

## II. LAND USE PLAN ELEMENT

### INTRODUCTION

The purpose of the Land Use Plan is to provide a long-range policy guide for development in the City of New Brunswick. The Land Use Plan element of the Master Plan creates the cornerstone for supporting the City's zoning ordinance by setting forth explanations and rationale for land use decisions. The Land Use Plan sets the framework for the City's development and redevelopment.

The City's Land Use Plan does not fundamentally alter the existing land use pattern in New Brunswick. For the most part, the Land Use Plan is designed to recognize the location of existing uses, zoning density and character of areas of the City's, as well as to recognize the City's ongoing redevelopment efforts. However, several key changes have occurred since the adoption of the last Land Use Plan in 1995 and are incorporated into the new plan. The Land Use Plan also includes a number of proposals for land use development and redevelopment in the City. The most important of these changes is the incorporation of the City's Redevelopment Plans into the Land Use Plan of the City.

### EXISTING LAND USE

New Brunswick is a nearly fully developed city, with limited available vacant and developable land. The fully developed nature of the City is clearly depicted in figure entitled "The City of New Brunswick." Most opportunities for new development in the City will be through redevelopment, rehabilitation and adaptive re-use of existing buildings, or limited infill development of scattered vacant lots (most of which are located in one of the City's designated Redevelopment Area). Other remaining substantial tracts of land are constrained by wetlands, woodlands, and/or floodplains and are not easily or appropriately developable.

The 1995 Master Plan included a land use map that documented the land uses existing in the City at that time. Comparison of that map to the "Existing Land Use" map in this Plan may reveal certain changes in land use, but since the City was already fully developed at that time, such changes may not be readily apparent or may not be reflected at all since most of the changes in land use have resulted through redevelopment. Thus, the list below identifies notable land use changes within the City since the land use inventory was prepared in 1994:

- o Expansion of St. Peter's Medical Center including the construction of the Children's Hospital;
- o Expansion of the Robert Wood Johnson University Hospital complex and associated facilities including the construction of the Cancer Institute, the Clinical Academic Building, the Bristol-Myers Squibb Children's Hospital, and UMDNJ-Child Health Institute;
- o Construction of the University Center – a mixed-use building containing ground-floor commercial, structured parking, and housing for Rutgers University students;
- o Construction of the Health Science Technology High School at the intersection of French and Bayard Streets;
- o Construction of the new Lord Stirling Elementary School in the lower George Street area;
- o Construction of Liberty Plaza - a 135,000 square foot development located on George Street at the intersection of Liberty Street and Livingston Avenue and consisting of 115,000 square feet of office use and 20,000 square feet of street level retail and restaurant use;
- o Construction of Civic Square I – 160,000 square foot building located at the intersection of Livingston Avenue and New Street and housing the Mason Gross School of the Arts and the Edward J. Bloustein School of Planning and Public Policy;
- o Construction of Civic Square II – consisting of the 115,000 square foot Middlesex County Administration Building along Bayard and Kirkpatrick Streets and the 118,000 square foot Civic Square Public Safety Building along Bayard and Kirkpatrick Streets which includes a U.S. Post Office, the New Brunswick Police Department, the New Brunswick Municipal Court, and the Middlesex County Prosecutor's office;
- o Construction of Civic Square III – located on New Street and bounded by Joyce Kilmer Avenue and Welton and Drift Streets and including a new 95,000 square foot Middlesex County Family Courthouse, 13,000 square feet of retail/office space and a 450-space parking garage;
- o Construction of Civic Square IV - located between Bayard and Paterson Streets and consisting of the conversion of a former 13-story government office tower into a mixed use building known as Skyline Tower consisting of 70 rental housing units, office space, a fitness center, and the renovation of the first three floors for use by the Middlesex County Courts;
- o Construction of Riverwatch – consisting of 199 market-rate apartments and 30 market-rate townhomes and located in the Hiram Market area between Nielson Street and Route 18;

- o Construction of Highlands at Plaza Square - containing 417 luxury apartment units and fronting Neilson Street;
- o Construction of Albany Plaza II - a 70,000 square foot office tower expansion;
- o Demolition of the former New Brunswick Homes and its replacement with a mixture of housing types in association with the HOPE VI program;
- o Construction of an ALDI supermarket as well as other commercial uses along Route 27;
- o Expansion and modernization of McKinley Elementary School;
- o Redevelopment of a large retail site along the Route 1 corridor resulting in the construction of a mixed-commercial development including a multi-plex theater;
- o Development of the A.J. Archibold Park;
- o Expansion of Boyd Park; and
- o Construction of the Youth Sports Complex along Joyce Kilmer Avenue.

The City consists of a wide mix of land uses that vary in density and intensity of use throughout the City. The “Existing Land Use” map shows

the location of land uses throughout the City. The land uses in the City consist of the following (the location of these land uses are shown on the “Existing Land Use” map):

### **Residential**

This land use category consists of residential properties containing four or fewer families. The “Existing Land Use” map shows the distribution of residential land use throughout the City. The map shows several large, generally contiguous residential neighborhoods in several portions of the City. Single-family neighborhoods are found in the far eastern portions of the City (i.e., the Dewey Heights, Edgebrook and Rutgers Village neighborhoods) and in the northwestern portion of the City near St. Peters Hospital. Other, smaller single-family neighborhoods are scattered throughout the City’s residential areas. The remaining residential areas (i.e., those mostly within R-5 zoning districts) consist mainly of a mixture of single- and two-family residences, although certain neighborhoods have experienced construction of multi-family structures and/or conversion of lower density residential types into multi-family units.

### **Multi-Family Residential**

Multi-family residential land uses within the City consist of various residential building types: garden apartment apartments, fraternity and

sorority houses, low and mid-rise apartment buildings, as well as the conversion of low-density residential types into multi-family structures containing five or more dwellings. As shown on the Existing Land Use map, multi-family residential land uses are located in many areas of the City, although the majority of such land uses are concentrated in certain distinct areas of the City. For example, a large concentration of multi-family developments is located on the periphery of the downtown area between Nielson Street and Route 18. Another concentration of multi-family developments is located along the Route 27 corridor in the southwestern portion of the City. In addition, a number of large garden apartment complexes are located in the far eastern portion of the City in proximity to Route 1 and/or 18.

### Commercial/ Office/ Mixed-Use

This land use category consists of typical commercial land uses (e.g., retail and wholesale business as well as general and service businesses), offices (medical, professional and general offices), and mixed-use developments.

Commercial land uses consist of a variety of retail uses, restaurants, personal service establishments, and wholesale businesses. Commercial land uses are located in several locations within the City. Highway-oriented retail uses (e.g., stand-alone department store, multiplex movie

theater, supermarkets, fast food restaurants) are located along the Route 1 corridor, as well as along Route 27. More locally-oriented commercial uses (e.g., smaller-scale retail establishments, restaurants, personal service establishments) can be found in the City's neighborhood and community commercial zoning districts, including those along portions of French Street, Remsen Avenue, Easton Avenue, Georges Road, Joyce Kilmer Avenue and George Street.

Office uses are mostly located in and around the City's downtown. While a limited number of such uses (e.g., Johnson and Johnson Headquarters) consist solely of office use, most of the office use in the downtown is located in mixed-use structures (e.g., office use located above first floor retail). Other office uses, with association to Rutgers University (and thus within the "school" land use category), are located along Ryder's Lane.

Most sites within this land use category in the downtown area consist of mixed-use buildings. Typically, the mixed-use development in the downtown area consists of ground floor commercial use (e.g., bank, retail, restaurant) with residential and/or office uses on upper floors.

**Industrial**

The industrial land uses consist primarily of light industry and manufacturing uses. Industrial uses are located in one specific and clearly defined area within the City (i.e., the southwestern portion of the City between Route 27 and the southern portion of Joyce Kilmer Avenue). A large portion of this area is located within the Route 27-Jersey Avenue Redevelopment Area.

**Public and Quasi-Public**

Public uses include municipal, county, and state offices; libraries and educational facilities; public utility sites; and parking lots and decks operated by the City's Parking Authority. These uses are scattered throughout the City. Quasi-public uses include churches, cemeteries, private utilities, hospitals, and community centers and meeting halls. A detailed description of these facilities is included in the Community Facilities Plan Element.

**Schools**

This land use categories corresponds to the public and private educational facilities located within the City. Such facilities include the elements of the City's public school system, private and parochial schools, facilities of Middlesex County College, UMDNJ Robert Wood

Johnson Medical School, as well as the two campuses of Rutgers University (i.e., the College Avenue and Cook/Douglass campuses) located within the City. A detailed description of these facilities is included in the Community Facilities Plan Element.

**Parks, Recreation and Open Space**

This land use categories consists of the parks, athletic facilities and open space lands that compose the City's park, recreation and open space inventory. Such lands consists of small neighborhood parks intended to address the recreation needs of the surrounding neighborhood, larger parks and recreation facilities such as Buccleuch Park, Memorial Stadium and the Youth Sports Complex intended to address City-wide recreation needs, as well as open space lands such as Raritan River Conservation lands that have been set aside for conservation purposes. A detailed description of these facilities is included in the Parks, Recreation and Open Space Plan Element of the Master Plan.

**LAND USE PLAN MAP**

The land uses specified in the "Land Use Plan" map are intended to guide development and redevelopment in New Brunswick in accordance with the overall Vision and Goals of the Master Plan. In fact, the Land Use Plan

is the link between the City of New Brunswick planning vision and goals and the transformation of that vision into reality.

### **Redevelopment Areas**

The City of New Brunswick is widely acknowledged as a leader in the use of redevelopment planning. Starting with the adoption of the Downtown Development District Renewal Area Redevelopment Plan (adopted in December of 1977), the City has used redevelopment planning as an important component of its ongoing efforts to revitalize itself. The City now has numerous redevelopment areas in various locations throughout the City within which it found it appropriate to designate and plan for redevelopment. Each redevelopment area has its own unique set of circumstances and objectives. These areas are shown on the Redevelopment Areas map.

The City's Redevelopment Plans are herein incorporated into the City's Land Use Plan. However, the Land Use Plan makes certain recommendations with respect to certain of the redevelopment plans where appropriate, primarily where changes in circumstances necessitate updating of the plan. The redevelopment zoning contained in each of the redevelopment plans represents the preferred land use pattern in each of these areas. The redevelopment zoning in each plan acts as overlay

zoning, with the underlying zoning designations indicated on the Zoning Map still in place and applicable to non-redevelopment projects. The City should maintain underlying zoning in this areas that are consistent with the recommendations of this Land Use Plan Element.

### *Downtown Development District Renewal Area*

New Brunswick's downtown area is an urban regional center that provides retail, transportation-communication, office, governmental, cultural, entertainment and institutional goods and services. It is the governmental seat to Middlesex County and contains a concentration of municipal, county and state governmental offices and facilities. Downtown is the location for corporate headquarters (Johnson & Johnson), cultural center (State Theater, George Street Playhouse, Crossroads Theater, American Repertory Ballet, Zimmerli Museum), retail center (George Street and Kilmer Square) and residential neighborhood. Rutgers University and some of the Northeast's major medical facilities border downtown.

Downtown's revitalization started in the 1970's with the adoption of the Downtown Development District Renewal Area Redevelopment Plan that was originally adopted in December of 1977. The Plan has been amended several times over the years and to this day the Downtown

Development District Renewal Area Redevelopment Area comprises the majority of the City's downtown area. The primary objective of the Plan is to revitalize the Downtown Development District by removing all blighting conditions and influences and to provide for the development, redevelopment or rehabilitation of properties with uses that are conducive to center city downtown development. In fact, a significant amount of development and redevelopment has occurred in the Downtown Development District Renewal Area Redevelopment Area since the adoption of the plan, including the opening of the Hyatt Hotel and Conference Center located between Neilson Street, Albany Street and Route 18 in 1983; planned commercial/ office developments (e.g., Albany Street Plaza and Kilmer Square) which replaced old, dilapidated commercial buildings and added to the City's commercial and office floor space; redevelopment of the Hiram Market area; and a significant amount of office space was added to the downtown area (e.g., the Golden Triangle).

Recently completed projects include: Liberty Plaza (a 135,000 square foot development consisting of 115,000 square feet of office use occupied by the Administrative Headquarters of UMDNJ and 20,000 square feet of street level retail and restaurant use); River Watch (which contains 200 luxury apartments and 33 townhouses); Highlands at Plaza

Square (containing 417 luxury apartment units); and Albany Plaza II (a 70,000 square foot office tower expansion).

Planned projects in the downtown include: Heldrich Plaza (which is a proposed 9-story, 365,000 square foot mixed-use facility in the center of downtown at the intersection of George Street and Livingston Avenue consisting of the John J. Heldrich Center for Workforce Development, a 50,000 square foot executive conference center, 250-room hotel, condominiums, street-level retail as well academic/office space) and College Hall (which would be a 261,000 square foot development at the intersection of George and New Streets consisting of 186 student apartment suites, retail and a 815-car parking garage).

#### *Government District Redevelopment Area*

The Government District Redevelopment Area is located in the downtown area along the easterly side of Kirkpatrick Street between New and Paterson Streets. The Government District Redevelopment Plan (adopted July 16, 1997 and amended September 20, 2000) envisions the combined development of governmental offices along Kirkpatrick Street and residential uses through rehabilitation along Paterson Street as a major impetus to establishment of a sound and expanded economic base for the City in terms of additional jobs, housing and support for the City's

role as the center of government for Middlesex County. The Plan envisions the agglomeration of municipal and county government functions in a compact area within the City's urban core in order to provide for convenient access and to encourage efficiency and economy among government offices. The Plan notes that development of government office in this area would be in addition to the existing City Hall and Superior Court functions already situated in or adjacent to the redevelopment area. The Plan envisions that the governmental functions provided in the area would include police headquarters, municipal court and miscellaneous other functions for the City of New Brunswick as well as court, administrative and prosecutorial functions for Middlesex County. The development of housing is intended to build upon the successful development of new housing in the adjacent Downtown Development District and nearby Lower George Street Redevelopment Area. Housing in this area provides convenient access to major job centers and retail services in downtown New Brunswick as well as mass transit and highway access.

This Plan has resulted in the construction of Civic Square II, a County and City governmental complex along Kirkpatrick Street. The new Public Safety Building at Bayard and Kirkpatrick Streets is attached to the city's historic post office and includes facilities for the City Police Department, New Brunswick's municipal court system, the County's Prosecutor's Office

and the U.S. Post Office. The new building retained the post office's historic façade facing Bayard Street. Civic Square II also includes the new 5-story County administration building on Bayard Street. The former County Administration Building has been converted into a mixed-use building with 70 apartments on floors 4 through 13 and renovated court facilities on the first three floors. Civic Square IV (consisting of the conversion of an existing office tower for market-rate and affordable housing plus renovated office space and renovated court rooms) as well as a refurbished 5-story State Superior Court building.

#### *New-Welton Redevelopment Area*

The New-Welton Redevelopment Area is located in the downtown area in the block bounded by New and Welton Streets, Joyce Kilmer Avenue and Drift Street. The New-Welton Redevelopment Plan (adopted in 1998) envisions the combined development of governmental offices along New Street as a major impetus to establishment of a sound and expanded economic base for the City in terms of additional jobs and support for New Brunswick's role as the center of government for Middlesex County. The Plan envisions an agglomeration of governmental functions in a compact area within the urban center of New Brunswick. The development of new governmental offices envisioned in the Plan would be in addition to the existing City Hall, County Administration and Superior Court functions already situated near the redevelopment area.

The Plan is intended to complement the development proposed and being undertaken in the adjacent Governmental District Redevelopment Area along Kirkpatrick Street. It encourages the development of governmental and public uses including court functions and public parking, as well as supportive private uses such as retail and public service uses.

The Plan has resulted in the development of the Civic Square III project which includes a new 95,000 square foot Family Court facility for Middlesex County as well as street-level retail space, office space for the New Brunswick campus of Middlesex Community College, and a 495-space parking garage.

#### *99 Bayard Street Redevelopment Area*

The 99 Bayard Street Redevelopment Area is located along the north side of Bayard Street between Joyce Kilmer Avenue and Kirkpatrick Street. The primary objective of the 99 Bayard Street Redevelopment Area Plan (adopted in 2000) was to revitalize blighting conditions and influences in the redevelopment area and to encourage the redevelopment of the area with uses that are compatible with a viable downtown area. The Plan encouraged redevelopment in the form of mixed uses of retail commercial, office and residential use.

#### *Lower George Street Redevelopment Area*

The Lower George area connects the Douglass College area to downtown New Brunswick. This neighborhood is being revitalized through a combination of housing construction and rehabilitation, new retail construction, a new elementary school and historic preservation activities. The neighborhood is the focus of the city's HOPE VI mixed-income housing project that involves the demolition of dilapidated high-rise public housing towers and their replacement with townhouses, garden apartments and rehabilitated apartments on several sites within the same neighborhood. In addition, the Lord Stirling elementary school has been vacated and rebuilt in a new location in the neighborhood. The new school expands the number of classrooms and facilities available in the school. The old school is planned to be converted to affordable senior housing as part of the HOPE VI project.

The primary objectives of the Lower George Street Redevelopment Plan is to improve the quality of residential development in the area through the de-concentration of density on the site of the former New Brunswick Homes public housing project (which is being accomplished through the demolition of the high-rises and the development of new low-rise housing on the site and on scattered in-fill sites throughout the area); to revitalize the commercial area of the George Street corridor through acquisition and redevelopment; and to provide a site for the new Lord Stirling school.

The Plan recommends residential uses (consisting of single-family, two-family, townhouse or garden apartment uses) along the north side of Tabernacle Way and Oliver Street, while the properties along the westerly side of Nielsen may be developed with such uses and/or mid-rise apartment buildings. A portion of the George Street corridor is recommended to be developed strictly in a mixed-use fashion with ground floor commercial uses with apartments on the second floor, while other areas are to be developed in accordance with the requirements of the C-2C zoning district. The Plan provides a site for the new Lord Stirling School along George Street between Throop Avenue and Commercial Avenue.

The Rutgers Public Safety Building is under construction in this area at the George Street/ Commercial Avenue intersection. It will house the University's Division of Public Safety, including Police Emergency Services, Parking and Transportation and administrative functions. The development consists of 75,000 square feet of office and administrative space and includes both secured parking for public safety vehicles as well as structured parking for various university users, including staff, faculty, students and visitors.

#### *Easton/ Somerset District Renewal Area*

The Easton/ Somerset District Renewal Area is located adjacent to the City's downtown area in the area bounded by Easton Avenue, Albany Street and Somerset Street. The Easton/ Somerset District Renewal Area Plan (adopted October 1991 and amended February 1992) was adopted in order to eliminate blighted conditions and influences and to foster redevelopment of the area. The Plan envisioned a university-related residential building with supporting retail and parking facilities (which later became University Center) in the northern portion of the block and a hospital expansion designed to include clinical, medical education, research and medical office facilities on the southern portion of the block (which resulted in the Cancer Institute). The university-related residential use was intended to provide increased employment opportunities, additional hospital and retail parking facilities, and an increased supply of housing to support the university's student population in order to reduce the negative impacts of off-campus student housing on existing residents in nearby areas.

#### *French Prospect Redevelopment Area*

French Street is the home of New Brunswick's largest medical campus, the combined campuses of Robert Wood Johnson University Hospital and the University of Medicine and Dentistry's Robert Wood Johnson Medical

School. The concentration of major medical facilities and hospitals within their compact growth districts was an objective of the 1995 Master Plan. In addition, the 1995 Master Plan recommended that the healthcare campus along French Street be specifically zoned for healthcare uses. Such zoning was created to allow for the orderly expansion of healthcare uses in the French Street corridor. The French Prospect Redevelopment Plan (adopted January 16, 2002) proposes the redevelopment of a portion of this area with healthcare and healthcare-related uses. The French Prospect Redevelopment Area is adjacent to the existing medical campuses of the University of Medicine and Dentistry of New Jersey and the Robert Wood Johnson University Hospital. The Child Health Institute is currently under construction in this area.

#### *Cigar Factory Renewal Area*

The Cigar Factory Renewal Area Redevelopment Plan involved the rehabilitation and adaptive re-use of a former cigar factory into the mid-rise senior citizen housing development known as Providence Square. The building is located on Somerset Street between Harvey and Plum Streets. The building now consists of 98 senior units (22 of which are affordable units).

#### *Jersey Avenue/ Handy Street Redevelopment Area*

The Jersey Avenue/ Handy Street Redevelopment Area is located along the east side of Jersey Avenue from Handy Street down to Sanford Street. The Jersey Avenue/ Handy Street Redevelopment Plan (adopted December 1997) envisions the combined development of new retail and light industrial uses, as a major impetus to establishment of a sound and expanded economic base for the City in terms of additional jobs and an increased tax base, as well as the provision of convenient services to local residents. The Plan envisions: neighborhood retail uses along portions of Handy Street and Jersey Avenue (Area 1); light industrial uses, including warehouse space, integrated with existing light industrial buildings in the area between Comstock Street and Sanford Street (Area 2); rehabilitation of a residential area between Sanford and Delavan Street (Area 3); and redevelopment of an area along Railroad Avenue, Baldwin Street and Handy Street (Area 4) as a neighborhood retail area.

This area is also part of the target area for the city's Neighborhood Preservation Program (NPP) - a community-based neighborhood revitalization program. The program offers services including housing rehabilitation grants, community clean up projects and public infrastructure improvements.

*French Somerset Redevelopment Area*

The French Somerset Redevelopment Area is located near the confluence of French and Somerset Streets. The French Somerset Redevelopment Plan (adopted January 16, 2002) envisions the redevelopment of the area with highway-oriented commercial uses. The Plan states that redevelopment of this area with highway-oriented commercial uses would be more appropriate than the neighborhood commercial development envisioned in the 1995 Master Plan due to the area's location on a major arterial road, since the site is not suitable for the residential uses permitted in neighborhood commercial zones, and since its location and attributes are more similar to other areas recommended for highway commercial zoning.

*131 Jersey Avenue Redevelopment Area*

The 131 Jersey Avenue Redevelopment Area is located in the industrial area located along the west side of Jersey Avenue south of its intersection with Sanford Street. The primary objective of the 131 Jersey Avenue Redevelopment Plan (adopted July 2, 2003) is to revitalize blighting conditions and influences in the redevelopment area and to encourage the redevelopment of the area with uses that are compatible with the I-2 District.

*Route 27-Jersey Avenue Redevelopment Area*

The Route 27-Jersey Avenue Redevelopment Plan (adopted May 16, 2001 and amended March 16, 2004) has consolidated five prior redevelopment areas in the southwestern portion of the City into one redevelopment area. The primary objective of the Plan is to revitalize the Route 27 Jersey Avenue Redevelopment Area by removing blighted conditions and influences. The Plan provides an outline for the development/ redevelopment and rehabilitation of the Route 27-Jersey Avenue Redevelopment Area. The Route 27-Jersey Avenue Redevelopment Plan envisions: the development of light industrial and industrial uses (e.g., warehousing, distribution and similar uses permitted in the I-2 District) in areas that have been historically devoted to industrial uses; the stabilization of the existing mixed-income residential neighborhoods within the area; retail uses along Route 27; and a location for a new high school along Route 27 in order to meet the City's educational needs.

*Sanford Remsen Redevelopment Area*

The Sanford Remsen Redevelopment Area is located (adopted October 5, 1998 and amended August 15, 2001) is located to the east of Remsen Avenue generally south of its intersection with Sanford Street. The primary objective of the Sanford Remsen Redevelopment Plan is to improve the

quality of residential development in the area through the redevelopment of industrial and vacant land within the redevelopment area. The Plan states that this would be accomplished through acquisition of inappropriate uses and vacant land and the development of new housing and commercial uses within the redevelopment area. Additionally, the Redevelopment Plan seeks to create a village center that would offer retail and commercial service proximate to the surrounding residential area. The northerly portion of the area (i.e., the area generally north of Lawrence Street) is recommended to be developed/redeveloped in accordance with the requirements of the R-5 zoning district (i.e., primarily single and two-family residences). The area between Commercial Avenue, Lawrence Street, Remsen Avenue and the North Brunswick border/ Baker Park is recommended for residential development consisting of multi-family mid-rise apartment buildings, single-family, two-family, townhouse or garden apartment uses. To the east of Commercial Avenue, a mixture of retail, office and residential uses are to be permitted so as to function as a village center for the Sanford Remsen neighborhood. Fulton Square, a planned residential community consisting of 190 home-ownership units for low- and moderate-income households, is planned in this area. It is noted that the village center concept has not been yet been accomplished in this area. While it is recommended that the village center concept continue to be pursued, the City may need to consider other development alternatives if it is determined that economic considerations and/or environmental

constraints render this concept impractical. Any such alternative development scenario should be supportive of other existing and planned development in the surrounding area.

#### *116 Livingston Avenue Redevelopment Area*

The 116 Livingston Avenue Redevelopment Area is located at the northeast corner of the Livingston Avenue/ Townsend Street intersection. The 116 Livingston Avenue Redevelopment Plan (adopted September 13, 1995) proposed the renovation and rehabilitation of the then-vacant building on the site for use as affordable rental housing for senior citizens. It resulted in Livingston Manor, a 50± unit affordable housing development for seniors.

In addition to the above redevelopment areas, there are a number of areas that have been declared areas in need of redevelopment but for which no redevelopment plans were ever prepared. These redevelopment areas consist of the following: Comstock; Joyce Kilmer/ Paterson; RCHP; and Jersey Triangle. It is noted that each of these areas has been developed subsequent to their designation as redevelopment areas. None of these areas has new redevelopment projects planned for them. The Comstock area was developed with 19 affordable townhomes in 1990. The RCHP area was the site of an office building development

for an HMO back in the 1980's and is now owned by Rutgers University. The Joyce Kilmer/Paterson area was the site of an office development in the early 1980's. The Jersey Triangle area is now a city park. Since there are no redevelopment plans for these areas the Land Use Plan map reflects the existing zoning and use of these areas.

### **Residential**

The Land Use Plan recommends maintaining and protecting existing residential neighborhoods throughout the City and increasing residential land usage through infill, rehabilitation and redevelopment. This Land Use Plan encourages residential development that is compatible in density with the surrounding neighborhood. The Land Use Plan recommends the elimination of nonconforming uses found within residential neighborhoods when feasible and the prohibition of any future obtrusive nonconforming uses in residential neighborhoods.

The residential land use categories recommended by the Land Use Plan range from single family residential (1 dwelling unit per acre) to high-rise apartments (50 dwelling units per acre), all of which currently exist within the City.

Vacant lots scattered within the existing residential blocks are generally recommended to be used for residential infill developments, consistent with permitted zoning uses and densities for specific site locations as portrayed in the Land Use Plan map.

Vacant non-residential buildings located in residential neighborhoods should be converted into residential units or, if residential conversion is impractical, replaced by compatible residential development.

In order to prevent increased deterioration and blight of existing residential neighborhoods, the Land Use Plan recommends continuation of current rehabilitation programs and the creation of innovative programs whose objectives are to improve affordability of housing units for low and moderate income families and to increase home ownership in the City.

The following sections describe the various recommended residential land use categories, discuss changes to and/or departures from existing land use controls currently in effect within the City, and include general guidelines for residential land use regulations.

*Very Low Density Single Family Residential*

The Very Low Density Single Family Residential land use category corresponds to those areas of the City recommended for placement within either the R-1A or R-1B Single-Family Residential Districts. The intent and purpose of the R-1A or R-1B Single-Family Residential Districts, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preservation of the integrity of very low density single-family residential areas within the community." By placing areas within this land use category on the Land Use Plan map, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to Very Low Density Single Family Residential areas.

The Very Low Density Single Family Residential land use category is recommended for two locations. One such location is the existing single-family residential development along Cobb Road near the Douglass campus. The lots in this area are slightly larger than one-half acre resulting in a density slightly less than 2 units per acre. In order to maintain the existing lot pattern and density for this area, the Land Use Plan recommends this area retain its existing zoning.

The other area recommended for very low density residential land use is located in the northern corner of the City bounded by Landing Lane, the

Delaware and Raritan Canal and Mile Run, which is the City's municipal boundary. This area contains environmentally sensitive lands that consist of mature woodlands, freshwater wetlands and 100-year floodplain. Based on the presence of environmentally sensitive lands in this area, the Land Use Plan recommends that this area retain its existing R-1A zoning. Access to this area should be limited to a single point along Landing Lane leading to an internal road that serves the residential lots. Individual driveways with direct access to Landing Lane should be prohibited.

*Low and Moderate Density Single Family Residential*

The Low and Moderate Density Single Family Residential land use category on the "Land Use Plan" map corresponds to those areas of the City recommended for placement within either the R-2 or R-3 Single-Family Residential Districts. The intent and purpose of the R-2 or R-3 Single-Family Residential Districts, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preservation of the integrity of low and moderate density single-family residential areas within the community." By placing areas within this land use category on the Land Use Plan map, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to Low and Moderate Density Single Family Residential areas.

The Land Use Plan recommends that the areas of the City currently located within the R-2 zoning district retain their current zoning designation. These areas include single family residential developments in the following locations: between the PSE&G right-of-way and New Jersey Turnpike in the eastern portion of the City (Edgebrook and southern half of Rutgers Village); north of Route 18 along Carpender Road; and the Dewey Heights neighborhood. These developments are located in the eastern portion of New Brunswick where a significant amount of the post-World War II single-family residential subdivision occurred. Since these single-family residential areas are fully developed according to R-2 zoning standards, the Land Use Plan recommends that these areas their current zoning requirements be maintained and that the densities for these residential areas not exceed approximately 4 dwelling units per acre (i.e., 10,000 square foot lots).

The Land Use Plan recommends that the areas of the City currently zoned R-3 retain their current zoning designations. These areas are found primarily in the far eastern and northernwesterly portions of the City and are developed according to R-3 zoning standards. One such area is the single family residential development located along Landing Lane and Parkview Drive. The lots in this development exceed minimum R-3 lot size and lot width requirements. The Land Use Plan recommends that similar zoning requirements be maintained for this area and the density for this

area not exceed approximately 6 dwelling units per acre (i.e., 6,500 square foot lots).

The other area zoned R-3 in the northwestern portion of the City is located between Easton Avenue and Mile Run along Lincoln Place and section of New York and Jefferson Avenues. This area is developed as single-family residences with a mix of under and oversized lots relative to R-2 zone standards. Approximately 1/5 of the lots in this area are undersized, with an average lot area of 5,500 square feet. The balance of the lots meet or exceed lot areas of 6,500 square feet as required by the R-3 zone. In order to preserve the predominant residential lot pattern in this area, the Land Use Plan recommends that similar zoning requirements be maintained for this area and densities not exceed approximately 6 dwelling units per acre.

Rutgers Village, which is located in the northeast portion of the City to the north of Route 18 between Route 1 and the New Jersey Turnpike, is also recommended to maintain its existing R-3 zoning. The Land Use Plan recommends that the existing zoning designation remain in place with densities not exceeding approximately 6 dwellings units per acre (i.e., 6,500 square foot lots).

The final area is located along Newell Avenue on the south side of Route 18. The Land Use Plan recommends that the existing zoning designation remain in place with densities not to exceed approximately 6 dwellings units per acre (i.e., 6,500 square foot lots).

#### *Medium Density Single-Family Residential*

The Medium Density Single Family Residential land use category corresponds to those areas of the City recommended for placement within the R-4 Single-Family Residential District. The intent and purpose of the R-4 Single-Family Residential Districts, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preservation of the integrity of medium density single-family residential areas within the community by preventing further intrusion of two-family, multi-family and non-residential uses including educational and hospital uses." By placing areas within this land use category, the Land Use Plan reiterates that statement as an objective of the Land Use Plan.

The Medium-Density Single-Family Residential land use category is recommended for a number of areas within New Brunswick. The first area is located in the northwestern portion of the City south of Buccleuch Park along Easton Avenue and north of St. Peter's Medical Center. It is currently zoned R-4, which permits single-family dwellings on 5,000

square foot lots. Although approximately 20 percent of the lots are undersized, averaging 4,000 square feet in area, the balance of the lots exceed the required 5,000 square foot minimum. The Land Use Plan recommends preserving the medium-density single-family character of the area and preventing any further intrusions of two-family, multi-family and nonresidential uses into the area, including educational and hospital uses. To that end, the Land Use Plan recommends maintaining the existing zoning designation with a maximum density of approximately 8 dwelling units per acre for the area (i.e., 5,000 square foot lots).

The second area is located between Central Avenue and Hamilton Street along Woodbridge and Dix Streets. This area is also currently zoned R-4. The majority of the lots in this area are occupied by single-family residences on lots that are 5,000 square feet or larger with a much lower percentage being occupied by two- or three-family dwellings. The Land Use Plan recommends preserving this single-family residential character of this area by maintaining existing zoning requirements that discourage any further intrusion of two- and three-family dwellings in the area. The maximum recommended density for the area is approximately 8 dwelling units per acre (i.e., single-family dwellings on 5,000 square foot lots).

The third area within the Medium-Density Single-Family Residential land use category is bounded by Richardson Street, Wyckoff Street, Huntington Street and the commercial district along Easton Avenue. This area is currently zoned R-4. The Land Use Plan recommends preserving the character of this area by maintaining existing zoning requirements in order to discourage any further intrusion of two- and three-family dwellings in the area. The maximum recommended density for the area is approximately 8 dwelling units per acre (i.e., 5,000 square foot lots).

The fourth area is bounded by Huntington Street, Sicard Street, Lafayette Street and IN-1 District. This area is currently zoned R-4. The Land Use Plan recommends preserving the character of this area by maintaining existing zoning requirements in order to discourage any further intrusion of two- and three-family dwellings in the area. The maximum recommended density for the area is approximately 8 dwelling units per acre (i.e., 5,000 square foot lots).

The next two areas within the Medium Density Single-Family Residential land use category are located in the south-central portion of the City flanking both sides of Livingston Avenue. Powers Street, Joyce Kilmer Avenue and Fulton Street delineate one of these areas. Ward Street and Lee Avenue and the vicinity of Loretto Street define the southern limits of

the other area. The Land Use Plan recommends preserving these areas as medium-density single-family residential neighborhoods and prohibiting any further intrusions of two- and multi-family dwellings and nonresidential uses into the area. The Land Use Plan recommends that the existing zoning requirements remain with a maximum density of approximately 8 dwelling units per acre (i.e., 5,000 square foot lots).

#### *Medium Density Single-Family & Two-Family Residential*

The Medium Density Single-Family & Two-Family Residential land use category corresponds to those areas of the City recommended for placement within the R-5, R-5A and R-5B Single-Family & Two-Family Residential Districts. The intent and purpose of these districts is to “provide for the expansion and preservation of the integrity of high density single-family and two-family residential areas within the community by prohibiting the further development of garden apartments and apartment buildings and the conversion of single-family and two-family dwellings into multi-family dwellings and preserving the character of the neighborhood.” By placing areas within this land use category on the Land Use Plan map, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to Medium Density Single-Family & Two-Family Residential areas.

The Medium Density Single-Family & Two-Family Residential land use category is recommended for many areas of the central portion of New Brunswick, which represents the older, more dense residential areas of the City. These areas are generally currently located within one of three zoning districts: the R-5; R-5A; or R-5B District. A common characteristic in these areas is the preponderance of two-family dwellings interspersed among single-family dwellings. Multi-family dwellings, which are conversions of large, older single-family dwellings and low-rise apartment buildings exist in these areas as well. As a result of intrusions of illegal multi-family conversions and apartment buildings many of the areas within the Medium Density Single-Family & Two-Family Residential land use category are in danger of losing their single- and two-family residential character. In order to preserve the medium density single- and two-family residential character of the areas within the Medium Density Single-Family & Two-Family Residential land use category, the Land Use Plan endorses the existing prohibition of further development of apartment buildings and the existing prohibition against conversion of single-family dwellings into multi-family dwellings in such areas.

Townhouses are currently permitted in the R-5 Districts. The Land Use Plan recommends that this continue. However, the scale and proportion of townhouses should be similar to single- and two-family dwellings permitted in the R-5 zone. The front of the townhouses should be oriented

toward the street and each townhouse unit should have its own entrance facing the street.

Most of the lands within this land use category on the Land Use Plan are currently located within the R-5 zoning district. One such area is located in the north-central portion of the City adjacent to the College Avenue Campus of Rutgers University. Another area is located in the roughly triangularly-shaped area formed by the Easton Avenue and Somerset Street corridors. A third area is located in the south-central portion of the City adjacent to the Cook/Douglass Campus of Rutgers University. Three such areas are located Joyce Kilmer Avenue. The Land Use Plan recommends that these areas retain their existing zoning designations.

One large area comprising the majority of the area between Commercial Avenue and Livingston Avenue is located with the R-5A zoning district. The Land Use Plan recommends that this area retain its existing zoning designation.

Another area within the R-5A zoning district is located to the between the French Street and Jersey Avenue and between Baldwin and Sandford Streets. This area is part of the target area for the city's Neighborhood Preservation Program (NPP) which offers services including housing

rehabilitation grants, community clean up projects, public infrastructure improvements and enhanced code enforcement. The Land Use Plan recommends that this area retain its existing zoning designation.

One area, located to the east of the Georges Road corridor south of the Recreation Park and the City Filtration Plant, is within the R-5B zoning district. The Land Use Plan recommends that this area retain its existing zoning designation.

The area located between Seaman and Handy Streets to the immediate east of the French Street corridor, adjacent to the Jersey Avenue Handy Street Redevelopment Area, is currently located within the O-1 General Office District. This area is occupied by several single and two-family residences, as well as a U.S. Post Office facility. It is noted, however, that this area is now rather small for the type of office development contemplated in the O-1 District since the rest of this O-1 District is now within the Jersey Avenue Handy Street Redevelopment Area (which is planned for other uses including retail). The Land Use Plan Map places properties on the Seaman Street side of this area within the Medium Density One and Two-Family Residential land use category. This area should be rezoned to the R-5 District (consistent with R-5 zoning of the area which adjoins it to the north) considering that these properties are

characterized by one- and two-family dwellings. As discussed below, the properties fronting on Handy Street are recommended for commercial use.

The Lincoln Gardens area is a rather unique neighborhood within the City. The area consists of a mixture of single-family, two-family and low-scale multi-family buildings in a traditional neighborhood setting. This area is currently in the R-6 District – a district that is not characteristic of this neighborhood (considering that the R-6 District is primarily intended to permit low-rise apartment complexes characteristic of other areas of the City). It would appear, instead, that the R-5 districts (i.e., the R-5, R-5A, R-5B Districts) more closely match the nature of the Lincoln Gardens neighborhood (i.e., in terms of permitted uses, lot sizes, etc.). The City should evaluate the Lincoln Gardens neighborhood to identify the zoning district that most appropriately matches its nature. If it is found that none of the existing R-5 districts would sufficiently match the Lincoln Gardens neighborhood, a new district (e.g., the “R-5C” District) could be created and applied to the area. Consistent with this recommendation, the Lincoln Gardens area has been placed within the Medium Density Single and Two-Family Residential land use category on the Land Use Plan map.

The Land Use Plan also places within the Medium Density Single-Family & Two-Family Residential land use category two areas that are currently within the R-6 multi-family zone in the lower George Street area. These areas, located to the south and west of the Lower George Redevelopment Area, are primarily occupied by one-family, two-family and townhouse residences. One of the City's R-5 districts (which accommodate one-family, two-family and townhouse infill development and redevelopment) would more closely match the area than its current R-6 zoning designation (which is primarily intended to result in larger-scale apartment developments). It is noted that the area between Throop and Remsen Avenues has experienced some redevelopment in the form of townhouses within recent years. Efforts should be made to encourage the continuation of the redevelopment process in this area through developing vacant parcels, rehabilitating dilapidated buildings and replacing unsalvageable buildings with new multi-family structures. It is recommended that the redevelopment activities in this area continue.

The clear intent of the land use plan is to maintain existing densities within the City's neighborhoods and to encourage infill development that is consistent with the existing density of development. Minimum lot sizes within the areas described above should remain at 5,000 square feet, with a minimum 50-foot frontage. It is recognized that isolated infill lots smaller than this size exist in otherwise developed neighborhoods. The

preferable solution for these isolated undersized lots is to merge them with adjacent lots so that a conforming lot is created. However, in the event that such consolidation is not feasible, appropriate development of isolated undersized lots should be undertaken that will result in appropriately sized homes that, to the maximum extent feasible, provide for adequate off-street parking that mitigates the need for front yard parking, e.g., providing garage parking rather than just a driveway.

#### *Multi-Family Residential*

The Multi-Family Residential land use category on the "Land Use Plan" map corresponds to those areas of the City recommended for low-scale multi-family residential development consisting primarily of low-rise apartment buildings. The term "apartment" refers to both rental apartments and condominium/co-op apartments.

A majority of the areas within the Multi-Family Residential land use category on the Land Use Plan map are currently located within the R-6 Multi-Family Residential District. Principal permitted uses in the R-6 District currently include two-family dwellings, townhouses and low-rise apartment buildings. Higher-density apartment buildings, such as high-rise apartment buildings, are not permitted in the R-6 District. The intent of the R-6 Multi-Family Residential District, as stated in the City's Zoning

Ordinance, is to “provide for the expansion and preservation of the integrity of high density two-family and multi-family residential areas within the community by encouraging a continuation of the redevelopment process through the rehabilitation of dilapidated structures, the replacement of unsalvageable structures with new multi-family structures, the development of vacant land and the redevelopment of underutilized industrial buildings and land for multi-family uses. The purpose of this district is to function as a transition between commercial areas and less intensive single-family and two-family residential areas. Commercial and other non-residential uses are not to be combined in this district and are to be replaced with multi-family uses.” The Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to areas currently located within the R-6 District. The Land Use Plan recommends that the residential uses in the R-6 District consist of low-rise apartment buildings as well as townhouses development of similar scale.

The following areas currently within the R-6 zoning district are placed within the Multi-Family Residential land use category on the Land Use Plan map: an area adjoining the George Street corridor near the Lower George Redevelopment Area; four areas in the eastern portion of the City along Routes 1 and 18; the area between Livingston and Remsen Avenues along Mile Run; the area between Joyce Kilmer and Livingston Avenues and Reed and Fourth Streets; the area between Hamilton Street

and a portion of Brookside Avenue along Mile Run; and a large area located in the southwestern portion of the City. The Land Use Plan recommends that these areas retain their current R-6 zoning designation.

The Multi-Family Residential area in the southwestern portion of the City is located between Route 27 and Jersey Avenue and is located in the area of the Route 27/ Jersey Avenue Redevelopment Area. This area contains Quinton Avenue Apartments; Schwartz Homes; and Robeson Village. This area is part of a study of the Route 27 corridor called “Renaissance 2000”, which is a product of the partnership among the City of New Brunswick, Franklin Township, the First Baptist Community Development Corporation, Antioch Community Development Corporation, and New Brunswick Tomorrow. The focus of Renaissance 2000 is to prepare a concept plan for the revitalization of this area of the City and adjacent areas in Franklin Township. The objective of the project is to initiate action toward creating a new community, which provides new opportunities for housing, employment and commercial activity. These areas are recommended to retain their R-6 zoning designations.

The Land Use Plan map also places a large area between Route 18 and Neilson Street within the Multi-Family Residential land use category. This designation reflects the current multi-family development existing in the

area. The Land Use Plan recommends that this area remain a residential area consisting of townhouses and low-rise apartment buildings.

An area along the west side of Abbel Street is placed within the Multi-Family Residential land use category on the Land Use Plan map. This designation is consistent with the area's existing SD-2 zoning designation (in that this zone permits multi-family uses permitted in the R-6 District) and consistent with its location adjacent to the George Street commercial area and nearby other multi-family development in the area. Two-family homes, townhouses and low-rise apartment buildings would be appropriate in this area.

New multi-family residential development should complement the scale and proportion of surrounding area and should be placed in a manner that is consistent with the intent of the district which is to "function as a transition between commercial areas and less intensive single-family and two-family residential areas." Consistent with this intent and consistent with smart growth principles, emphasis should be placed on locating new multi-family development in close proximity and within convenient walking distance to destination areas such as the downtown area, the College Avenue campus and the Robert Wood Johnson health care campus and in close proximity to transit centers.

In order to provide architectural interest, building facades and setbacks should be varied. Efforts should be made to provide a variety of building and unit types. In order to maintain the same scale and proportion of existing residential structures in these areas, the Land Use Plan recommends that the existing maximum building height of 35 feet continue to be observed. Adequate onsite parking should be provided, and recreational amenities, i.e. basketball courts, tot lot playgrounds and community outreach centers, should be incorporated into the development.

#### *Apartment Residential*

The Apartment Residential land use category on the "Land Use Plan" map corresponds to those areas of the City recommended for placement within the R-7 Apartment Residential District. The intent of the R-7 Apartment Residential District, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preservation of the integrity of high density mid-rise and high-rise apartment residential areas." By placing areas within this land use category on the Land Use Plan map, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to Apartment Residential areas. The term "apartment" refers to both rental apartments and condominium/co-op apartments.

The Apartment Residential land use category is recommended in the following areas of the City – reflecting the existing development of these areas. The first area, which contains two high-rise structures, is located at the intersection of Landing Lane and George Street. This area is already located within the R-7 Apartment Residential District and are recommended to retain their existing zoning designations. The second area is located along Commercial Avenue adjacent to its intersection with Route 18, which contains an existing high-rise apartment building. This area is currently located within the SD-2 zoning district (which permits uses permitted in the R-6 district which essentially made the existing high-rise building non-conforming). This area could be placed within the R-7 district so as to acknowledge the existing use of the site.

New mid- and high-rise apartment development should complement the scale and proportion of surrounding area and should be placed in a manner that is consistent with the intent of the district and consistent with smart growth principles. New mid- and high-rise apartment development is specifically encouraged within downtown areas that are within convenient walking distance to downtown employment sources, retail areas and transit stops and that are developed at a scale conducive to and appropriate for new mid- and high-rise apartment development.

### Commercial/ Office

The Land Use Plan recommends maintaining and enhancing existing commercial and office districts and creating new commercial and office districts to assist in redeveloping specific sections of the City and to strengthen the City's economy. The Land Use Plan recognizes that it is vital for some of the commercial and office districts to permit a mix of high-density residential development with commercial activity, i.e. apartments over stores or offices, freestanding two-family dwellings and low-rise apartment buildings. In other instances, residential uses should be restricted from commercial and office districts, as discussed below with respect to the commercial and office land use categories outlined below.

The creation of new commercial and office areas should not compete with existing commercial and office districts in the City. Rather, the new commercial activities should focus on serving the neighborhoods and sections of the community in which they are located and providing services that are deficient or nonexistent in those areas.

The following sections: describe the various recommended commercial and office land use categories; describe the intent and purposes for each distinct such area; discuss changes to and/or departures from existing

land use controls currently in effect within the City; and include general guidelines for land use regulations.

### *Neighborhood Commercial*

The Neighborhood Commercial land use category on the “Land Use Plan” map corresponds to those areas of the City recommended for placement within the C-1 Neighborhood Commercial District. The intent and purpose of the C-1 Neighborhood Commercial District, as stated in the City’s Zoning Ordinance, is to “provide for the expansion and preserve the integrity of neighborhood oriented commercial uses and mixed multi-family residential uses. The commercial uses should offer convenience goods and services whereas the mixed multi-family residential uses should consist of apartments over the commercial uses and freestanding two-family dwellings or apartment buildings.” By placing areas within this land use category on the Land Use Plan map, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to such areas.

The Neighborhood Commercial land use category is recommended for areas in which there is a preponderance of neighborhood-oriented commercial uses mixed with multi-family residential uses. The mix of multi-family residential uses generally consists of apartments over a commercial

use or freestanding two-family dwellings and apartment buildings. The commercial uses in these areas rely primarily on pedestrian walk-in trade from surrounding neighborhoods. Such commercial uses include: restaurants, bars and taverns, grocery stores, package goods stores; delicatessens, barbershops and beauty parlors, and other personal service businesses. Parking and loading for these commercial establishments occur primarily in public streets. Commercial uses that generate high volumes of automobile trips and require substantial amounts of parking should be discouraged in areas designated Neighborhood Commercial. The Land Use Plan recommends that areas designated Neighborhood Commercial be developed with commercial uses that offer convenience goods and personal services to surrounding neighborhoods. The focus of the Neighborhood Commercial market should concentrate on the pedestrian trade and servicing the surrounding neighborhood. In addition, the placement of Neighborhood Commercial areas should be consistent with the locational characteristics of the City’s existing Neighborhood Commercial areas, including placement within an area that is serviceable to the surrounding residential neighborhood and location on a minor arterial or collector roadway as identified on the Roadway Classification map in the Circulation Element.

The areas designated within the Neighborhood Commercial land use category are centrally located within residential neighborhoods and

along secondary collectors. One area is located at the intersection of Louis, Courtlandt and Duke Streets and Central Avenue in the northeastern portion of the City. The second area in the northeastern portion of the City is located along Somerset Street from Scott Street to Alexander Street adjacent to the French Prospect Redevelopment Area. The third area is also located along Hamilton Street between Plum/ Hartwell Streets and Division Street. The fourth area is located between Suydam and Townsend Streets immediately east of French Street. The fifth area is located along Joyce Kilmer Avenue between Suydam and Redmond Streets. The sixth area is Remsen Avenue between Redmond Street and Delavan Street (the zone extends primarily along the easterly side of the road except between Suydam Street and Hale Street where the zone is along both sides of the road). The seventh area is located along the northerly side of Remsen Avenue between Howard and Ward Streets and along the southerly side of the road between Ward Street and Lawrence Street. The eighth area is located along both sides of Georges Road between Lawrence Street and Commercial Avenues. The ninth area is located along the easterly side of Commercial Avenue between Seaman and Handy Streets. The Land Use Plan recommends retaining the C-1 zoning designation for these areas.

Properties fronting on Handy Street currently within the O-1 office district are placed within the Neighborhood Commercial land use category on

the Land Use Plan map. As discussed above, this area is currently located within the O-1 General Office District but now rather small for the type of office development contemplated in the O-1 District since the rest of the district is now within the Jersey Avenue Handy Street Redevelopment Area (which is planned for other uses including retail). While the Land Use Plan recommends that the properties on the Seaman Street side of this area continue as residential use, it is recommended that the properties on the Handy Street side of this area be used for commercial purposes. Commercial use of these properties would be consistent with planned uses in the adjoining redevelopment area and would serve as a connection between two existing community commercial areas. This area is placed within the Neighborhood Commercial land use category on the Land Use Plan map since it would appear that the C-1 District would be the most appropriate for this area; however, the City may wish to investigate whether the C-2A or C-2B District would be appropriate as well.

Additional C-1 areas, if created, should be consistent with the nature of the City's existing Neighborhood Commercial districts (e.g., centrally located within residential neighborhoods in order to serve such neighborhood, and located along secondary collectors in order that they would be located on roadways that can appropriately handle traffic and parking resulted from such commercial development).

*Community Commercial*

The Community Commercial land use category is similar to the Neighborhood Commercial land use category described above in that both commercial categories contain a mix of commercial and multi-family residential land uses. Each category has apartments over commercial establishments and freestanding multi-family structures among commercial buildings. The significant difference between the two commercial land use categories is the extent of the market area for each category. As discussed above, Neighborhood Commercial areas provide convenience goods and personal services and, as a result, draw patrons from immediate surrounding neighborhoods. While the commercial uses in the Community Commercial areas provide similar goods and services as well as those not found in the Neighborhood Commercial areas, commercial uses in Community Commercial areas have a market draw that extends farther to many neighborhoods throughout the City. Examples of commercial uses found in Community Commercial areas and not in the Neighborhood Commercial area include: banks and financial institutions, variety shops, clothing stores, furniture stores, bicycle shops, fish and meat markets, supermarkets, bakeries, travel and insurance agencies, graphic and reproduction services, funeral homes, glass repair shops, and others. These and similar neighborhood and community-oriented commercial uses are recommended within the Community Commercial land use designation on the Land Use Plan map.

Community Commercial areas are currently located along either principal arterials, minor arterials or collectors. In many instances, off-street parking and loading is limited, because commercial land development patterns in the Community Commercial areas occurred prior to the adoption of modern design standards, which require off-street parking and loading for new commercial development in the City. As a result, much of the parking and deliveries occur within public streets. To the degree possible, new development should avoid such situations.

The Community Commercial land use category corresponds to those areas of the City recommended for placement within the C-2A, C-2B or C-2C Community Commercial Districts.

The intent and purpose of the C-2A, C-2B and C-2C Community Commercial Districts, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preserve the integrity of community oriented commercial uses and mixed multi-family residential uses where appropriate. The commercial uses should offer convenience goods and services as well as household goods and both personal and local (small) business services whereas the mixed multi-family residential uses should consist of apartments over the commercial uses and freestanding two-family dwellings or apartment buildings." By placing areas within this

land use category on the Land Use Plan map, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to such Community Commercial areas.

The "Land Use Plan" map designates four areas within the Community Commercial land use category. The first area within the Community Commercial land use category is located along French Street between the French Somerset Redevelopment Area to the south and the French Prospect Redevelopment Area to the north. This area is located within the C-2A zoning district and is an established commercial district mixed with high-density residential development, including apartments over commercial uses. This Plan recommends the continuance of the existing zoning designation for this area. French Street's retail sector will be expanding through the development of a 75,000 square foot shopping center on a property at the foot of Jersey Avenue. It is noted that this area is also part of the target area for the city's Neighborhood Preservation Program (NPP) - a community-based neighborhood revitalization program. The program offers services including housing rehabilitation grants, community clean up projects, public infrastructure improvements and enhanced code enforcement. French Street merchants are encouraged to improve their businesses with assistance from the City's Façade Improvement grants and small business assistant programs.

The second area within the Community Commercial land use designation on the Land Use Plan map is located in the vicinity of the Handy Street and Joyce Kilmer Avenue intersection extending along both roads for a limited distance. This area is located within the C-2B zoning district that contains a number of commercial uses including several restaurants, a deli and other commercial uses. It is recommended that this area retain its current zoning designation.

The third area within the Community Commercial land use category is located along George Street adjacent to the Lower George Redevelopment Area. This area is an existing commercial district with a number of vacant lots and underutilized buildings. Apartments over commercial establishments and freestanding multi-family dwellings are found in this area. This area is located within the C-2C zoning district. It is recommended that this area retain its current zoning designation.

The fourth area within the Community Commercial land use category is located between Livingston Avenue and Joyce Kilmer Avenue from Charles Street to Reed Street. Land uses in this area consist primarily of commercial and office uses. The most evident commercial use in this area is the community shopping center located at Elizabeth Street

between Livingston and Joyce Kilmer Avenues. The Land Use Plan recommends that this area retain its existing C-2C zoning designation.

The Land Use Plan recommends that new commercial development within Community Commercial areas provide off-street parking and loading spaces to the degree feasible and appropriate. However on-site parking should be provided to the rear or side of buildings. Parking in the front yard should be prohibited. In cases where providing off-street loading and parking is impractical because of deficient developable land, the Land Use Plan recommends the creation of City operated off-street parking lots on vacant and underutilized lots within the Community Commercial area. On-street loading spaces should be strategically located in Community Commercial areas where there is a significant deficiency of onsite loading.

#### *Community Commercial/Office*

The Community Commercial/Office land use category corresponds to those areas of the City recommended for placement within the C-3A or C-3B Community Commercial/Office zoning districts. The areas within the Community Commercial/Office land use category possess similar land use characteristics, consisting of: professional offices interspersed among residential uses; an evident residential visual quality (i.e., former residence

converted into professional offices); dwelling units and offices occupying the same building (i.e., a doctor's office and residence); single- and two-family residential uses surrounding the areas; and major collectors roadways bisecting the areas.

The types of professional office uses that are recommended to be encouraged to locate within all Community Commercial/Office areas include: medical and dental offices, law offices, accounting, finance and insurance offices, professional engineering, architectural, and other similar professional offices. Large-scale office development that would not maintain and enhance the residential character of the areas are recommended to be prohibited.

Residential uses should be permitted within these areas, particularly the C-3A area along Livingston Avenue. Single-family and two-family dwellings and lower density multi-family developments are recommended for these areas because they are compatible with the low-intensity professional uses recommended for these areas. Mixed residential and professional office uses are recommended when adequate livable space is provided within a building. In such instances, dwelling units should be separated from office space with individual entrances and have adequately insulated walls and ceilings to mitigate sound travel from the nonresidential use.

It is important to note that certain areas within this land use category differ in one very fundamental way, i.e., the presence of existing and/or the recommended placement of community commercial uses (e.g., banks, grocery stores, hardware stores, bars and restaurants). Specifically, areas within the C-3A zoning district (i.e., along Livingston Avenue), are generally devoid of such uses and should remain so, while areas within the C-3B zoning district (e.g., along Easton Avenue) contain a significant number of such uses and should continue to. Due to the differing nature of these areas, the Land Use Plan specifies whether each area within the Community Commercial/Office land use category on the Land Use Plan map is recommended for placement within the C-3A or C-3B zoning district.

The intent and purpose of the C-3A Community Commercial/Office District, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preserve the integrity of community-oriented professional office and mixed density residential uses. This district shall serve as a transition between large-scale office development and residential uses." By recommending placement of areas within this zone, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to C-3A areas.

The area within the Community Commercial/Office land use category recommended for the C-3A zoning district is located along Livingston Avenue from Morris Street down to Charles Street. This area is currently located within the C-3A zoning district. Concentrations of medical, law and accounting offices, and public and quasi-public facilities are located in this area. Overall, this area has retained its residential boulevard appearance. Keeping this area within the C-3A zoning district should help to maintain its existing character. This area is recommended to retain its existing C-3A zoning designation. Although certain personal service uses (e.g., hair salons) might be appropriate, retail uses, restaurants and bars should not be permitted within the Community Commercial/Office area along Livingston Avenue. Residential uses permitted in the C-3A consist of one- and two-family dwellings and should continue so.

The City should consider the creation of design guidelines unique to this area in order that new development will conform to and preserve the residential boulevard character of the Livingston Avenue corridor.

The intent and purpose of the C-3B Community Commercial/Office District, as stated in the City's Zoning Ordinance, is to "provide for the

expansion and preserve the integrity of community-oriented professional office and mixed density residential uses where appropriate. This district shall serve as a transition between large-scale office development and residential uses. The commercial uses should offer convenience goods and services as well as household goods and both personal and local (small) business services whereas the mixed multi-family residential uses should consist of apartments over the commercial uses and freestanding two-family dwellings or apartment buildings.” By recommending placement of areas within this zone, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to C-3B areas.

The Easton Avenue commercial corridor is placed within the Community Commercial/Office land use category as well and is recommended within the C-3B zoning district. Commercial establishments, with and without apartments above, are interspersed among single, two- and multi-family dwellings along Easton Avenue. The City may wish to continue the existing zoning of this area. Alternatively, the City may wish to modify the commercial zoning along Easton Avenue. A significant portion of the Easton Avenue corridor is more similar (in terms of uses and development pattern) to the City’s neighborhood and community commercial zones than it is to the type of the mixed office/commercial zone envisioned for the area in the Zoning Ordinance. The City should consider splitting the

Easton Avenue corridor into two separate zones. The “upper” area (i.e., the area that is closer to St. Peters Hospital would keep its C-3B Community Commercial/Office zoning due to the prevalence of professional and medical office uses due to its proximity to St. Peter’s Medical Center. The “lower” portion (i.e., the area closer to Somerset Street) would be placed within an appropriate Community Commercial District due to the prevalence of retail, personal service, bar and restaurant uses in this area. Or, if none of the existing Community Commercial zones would be appropriate for the “lower” portion of Easton Avenue, a new Community Commercial or Neighborhood Commercial district could be created to fit this area.

The area located to the southeast of the Easton Avenue/ Somerset Street intersection should be pursued for development as a high-density residential use with commercial uses on the lower levels. Preferably ground floor commercial use would consist of retail, restaurant and personal service uses that serve the nearby population as well as the Rutgers student population (as this area currently does). The placement of such uses along the street should be pursued as well in order that the area would continue to serve as a connection between the downtown and the Easton Avenue commercial areas. Due to the site’s proximity to the New Brunswick train station, office use would be appropriate as well in lower floor levels and not occupying storefront locations. Providing residential

space for Rutgers University students (like University Center, a mixed-use building located across Easton Avenue from this area and containing ground-floor commercial, structure parking and housing for Rutgers University students) would help address the student housing issues addressed in this plan. On other hand, providing non-student housing, would also address legitimate planning objectives. Placement of non-student housing in this location would be consistent with planning objectives in this Plan as well as those in the State Development and Redevelopment Plan in that it would place high-density housing in close proximity to transit services (the site is very close proximity to the New Brunswick train station and bus stations) and within close proximity to the myriad employment opportunities in and around downtown New Brunswick (e.g., the site is within easy walking distance of the University, the hospitals, and the government, office and other employment generating uses in the City's downtown) as well as in close proximity to other community services and retails areas. The development should be designed in a manner that is sensitive to the scale and nature of nearby uses. The Land Use Plan map depicts this area within the "Community Commercial/Office" reflecting the current zoning of this area. However, development consistent with the description above would also be consistent with the Master Plan. The City should seek the appropriate planning tools to accomplish this proposal. The City has accomplished similar projects (e.g., the aforementioned University Center) through the

use of redevelopment planning and may find that redevelopment planning would be the most appropriate method to accomplish this proposal.

The Land Use Plan recommends that new commercial development within Community Commercial/ Office areas provide off-street parking and loading spaces to the degree feasible and appropriate. However, on-site parking should be provided to the rear or side of buildings. Parking in the front yard should be prohibited. In cases where providing off-street loading and parking is impractical because of deficient developable land, the Land Use Plan recommends the creation of City operated off-street parking lots on vacant and underutilized lots within the Community Commercial area. On-street loading spaces should be strategically located in Community Commercial areas where there is a significant deficiency of onsite loading.

#### *Downtown Commercial/Office*

The Downtown Commercial/Office land use category on the "Land Use Plan" map corresponds to those areas of the City recommended for placement within the C-4 Downtown Commercial/Office zoning district. Such areas correspond to those areas of the City's central business district that are not already located within redevelopment areas. The majority of the central business district is located within the Downtown Development District Redevelopment Area, while other portions are located within the

Government District Redevelopment Area or New-Welton Redevelopment Area. The remaining portion of the central business district is placed within the Downtown Commercial/Office land use category on the Land Use Plan map.

The intent and purpose of the C-4 Downtown Commercial/Office District, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preserve the integrity of the character and pedestrian scale of the downtown central business district which serves as an urban regional center." By recommending placement of areas within this land use category on the Land Use Plan map, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to such areas.

The C-4 District permits a wide range of uses typically found in a central business district in a City like New Brunswick, including retail shops and personal service uses, restaurants and drinking establishments, theaters, offices, medical centers, mid-rise and high-rise apartment buildings and hotels. In addition, the district contains detailed design regulations covering issues such as building massing, building height and façade treatment, exterior space, building materials and texture, street furniture, building color, lighting and signage. Such design regulations are

intended to preserve the character and pedestrian-friendly nature of the downtown area.

Notwithstanding this recent development, the downtown area has retained its traditional central business district character and pedestrian scale. Many older buildings and structures remain, creating the interest and character for which the downtown area is known.

The area bounded by the Bayard Street, Kirkpatrick Street, New Street, Livingston Avenue and properties fronting George Street between Bayard Street and Livingston Avenue is within the "OCI – Office, Cultural, Institutional, Governmental District" on the City's Zoning Map. Portions of this area are located within one of two redevelopments areas (i.e., the Downtown Development District Renewal Area and the Government District Redevelopment Area) and are thus subject to the requirements of those plans. Remaining areas are placed within the Downtown Commercial/ Office land use category on the Land Use Plan map. However, consistent with the intent of the adjacent the Government District Redevelopment Area and the existing land uses in this area (which includes Civic Square I and City Hall), it is recommended that this area be developed with office, cultural, institutional and governmental uses consistent with the OCI – Office, Cultural, Institutional, Governmental

District zoning designation. Residential use should also be permitted here.

The area bounded by New Street, Joyce Kilmer Avenue and Redmond Street are also included within the Downtown Commercial/Office land use category on the "Land Use Plan" map. However, this area is currently lower in scale than the City's traditional "downtown" area and serves as a transition between the dense downtown area and the residential area to the south. This area is also not served by public parking like the City's traditional downtown area. It is recommended that this area be provided a new zoning designation (e.g., the "C-4A" District) that reflects the nature and scale of this area. This zone would allow development that is less dense than the C-4 District but more urban than the City's C-3 districts. In this way, this area would continue to serve as a transition between the downtown area to the north and the residential area to the south.

#### *Highway Commercial*

The Highway Commercial land use category on the "Land Use Plan" map corresponds to those areas of the City recommended for placement within the C-5A, C-5B or C-5C Highway Commercial zoning districts. The Highway Commercial land use category is recommended for areas

located along principal arterial roads (Routes 1 and 27) where there is a preponderance of highway-oriented commercial uses. However, due to the differing nature of these areas (e.g., the highway commercial areas along Route 1 differ from those along Route 27 in terms of scale, surrounding land uses, and the nature of the roadway upon which they front), the Land Use Plan specifies whether each area within the Highway Commercial land use category on the Land Use Plan map is recommended for placement within the C-5A, C-5B or C-5C zoning district. By in large, the Land Use Plan recommends that areas currently within these zoning districts retain their existing zoning designation.

The intent and purpose of the C-5A Highway Commercial District, as stated in the City's Zoning Ordinance, is to "provide for the development of regional uses which are appropriate along arterial highways. Further, in order to provide for the safe and efficient flow of traffic within and through this district, specific bulk requirements and design standards are also established." By recommending placement of areas within this zone, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to areas recommended for placement within C-5A areas.

The Highway Commercial area recommended for placement within the C-5A zoning district is the Highway Commercial land use category located along the southbound lane of Route 1 north of Route 18 and includes the site on which the new multiplex theater is located. This area is already located within the C-5A zoning district and is recommended to retain this designation.

The intent and purpose of the C-5B Highway Commercial District, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preserve the integrity of the highway-oriented retail and general business uses located along Route 1 while providing design standards to ensure the protection of adjacent residential development from negative impacts of such uses." By recommending placement of areas within this zone, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to C-5B areas.

The Highway Commercial area recommended for placement within the C-5B zoning district is located along the northbound lanes of Route 1 to the north of the Route 18 interchange and along the southbound lanes of Route 1 south of Route 18. These areas are already located within the C-5B zoning district. Existing land uses located at to the north of the Route 18 interchange include: restaurants, a car wash, and a gas station. The

Sears department store site is located along the westerly side of Route 1, south of its intersection with Route 18. The commercial sites in this area appear to be fully developed. Modernization of these sites, including improved aesthetics, on and off-site circulation is recommended to be encouraged. Further expansion of commercial development and commercial activities on these sites should be carefully examined in terms of visual quality, parking, circulation and access to Route 1.

The remaining areas recommended for within the Highway Commercial land use category are located in the southwestern portion of the City along the easterly side of Route 27. Such areas are currently located within the C-3C zoning district. The intent and purpose of the C-5C Highway Commercial District, as stated in the City's Zoning Ordinance, is to "provide for the development of highway-oriented retail and general business uses which are appropriate along major arterial highways. Further, in order to provide for the safe and efficient flow of traffic within and through this district, specific bulk requirements and design standards are also established." By recommending placement of areas within this zone, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to C-5C areas.

One such area is located between the Quentin Avenue garden apartments and Van Dyke Avenue. This area contains fast food restaurants, industrial buildings, and a commuter bus terminal.

The other area along Route 27 within the Highway Commercial land use category is located between How Lane and the Henry-Oliver Redevelopment Area. The 1995 Master Plan recognized that this area had the potential to develop into an upgraded commercial strip. This area now contains several retail uses, a new supermarket, some fast-food restaurants, office uses, as well as some lingering vacant and marginal industrial properties. This area is suitable for additional highway-oriented commercial uses. This corridor continues to have potential to become a successful commercial corridor providing goods, services and jobs needed in this portion of New Brunswick.

#### *General Office*

The General Office land use category corresponds to those areas of the City recommended for placement within the O-1 General Office zoning district. The intent and purpose of the O-1 General Office District, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preserve the integrity of the large scale office development uses." The Land Use Plan reiterates this statement an objective with respect to

General Office areas. The General Office land use category is recommended for areas where there is a preponderance of large-scale office development.

The first area within the General Office land use category is located along the southbound side of Route 1, south of Route 18, north of Ryders Lane. This area contains the Rutgers University Labor Education Center, the New Jersey Bar Association offices, a Rutgers Community Health Plan (RCHP) medical facility, a Rutgers University administration building, and the headquarters for RCHP. The Land Use Plan recommends that this area retain its current zoning O-1 designation.

The second area corresponds to a portion of the Johnson & Johnson office development in the downtown area.

#### *Hospital*

The Hospital land use category is recommended for areas in which hospitals, hospital-related facilities, and associated institutional facilities are to be the predominant land uses. The Hospital land use category corresponds to those areas of the City outside of redevelopment areas recommended for placement within the O-2 Hospital & Institutional zoning

district. The intent and purpose of the O-2 Hospital & Institutional zoning district, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preserve the integrity of the hospital-related and institutional uses in concentrated areas of the City." By recommending placement of areas within this zone, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to these areas of the City. The Land Use Plan designates two areas within the Hospital land use category.

The first area is associated with the St. Peter's Medical Center acres along Easton Avenue. This area is currently located within the O-2 zoning district. The Land Use Plan recommends supporting the existing hospital and medical uses in this area by recommending that this area remain in the O-2 zoning district. Along with the existing hospital and medical uses in this area, the Middlesex County Vocational and Technical School property at 256 Easton Avenue is also located within the Hospital land use category reflective of possible expansion of the hospital into this space.

While the Land Use Plan encourages the continued improvement and modernization of St. Peter's Medical Center, it also recognizes the need to preserve the surrounding residential neighborhoods as well. The St.

Peter's complex has grown in a rather compact manner. Future expansion/development in association with the hospital should occur on the current hospital property to the extent feasible, though this may prove impractical. If expansion into currently off-site areas is necessary, the expansion should be directed to the east of the hospital in the area between Easton Avenue, Courtland Street and Delafield Street with the block closest to Easton Avenue being the preferred area.

The other area within the Hospital land use category is associated with Robert Wood Johnson Hospital and the University of Medicine and Dentistry's Robert Wood Johnson Medical School.<sup>1</sup> This area, and the area surrounding it, has experienced significant growth in medical and institutional facilities. The Robert Wood Johnson medical campus has been steadily expanding over the last decade. Recent projects<sup>2</sup> include: the UMDNJ Clinical Academic Building (1995), which houses the State's largest physician's group practice; the Cancer Institute of New Jersey (1996), one of only 16 nationally-certified cancer research and treatment facilities in the United States; the Bristol Myers-Squibb Children's Hospital (2001), New Jersey's only free-standing hospital devoted to children; and The Cancer Hospital of New Jersey (2001), a 90-room hospital devoted

<sup>1</sup> It is noted that UMDNJ is exempt from the City's zoning ordinance.

<sup>2</sup> Certain of these projects are located in either the Easton Somerset Redevelopment Area or the French Prospect Redevelopment Area.

to cancer treatment and affiliated with the Cancer Institute. In addition, the New Brunswick Board of Education developed the New Brunswick Health Sciences Technology High School adjacent to the campus. Upcoming projects include: a new home for The Child Health Institute, a nationally recognized clinical research center for children's diseases; and the Children's Specialized Hospital, which will deal with rehabilitation needs for children. This area is currently located within the O-2 zoning district. The Land Use Plan recommends supporting the hospital and medical uses in this area by recommending that this area remain in the O-2 zoning district.

This area is also encompassed within the D-HI Downtown Hospital/Institutional Overlay District (the DHI district also covers adjacent lands within the R-5, C-1 and C-2A zoning districts). The Land Use Plan supports the placement of these areas within the DHI Overlay District. The intent and purpose of the D-HI Overlay District, as stated in the City's Zoning Ordinance, is to "allow for the planned development and orderly expansion of institutional uses and commercial related facilities to service the institutional complex and area. Further, the existence of residential, retail and office uses are specifically recognized and the requirements of the overlay district are also designed to protect said uses from unwarranted, deleterious impacts caused as a result of hospital expansion."

It is noted as well that the CORE Vision Plan proposes hospital-like uses in the Bayard Street/Paterson Street area south of Kirkpatrick Street. According to the Plan, this area offers an opportunity to direct the future growth of the medical campus away from the French Street retail corridor and the residential neighborhoods west of Somerset Street. It notes that opportunities also exist in this area to attract healthcare-related private sector development such as research/development space for biotechnology and medical technology companies; and that the area's proximity to UMDNJ and Rutgers is an attraction for entrepreneurs from these institutions who are seeking to transfer the technology developed at the universities into the private sector. Similarly, the Rutgers school of Nursing may be located on Bayard Street in this area. Since the CORE Vision Plan is not reflected on the Land Use Plan map, as discussed below, this area is recommended to remain in its current zoning for the time being. However, this concept, like others in the CORE Vision Plan, are generally consistent with the overall vision of this Land Use Plan and should continue to be evaluated by the City.

### Industrial

The Land Use Plan recommends maintaining and enhancing existing industrial districts and encouraging the redevelopment of vacant and

underutilized industrial lands. Continued effort should be made to encourage the adaptive reuse of large, former single-user industrial sites as multi-tenant light industrial uses (e.g., research and development, computer software, electronics and other high tech industrial uses that require relatively small amounts of floor space). The Land Use Plan recommends the continuation of clean manufacturing and warehousing and distribution operations in the industrial areas of the City.

One of the objectives of the Land Use Plan is to strengthen the City's economic base by encouraging a diversification of industrial uses to be developed within New Brunswick. With this diversification, a broader spectrum of City residents will have an improved opportunity for local employment. The City has significant human resources (a large skilled and semi-skilled labor force) and man-made resources (railroads, highways, educational and medical facilities, etc.) that provide an economic advantage for New Brunswick. The City must make every effort to capitalize on these advantages to strengthen and diversify its economy.

#### *Light Industrial*

The Light Industrial land use category on the "Land Use Plan" map corresponds to those areas of the City recommended for placement within the I-1 Light Industrial zoning district. The intent of the I-1 Light Industrial

zoning district, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preserve the integrity of existing industrial uses through the redevelopment of vacant and underutilized industrial lands and the adaptive reuse of larger, single-user industrial sites." By placing areas within this land use category, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to Light Industrial areas.

The Land Use Plan map delineates two areas within the Light Industrial land use category. The first area is located along the easterly side of Joyce Kilmer Avenue from Lawrence Street south to the Memorial Stadium park area. This area is occupied by numerous industrial buildings and sites, as well as the City's Youth Sports Complex. This area is located between the mainline and Joyce Kilmer Avenue follows the linear industrial development pattern established in this portion of the City. Residential development existing along the easterly side of Joyce Kilmer Avenue is located opposite this area.

The other area is located in the south central portion of the City along Georges Road. This area is an extension of the E.R. Squibb and Sons pharmaceutical plant located in North Brunswick Township. The Land Use Plan recommends the current I-1 zoning be retained for this area.

Development and redevelopment of these areas should be sensitive to adjacent residential areas by providing adequate screening and landscaped buffer areas. Since these areas are smaller in scale than other industrial areas of the City and are adjacent to residential areas, wholesale/retail sales operations, which are high traffic generators, and similar land uses, e.g., banks, convenience stores and service, should be prohibited. Industrial uses with moderate traffic generation should be encouraged in this area.

#### *General Industrial*

The General Industrial land use category corresponds to those areas of the City recommended for placement within the I-2 General Industrial zoning district. The intent of the I-2 Light Industrial zoning district, as stated in the City's Zoning Ordinance, is to "provide for the expansion and preserve the integrity of existing industrial uses through the redevelopment of vacant and underutilized industrial lands and the adaptive reuse of smaller properties into larger multi-use industrial sites." By placing areas within this land use category, the Land Use Plan reiterates that statement as an objective of the Land Use Plan with respect to General Industrial areas. Developers are encouraged to assemble smaller vacant and underutilized industrial sites for development as one site on which a larger industrial facility with one or multiple users is located.

The Land Use Plan map designates one large area in the far southwesterly portion of the City within the General Industrial land use category. This area contains various industrial uses with a preponderance of warehousing and distribution facilities and is currently located with the I-2 General Industry District. It is located adjacent to the Route 27/ Jersey Avenue Redevelopment Area. The area has excellent access to the region via railroad and highways. The Amtrak-Conrail mainline, which serves the northeast region of the United States, passes by the area with rail sidings and spurs for freight service. The Jersey Avenue train station, which takes commuters to Northern New Jersey and New York City, is located in this area as well. In terms of circulation, the area has direct access to Route 27 and to Route 1 via Jersey Avenue. Before intersecting Route 1, Jersey Avenue travels to the south through neighboring North Brunswick Township. Route 1 links New Brunswick to a network of state and interstate roadways, such as Routes 130 and 18 and the New Jersey Turnpike.

The area located along Jersey Avenue north to Sanford Street and south to the City Public Works facility between the Amtrak-Conrail mainline and St. Peter's Cemetery is currently designated within the I-2 District and is recommended to remain so. This area contains a number of warehousing operations, multi-tenant light industrial complex located in a former heavy

industrial manufacturing plant, as well as a number of underutilized industrial properties. The City should seek to demolish vacant deteriorated buildings and the adaptive reuse obsolete commercial and industrial buildings for residential and mixed-use redevelopment. Consistent with this, the City adopted the 131 Jersey Avenue Redevelopment Plan in July 2003 seeking to redevelopment of the properties in most need of redevelopment in this area.

One portion of this area is located within the I-2E General Industry/Entertainment zoning district. The purpose of this district is to allow the same types of uses as the I-2 district, as well as "certain types of entertainment uses subject to reasonable standards." The Land Use Plan recommends that this area retain its existing zoning designation.

### Other Land Use Categories

#### *University*

The educational uses and supporting uses play a significant role in the economic well-being of New Brunswick as a major employer and user of business and commercial services from the City and region. The Land Use Plan recognizes the value of such uses and encourages their expansion, modernization and development in the University areas.

The University land use category is recommended for three areas in which the predominant existing land uses consist of institutionalized educational facilities, principally Rutgers University, and supporting land uses (e.g., fraternities, houses of worship, administrative offices, maintenance facilities, dormitories, etc.).

The first area recommended within the University land use category is located in the northeasterly portion of the City along College Avenue. This area is associated with the College Avenue Campus of Rutgers University and is located within the IN-1 zoning district. The intent and purpose of the IN-1 zoning district is to "provide for the expansion and modernization of existing educational facilities and supporting land uses in the Collage Avenue district area." The Land Use Plan recommends that the existing zoning designation of this area be continued and reiterates the above statement as an objective of the Land Use Plan with respect to IN-1 areas.

Private residential dwellings, consisting mostly of single- and two-family residences, are inter-mixed among the educational facilities and supporting land uses along the southwestern portion of this University area. These residences and any new single- and two-family dwellings are recommended to be permitted in the College Avenue University area

because they will serve as a transition to the Single Family & Two Family Residential land use area to the immediate southwest.

Expansion and modernization of existing educational facilities and supporting land uses in this area are recommended, provided that adequate visual screening and buffering of noises for adjoining residential uses can be achieved (i.e., the expansion of educational facilities should not be at the expense of residents living within the IN land use area). It is noted, however, that Rutgers University is exempt from the City's zoning ordinance. It is recommended that the City continue to work with Rutgers in order to ensure that the University's facility planning and other planning efforts are in line with City planning objectives, and vice-versa.

A number of fraternity and sorority houses are located in the southern portion of this area. Fraternity and sorority houses have a potential to generate a nuisance to surrounding residences and to the public. In particular, noise and activity generated by these facilities has the potential to disturb the surrounding residential neighborhood. Currently, the majority of the fraternity and sorority houses are confined to the Mine Street/ Union Street/ lower College Avenue area. Fraternity and sorority houses are currently permitted throughout the IN-1 district. For the reasons stated above, the City should investigate zoning approaches that would

limit fraternity and sorority houses to the Mine Street/ Union Street/ lower College Avenue area (e.g., creation of a new zoning district). The Land Use Plan also recommends continued enforcement of health, building and property maintenance codes to regulate unsafe and unsightly fraternity and sorority house properties.

The second area within the University land use category is associated with the Cook/Douglass campuses of Rutgers University in the southeastern portion of the City and is located within the IN-2 Institutional zoning district. This area has an open campus setting with educational, research and administrative facilities situated among rolling lawns, mature trees and landscaping, wood lots, agricultural fields and pasture lands. The intent and purpose of the IN-2 District is to "recognize the extensive land area utilized for college level education and related purposes in the Cook/ Douglass district area and provide for the expansion and modernization of the existing educational facilities and supporting land uses." The Land Use Plan recommends retaining the open campus setting of the Cook/Douglass campus. The Land Use Plan recommends that the existing zoning designation of this area be continued and reiterates the above statement as an objective of the Land Use Plan with respect to this IN-2 area. Such zoning differentiates this area from the more urbanized College Avenue IN-1 area.

The Land Use Plan also places the Westons Mill Pond area located along the easterly side of Route 1 south of 18 within the University land use category cognizant of its current IN-2 zoning, the existing use of the area and appropriate potential future use of the area. The Land Use Plan recommends retaining the pastoral campus setting of this area. This area contains vacant woodlands and open fields as well as environmentally sensitive lands including freshwater wetlands, mature woodlands and steep slopes. Any development of this area should minimize disturbances to the environmentally sensitive lands and should preserve as much woodland as possible. Strict environmental controls aimed at preserving and minimizing disturbances to environmentally sensitive lands, particularly along Weston's Mill Pond, should be involved with any development of this property.

#### *Park/ Recreation/Open Space Conservation*

The Land Use Plan proposes to retain all existing open spaces, park and recreational areas of the City. The Park/ Recreation/Open Space Conservation land use category on the "Land Use Plan" map encompasses the City's parks, recreation facilities and open space conservation lands. The largest such area is the Raritan River Conservation Area located in the northeasterly portion of the City. Other significant areas include Buccleuch Park, Boyd Park, Memorial Stadium and the Youth Sports Complex. The Land Use Plan recommends that

areas of the City currently located with the WC Waterfront Conservation District retain this zoning designation. The City should consider extending this district to cover Boyd Park as well.

#### *Private Open Space/ Cemetery*

This land use category corresponds to those areas within the City occupied by cemeteries, most notably St. Peter's Cemetery located along Route 27.

#### *Public/ Quasi-Public Land Uses*

Although the Land Use Plan map does not specifically map existing or proposed public and quasi-public land uses (e.g., public parking, schools, governmental offices, cemeteries, places of worship, etc.), the Land Use Plan acknowledges that such uses are important community assets and recommends that such facilities continue to serve the New Brunswick community.

It is acknowledged that additional community facilities such as new schools might be designed and sited in areas not currently uses for such purposes. These facilities (e.g., schools, places of worship, etc.) are inherently beneficial to the public welfare and therefore are not assigned

specific zones in the zoning ordinance since such uses should not be restricted to certain limited areas of the City but instead should be located where they are needed (subject to certain standards in order to limit potential impact on adjoining properties). The Land Use Plan recommends that any expansion of existing public and quasi-public uses and the construction of any new public and quasi-public uses be compatible with surrounding neighborhoods in terms of intensity of use, scale and proportion and the provision of adequate off-street parking. Public and quasi-public uses should blend in with the neighborhoods they serve and not become dominant features that alter the character of the neighborhoods. Sensitivity to the needs for transitioning and buffering adjacent to neighboring land use should enhance compatibility of otherwise conflicting land uses.

It must be acknowledged, however, that public and quasi-public uses, while necessary and important for a successful community also have a negative impact on City revenue. New Brunswick's tax base is significantly reduced by the presence of the two Rutgers campuses, County facilities, the hospitals, the numerous places of worship in the City and the multitude of other public and semi-public uses that call New Brunswick home. The expansion of existing uses and the introduction of new ones must be balanced with a review of their fiscal impacts and the government's ability to provide public services at a reasonable cost.

### *Special Planning Areas*

#### CORE Vision Plan

The CORE (Commercial, Office, Research, Entertainment) Vision plan is a look forward to see what development opportunities exist to improve the downtown area. The concepts within the Core Vision plan are based on the premise that the City's downtown is the economic engine of New Brunswick and that healthcare and research are well-established anchors of the local economy. The CORE Vision plan seeks to capitalize on the City's strengths to further improve the downtown area and economy. The Plan seeks to create strong links between the different neighborhoods within the downtown, the new residential neighborhood along Neilsen Street, the theater district, the government district, the healthcare campus, retail district and the transportation/office district. Through maps, drawings and diagrams, the CORE Vision plan suggests opportunities that exist or may come to exist over the coming 10 to 15 years for developing a better downtown. Proposals within the CORE Vision Plan include:

- o creating a civic plaza next to the train station;
- o creating a public park on Elm Row between Bayard and Patterson Streets;
- o modifying street configurations in order to improve traffic circulation;
- o construction of strategically placed biotechnology, medical, office and residential development;

- o construction of corporate headquarters;
- o creating the potential for more entertainment options with new restaurant and perhaps a new theater; and balancing parking supply between residential and office demands.

The CORE Vision Plan is not reflected on the Land Use Plan map. However, the overall concepts put forth in the CORE Vision Plan are consistent with the overall vision of this Land Use Plan. As a result, the City should continue to evaluate the merits of the Plan with particular attention paid to the merits of individual proposals put forth within it.

The area covered by the CORE Vision Plan is located within the several of the City's planning areas, i.e., specific proposals in the Vision plan are located within some of the City's Redevelopment Areas and crosses into several zoning districts in the downtown area. If the City chooses to pursue this plan, appropriate modifications would likely need to be made to the City's existing Redevelopment Plans and/or zoning requirements.

#### Site of former City Police Headquarters

Route 18 rather effectively separates the City from the Raritan River. Over the last few decades, the City has sought ways to bring activity to the

riverfront and to connect the waterfront to the City's downtown and the rest of the City. In addition, the City has long identified the potential of the site to enhance the City's tax base. According to the 1995 Master Plan, this area has long been considered for high-density residential development and park use in order to accomplish this. The 1995 Master Plan recommended "multi-family residential developments integrated with the Boyd Park expansion." However, 1995 Master Plan recommended that the intensity of residential development should be reduced in comparison to recommendations of prior master plans, "from low, mid- and high-rise buildings to low- and mid-rise buildings." The 1995 plan specifically recommended against "high-rise residential development" and indicated that "low-rise residential buildings should not exceed three stories and mid-rise residential buildings should not exceed five stories." The plan indicated that "public access to the riverfront is a priority concern to be provided throughout this area" and recommended that pedestrian bridges over Route 18 to the residential development to link the area with the City's downtown and surrounding residential areas be amenities to be included in any circulation plan for future development. Due to potential access issues and the site's location on Route 18, the Plan recommended a thorough study of the surrounding circulation system to ensure safe and adequate access to and from the area. While certain of these recommendations came to fruition (i.e., the expansion and improvement of Boyd Park and the construction of pedestrian overpasses), the residential development component has not.

Now that the former Police Headquarters building in this area has been abandoned, the redevelopment of this area has become a more immediate planning issue facing the City. However, due to the site's high visibility along the City's Route 18 "gateway," its location on the Raritan River, environmental constraints, potential environmental remediation issues, the impending work on Route 18, the County's intention to encourage waterfront activities along the River including dredging of the river and placement of a floating dock in this area, as well as other important social and planning considerations including the desire to address the City's housing needs and increase ratables, it will not be easy to determine the appropriate redevelopment of the site.

Any redevelopment alternatives evaluated for this area should further the City's long-standing planning objectives for the waterfront – i.e., to bring activity to the riverfront and to connect the waterfront to the City's downtown and the rest of the City. Development alternatives that bring activity to the waterfront, whether it be in the form of new housing, retail/restaurant activity and/or recreation facilities should be activity pursued, particularly those that enhance the City's tax base. However, as acknowledged above, there are a number of issues (access issues, environmental constraints, etc.) that may limit what can be accomplished on the site. If the environmental, economic or other constraints make reasonable tax enhancing development of the site impractical, the City

should evaluate how the site could otherwise best be used to encourage greater use of the riverfront. One idea that has been explored is the relocation of the Rutgers boathouse to this location with an expansion of the facilities and the offerings on the site.

Any redevelopment of this area will need to take into account and balance the unique set of issues pertaining to this area including the environmental constraints posed by the site's location on the river, potential environmental remediation issues, the impending work on Route 18, the County's plans for the river, as well as other important social and planning considerations mentioned above. As recommended in the 1995 Master Plan, any development of this area would need to be carefully designed to maximize traffic safety due to its location on Route 18 (this issue is made even more prominent due to the planned work on Route 18). Any work should seek to maximize pedestrian connections between this area and the rest of the City, particularly the downtown. Any redevelopment of this site (whether it be residential, retail/restaurant or recreation) should be designed in a manner commensurate with its highly visible location along the City's Route 18. The scale of any such development should be no greater than that recommended in the 1995 Master Plan.

## GENERAL LAND USE AND ZONING RECOMMENDATIONS

1. The City's Zoning Map and Zoning Ordinance should be revised to reflect the recommendations of the Land Use Plan Element. This includes reflecting the City's Redevelopment Areas and incorporating the recommendations of the "Land Use Plan Map" section discussed above.
2. The Zoning Ordinance currently permits two-family dwellings and garden apartment developments within the City's C-1 Neighborhood Commercial District and within the C-2A, C-2B and C-2C Community Commercial Districts. The C-3B District (i.e., the Easton Avenue commercial district) permits two-family dwellings and garden apartment developments too, as well as single-family detached residences. All of these districts also permit "mixed-use ground floor commercial with residential uses above" as a permitted principal use. The C-1, C-2A, C-2B and C-2C Districts contain a "design regulation" requiring that "commercial uses are to occupy the first floor and residential uses are to be located above commercial uses" – providing a clear preference for mixed use development (consisting of residential above ground floor commercial) over stand alone residential uses in those Districts. It is recommended that the C-1, C-2A, C-2B, C-2C and C-3B districts be revised so to prohibit new stand-alone residential uses within

these zones in order to create more compact, efficient, cohesive, pedestrian-friendly commercial areas. Residential uses should be provided in the form of mixed-use development consisting of first floor commercial with residential on floors above. Due to the unique nature of the Livingston Avenue corridor, the C-3A District however should continue to permit the residential uses permitted within it.

The City should pursue an appropriate zoning approach that prohibits the construction/conversion of new residential uses in these districts while at the same time not unnecessarily burdening residential uses that are legally existing in those districts at this time. In addition, the City should consider different standards with regard to coverages, setbacks etc. for stand-alone residential uses in these commercial zones. While it is appropriate to allow 100% impervious surface and minimal or no setbacks for commercial uses, such standards are not appropriate for single- or two-family homes, for example.

3. The setback and bulk requirements of the C-1, C-2A, C-2B, C-2C and C-3B Districts should reflect the nature of existing development and should require new development to be consistent with the

nature of existing development. The Schedule of Height, Area and Yard Requirements should be revised as necessary to ensure that it permits development that is consistent with the nature of development in the City's C-1, C-2A, C-2B, C-2C and C-3B Districts. For example, the City should consider whether the 10-foot front setback requirement in the C-1, C-2A, C-2B and C-2C Districts requires new development to be setback in a manner that is inconsistent with existing development in these districts. The 15-foot front yard setback required in the C-3B District is certainly not consistent with the established building setback along the Easton Avenue commercial corridor. In conjunction with, or as alternative to, changing the front yard setback for these districts, the Zoning Ordinance could be revised to contain a requirement that all new buildings be set back the prevailing distance from the front lot line existing in the area. The side setback requirements should be similarly reconsidered.

The required setbacks in the C-3A Districts are reflective of Livingston Avenue's existing corridor and should remain unchanged for that reason.

The "Land Use Plan Map" discussion recommends that the City consider placing the lower portion of the Easton Avenue commercial area within one of the Community Commercial zoning districts. If this is not done, the City should consider necessary modifications to the bulk requirements of the C-3B District to ensure compatibility with the existing scale and pattern of development along the Easton Avenue corridor. The C-3B District (the Easton Avenue area) is currently subject to the same key bulk and setback requirements (e.g., front setback, floor area ratio) as the C-3A District (Livingston Avenue). Due to the differing nature of these areas (as discussed above in the "Land Use Plan Map" section), these areas should certainly be subject to differing bulk and setback requirements. For example, the Easton Avenue area should be permitted to have a larger FAR than the Livingston Avenue corridor (which has the appearance of residential corridor in contrast to the community commercial character of portions of Easton Avenue)

4. Maximum front setback requirements should be considered, particularly within the City's commercial districts. The placement of buildings further from the front lot line than that prevailing in the area can disrupt the area's streetscape, discourage pedestrian

friendliness and encourage parking in the front yard – all of which are inconsistent with the intent of the Master Plan.

5. Self-storage facilities are a principal permitted use in the C-2C District. While perhaps appropriate in the C-2C zone in the lower Joyce Kilmer Avenue/ Livingston Avenue area (due to this area's proximity to a light industrial area), such use would certainly not be appropriate in the C-2C area along the lower George Street area. The City should consider appropriate solutions to this issue. Placement of the lower George Street area within the C-2B District (from the C-2C District) might be an appropriate solution.
6. Automobile repair shops are permitted principal uses in the City's C-2A and C-2B Community Commercial Districts. The City should consider whether automobile repair uses should be permitted within these districts. At a minimum, automobile repair shops should be conditional uses subject to specific standards intended to ensure that such uses are located and designed in a manner that minimizes impacts to adjoining properties and the character of the area as a whole.
7. The C-4 Downtown Commercial/Office District allows "hotels and motels." It is recommend that the Zoning Ordinance be revised solely to permit "hotels" and to contain a definition of "hotel" so as to distinguish them from "motels." Clearly, "motels" (typically construed to mean highway-oriented "motor lodge" type establishments) would not be appropriate for New Brunswick's downtown.
8. The C-6 Village Center Overlay District should be eliminated from the Zoning Ordinance. This district was proposed in the 1985 Master Plan to create a commercial area along the south side of Van Dyke Avenue midway between Jersey Avenue and Route 27 in an area that is now part of the Route 27- Jersey Avenue Redevelopment Area in the southwestern portion of the City. The 1995 Plan recommended a 13-acre area, which was occupied by an abandoned industrial building, for the village center. The intent of the village center was to create a mix of uses concentrated on this site that will function as a center of commercial activity. However, neither the Zoning Map nor the redevelopment plan reflect this previously proposed zone and the zone is inconsistent with the current planning objectives for this area and the development now existing there.

9. The Zoning Ordinance should be revised to reflect latest revisions to the New Jersey Municipal Land Use Law (MLUL). MLUL revisions that are not reflected in the City's Zoning Ordinance include those regarding community residences and community shelters, family day care homes and child-care centers.
10. The conditional use standards for all conditional uses should be reevaluated in order to ensure that they appropriately address the potential impacts of the particular use and in order to ensure that they appropriately protect adjoining uses and the area as a whole.
11. Certain uses and other terms (e.g., "duplexes") commonly used in the Ordinance are not defined. It is recommended that the Zoning Ordinance be revised to contain definitions of uses and other terms commonly used throughout the Ordinance in order to reduce potential ambiguity and dispute.

In addition, existing definitions should be revised to provide better clarification. For example, it is unclear whether low-rise apartment buildings and garden apartment buildings constitute the same or different uses. The definition section seems to imply that they are,

yet the use regulations list them as separate uses. This and other similar circumstance should be clarified.

12. The Residential Site Improvement Standards (RSIS) were adopted by the State in 1997 in order to reduce the multiplicity of standards for residential subdivision and site improvements; to provide sound and continuing effective site improvement standards; to ensure predictability in site improvement standards; to provide for development reviews based upon objective standards rather than discretionary design standards; to streamline the development approval process; to promote design freedom; and separate the policy aspects of development review from technical determinations. The RSIS supercede municipal standards and govern any site improvements carried out in connection with residential subdivision, site plan approval and variance requests. The RSIS are intended to provide consistency, uniformity and predictability in residential development throughout the State. However, they do not fully reflect the complex and fully developed environment in urban areas such as New Brunswick. It is therefore recommended that the zoning ordinance be revised to incorporate elements of the RSIS and, where appropriate, seek a waiver or exemption from certain standards for parking, streets and sidewalks. The City could seek special area designation and

approval of special area standards under N.J.A.C. 5:21-3.5 for this purpose.

13. Home professional offices are permitted as “accessory uses” in the R-2, R-3, R-4 and other residential districts. However, there do not appear to be any standards to ensure that such uses remain incidental and subordinate to the principal residential use and to reduce potential impacts of such commercial uses to the surrounding residential neighborhood. The Zoning Ordinance should be revised to contain appropriate standards for these uses. Alternatively, the City could consider making such uses subject to conditional use approval in most residential, if not all, residential districts and subject to specific requirements intended to reduce potential impacts to the character of the surrounding residential neighborhood (e.g., limitations on the number of non-residential employees, size restrictions, parking lot screening, etc.).
14. The City should continue to utilize redevelopment planning and other revitalization techniques available to it. As described above, New Brunswick is widely acknowledged as a leader in the use of redevelopment planning. Starting with the adoption of the Downtown Development District Renewal Area Redevelopment Plan (adopted in December of 1977), the City has used redevelopment

planning as an important component of its ongoing efforts to revitalize itself. The City now has numerous redevelopment areas located throughout the City, each with its own unique set of circumstances and objectives. It is recommended that the City continue to consider the use of redevelopment planning where it deems it appropriate. One area the City should consider for redevelopment planning is the area located along Jersey Avenue north to Sanford Street and south to the City Public Works facility between the Amtrak-Conrail mainline and St. Peter’s Cemetery. This area contains a number of warehousing operations, multi-tenant light industrial complex located in a former heavy industrial manufacturing plant, as well as a number of underutilized industrial properties.

The City should continue to participate in and administer other revitalization programs. For example, the City’s Neighborhood Preservation Program (NPP) offers services including housing rehabilitation grants, community clean up projects, public infrastructure improvements and enhanced code enforcement in the French Street neighborhood target area.

15. The City should continue to encourage and assist business location within the City. The City, through the Department of Planning, Community and Economic Development, currently offers a number of programs intended to assist existing businesses in the City and to encourage the location of new business in the City including: Small Business Loan Guarantees; Micro Loan Program; Facade Improvement Program; Business Plan Writing Assistance; Site Location Assistance; and Small Business Seminar Series.
  
16. The standards in the Zoning Ordinance contain minimum standards for proposed development relative to uses, building setbacks, lot area, parking, lot coverage, etc. The Zoning Ordinance, however, does not delve to deeply into the character or design of developments. The City should consider the creation of detailed design standards intended to encourage future development in the City that contributes in a positive manner to the character of the City's built environment. Development design standards supplement the minimum requirements of the Zoning Ordinance in that they can address the appearance, character, layout and design of future development in a more detailed manner than is addressed by zoning. Design standards can: help result in better designed and more attractive development; provide applicants a better understanding of acceptable design in the City; and provide

the City's land use review boards (Planning Board or Zoning Board of Adjustment with an objective set of standards upon which to review the appearance, design and site layout of future development proposals. Development proposals would be required to follow the development design standards to the greatest extent possible. The reviewing board would review all development proposals against the development design standards to ensure compliance. Deviations from design standards, however, would be permitted via design exception granted by the reviewing board (rather than through the need for a variance). Development design guidelines can cover a wide range of topics including: streetscape design; architectural design; screening and landscape design; site lighting design; parking lot design; and the design of signs.