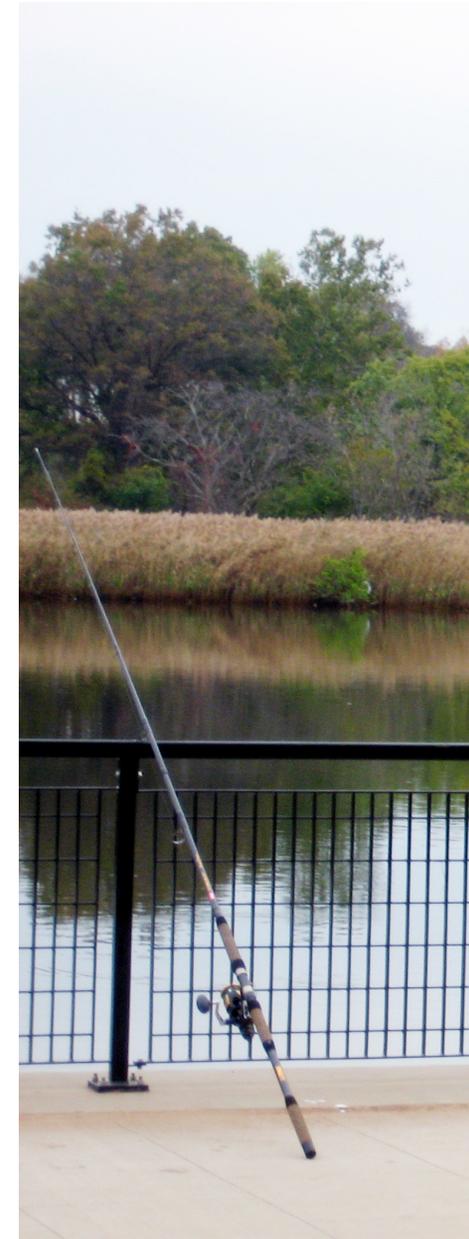


D. THE SPECIFIC CHANGES RECOMMENDED FOR THE MASTER PLAN OR DEVELOPMENT REGULATIONS, IF ANY, INCLUDING UNDERLYING OBJECTIVES, POLICIES, STANDARDS, OR WHETHER A NEW PLAN OR REGULATIONS SHOULD BE PREPARED.

The following recommendations address the issues, goals and objectives that are discussed in this Reexamination Report.

- The City should revise the zoning ordinance and map to address the zoning issues detailed in the land use progress section in this Reexamination Report.
- The City should review its definitions and standards for bars, taverns, restaurants and nightclubs to assure that these uses are appropriate for the zones in which they are permitted. There is a degree of overlap in the definitions particularly with respect to when a tavern or restaurant becomes a nightclub.
- The City should prepare a Green Building and Sustainable element to the Master Plan. The CHC Inventory, CHC Action Plan and the Environmental Commission's draft plan should be reviewed and considered in the preparation of the Sustainable element.
- The City should continue to work towards "silver" certification under the Sustainable NJ program.
- The City should review its land use strategies and regulations in order to strengthen them to create sustainable mixed use neighborhoods. The neighborhoods that provide convenient, functional and attractive housing. There should be a variety of housing choices that address neighborhood housing needs. Neighborhood accessibility to convenience retail, the central business district, employment centers and transportation hubs should be addressed.
- The City should continue to implement the recommendations detailed in the Remsen Avenue Revitalization Plan.
- The City should implement recommendations contained in the Easton Avenue Corridor Study that promote pedestrian and bicycle friendly mixed use development and upgrade the Easton Avenue Corridor in the City.
- The City should work with NJDOT to improve the safety of the Route 18 bicycle and pedestrian crossings.
- The City should review the role of the City Market SID and determine whether its effectiveness can be improved.



- The City should continue to identify and evaluate options to address local street congestion. One option that should be considered is eliminating on street parking and creating an additional travel lane or turning lane during rush hour on major corridors (e.g. French Street, Commercial Street).
- With respect to downtown, the City and Parking Authority should explore ways of providing short term (15 minute) parking to address those retail food service users who do not need longer term parking.
- The City should evaluate the programming at the youth community center.
- The City should coordinate with the County to improve the bicycle and pedestrian conditions along Livingston Avenue in order to make the road more pedestrian friendly and less auto centered.
- The City should continue to encourage pedestrian and bicycle friendly systems.
 - o The City should identify locations to install covered bike storage/ bike racks including working with the board of Education to provide bike racks at schools.
 - o The City should coordinate with Rutgers regarding the University's bike share program.

- The City should explore partnering with Rutgers in implementing a “zip car” program.
- The City and Rutgers University should establish a continuous communication process regarding land use and development. Since Rutgers has such a large presence in the City, their decisions significantly impact the City.
- New Brunswick should review how land use strategies and regulations be used to create mixed-use residential neighborhoods that provide convenient, functional and attractive housing at a variety of price points in neighborhoods that also offer access to convenience retail and proximity to or transportation to the central business district, employment centers and transportation hubs, such as the train station and major bus stops.

Many New Brunswick neighborhoods have mixed-use development, but it is often inefficiently located with inappropriate uses. Corner stores, hair stylists and similar convenience retail, located at nodes within residential neighborhoods are good. Isolated retail scattered through the neighborhood is less optimal and inappropriate uses such as auto repair or light industrial detract from the quality of life in neighborhoods. These uses should be encouraged to relocate to appropriate locations through either enforcement

or incentives.

The downtown central business district is and should continue to be a high-density, mixed-use area that is a major employment, retail and transportation center.

Manufacturing, warehousing/distribution and similar uses should be maintained in the existing light and general industrial areas. The Master Plan should review both development standards in these areas that will encourage appropriate development within them and provide for adequate transportation access to these areas from the City's residential areas.

- **Student Housing/Transit Village:**
One tool which the City should consider implementing in selected areas is the use of “graduated density” zoning as an overlay or option. In simple terms, graduated density allows for higher intensity development on larger lot sizes.

For example, the ‘as of right’ development of a 5,000 square foot lot might be limited to a single family home. Assembly of several lots to create a tract of 10,000-15,000 square feet might allow for development of multifamily housing or mixed use development at significantly higher densities or FAR's than the base single family zoning.

This technique has particular applicability in areas where there is susceptibility to change, but where the use of statutory redevelopment is either unwarranted or not viable.

The real value of the tool is its ability to encourage voluntary assembly of parcels into tracts of critical mass to allow the use of a higher value option. The tool creates financial incentives for adjacent owners to cooperate for mutual financial benefit. It provides disincentives for “hold outs” who might be “left out”.

Places where this strategy makes sense are areas with older structures located on relatively small parcels, where statutory redevelopment is not a desirable option.

This City may wish to consider this option in the area identified as the Transit Village and in the City’s sixth ward.

This sixth ward is characterized by an older (50+ years) housing stock on lots of between 5,000 and 10,000 square feet. The housing is older, tired, but which might not meet the statutory criteria for an area in need of redevelopment.

This is an area where there is a strong market demand for student housing. Group rentals of 1 and 2 bedroom homes have long been acknowledged as generating adverse neighborhood impacts.

Graduated density zoning could be used as a tool to accommodate the market demand for student housing, while incorporating the additional development in a more context sensitive fashion.

An illustrative example of how the approach could work is outlined below.

1. Establish an area where the option could be used.
In the case of student housing in the sixth ward, the option might be limited to those properties within a 5 minute walk of the Rutgers Student Center. The 5 minute criteria is a generally accepted “walkability” standard which translates to approximately ¼ mile.
2. Set a minimum lot area for the use of the option.
In order to create an economy of scale which results in a project of reasonable height density and parking, the option should be limited to assemblies of at least 10,000-15,000 square feet. These are 2 to 3 lot multiples of existing lots.
3. Create a density standard that provides an incentive for land assembly.
Density can be expressed in units/acre, FAR and other terms. If the housing is likely to take the form of student housing, the City might consider establishing

a bedroom density in addition to the traditional unit density and floor area ratio. A bedroom density of between 200 square feet and 500 square feet of lot area per bedroom should be evaluated.

4. Establish realistic parking ratios for onsite parking.
If the use of the option is limited to areas of walkability and mass transit access, then parking ratios could be lower than those of more suburban areas. If student housing is anticipated a ratio of 1 onsite space per unit, and/or .5 spaces bedroom should be considered.
5. Consider a form based code.
Given the relatively sensitive context of the area, a form based code approach could allow for careful tailoring of building typologies to assure a good neighborhood fit.
6. Mixed use development
If student housing is considered along the Easton Avenue commercial corridor, a first floor retail requirement should be considered. The retail area need not cover the entire first floor of the project but core must be taken to assure that viable storefront are developed. In a mixed use setting with limited retail development consideration should be

given to reducing or waiving the onsite parking required for the commercial floor area.

The graduated density approach should also be considered in the downtown core. The minimum assembly sizes are likely to be 20,000+ square feet and larger. The magnitude of the bonuses must be evaluated. The City may want to consider varying the parking requirement based upon lot size to create an incentive to assemble parcels. The character of the commercial core is considerably more heterogeneous than the residential and commercial corridor area of the sixth ward.

A detailed build out plan should be prepared for the core to determine how assemblies and bonuses could be accommodated.



E. THE RECOMMENDATIONS OF THE PLANNING BOARD CONCERNING INCORPORATION OF REDEVELOPMENT PLANS ADOPTED PURSUANT TO THE "LOCAL REDEVELOPMENT AND HOUSING LAW," P.L.1992, C. 79 (C.40A:12A-1 ET SEQ.) INTO THE LAND USE PLAN ELEMENT OF THE MUNICIPAL MASTER PLAN, AND RECOMMENDED CHANGES, IF ANY, IN THE LOCAL DEVELOPMENT REGULATIONS NECESSARY TO EFFECTUATE THE REDEVELOPMENT PLANS OF THE MUNICIPALITY.

The entire City is designated an area in need of rehabilitation under the State Local Redevelopment and Housing Law. The City should consider preparing a Plan for the Sixth Ward neighborhood in order to more effectively address student housing and other neighborhood issues based on the area in need of rehabilitation status or creating overlay zoning.

The City may also want to consider preparing a Redevelopment Plan for projects in the Unity Square/Remsen Avenue neighborhood as recommended in the Revitalization Plan. The City should continue to use the redevelopment law as an effective revitalization economic development tool.

