center						
150	21.01	1260-1266 Springfield Avenue	Choice Pet Supply			
			Investor's Bank			Larger space
			Vacant Space			
			Vacant Space			
			Vacant Space			
			Vacant Space			
			Aladdin Cleaners			
		Total		1 story/15 feet	+/- 16,000	
North Building of Main Shopping Center						
150	21.01		Berkshire Hathaway			Larger corner space
			Vacant			
			Bacci Italian restaurant			
			Vacant Space			
			AT&T Wireless			
			Martial Arts Studio			Larger space
			Creations Salon			
			Radio Shack			
			Salon			
			Jersey Mike's			
			Chipotle			Corner space
			Starbucks			Corner space in rear of shopping center
		Total		1 story/15 feet	+/- 27,500	

Existing Conditions Chart (Block 150, Sub Area 4 Village Shopping Center)						
Block	Lot	Location/Address	Use	# Stories/height	GFA (s.f.)	Notes
Outparcel Building in Parking Lot						
150	21.01		Smashburger restaurant			
			Elements Massage			
			Braunschweiger Jewelers			
			Total	1 story/15 feet	+/- 8,400	
Northwest Building						
150	21.01		Dim Sum Restaurant	1 story/12 feet	+/- 3,800	Attached to Lot 19
				<b>Total Area:</b>	+/- 110,700	Parking: 362
				<b>Total for Quad:</b>	+/- 186,200	Parking: 588

Existing Conditions Chart (Block 50, Sub Area 3)						
Block	Lot	Location/Address	Use	# Stories/height	GFA (s.f.)	Notes
50	1	25 Passaic Street	Colonial Appliances	1 story/15 feet	5,470	
50	2	29 Passaic Street	Holiday Hair/residence	1 story/15 feet	1,300	Mixed Use
50	3	33 Passaic Street	Residence	1.5 stories/20 feet	+/- 2,000	Detached garage
50	4	418 Elkwood Avenue	Residence	1.5 stories/18 feet	+/- 1,200	Detached garage
50	5	410 Elkwood Avenue	Residence	1 story/15 feet	+/- 2,000	Detached garage
50	6	406 Elkwood Avenue	Residence	1 story/15 feet	+/- 900	
50	7	402 Elkwood Avenue	Residence	2.5 stories/25 feet	+/- 2,000	Junkyard in rear
50	8	400 Elkwood Avenue	Parking connected to lot 7	No structure		
50	14.01	1243 Springfield Avenue	Lassus Wherley Wealth Mgt. New Providence EMS	1 story/40 feet 2 stories/30 feet	+/- 6,000 +/- 5,000	2 buildings on property
50	14.02	101 Academy Street	NP Senior Housing	3 stories/30 feet	+/- 18,000	
50	15	1253 Springfield Avenue	Noah's Bagels UPS Store Spring Cleaners Cartridge World	1 story/15 feet	6,080	Strip Mall
50	16.01	1275 Springfield Unit 1	Bellariva Trattoria	1 story/12 feet	5,591	Strip Mall
50	16.02	1275 Springfield Unit 2	Adams Fine Clothing	1 story/12 feet	2,379	Strip Mall
50	16.03	1275 Springfield Unit 3	DJ's Dry Cleaners Subway	1 story/12 feet	2,100	Strip Mall
50	16.04	1275 Springfield Unit 4	Village Laundromat	1 story/12 feet	1,050	Strip Mall
50	16.05	1265 Springfield Unit 5	Things of Beauty Salon	1 story/12 feet	1,050	Strip Mall
50	16.06	1275 Springfield Unit 6	State Fam Insurance	1 story/12 feet	1,400	Strip Mall
50	16.07	1261 Springfield Unit 7	Dunkin Donuts Center Stationary	1 story/12 feet	1,400	Strip Mall
50	16.08	1275 Springfield Unit 8	Old Glory Restaurant	1 story/12 feet	1,400	Strip Mall
50	16.09	1275 Springfield Unit 9	Timony Realty	1 story/12 feet	1,050	Strip Mall
50	16.10	1275 Springfield Unit 10	Gelormini Auto	1 story/12 feet	+/- 2,000	Rear Building
50	16.11	1275 Springfield Unit 11	Gelormini Auto	1 story/12 feet	720	Rear Building
50	17	1283 Springfield Avenue	Bark at the Moon Flip Consignment	2 stories/25 feet 1 story/12 feet	+/- 3,600 685	2 buildings attached
50	18	1291 Springfield Avenue	Exxon Gas Station	1 story/15 feet	3,750	
				<b>Total Area:</b>	<b>+/- 78,000</b>	<b>Parking: 215</b>

Existing Conditions Chart (Block 171, Sub Area 1)						
<i>Block</i>	<i>Lot</i>	<i>Location/Address</i>	<i>Use</i>	<i># Stories/height</i>	<i>GFA (s.f.)</i>	<i>Notes</i>
171	16	1330 Springfield Avenue	Skin Deep Salon/Spa Home Again Furniture	2 stories/25 feet	8,600	Strip mall
171	17	1318 Springfield Avenue	Prestige Diner	1 story/15 feet	3,282	
171	18	1312 Springfield Avenue	Done Well Cleaners Vacant Retail Space 2nd level residence	2.5 stories/25 feet	3,238	Mixed Use
171	19	1308 Springfield Avenue	J&C Nail Salon Carmen's Barber Shop 2nd level Astrologer	2.5 stories/25 feet	2,220	
171	20	15 South Street	Bank of America	1 story/15 feet	3,631	
171	21	29 South Street	Vacant Office Building	2.5 stories/30 feet	10,080	For Lease signs
171	22	35-37 South Street	Towne Vision Center Boro Cleaners	1 story/12 feet	2,400	
171	23	39-41 South Street	Barth's Market	1 story/15 feet	+/- 4,200	
171	24	65 South Street	The Provident Bank	2 stories/30 feet	8,266	
171	25	75 South Street	Friendly's restaurant	1 story/20 feet	+/- 2,600	
				<b>Total Area:</b>	<b>+/- 48,500</b>	<b>Parking: 241</b>

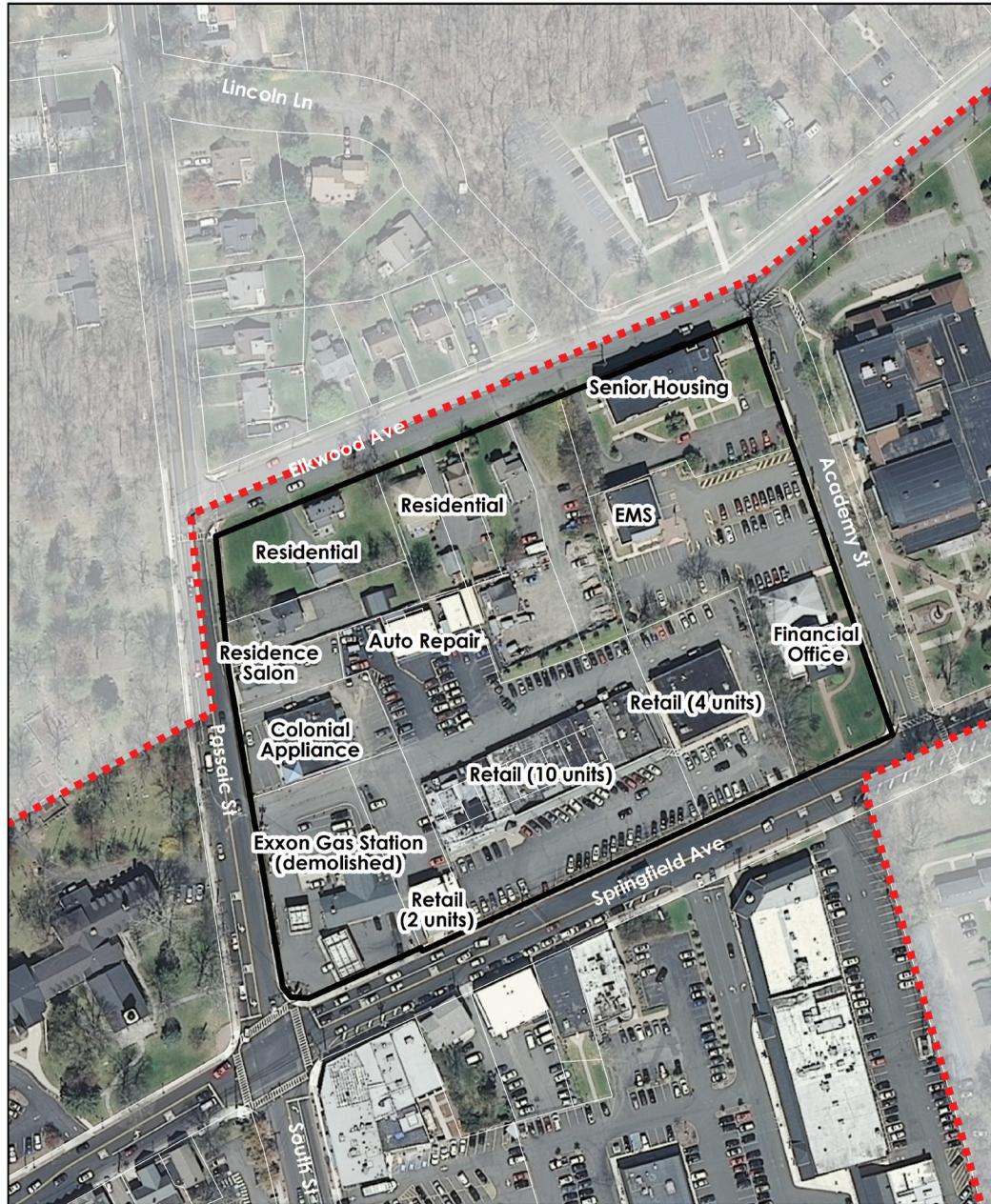
Existing Conditions Chart (Block 41, Sub Area 2)						
<i>Block</i>	<i>Lot</i>	<i>Location/Address</i>	<i>Use</i>	<i># Stories/height</i>	<i>GFA (s.f.)</i>	<i>Notes</i>
41	34	1307 Springfield Avenue	NP Presbyterian Church	2 stories	+/- 25,000	Parking: 132



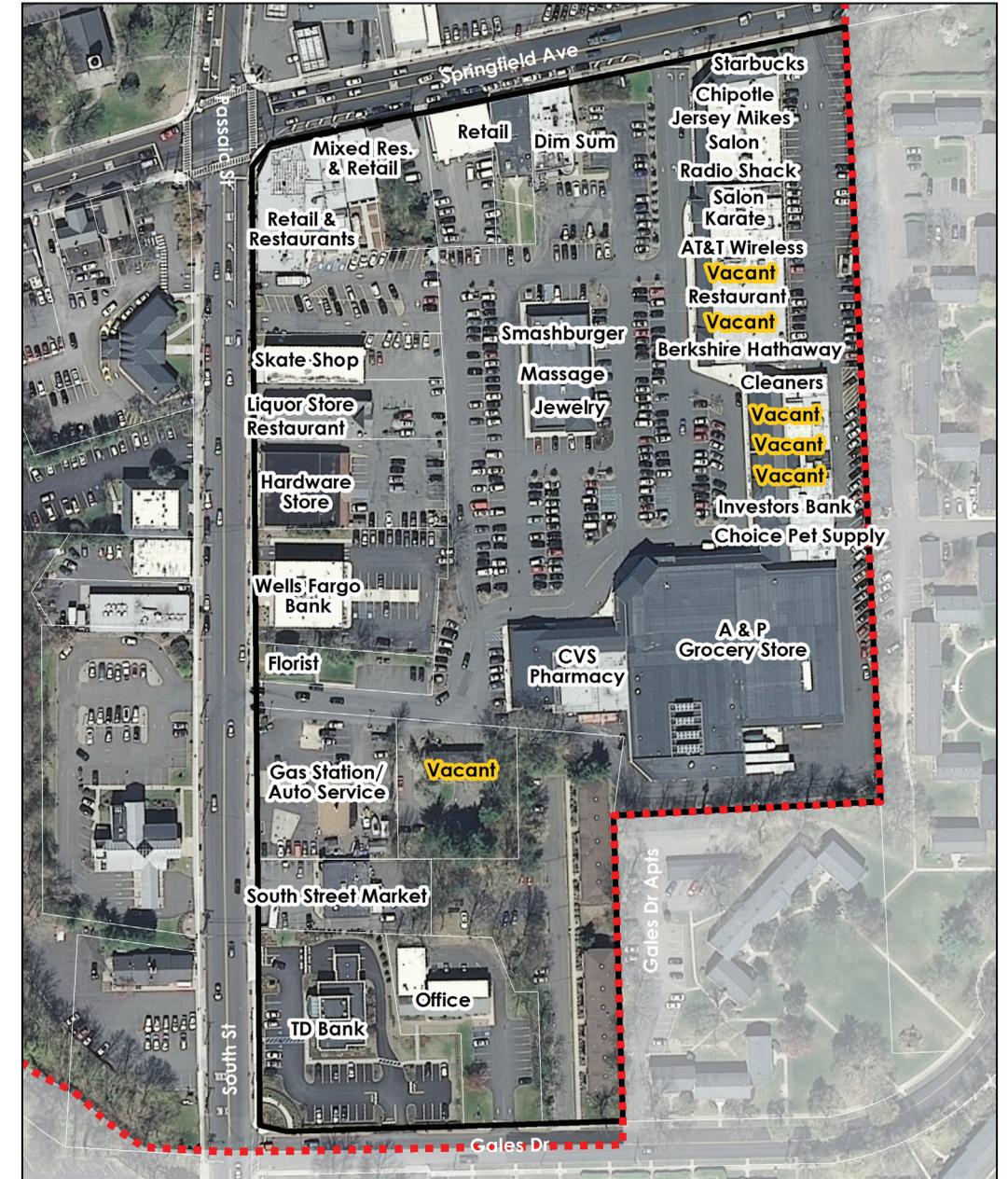
Source: NJGIN, NJOGIS, NJDEP, NJDOT
 
**Sub Area 1**  
 Existing Land Use  
**HEYER GRUEL & ASSOCIATES**  
 September 2014



Source: NJGIN, NJOGIS, NJDEP, NJDOT
 
**Sub Area 2**  
 Existing Land Use  
**HEYER GRUEL & ASSOCIATES**  
 September 2014



Sub Area 3  
Existing Land Use  
HEYER GRUEL & ASSOCIATES  
September 2014  
Source: NJGIN, NJOGIS, NJDEP, NJDOT



Sub Area 4  
Existing Land Use  
HEYER GRUEL & ASSOCIATES  
September 2014  
Source: NJGIN, NJOGIS, NJDEP, NJDOT



Sub Area 5  
Existing Land Use

HEYER GRUEL & ASSOCIATES  
September 2014

Source: NJGIN, NJOGIS, NJDEP, NJDOT

**APPENDIX B: PARKING**

<b>Parking (Block 150, Sub Area 4)</b>	
<b>Area</b>	<b>Number of Spaces</b>
Lot 21.01 Shopping Center Front	270
Lot 21.01 Shopping Center Rear	92
Lot 19 (Deli)	0
Lot 20 (Borough Lot)	0
Lot 18 (Nail Salon, Appliance Store)	16
Lot 17 (House/Kitchen Store)	0
Lot 15.01 (Corner Parking Lot on South St)	51
Lots 13 & 14 (Liquor Store/Snow Shop)	14
Lot 12 (Hardware Store)	23
Lot 11 (Wells Fargo Bank)	31
Lot 10 (Florist)	8
Lot 7 (Gas Station)	17
Lot 6 (Convenience Store)	14
Lot 3.01 (TD Bank)	31
Lot 5 (Office)	21
<b>Total Spaces</b>	<b>588</b>
<b>Parking (Block 171, Sub Area 1)</b>	
<b>Area</b>	<b>Number of Spaces</b>
Lot 16 (Strip Mall)	44
Lot 17 (Diner)	28
Lot 18 (Mixed Use building)	3
Lot 19 (Mixed Use building)	0
Lot 20 (Bank of America)	33
Lot 21 (office)	45
Lot 22 (Cleaners/Vision Center)	7
Lot 23 (Barths Market)	3
Lot 24 (Provident Bank)	40
Lot 25 (Friendly's)	38
<b>Total Parking Spaces</b>	<b>241</b>

Parking (Block 41, Sub Area 2)	
Area	Number of Spaces
Lot 34 (Church)	132
<b>Total Spaces</b>	<b>132</b>

Parking (Block 50, Sub Area 3)	
Area	Number of Spaces
Lot 1 (Colonial Appliances)	12
Lot 2 (Holiday Hair)	8
Lot 3 (Residence)	3-4
Lot 4 (Residence)	3-4
Lot 5 (Residence)	2-3
Lot 6 (Residence)	3-4
Lot 7 (Residence with parking area)	8-10
Lot 8 (Parking area)	8-10
Lot 14.01 (NP EMS/Lassus Wherley)	52
Lot 14.02 (NP Senior Housing)	15
Lot 15 (Strip Mall)	26
Lot 16.01 – 16.09 (Strip Mall)	58
Lot 16.10 – 16.11 (Gelormini Auto)	23
Lot 17 (Bark at the Moon)	16
Lot 18 (Exxon Gas Station)	5
<b>Total Parking Spaces</b>	<b>215</b>

Parking (Block 51, Sub Area 5)	
Area	Number of Spaces
Lot 1 (Borough Hall/Gym)	86
Lot 13 (Residence)	3-4
Lot 14 (Residence)	3-4
Lot 15 (Residence)	5-6
<b>Total Spaces</b>	<b>86</b>

Parking (On-Street)	
Area	Number of Spaces
South Street Northbound	10
South Street Southbound	14
Academy Street Northbound	7
Academy Street Southbound	2
Springfield Avenue Eastbound	19
Springfield Avenue Westbound	0
Passaic Street	0
<b>Total Parking Spaces</b>	<b>52</b>

APPENDIX C: EXISTING STREETScape



0 150 300 Feet  
Source: NJGIN, NJOGIS, NJDEP, NJDOT

Streetscape Conditions Key

HEYER GRUEL & ASSOCIATES  
September 2014



A: Springfield Avenue



B: Springfield Avenue



C: Springfield Avenue



D: South Street



E: South Street



F: South Street



G: Springfield Avenue



H: Springfield Avenue



I: Springfield Avenue



J: Springfield Avenue



K: Springfield Avenue



L: Academy Street



M: Academy Street



N: Springfield Avenue



O: Elkwood Avenue



P: Passaic Street



## APPENDIX D: ZONING BULK STANDARDS

Central Commercial District (CCD) Bulk Regulations	
<i>Minimum Lot Area</i>	<i>None</i>
<i>Minimum Front Yard</i>	5' from ROW line, or established setback
<i>Minimum Rear Yard</i>	None
<i>Minimum Side Yard</i>	None
<i>Minimum Lot Width</i>	None
<i>Maximum Building Height</i>	2 stories/30'
<i>Maximum FAR</i>	0.5
<i>Maximum Lot Coverage</i>	100%

R-2 Residential District Bulk Regulations	
<i>Minimum Lot Area</i>	<b>15,000 s.f.</b>
<i>Minimum Front Yard</i>	40' from ROW line, or established setback
<i>Minimum Rear Yard</i>	40'
<i>Minimum Side Yard</i>	12' each, 30' total
<i>Minimum Lot Width</i>	110'
<i>Maximum Building Height</i>	2.5 stories/30'
<i>Maximum FAR</i>	0.225 – 0.275 (depends on lot size)
<i>Maximum Lot Coverage</i>	40%
<i>Maximum Building Coverage</i>	25% (Principal Structure)

RS Residential Senior Citizen District Bulk Regulations	
<i>Minimum Lot Area</i>	<i>N/A</i>
<i>Minimum Front Yard</i>	N/A
<i>Minimum Rear Yard</i>	N/A
<i>Minimum Side Yard</i>	N/A
<i>Minimum Lot Frontage</i>	100'
<i>Maximum Building Height</i>	3 stories/35'
<i>Maximum Residential Density</i>	16 units/acre
<i>Maximum Lot Coverage</i>	50%
<i>Maximum Improved Coverage</i>	80%
<i>Minimum Parking</i>	0.75 spaces/unit



## APPENDIX E: CONCEPTUAL DEVELOPMENT PLANS

**Sub-Area 1 (Block 171)**

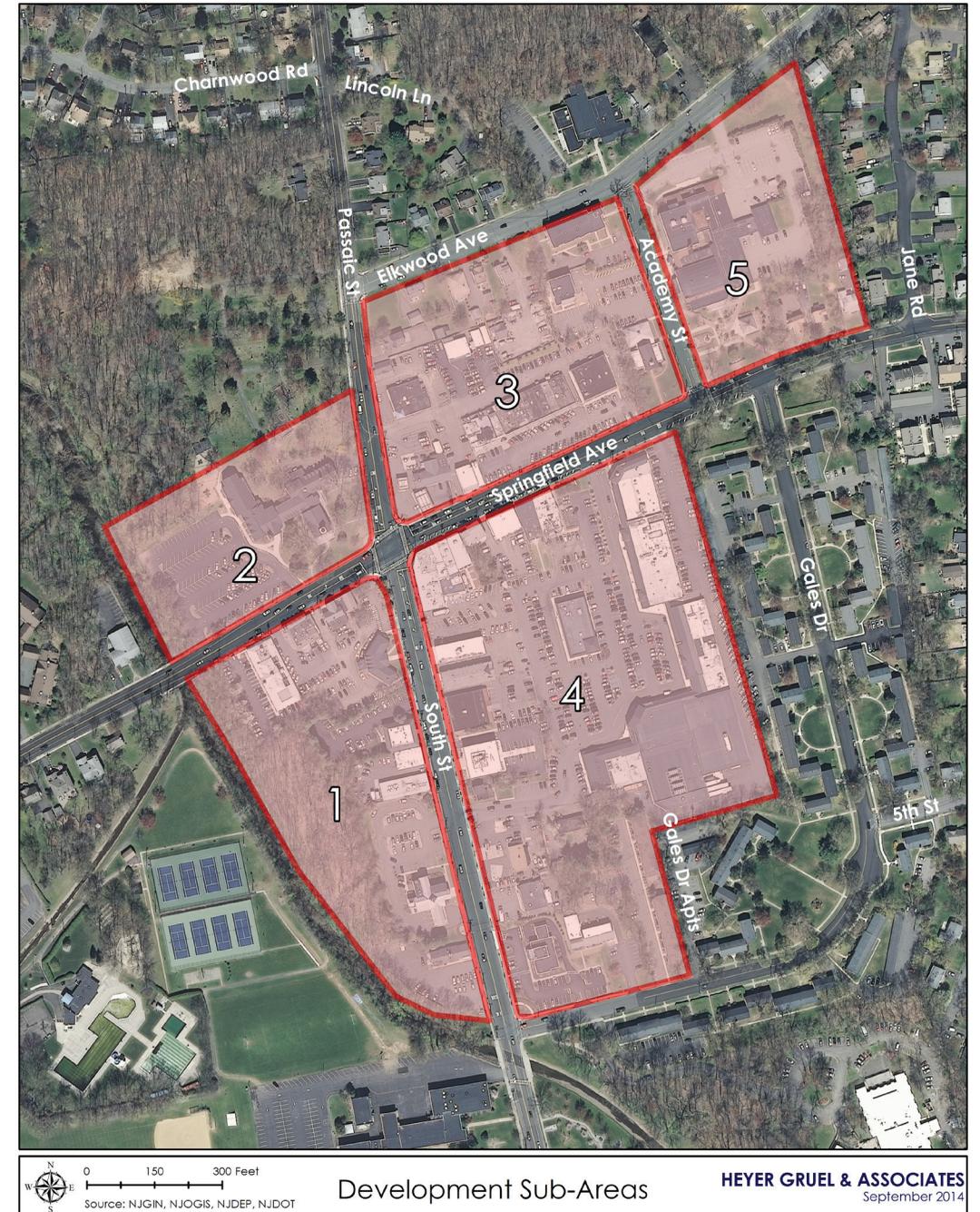
Sub-Area 1 is the block located in the southwest of the Downtown, south of Springfield Avenue and west of South Street. This block is currently developed with a mix of commercial/retail uses and a few residences located above retail stores.

Environmental concerns on this block will limit any new development opportunities, as most of the properties are located within either the floodway or are occupied by wetlands. With this in mind, the concept plan for this block maintains the current disturbed footprint of the block. No new undisturbed lands would be developed under this proposed scenario. No new impervious surfaces would be added.

The concept plan for this block envisions a combination of infill development of opportunity sites, removal and redevelopment of two existing structures, and an enhanced public plaza on the corner of South Street and Springfield Avenue.

Key aspects of the development of this block include:

- Consolidation of surface parking lots and circulation. The existing surface parking lots that are located in the rear yard areas of each of the parcels on this block can be consolidated, which would result in a greater efficiency in the use of the space for parking. Removing barriers between lots reduces the amount of space needed for circulation, and creates room for more parking spaces. A consolidation of parking lots, in addition to the other proposed development, can result in a net increase of over 20 spaces on the block.
- Consolidation of driveways. A reduction in curb cuts by three, from 11 to 8 access points will help





facilitate the desired pedestrian environment and make for more efficient circulation of vehicles. Less curb cuts means less conflicts between vehicles and pedestrians. A focus of this concept preserves existing driveways where they are necessary, such as for the bank teller drive-thru lanes, but consolidates other access points into what will be a shared parking area.

- Consolidation of existing dumpsters into screened enclosed areas that are less visibly obtrusive.
- Demolition/Redevelopment of Lots 18-19 (1308-1312 Springfield Avenue) with a new 3-story mixed use development that would include retail stores on the ground level, and office space or residences above.
- Enhanced public plaza area on the corner of South Street and Springfield Avenue. With a new building and the consolidated parking, the small public space on the corner where the Borough sign is located, and where current Bank of America parking is located, can be better utilized as a larger public space to take advantage of its prominent corner location.
- Pedestrian and bicycle trail along the Salt Brook. The wooded area along the Salt Brook would be an ideal location for a bicycle/pedestrian walking trail to connect the western and southern ends of the Downtown, as well as to adjacent community spaces such as the community pool and New Providence High School. Salt Brook just north of the Downtown area runs into the Passaic River. A trail along the Salt Brook that connected to potential other riverwalk trails in the future would make possible a greenbelt of trails and parks if many different but connected waterways in the area were to also be developed with trails.

Overall this concept plan would result in an increase of commercial space, and potentially include residences on Springfield Avenue above retail space. All new commercial space can be accommodated with parking within the block by consolidating and merging existing rear yard parking lots.

**Sub-Area 2 (Block 41)**

Sub-Area 2 is the block located in the northwest of the Downtown, north of Springfield Avenue and west of Passaic Street. This block is currently developed with the New Providence Presbyterian Church complex and parking lot.

The concept plan for this block envisions only minor alterations to the streetscape. The Church on this property has been an important architectural and social landmark in the Downtown, with grounds that are attractive and well maintained. No changes are currently necessary for this sub-area.

Key concepts of the development of this block include:

- Minor streetscape improvements such as the installation of new landscaped medians on Springfield Avenue and Passaic Street near the intersection, to help facilitate pedestrians crossing the street, and beautify the intersection.
- Additional on-street parking will be added to Springfield Avenue.
- Utilize existing surface parking lot for other downtown uses at times when it is not occupied by Church functions. The church parking lot currently has 132 parking spaces, and could potentially be used for other Downtown purposes during special events or holiday spillover traffic. This lot however should not be utilized to satisfy the regular day-to-

day parking requirements of the Downtown.

larger scale improvements to the Downtown Area.

**Sub-Area 3 (Block 50)**

Sub-Area 3 is the block located in the northern end of the Downtown, north of Springfield Avenue and east of Passaic Street and west of Academy Street. This block is currently developed with several strip commercial retail buildings, an auto-repair facility, a Borough EMS station, Senior housing, and several single family residences. There is also a recent approval to construct a bank on the corner of Springfield Avenue and Passaic Street.

Although this block is already developed with a number of buildings occupied by viable businesses, the physical characteristics of this block do not support the preferred downtown type of atmosphere. The buildings are generally set back from the street by 60 feet or greater, and parking is placed in front of the buildings along Springfield Avenue. The block, from an urban design standpoint, does not complement the other blocks in the Downtown to create a cohesive whole, but operates independently.

Issues with this block include:

- The scale of the buildings is not appropriate for the Downtown.
- Parking is scattered and uncoordinated, making inefficient use of space.
- Many properties are generally underutilized, given the prominent location in the Borough.

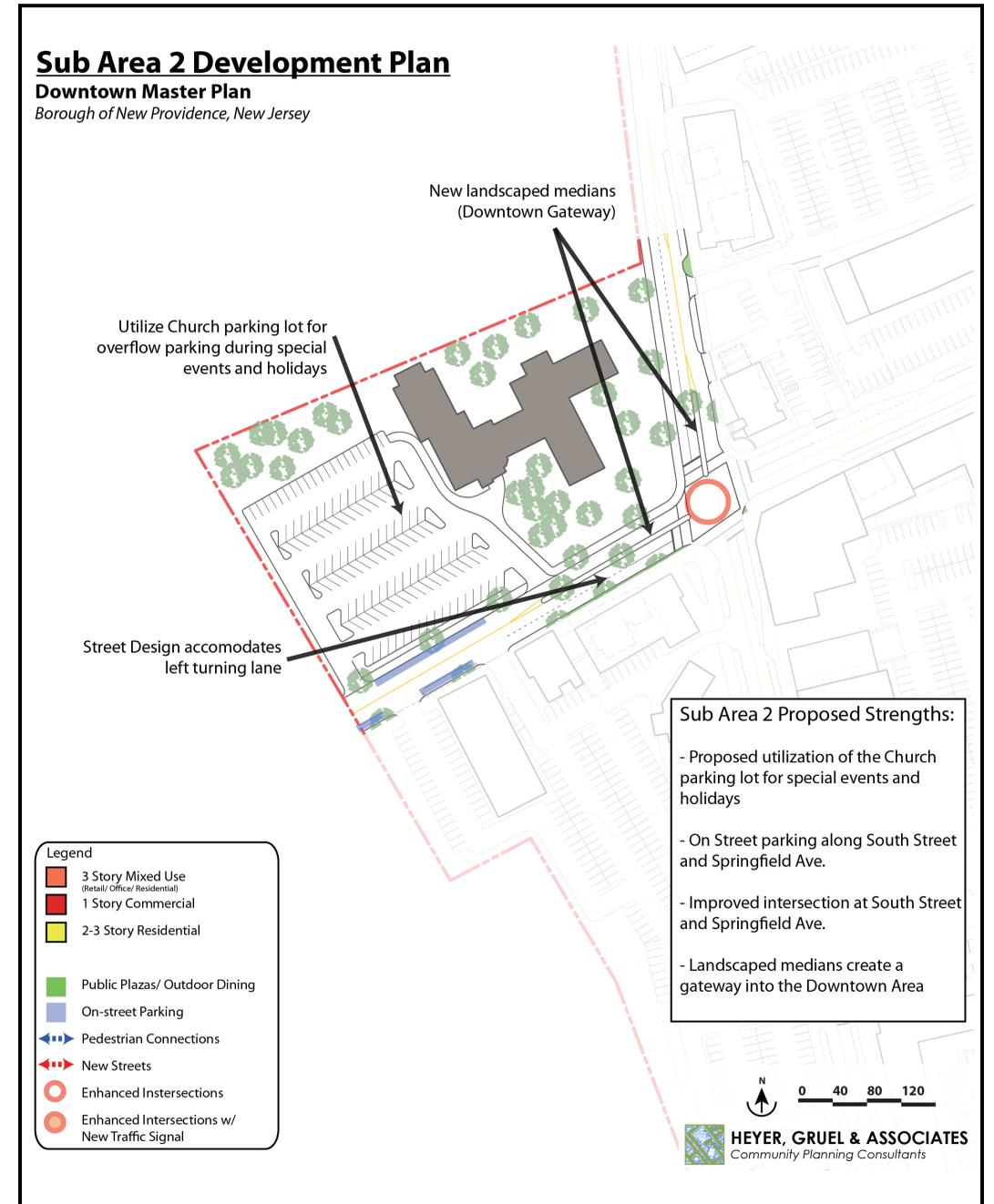
The concept plan for this block envisions rather extensive new development on the northern section of the block, as this block as a whole represents an opportunity for

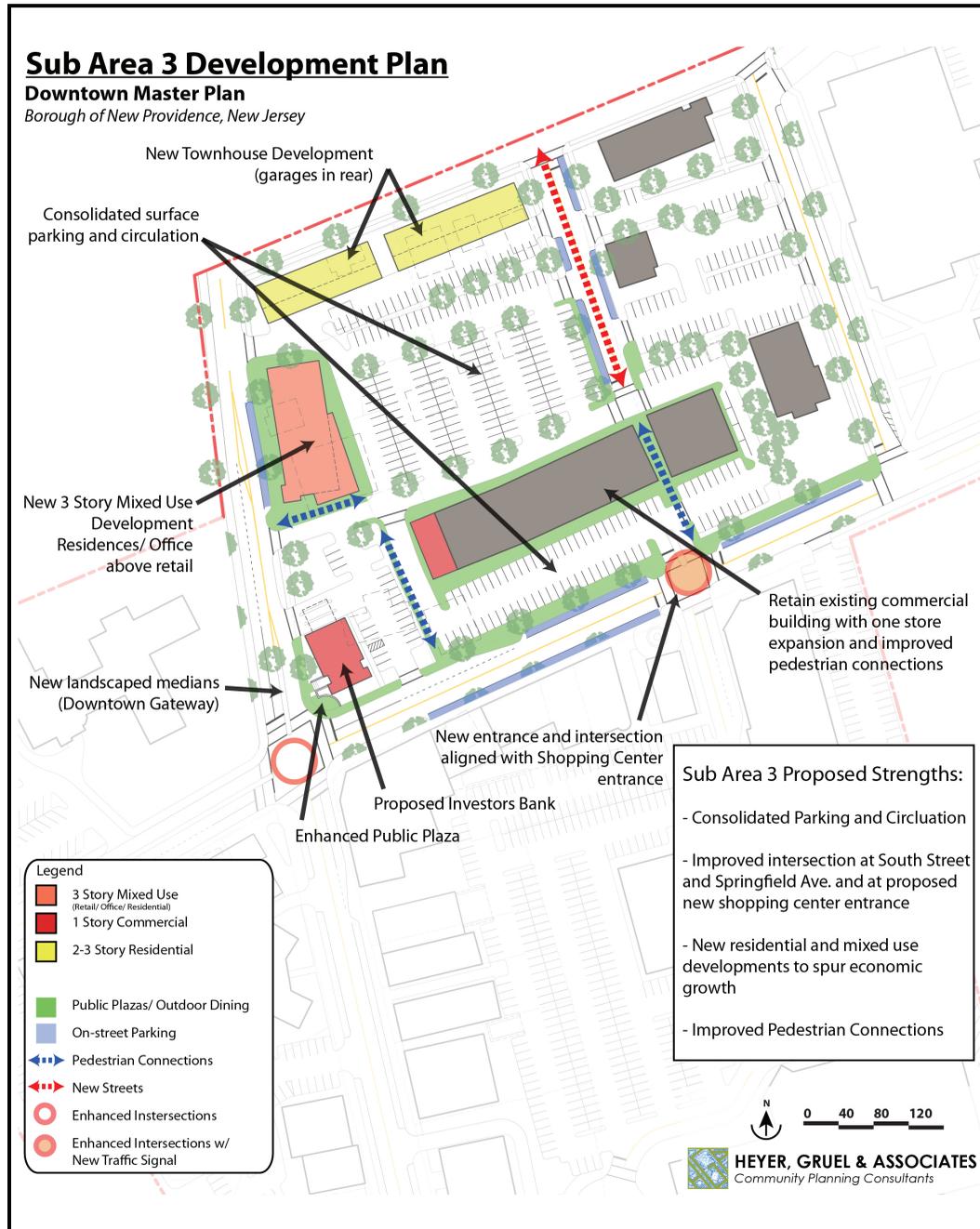
**Concept Plan**

The concept plan for this block envisions a reorganization of the structures on the northwest side of the block. Only five existing buildings are proposed to remain, the EMS building, the Senior Housing facility, the Lassus-Wherley building on the corner of Springfield Avenue and Academy Street, and the two buildings associated with Adams Shopping Center. The rest of the block north and west of these buildings would be removed and replaced in order to create a new development that is conducive to the goals of the Downtown district.

Key concepts of the development of this block include:

- New shared public parking lot for the entire block. A new parking lot that is located in the rear of all the new buildings, in the middle of the block, can provide parking for all of the businesses on the block, including all new proposed development.
- The shared parking lot will also reduce the need for access driveways and curb cuts. Where there are currently 12 curb cuts and driveways along Springfield Avenue, Passaic Street, and Academy Street, the concept proposed could reduce that number by a significant amount.
- Development of townhouses along Elkwood Avenue. 10 to 12 townhouses could be developed along Elkwood Avenue, where there are currently several single family residences. This would increase the number of residences in the area, and provide a transition between the single family uses north of the Downtown, and the proposed mixed use buildings on Springfield Avenue and Passaic Street.
- A new commercial building on the corner of





Springfield Avenue and Passaic Street with a small public plaza space. A new building to replace the gas station which was previously located at this intersection will properly address the prominent corner location in the Downtown. A new bank has been approved for this site, which is consistent with this Plan.

- Coordination of circulation with adjacent blocks. Under this scenario, a new pedestrian connection would be created that would bisect the block. This connection would line up with the entrance driveway to the Village Shopping Center on Springfield Avenue.
- To help facilitate the use of the shared parking lot as a public lot for the entire Downtown area, pedestrian paths between the buildings, connecting the parking lot to the public sidewalks on Passaic Street and Springfield Avenue will be included.

This concept plan would result in maintaining or potentially increasing the commercial space on the block, and the addition of residences as well. Parking for the new development can be accommodated within the block in the shared parking lot. Parking for townhouses and other residences can also be accommodated in garages in the buildings themselves.

The storage of garbage and recycling can also potentially be handled internally in new mixed use buildings, rather than requiring garbage dumpsters in the parking areas, entirely eliminating from public view the majority of dumpsters on the block.

**Sub-Area 4 (Block 150)**

Sub-Area 4 is the block located in the southeastern end of the Downtown, south of Springfield Avenue and east of South Street. This block is currently developed with the Village Shopping Center, as well as a number of traditional retail buildings along both South Street and Springfield Avenue, and a mix of convenience stores and auto-related uses in the southern end of the block.

Much like Sub-Area 3, this block presents both issues and great opportunity for larger scale development that can transform the Downtown.

Issues with this block include:

- There are two different forms of development that are present on the same block:
  - Traditional downtown/Main Street retail/ office buildings fronting on Springfield Avenue and South Street
  - Suburban style shopping center behind these buildings, with a large surface parking lot in front of the shopping center buildings.
- With the two forms of development, there really is no front end/back end to many of the buildings on the site, which makes it difficult to orient the building towards the public realm, and place typical “back of house” functions away from the public realm. This occurs not just for the buildings along the streets, but for the large shopping center as well. The northern strip mall buildings have public parking in the back too, which presents the same issue of not truly having a back side to locate utilities and other essential services that may be unattractive.
- The back and side facades of many buildings, as well as the parking areas in general, are rather

unattractive, but are highly visible to the public.

- Parking is provided for each parcel/business independently, which requires a lot of curb cuts and excess circulation space.
- Garbage dumpsters and recycling containers are provided for each business or property, which occupies what would otherwise be used as parking spaces. This also means that there are a large number of dumpsters that are highly visible, and are an eye-sore.

### Concept Plan

The proposed concept envisions a combination of infill development, and replacement of several existing structures, however the majority of the buildings on the block are intended to remain in place. The Village Shopping Center, and the majority of the buildings that currently have frontage along either South Street or Springfield Avenue would remain, as would the bank of the corner of Gales Drive and South Street and the small office building just to the east of it.

Key concepts of the development of this block include:

- Consolidated, shared parking for the Village Shopping Center, and the buildings surrounding it. By consolidating all of these parking lots, an additional 25 to 30 parking spaces could be obtained without any other significant alterations.
- Coordinated driveways and a reduction in curb cuts along South Street and Springfield Avenue. Under this development scenario, the driveways that will serve as primary entrances to the Village Shopping Center shared parking lot will line up with adjacent driveways across the street to facilitate traffic and vehicular

circulation, and create the potential for new signalized intersections. This also will include a new “roundabout” to direct traffic in between the Village Shopping Center shared parking lot, and the buildings to the south. This will facilitate both vehicular traffic, and pedestrian traffic throughout the block.

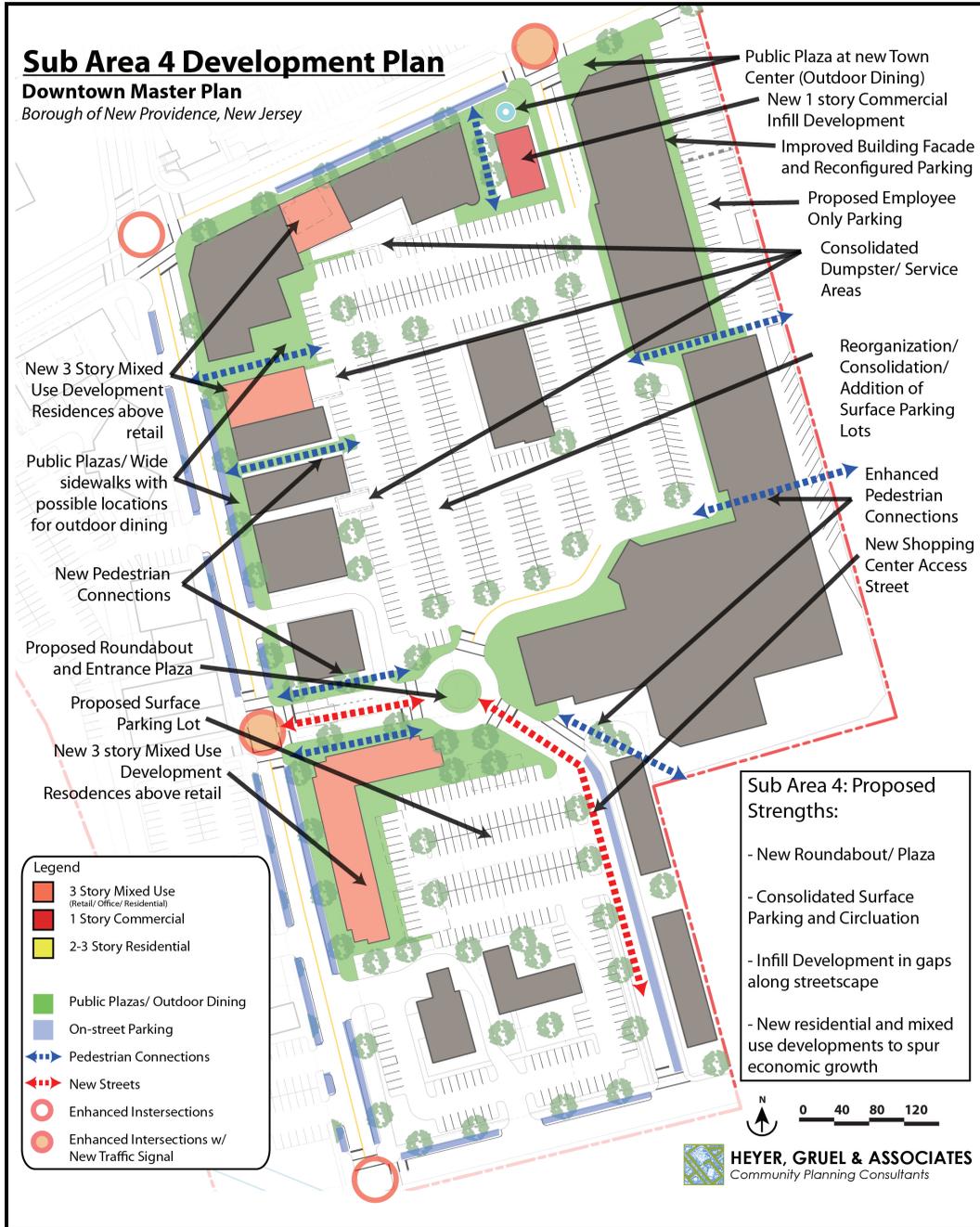
- Provide a new public green and entryway to the Village Shopping Center from South Street, which is framed by new mixed use buildings. While simplifying the traffic circulation patterns to enter and exit the Village Shopping Center, there is an opportunity for public art and public space in front of what is now the CVS pharmacy. This will create a more inviting entry space.
- Utilize the existing driveway on the south of the block on Gales Drive for an improved southern access point, and truck delivery route.
- Infill development of Lot 21.01 (part of Village Shopping Center). This small parking area at the northern end of the Village Shopping Center parking lot could be put to a more productive use. A small single story commercial building at this location can increase the building frontage along Springfield Avenue and also help frame the northern entrance to the Village Shopping Center. This will also create a small public outdoor area in between the new building and the existing Dim Sum restaurant.
- Infill development on Lot 15.01 (South Street). There is currently room along South Street in between the Strawberry Fields frozen yogurt store and the Colorado Skate shop to insert a 2 to 3 story mixed use structure on what is currently a parking lot. With the larger Village Shopping Center parking lot being merged with other lots, this space is no longer required to provide parking for the immediate uses, and can be better utilized



*Rear Building Facades Unattractive*



*Rear Facades Publicly Visible*



as a traditional commercial mixed use building, filling in the gap along South Street with an attractive new storefront.

- Demolish the structure on Lot 17 and replace it with a 2 to 3 story mixed use building. This existing residence and kitchen appliance store should be replaced with a more appropriate building that will fit better into the Downtown context. The spaces in the rear of this property would also be better suited to being a part of the general parking and circulation space of the whole block, rather than a small grass yard.
- Demolish the structures on Lots 2,6,7, and 10 in order to accommodate several new mixed use buildings and consolidated parking in the southern end of the block. The buildings in this area, the gas station, the convenience store, the florist, and the vacant building behind the gas station, make up several acres of space that could be reconfigured with new structures that convert the southern end of the block from an automobile oriented type of development, to one that is consistent with the

goals of having a pedestrian oriented, traditional Downtown. This space could be used for new 2 to 3 story mixed use buildings that include retail space on the ground level, with either residences or office space above them.

- New pedestrian connections. New pedestrian walkways are proposed to be installed at locations to connect the existing apartment residences to the east and south of the Village Shopping Center. These walkways will utilize the existing spaces between buildings of the Shopping Center to facilitate a short cut from the apartments to the Downtown, without having to go all the way to South Street or Springfield Avenue.
- Consolidated garbage and recycling storage areas. Just like the parking lots and circulation can be consolidated to maximize efficiency, the dumpster areas can as well. Reducing the number of locations for dumpsters makes screening and removal of waste easier. Façade improvements to rear areas of buildings which are visible to the public. Where the side or rear facades of a building

are visible to the public, such as adjacent to the Starbucks on Springfield Avenue, building utility connections and other mechanical equipment can be consolidated and screened from view.

- Incorporate signage to separate employee parking from visitor parking to avoid the public from seeing “unattractive” areas. Placing employee parking in “back of house” areas can free up spaces in the front, and restrict public access to unattractive areas.
- Provide new opportunities for outdoor dining.
  - In front of Starbucks on Springfield Avenue.
  - In between the Dim Sum restaurant on Springfield Avenue and a new proposed commercial structure just to its east.
  - In between Strawberry Fields and a proposed new building on South Street in a pedestrian alleyway.

minimal changes to the properties on the block. The existing parking lot behind Borough Hall may be necessary to be used as overflow parking for larger events or holiday periods, the same way the Church Parking lot is proposed to be used, if the parking on the rest of the block is full. While this parking lot does present an opportunity to be used for additional Downtown parking, given its distance from the primary commercial areas of the Downtown along South Street or on the block to the west, it is unlikely that this parking lot could be used as convenient parking except in the cases of rare events and special occasions.

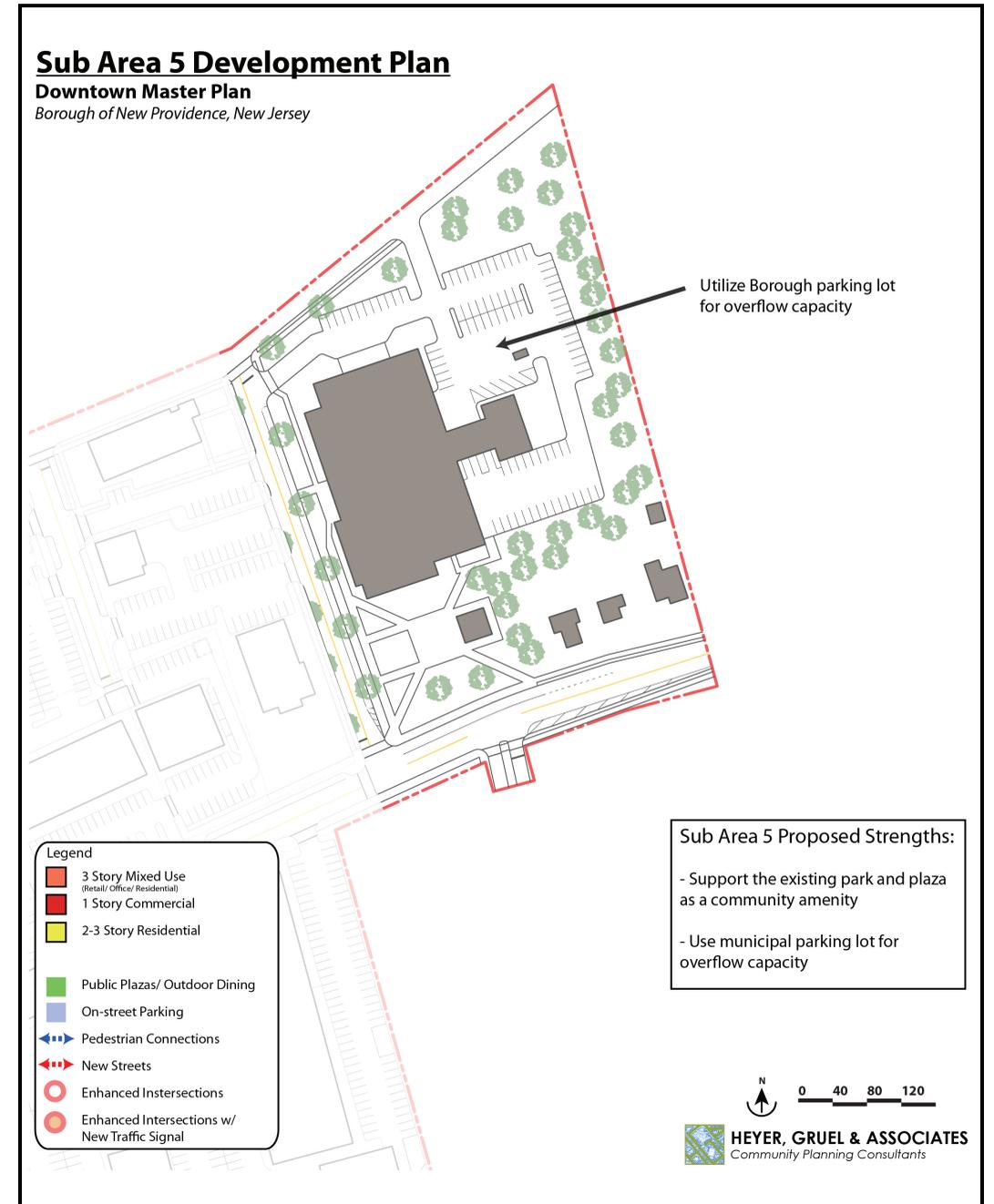
The public park on the block in front of the Municipal Building should be utilized for small public events, such as craft fairs or markets.

This concept plan includes a net increase in commercial and residential area while also increasing the number of parking spaces to accommodate any new development. New connections to the surrounding areas would facilitate greater pedestrian access to residents in the area, and new outdoor dining would enliven the streets.

**Sub-Area 5 (Block 51)**

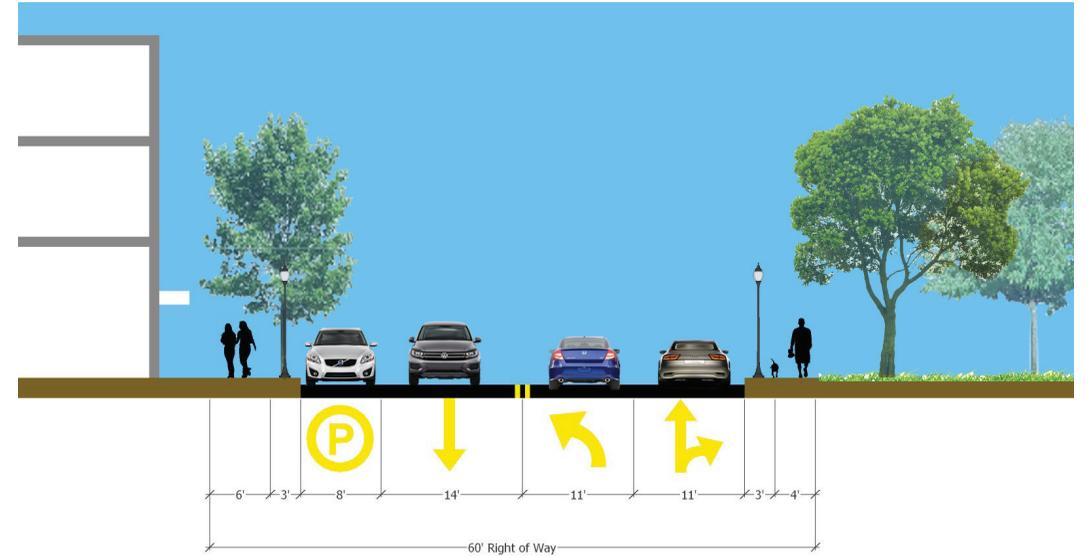
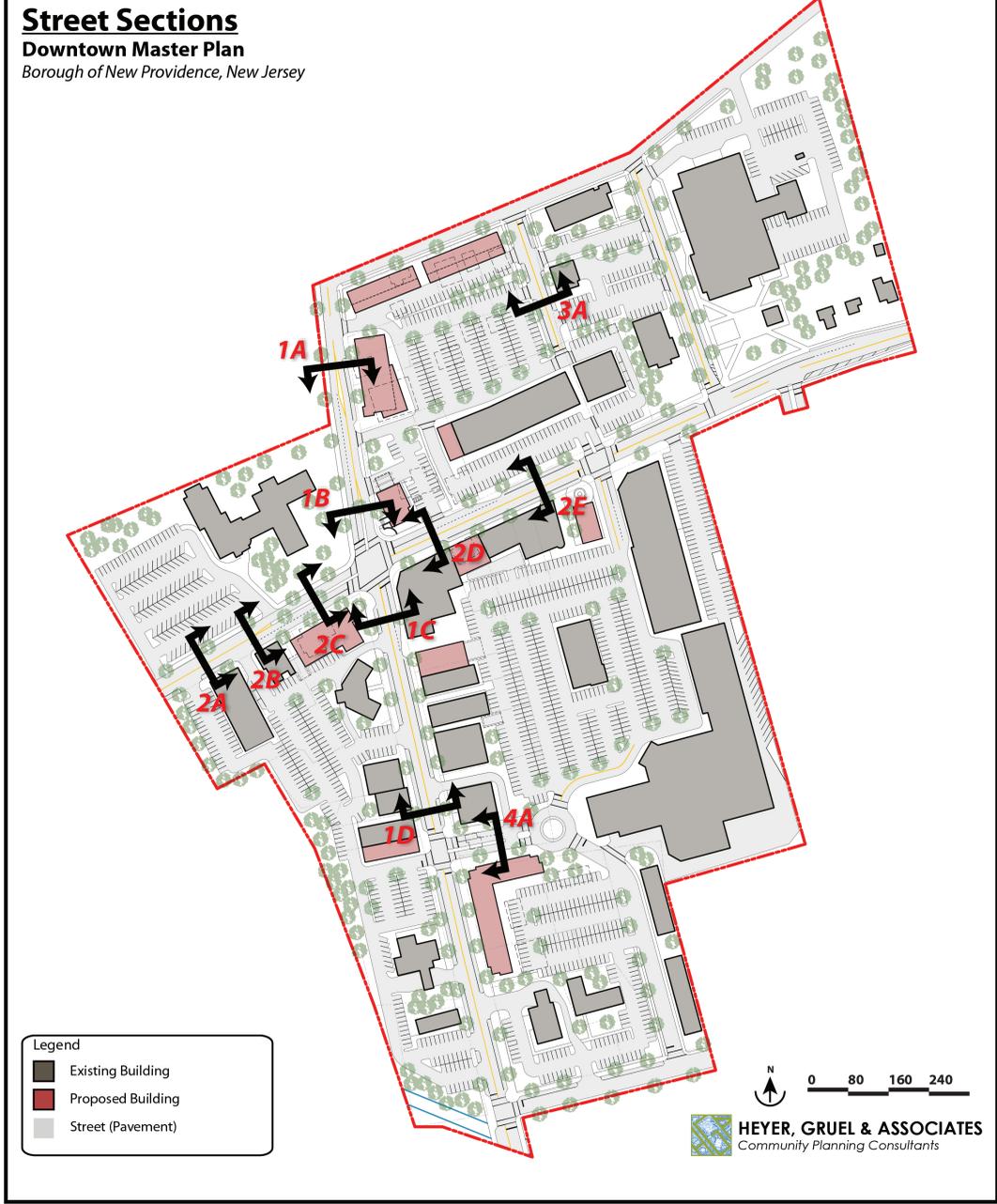
Sub-Area 5 is the block located in the northeastern end of the Downtown, north of Springfield Avenue and east of Academy Street. This block is currently developed with the Borough’s Municipal building, a public park, and several residential structures. All structures on this block, including the three residences on Springfield Avenue, are proposed to remain.

The concept development plan for this area includes

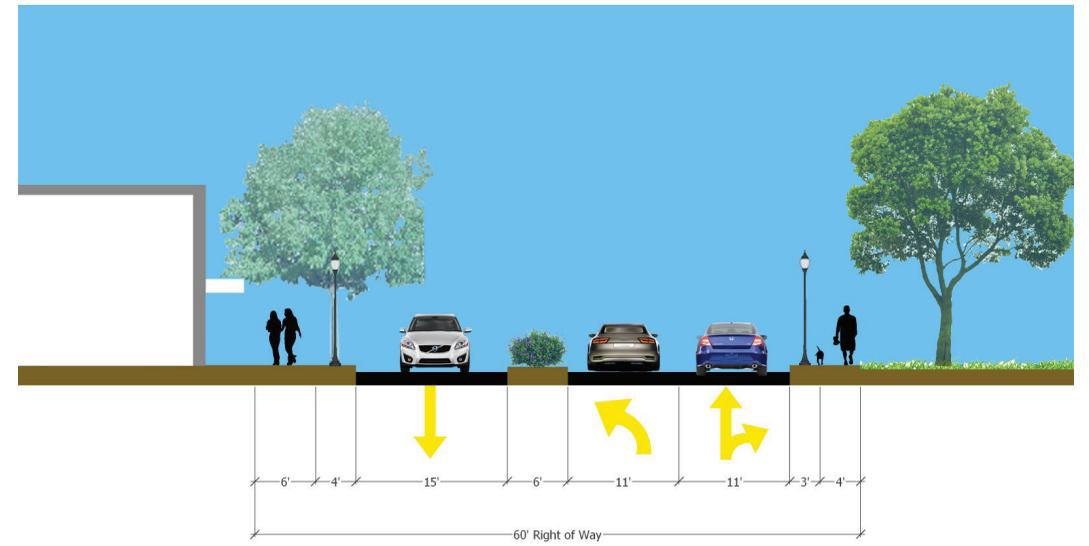




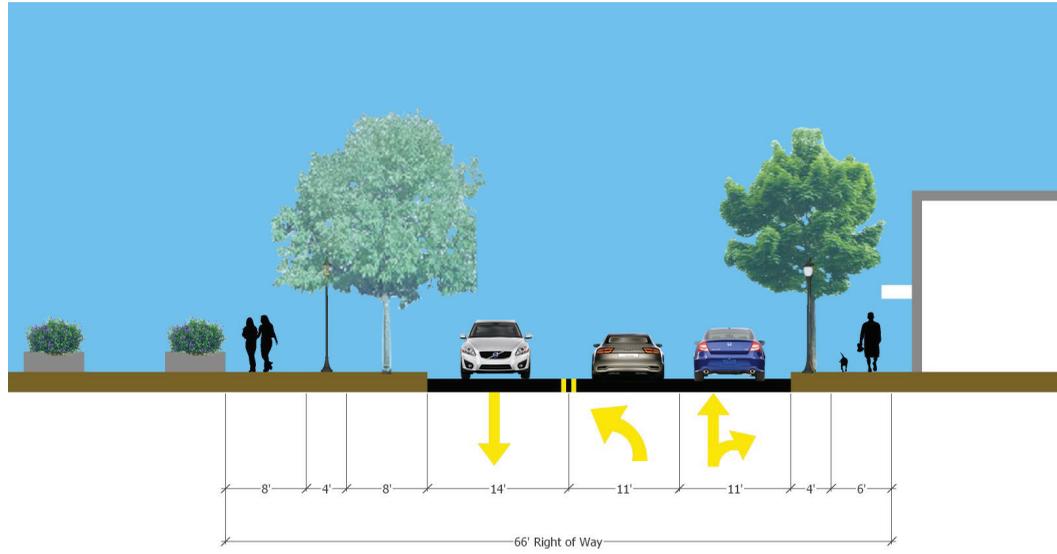
APPENDIX F: STREET SECTION DIAGRAMS



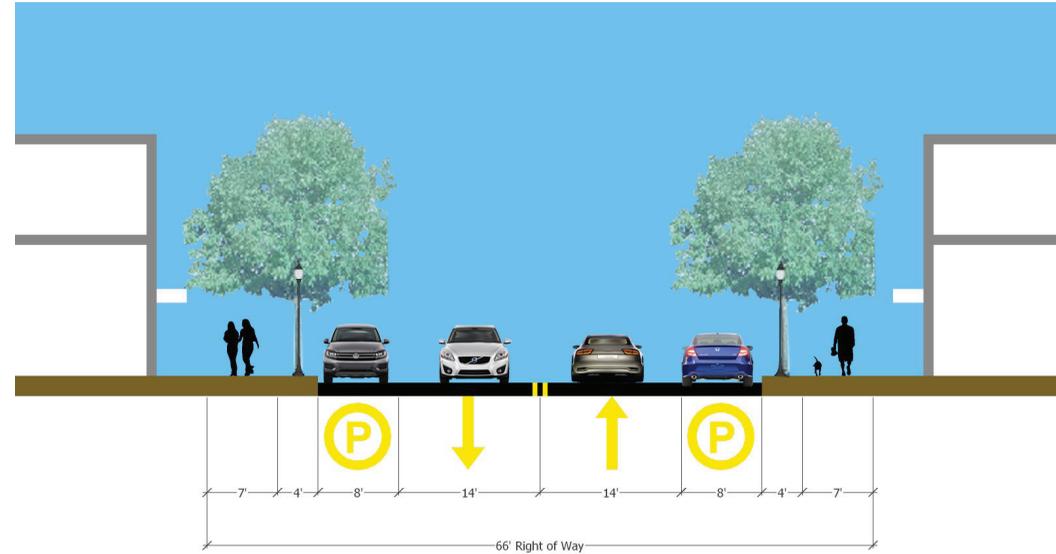
1A: PASSAIC STREET



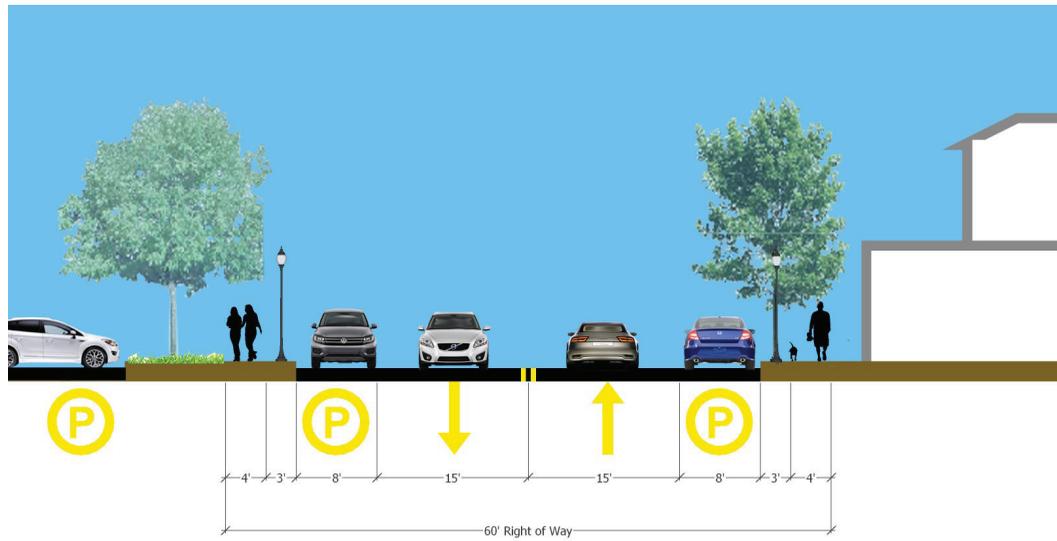
1B: PASSAIC STREET



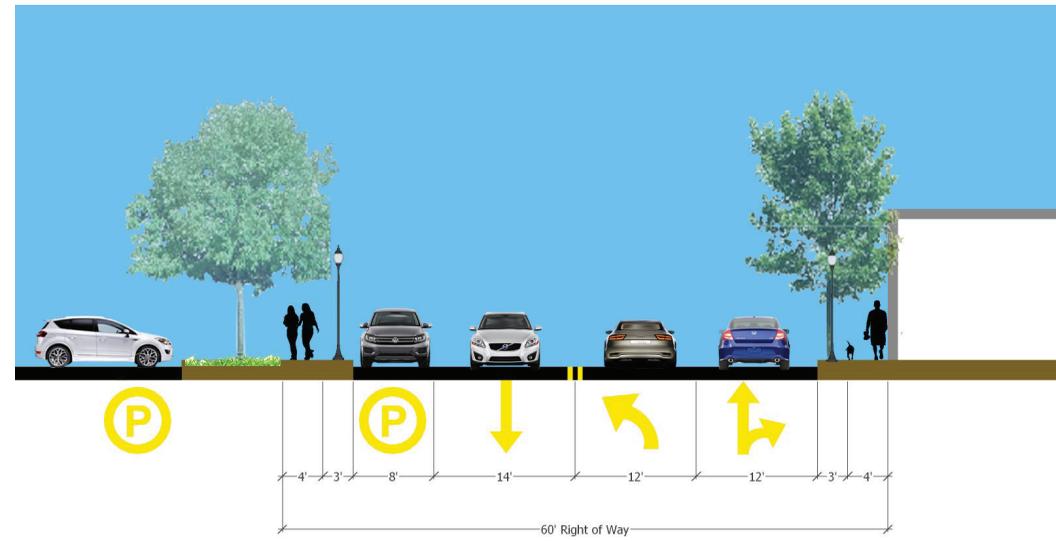
1C: SOUTH STREET



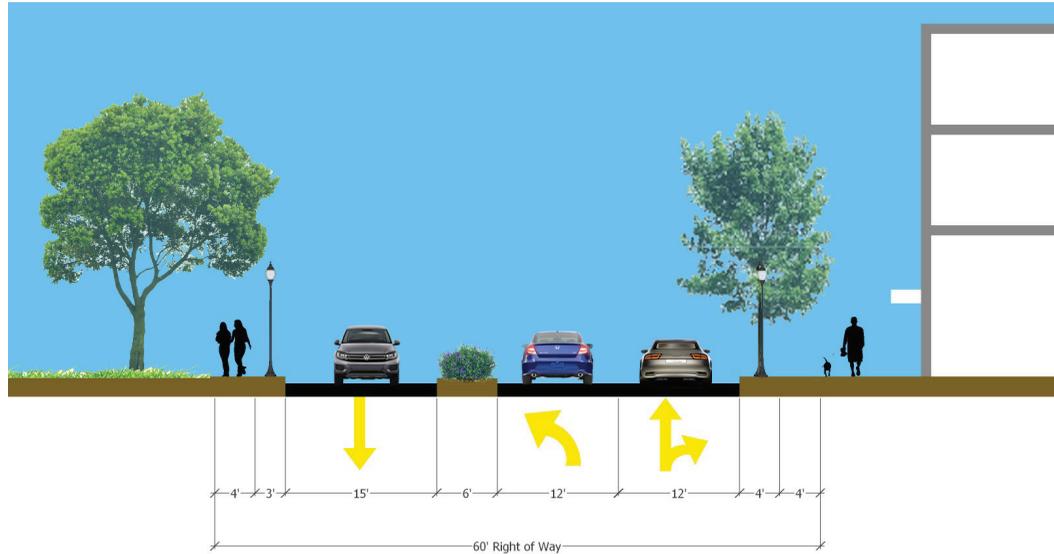
1D: SOUTH STREET



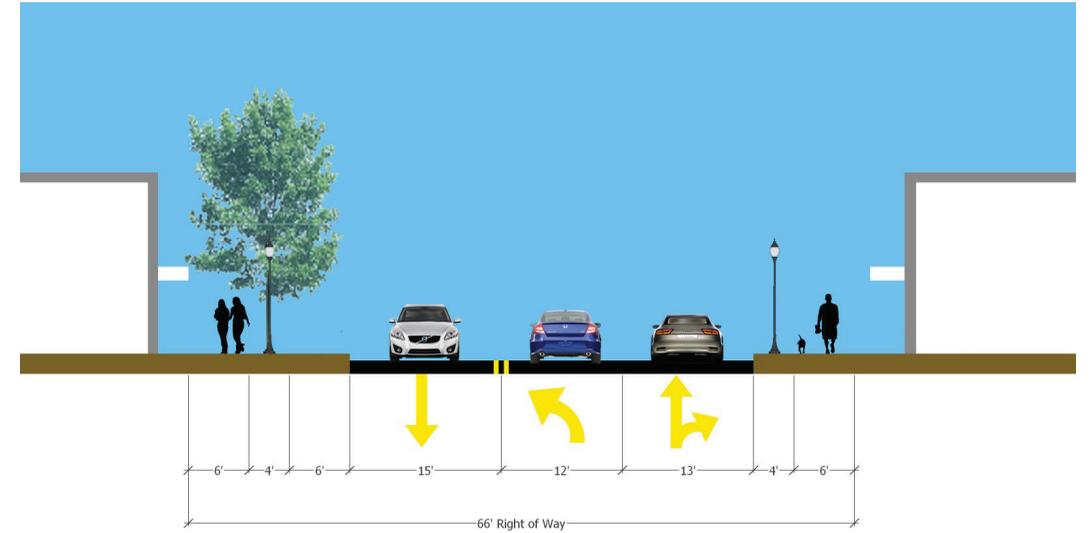
2A: SPRINGFIELD AVENUE



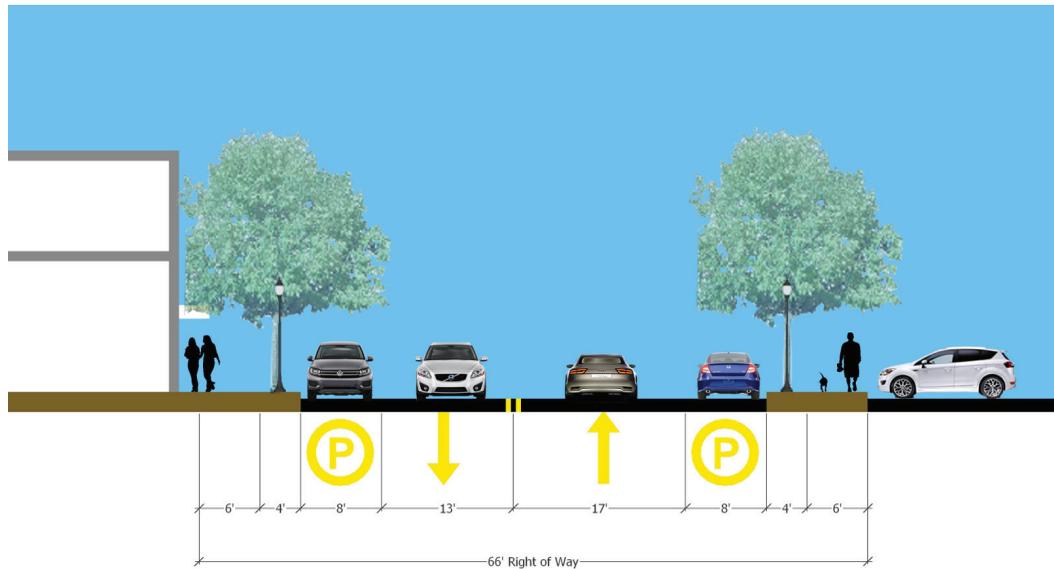
2B: SPRINGFIELD AVENUE



2C: SPRINGFIELD AVENUE

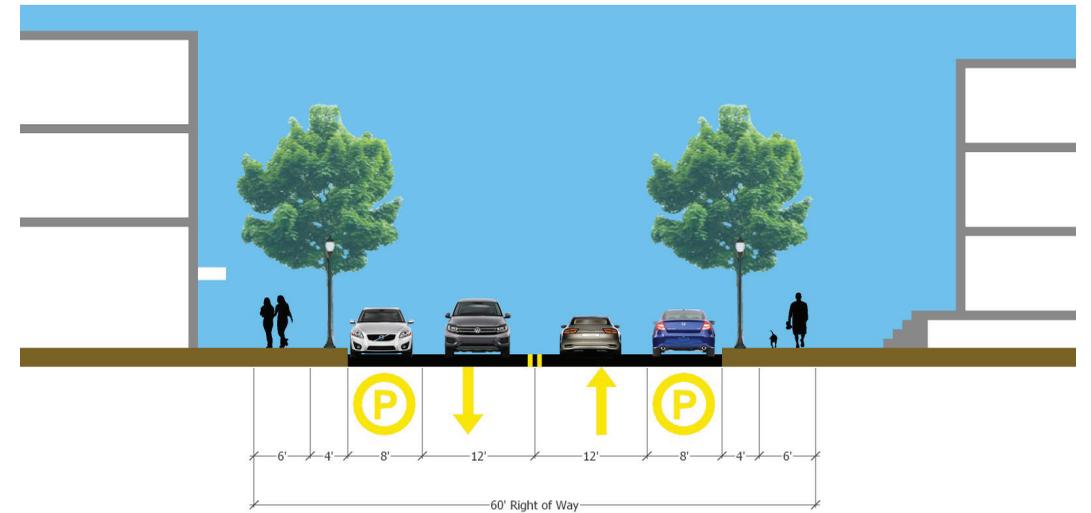


2D: SPRINGFIELD AVENUE

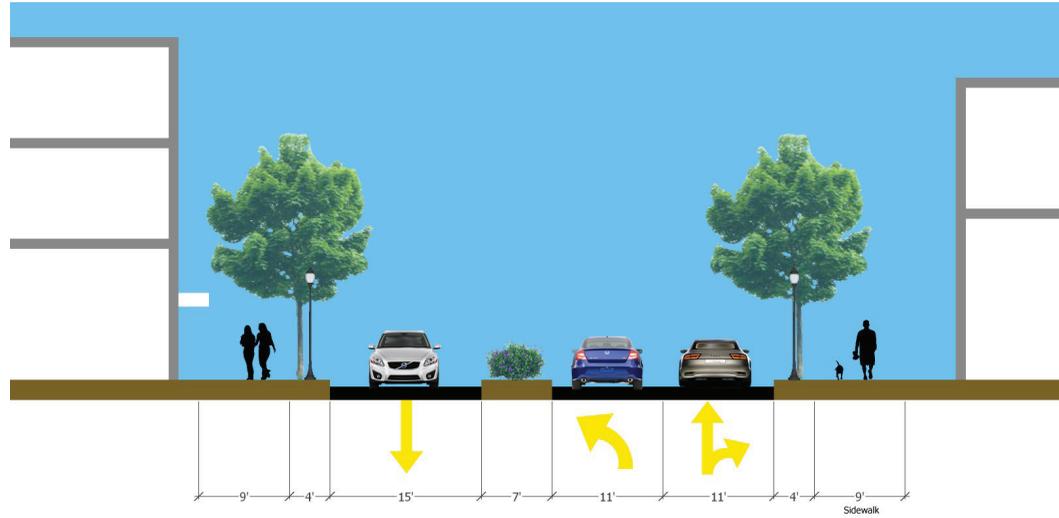


2E: SPRINGFIELD AVENUE (PROPOSED ROW INCREASE)

\*PROPOSED ROW INCREASE FROM 60' TO 66' OR PROPOSED SIDEWALK EASEMENT\*



3A: NEW STREET



4A: NEW ENTRANCE TO VILLAGE SHOPPING CENTER