Ferren

Redevelopment Plan

City of New Brunswick Department of Planning, Community and Economic Development
City of New Brunswick, NJ
Adopted:_____, 2016,
Ordinance O-__15__

Glenn Patterson, PP/AICP
NJ Prof. Planner Lic. No 4438
Date: July 5, 2016

Contents

EXECUTIVE SUMMARY: 4

SECTION 1 FERREN REDEVELOPMENT PLAN AREA PURPOSE AND BOUNDARY DESCRIPTION 5

SECTION 2 LAND USE AND DEVELOPMENT REQUIREMENTS AND STANDARDS FOR REDEVELOPMENT 8

Neighborhood and Development Context: 8

Planning and Development Principles 10

Land Use Standards: 11
Intent: 11
Permitted Uses: 13
Bulk Standards: 14
Building Height: 15
Parking: 17
Parking Location: 20
Parking dimensions, size and access. 20
Bicycle Parking: 22
Off-Street Loading: 23
Signs: 24

Other Requirements: 40
Street Light and Streetscape Standards: 40
Affordable Housing: 40
Landscaping: 40
Fire Escapes: 40
Security Gates: 41
Awnings, Canopies and Marquees: 41

Design Guidelines for TVMU Area: 42

SECTION 3 RIGHT-OF-WAY, TRAFFIC, TRANSIT AND UTILITY ADJUSTMENT AND/OR IMPROVEMENTS 47

Right-Of-Way Changes: 47

Traffic Circulation 50

Transit Circulation 50

Pedestrian Circulation 51

Wayfinding Signage 55

Criteria Related to Utility and Right-Of-Way Changes and Improvements 56

SECTION 4 RELATIONSHIP OF REDEVELOPMENT PLAN TO LOCAL OBJECTIVES 57

SECTION 5 PROVISIONS TO MEET OTHER STATE AND LOCAL OBJECTIVES 59

SECTION 6 ACQUISITION 61

SECTION 7 DISPLACEMENT AND RELOCATION OF FAMILIES, INDIVIDUALS AND BUSINESSES 63

SECTION 8 CLEARANCE OF ACQUIRED PROPERTY 64

SECTION 9 REDEVELOPER DESIGNATION, OTHER CONTROLS AND OBLIGATIONS AND NON-DISCRIMINATION 64

Redeveloper Designation: **65**

Other Redeveloper Requirements: **65**

Regulation Conflicts: **66**

Certificate of Completion **66**

Temporary Land Uses: **67**

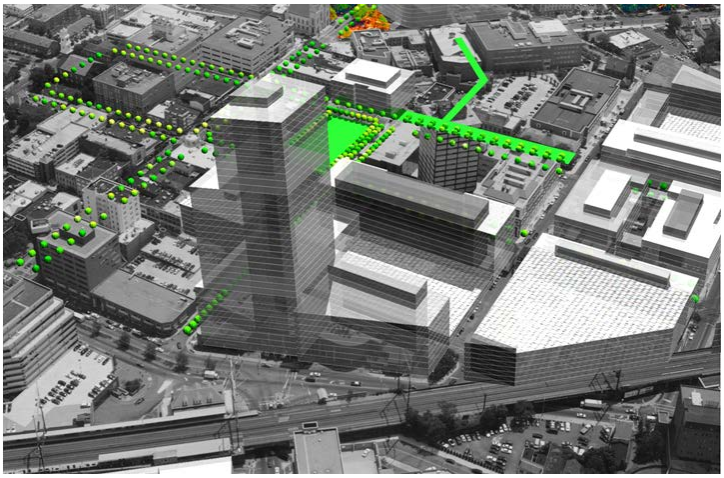
Non-Discrimination: **67**

SECTION 10 PROCEDURES FOR AMENDMENT OF REDEVELOPMENT PLAN 67

SECTION 11 TERMINATION OF REDEVELOPMENT PLAN 68

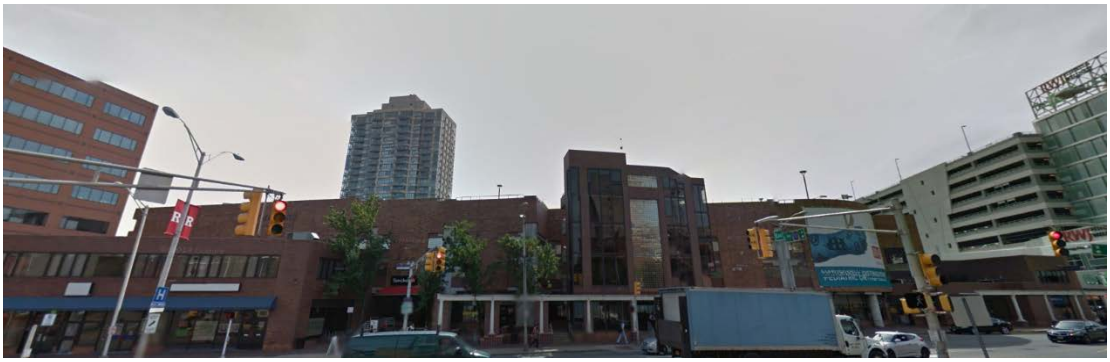
SECTION 12 SEVERABILITY 68

Executive Summary:



The intent of the Redevelopment Plan is to create a development program for the 4-acre site situated immediately east of the New Brunswick train station in downtown New Brunswick. The site or "plan area" is located partially in the Downtown Development District Renewal Area , which is in an area in need of redevelopment, and partially in an Area In Need of Rehabilitation. There are no privately-owned parcels in the redevelopment area and the rehabilitation area designation does not allow for eminent domain acquisitions pursuant to the redevelopment powers in the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.).

Historically, the plan area has been developed with low-rise commercial buildings and public parking facilities. A public parking facility has been at the center of the area since the early 1950's. The deck was expanded in 1982 to increase the deck size and create the Ferren Mall for retail uses. The mall was one of the early revitalization projects in the city. This facility is the largest parcel in the plan area. It is currently vacant and in need of substantial rehabilitation. The balance of the area is developed with small, low-rise commercial buildings that are primarily occupied by retail and professional offices.



Given the plan area's proximity to transit infrastructure and major institutions such as Johnson and Johnson, Robert Wood Johnson University Hospital and the County government complex, the area is currently developed well below its potential.

The plan proposes mixed use development to promote a vibrant and walkable urban area at the center for the city's downtown neighborhood. The plan area is in the Transit Village District, where dense, mixed-use development is preferred, so as to take advantage of the transit and pedestrian infrastructure proximate to this location.

The Redevelopment Plan calls for pedestrian/cycle routes or paths through the plan area to allow for public non-car access through the existing "super block" in both the east/west and north/south directions.

Design flexibility is allowed by the plan so that architects have design freedom to design and/or develop the area through either a single design or through a phased development that may have different architects.

The plan regulates density, height and uses within broad envelopes.

Zoning regulations for the plan have elements of form-based code, as well as use-based code. The permitted uses are described in broad terms. More importantly, the zoning establishes building forms to promote a pedestrian-oriented environment at street level, so as to encourage pedestrian activity throughout the plan area.

The plan proposes high-density, mixed-use development as called for in the City Master Plan, City Master Plan Re-exam Report, transit village designation and the Core Vision study. The zoning standards cap the FAR for the entire plan area, but allow for higher FAR's on parcels within the plan area along with corresponding FAR reductions then being required on other parcels within the plan are so as to remain within the overall FAR cap.

Parking standards for the area reflect the plan area's proximity to a strong transit network, including the Northeast Corridor rail line, inter-city bus hub and a strong pedestrian-oriented downtown street grid.

The plan expresses a preference for placing parking underground so as to maximize the amount of land area available for development, to improve the visual environment of the area and create a strong pedestrian environment with a minimum of "dead zones" created by exposed parking garages and surface lots.

The development proposed in the plan is consistent with the City, County and State master plans, which call for the area to be developed as a high-density, mixed-use urban area that takes advantage of the existing public infrastructure.

Section 1 Ferren Redevelopment Plan Area Purpose and Boundary Description

The purpose of the Redevelopment Plan is to create a development program for the parcel of land situated in the center of the city, across from the New Brunswick train station. The plan proposes redevelopment of the area with a mixed-use development

program that takes advantage of the rich transit infrastructure adjacent to the site and the existing downtown development that promotes walkability and compact development. The redevelopment area is located in the heart of the State-designated Transit Village, where high-density, mixed-use development is encouraged, so as to be able to take advantage of the existing investments in transit, housing and employment sites.

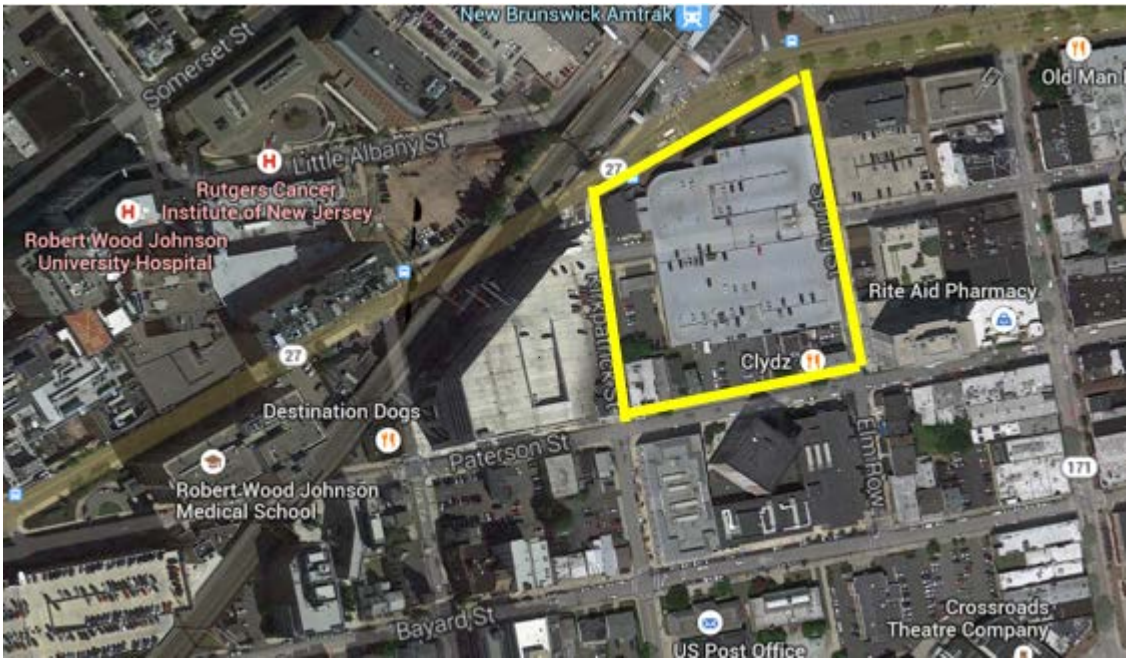
The plan area includes all land on Block 17, which is bordered by French Street/Route 27, Spring Street, Church Street and Kirkpatrick Street; the portion of Church Street between Block 17 and Block 18; and Block 18, which is bordered by Church Street, Spring Street, Paterson Street and Kirkpatrick Street. The area is approximately four (4) acres in area.

The plan area includes areas that were deemed in need of redevelopment through the Downtown Development District Renewal Area redevelopment study (Block 17) and areas deemed in need of rehabilitation through the adoption of a resolution in 1977 pursuant to NJSA 40A:12A-14.b and is based on the designation of New Brunswick as a qualified municipality pursuant to P.L. 1975, Ch. 104 as memorialized in R-107801.

The Ferren Redevelopment Plan Area of the City of New Brunswick, New Jersey is shown on the below map.

NOTE: All references to Block and Lot are as shown on New Brunswick Tax Map unless stated otherwise. Reference to distance and/or direction are derived from the New Brunswick Tax Map.

Block 48
Lot 2.01
EASTON AVENUE
Block 800
Lot 10
ALBANY STREET (RT. 27)
Block 16
Lot 11.01
Block 16
Lot 13.01
Block 18.02
Lot 38
SPRING STREET
Block 16
Lot 15
Block 16
Lot 4.01
Block 16
Lot 3.01
Block 800
Lot 9
Block 17
Lot 1.01
FRENCH STREET (RT. 27)
CHURCH STREET
Block 15
Lot 17
Block 15
Lot 16
Block 15
Lot 14.01
Block 15
Lot 18
Block 15 Lot 19
Block 15
Lot 10
Block 15
Lot 2.01
Block 15
Lot 20.01
Block 15
Lot 9
Block 15
Lot 8
Block 15
Lot 7
SPRING STREET
KIRKPATRICK STREET
Block 18
Lot 19.01
Block 18
Lot 4.01
Block 15
Lot 1.01
Block 18.02
Lot 1.02
Block 15
Lot 2.01
Block 18 Lot 1
Block 18 Lot 2
Block 18 Lot 3
Block 18 Lot 8
Block 18 Lot 9
Block 18 Lot 10
Block 18 Lot 11.02
PATERSON STREET
Block 14 Lot 1.02
Ferren Redevelopment Plan Area
Tax Map Identification:
Redevelopment Plan Area


New Brunswick Amtrak
Somerset St
Little Albany St
Rutgers Cancer Institute of New Jersey
Robert Wood Johnson University Hospital
Rite Aid Pharmacy
Clydz
Destination Dogs
Paterson St
Robert Wood Johnson Medical School
Elm Row
Bayard St
US Post Office
Crossroads Theatre Company

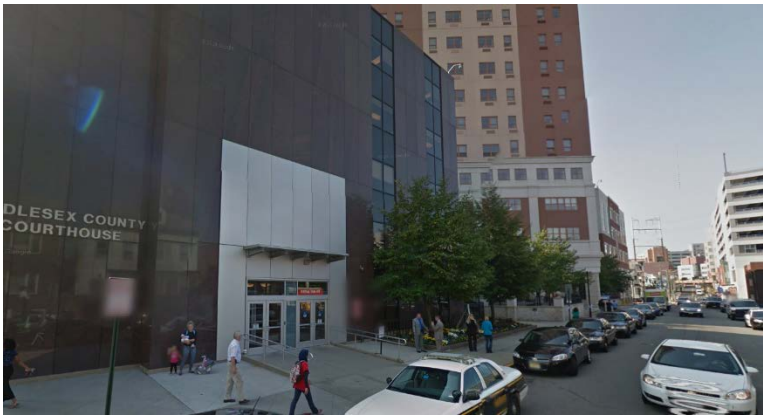
Section 2 Land Use and Development Requirements and Standards for Redevelopment

Neighborhood and Development Context:
The plan area is located in the heart of New Brunswick's downtown area. The surrounding uses include:

- The New Brunswick train station located to the west. It is located on the Northeast Corridor line. This rail corridor is the busiest in the State and the New Brunswick station is one of the busier non-terminal stations. The station area also serves as a bus hub for both inter-city commuter buses and intra-city buses.

- High-density mixed-use development abuts the plan area to the north. The Albany Street Plaza building contains offices with ground floor retail. The One Spring building contains ground floor retail, three floors of offices and 19 stories of residential units. Small, older retail buildings also front on Spring Street across from the plan area.

- The Middlesex County government complex abuts the site to the east. This complex includes the Middlesex County Courthouse and County Administration Building. Additionally, Skyline Tower, a 10-story residential building is located on top of the government complex.



- The Wellness Plaza building abuts the plan area to the south. The building contains an 800-car parking deck, 60,0000 sf fitness center and a 50,000 sf supermarket space.

The plan area was designated by NJDOT as a Transit Village. As part of the designation, both the State and the City agreed to support high-density, mixed-use development in the plan area, so as to efficiently use the investments that have been made in transit infrastructure in this area, namely the train station, bus hubs and access to major highways.

Development of the plan area was also discussed as part of the Core Vision study. The study cited that the plan area was an opportunity to develop transit-oriented office and retail development. The rail and bus lines running through this area, as well as the area's proximity to residential neighborhoods, create real alternatives to the use of single-occupancy vehicles for commuting. The area's high visibility to major roadways and the Northeast Corridor rail line is an attraction to both retailers and large office tenants.

Planning and Development Principles

Development Program:

- Mixed-use development of the redevelopment area with office, retail and residential uses.

- Development of mid- and high-rise buildings should utilize step backs (sky exposure planes) above the base level to preserve the human-scale of the streetscape so as to create a positive pedestrian environment that encourages a vibrant street atmosphere.

- Development of pedestrian plaza and walkways through the plan area to create focal points for pedestrian activity within the site and to provide pedestrian connections between the transit hub area (French/Albany Street) and the government center area (Paterson Street).

- Street-level uses, including those fronting on pedestrian plazas, should promote a vibrant pedestrian environment. Long solid walls, and parking lots and structures should be avoided at street level.

Building Height and Bulk:

- Building heights should be varied throughout the plan area

- Building stepbacks (sky exposure planes) should be observed to promote a pedestrian scale at street level and to avoid "canyoning".

- Building base heights should be related to the width of the fronting streets so as to provide adequate light and air at the street level.

Circulation and Parking:

- Parking should be provided to adequately supply the car parking needs of the development, but should not be over-supplied, so as to minimize the deadening effect of surface and structural parking and to encourage the use of mass and alternate transit.

- Shared parking is to be encouraged to promote the efficient use of the parking that is developed.

- Development should be oriented to maximize the convenience of mass transit and alternate transit use, e.g., the train station and bus facilities, for office workers, residents and visitors.

- Development design and building orientation should create a walkable environment to encourage alternate transportation.

- Access routes by car to the development parking facilities should be well laid out and simplified to reduce excess traffic volume due to "lost" drivers.

Design Freedom:
The specific proposals for the redevelopment of all parcels will be evaluated as to the manner in which they achieve the objectives of this Redevelopment Plan. While the Redeveloper(s) will be given freedom in concept design, layout within the standards specified in this Redevelopment Plan, the structure and other improvements to be erected must reflect the vision, goals and public purposes of the Redevelopment Plan. The designs shall exhibit distinguished architectural expression and promote pedestrian-oriented, street-level activity.

Land Use Standards:
The following land use controls and building requirements apply to the plan area. The Zoning Designations Map depicts how the land use controls are designated spatially.

Land within the plan area is to be developed according to the standards set forth in this plan, as well as the standards of the City of New Brunswick Zoning Ordinance. The controls, regulations and requirements of this plan supplement and supersede the requirements of the Zoning Ordinance. In instances where the plan does not impose a supplemental or superseding control or requirement, the standards of the Zoning Ordinance shall apply. The standards of the C-4 Downtown Commercial Office Zone shall apply to bulk standards not superseded by the controls and regulations of this plan. Redevelopers may seek to justify the granting of "bulk" variances pursuant to NJSA 40:55D-70.c, as well as waivers and exceptions from the applicable provisions of the Redevelopment Plan, but may not seek "use" variances pursuant to NJSA 40:55D-70.d.

Intent:
The intent of the design and zoning regulations is to create development standards that support the purposes of the Redevelopment Plan to create a vibrant, mixed-use, pedestrian and transit-oriented development in the heart of downtown New Brunswick. The design and zoning standards are intended to promote development that creates an attractive high-density, walkable downtown center that takes advantage of the rich transportation infrastructure surrounding the plan area.

EASTON AVENUE
ALBANY STREET (RT. 27)
SPRING STREET
1.01
FRENCH STREET (RT. 27)
CHURCH STREET
CHURCH STREET
SPRING STREET
KIRKPATRICK STREET
19.01
4.01
3
2
1
11.02
10
9
8
PATERSON STREET
Ferren Redevelopment Plan Area
Transit Village Mixed Use Zone

Permitted Uses:

TABLE 1: Permitted Uses
Retail Stores
Restaurants, except drive-in/through restaurants
Taverns
Offices
Professional and medical offices
Financial institutions
Theaters, concert halls and exhibition galleries
Fitness centers
Hotels
Meeting and conference centers
Residential • **Mid-rise** • **High-rise** **Maisonette or townhouse units incorporated into the base of a mid-rise or high-rise building are considered part of the permitted residential uses**
Mixed-use commercial/residential buildings, with permitted commercial and residential uses

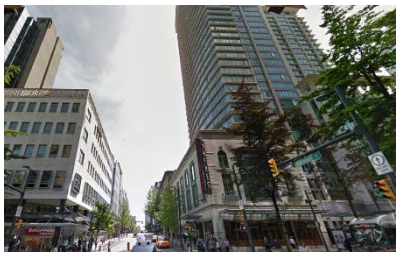


TABLE 2: Outdoor Cafes
Outdoor cafes are encouraged as a means of increasing positive street activity. Outdoor cafes, food carts and similar uses are permitted on the privately-owned publicly-accessible spaces in the plan area. Sidewalk cafes located on publicly-owned sidewalks are permitted conditionally pursuant to the standards set forth in ordinance 12.12.020 Exceptions to Sidewalk Obstructions

Bulk Standards:

Table 3: HEIGHT, AREA AND YARD REQUIREMENTS		
PRINCIPAL STRUCTURES		
	Overall Plan Area	Individual Lot
Minimum Lot Size	Not Applicable	20,000 sf
Minimum Lot Width	N/A	100 ft.
Minimum Lot Depth	N/A	100 ft.
Min. Front Yard Setback – Building Base	N/A	0 ft,
Minimum Side Yard Setbacks	N/A	0 ft
Minimum Rear Yard Setback	N/A	0 ft
• Setbacks must accommodate the pedestrian circulation within the plan area described in Section 3		
Maximum Building Height	N/A	350 ft
Maximum Building Coverage	70%	100%
Maximum Impervious Coverage	90%	100%
Maximum F.A.R.	12.0	20.0

FAR Overall Area & Individual Lot Example

Overall Plan Area	Area (SF)	Max FAR	Total Floor Area
Plan Area	174,240	12.00	2,090,880
Individual Lot Examples			
Lot 1	43,560	20.00	871,200
Lot 2	43,560	15.00	653,400
Lot 3	43,560	8.00	348,480
Lot 4	43,560	4.00	174,240
		Total	2,047,320
		Overall FAR	11.75

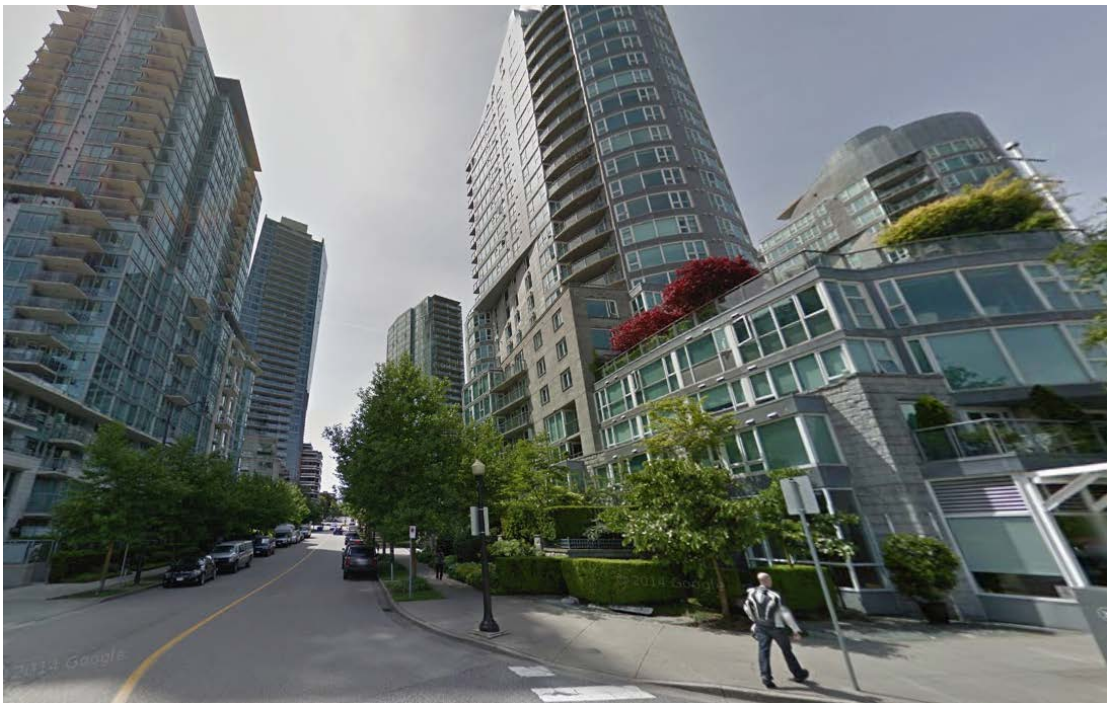
The floor-to-area ratio (FAR) for the plan area is capped at 12.00. However, the individual subdivided parcels within the plan area may exceed the 12.00 FAR standard if corresponding subdivided parcels in the plan area have an FAR of less than 12.00 so that the FAR for the plan area does not exceed 12.00. In the example above, lots 1 and 2 can have FARs in excess of 12.00, if lots 3 and 4 are developed with FARs substantially less than 12.00 so that the overall FAR for the plan area is less than 12.00.

Building Height:

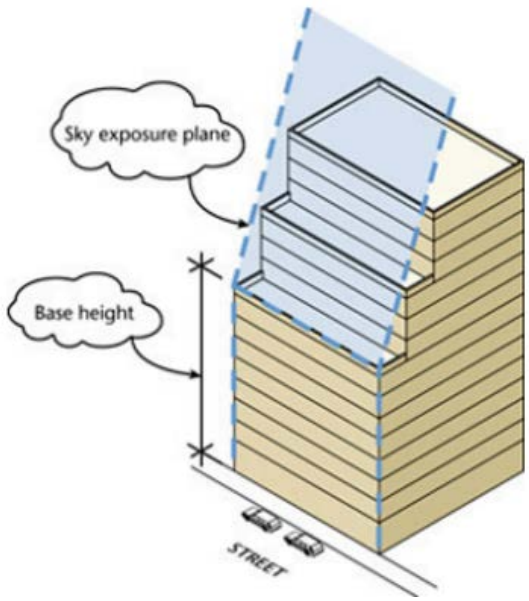
Context:

The Redevelopment Plan proposes high-rise buildings for the plan area. In order to accommodate high-rise buildings, the higher portions of the buildings should be setback from the street so as to preserve a human-scale and adequate natural light at street level. High-rise buildings are composed of a base, tower and top. The tower and top should be setback from the front lot line. This is to be accomplished by observing a "sky exposure plane" angle that increases the setback of the tower as it rises from the base.

The building's base height should have a relationship with the width of the fronting street. Narrower streets should have building bases with lower heights, while buildings fronting on wider streets can accommodate taller base building heights.



Sky Exposure Plane:
A sky exposure [building setback] plane is a virtual sloping plane that begins at a specified height above the street line and rises inward over the zoning lot at a ratio of vertical distance to horizontal distance set forth in district regulations. A building may not penetrate the sky exposure [building setback] plane which is designed to provide light and air at street level, primarily in medium- and higher-density districts.



Building towers shall be setback from the street above the base level so as to not penetrate a building setback angle of 10 deg. The building base height shall not exceed the base heights set forth below. The base height maximums have a roughly 1:1 ratio with the fronting street width. The tower setback shall conform with the sky exposure plane to preserve the human-scale of the streetscape and provide adequate natural light at street level.

Maximum Height of the Base Level:
The height of the building base should approximate a 1:1 ratio with the right-of-way width of the frontage street.
Paterson Street – 50 feet
Spring Street – 45 feet
Kirkpatrick Street – 40 feet
French/Albany Streets – 90 feet

Parking:

Parking Strategy:

A parking strategy between office, retail and residential uses is encouraged so as to efficiently manage the use of parking facilities so that they can effectively meet parking demand while minimizing the amount of parking constructed to reduce the deadening effect of parking facilities on street-level activities. Parking should be adequately supplied, but not over-supplied. Improvements to transit facilities to enhance the convenience of their use and improvements to the walkability of the area should be considered before building additional parking to meet the needs of employees, shoppers, residents and visitors to access the development. The parking standards have been developed to reflect the redevelopment area's proximity to the train station and bus hub, as well as the walkability of the downtown area based on parking management best practices.

A parking strategy should consider strategies such as shared parking, car share, discounted transit passes and similar strategies to both reduce the parking demand for the uses in the plan area and to efficiently and effectively use the parking spaces that are developed.

Shared parking facilities shall conform to the requirements of the City of New Brunswick's Zoning Ordinance at Section 17.05.010.

Parking Requirements:

Table 4 lists the parking requirements for the permitted uses in the Redevelopment Plan.

In addition to the requirements for the number of spaces, the design guidelines for parking facilities set forth later in this section also apply.

Credits shall be given against the required parking for shared parking pursuant to the City's shared parking ordinance (Ord. Section 17.05.010).

Parking credits against the minimum space requirement are available to residential and office uses for car share programs.

For car share parking credit, at least 1 car share space is required for parking areas of 50-100 parking spaces. For parking areas of 101-200 spaces, at least 2 car share spaces are required and 3 car share spaces for parking areas of 201-300, and so on.

Car share spaces are required to be located near the pedestrian entrance of the parking facility. “Near” means being on the pedestrian access floor of the facility and within the nearest 10% of the spaces of that floor. Handicapped parking spaces are not to be counted as part of the 10% car capacity of the floor.

Car share parking credits for residential use are shown in Table 4: Parking Requirements. Car share parking credit standard for office use is 1 car share space is equal to 3 required parking spaces.

If no car-share organization or company is willing to use the space(s), the space owner may make the space(s) available to the general public. However, upon 90-days written notice from the City, the property owner must make the space available to a bona fide car share organization or company.

TABLE 4: Parking Requirements

RESIDENTIAL		
Housing Unit Type	**Housing Unit Size**	***Parking Requirement***
Stand Alone Mid-Rise Apartments	1 bedroom & studio	*1.8*
	2 bedroom	*2.0*
	3 bedroom	*2.1*
Stand Alone High-rise Apartments	1 bedroom	*0.8*
	2 bedroom	*1.3*
	3 bedroom	*1.9*
Residential in Mixed Use with No Car Share	1 bedroom	*0.8*
	2 bedroom	*1.1*
	3 bedroom	*1.4*
Residential in Mixed Use with Car Share	1 bedroom & studio	*0.5*
	2 bedroom	*0.8*
	3 bedroom	*1.15*

Car Share Space Requirement for Reduced Parking Requirement	1-49 units	Not Applicable
	50-100 units	1 car share space
	101 and greater	*2 car share spaces and an additional car share space for every additional 100 units*
Public Buildings and Services		
Public Buildings	Per 1,000 sf of GFA	*1.5*
Museums and Art Galleries	Per 1,000 sf of GFA	*1*
Commercial and Industrial		
Hotel	Per guest room	*0.3*
Tavern,	per 5 persons of legal occupancy	*0.6*
Restaurant,	Per 5 persons of maximum occupancy	*0.6*
Banks	Per 1,000 sf. of GFA	*0.6*
Office, Office Buildings, including non-medical professional offices	Per 1,000 sf of GFA	*1.2*
Medical/Dental Offices	Per 1,000 sf GFA	*1.5*
Retail stores	Per 1,000 sf GFA	*1.5*
Health Clubs, spas	Per 1,000 GFA	*3*
Commercial establishments not otherwise classified	Per 1,000 sf GFA	*1.5*
Recreational/Entertainment Theaters and Auditoriums	Per 5 persons of legal occupancy	*0.6*

Parking Location:

Parking should be provided in the plan area, to the extent feasible. If needed parking can not be accommodated in the plan area, off-site locations can be used, including existing facilities such as the Wellness Plaza deck. If space is available off-site, the availability shall be evidenced by an enforceable written agreement or other documentation acceptable to the Planning Board. The redeveloper shall demonstrate that any off-site parking location will function efficiently for access to the facility for parking and for access to the uses developed in the plan area that the parking is serving. Different parking uses will have different appropriate locations. For example, parking for retail uses would generally need to be closer to the site than parking for office uses, as shoppers can be expected to walk a shorter distance to their shopping location than an office worker will walk to their job location. Additionally, residential parking for an accessory or second parking space can be located farther from the site than the first or primary space.

Newly developed off-site parking should also conform to the parking design standards of this plan.

Parking dimensions, size and access.

Each off-street parking space and access aisle shall meet all applicable provisions of this section. The dimensions for parking lots, wheel stops, spaces, drive aisles, etc., are as set forth in Figure 1, and supersede the standards set forth in the City of New Brunswick Engineering, Utility and Landscaping Standards, Section 8.10,

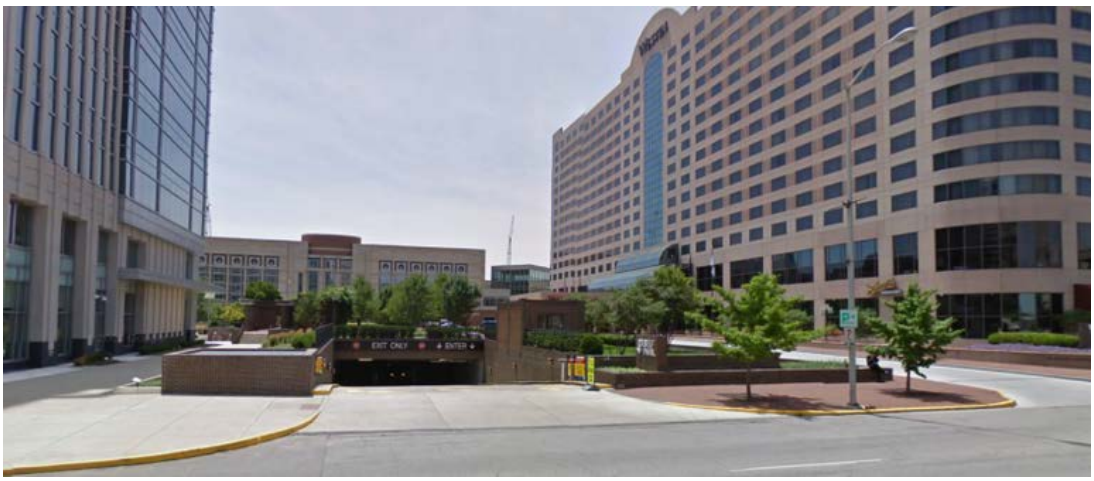
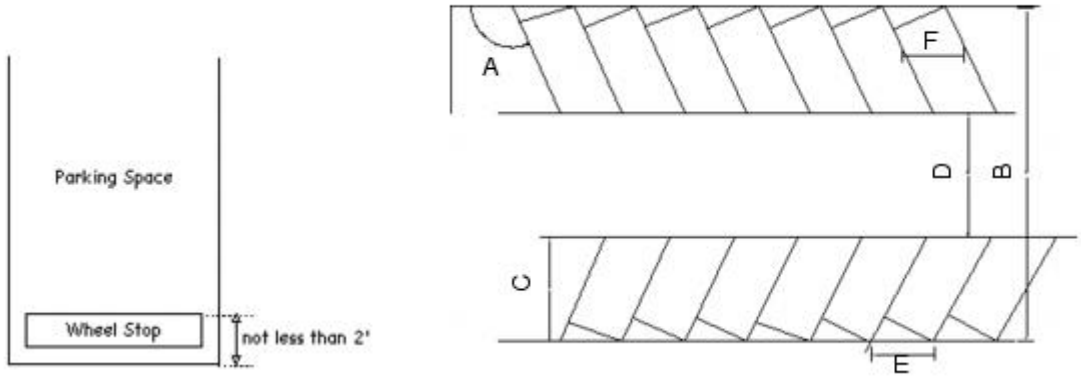


Figure 1. Parking Dimensions



One-Way Parking						
	A	B	C	D	E	F
Parallel	0°	28'	8'	12'	23'	8'
Angled	35°	41'	14.5'	12'	14.8'	8.5'
	40°	42'	15'	12'	13.2'	8.5'
	45°	43'	15.5'	12'	12'	8.5'
	50°	45'	16.5'	12'	11.1'	8.5'
	55°	48'	17.5'	13'	10.4'	8.5'
	60°	50'	17.5'	15'	9.8'	8.5'
	65°	53'	18'	17'	9.7'	8.5'
	70°	56'	18.5'	19'	9.6'	8.75'
Compact	45°		17'	11'		8'
	60°		16.7'	14'		8'
	75°		16.3'	17.4'		8'
	90°		15'	20'		8'
Two-Way Parking						
	A	B	C	D	E	F
Parallel	0°	36'	8'	20'	23'	8'
Angled	35°	49'	14.5'	20'	14.8'	8.5'
	40°	50'	15'	20'	13.2'	8.5'
	45°	51'	15.5'	20'	12'	8.5'
	50°	53'	16.5'	20'	11.1'	8.5'
	55°	55'	17.5'	20'	10.4'	8.5'
	60°	55'	17.5'	20'	9.8'	8.5'
	65°	56'	18'	20'	9.7'	8.75'
	70°	57'	18.5'	20'	9.6'	8.75'
	90°	64'	20'	24'	9'	9'
Compact	45°		17'	20'		8'
	60°		16.7'	20'		8'
	75°		16.3'	20'		8'
	90°		15'	20'		8'

Bicycle Parking:

Publicly Accessible Short-Term:

For Every	Of	Provide # of Bicycle Parking Spaces
1,000 sf	Retail	0.6
1,000 sf	Office	0.1

Public or Private Long-Term Weather-Protected Spaces:

1,000 sf	Office	0.3
3 Units	Residential	1

Bicycle parking shall be provided in racks or other similar facility and shall not be located within the car parking spaces in off-street parking facilities.

Bicycle Rack Standards:

- Installed on a permanent foundation (e.g., concrete pad) to ensure stability and security.
- Securely anchored into or on the foundation with tamper-proof nuts if surface mounted.
- Supports the bicycle frame in 2 or more places.
- Support both wheels on the ground
- Ability to support a variety of bicycle sizes and frame shapes.
- Space to secure the frame and one or both wheels to the rack with a cable, chain, or u-lock.
- Diameter of locking pole is no more than 1.5 inches.
- Galvanized or stainless steel racks are recommended and are required for racks on public property.

Acceptable racks designs including the "Inverted U," "Swerve," and "Post and Ring" racks, have two-point support and fit a variety of bicycle types. Custom designs and "artistic" racks are permitted if they meet the above standards.

Examples of acceptable rack designs:

Examples of UNACCEPTABLE rack designs:

Bicycle Rack Location:

- Required short-term bicycle parking spaces shall be located in a convenient and visible area at least as close as the closest non-accessible automobile parking and within one hundred (100) feet of a principal entrance

- Required long-term bicycle parking spaces shall be located in enclosed, secured or supervised areas providing protection from theft, vandalism and weather and shall be accessible to intended users

- Required long-term bicycle parking for residential uses shall not be located within dwelling units or within deck, patio areas, or private storage areas accessory to dwelling units.

Off-Street Loading:

Off-street loading shall be provided in compliance with the off-street loading standards of Section 17.05.030 of the New Brunswick Zoning Ordinance. Notwithstanding the provisions of Section 17.05.030, on-street loading areas may be used for retail spaces facing Spring, Paterson and/or Kirkpatrick Streets if the use of said loading zones is approved by the City Council.

Off-street loading areas, and curb cuts and service roads leading to service areas shall be located as far away as possible from public entrances. Loading area visibility should be minimized the to the extent practical through screening or location in non-prominent areas. The loading areas shall be designed so that vehicles do not encroach into the public right-of-way when loading or unloading.

Centralized or shared loading areas are permitted.

Signs:

All signs shall conform to the requirements as set forth within subsection 17.06 of the City of New Brunswick Zoning Code and the below requirements. It is the intention that the below requirements supersede the standards of subsection 17.06 when there is a conflict between the standards or wording.

Sign Definitions

Awning Sign: *Any sign painted on, or applied to, an awning.*

Banner: *Any cloth, bunting, plastic, paper, or similar non-rigid material attached to any structure, staff, pole, rope, wire, or framing which is anchored on two or more edges or at all four corners. Banners are temporary in nature and do not include flags.*

Beacon Lighting: *Any source of electric light, whether portable or fixed, the primary purpose of which is to cast a concentrated beam of light generally skyward as a means of attracting attention to its location rather than to illuminate any particular sign, structure, or other object.*

Building Frontage: *The maximum linear width of a building measured in a single straight line parallel, or essentially parallel, with the abutting public street or parking lot.*

Canopy: *A structure other than an awning made of fabric, metal, or other material that is supported by columns or posts affixed to the ground and may also be connected to a building.*

Canopy Sign: *Any sign that is part of, or attached to a canopy.*

Changeable Copy Sign: *A sign or portion thereof on which the copy or symbols change either automatically through electrical or electronic means, or manually through placement of letters or symbols on a panel mounted in or on a track system. The two types of changeable-copy signs are* ***manual changeable copy signs*** *and* ***electronic changeable copy signs****, which include:* ***message center signs, digital displays, and Tri-Vision Boards.***

Channel Letter Sign: *A sign consisting of fabricated or formed three-dimensional letters, individually applied to a wall , which may accommodate a light source.*

Clearance: *The distance above the walkway, or other surface if specified, to the bottom edge of a sign. This term can also refer to a horizontal distance between two objects.*

Digital Display: *The portion of a sign message made up of internally illuminated components capable of changing the message periodically. Digital displays may include but are not limited to LCD, LED, or plasma displays.*

Directional Sign: *Signs designed to provide direction to pedestrian and vehicular traffic into and out of, or within a site.*

Festoon Lighting: *A type of illumination comprised of either: (a) a group of incandescent light bulbs hung or strung overhead or on a building or other structure, or (b) light bulbs not shaded or hooded or otherwise screened to prevent direct rays of light from shining on adjacent properties or rights-of-way.*

Flag: *Any sign printed or painted on cloth, plastic, canvas, or other like material with distinctive colors, patterns, or symbols attached to a pole or staff and anchored along only one edge or supported or anchored at only two corners.*

Flashing Sign

This definition is consistent with the FHWA's sign regulations, which also distinguish be- tween "flashing" signs (prohibited on Feder- al Highways) and "digital" signs (allowed). The FHWA issued a statement in 2007 say- ing digital signs do not violate its flashing sign regulations.

Flashing Sign: *A sign whose artificial illumination is not kept constant in intensity at all times when in use and which exhibits changes in light, color, direction, or animation. This definition does not include electronic message centers signs or digital displays that meet the requirements set forth herein.*

Freestanding Sign: *A sign supported by structures or supports that are placed on, or anchored in, the ground; and that is independent and detached from any building or other structure. The following are subtypes of* ***freestanding signs****:*

> ***Ground Sign:*** *A sign permanently affixed to the ground at its base, supported entirely by a base structure, and not mounted on a pole or attached to any part of a building. (Also known as* ***monument sign****)*
>
> ***Pole Sign:*** *A freestanding sign that is permanently supported in a fixed location by a structure of one or more poles, posts, uprights, or braces from the ground and not supported by a building or a base structure.*

Government/Regulatory Sign: *Any sign for the control of traffic or for identification purposes, street signs, warning signs, railroad crossing signs, and signs of public service companies indicating danger or construction, which are erected by or at the order of a public officer, employee or agent thereof, in the discharge of official duties.*

Illumination: *A source of any artificial or reflected light, either directly from a source of light incorporated in, or indirectly from an artificial source.*

> ***External Illumination:*** *Artificial light, located away from the sign, which lights the sign, the source of which may or may not be visible to persons viewing the sign from any street, sidewalk, or adjacent property.*
>
> ***Internal Illumination:*** *A light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface. Message center signs, digital displays, and signs incorporating neon lighting shall not be considered internal illumination for the purposes of this ordinance.*

Halo Illumination: *A sign using a 3-dimensional message, logo, etc., which is lit in such a way as to produce a halo effect. (Also known as* ***back-lit illumination****)*

Illuminated Sign: *A sign with electrical equipment installed for illumination, either internally illuminated through its sign face by a light source contained inside the sign or externally illuminated by a light source aimed at its surface.*

Incidental Sign: *A sign that are primarily oriented to pedestrians and motor vehicle operators who have entered a property from a public street.*

Incidental Window Sign: *Signs displayed in the window displaying information.*

Inflatable Sign: *A sign that is an air-inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device.*

Interactive Sign: *An electronic or animated sign that reacts to the behavior or electronic signals of motor vehicle drivers.*

LED sign: A sign illuminated by LED's (light emitting diodes) that form letters, symbols, or other graphics.

Legibility: *The physical attributes of a sign that allow for an observer's differentiation of its letters, words, numbers, or graphics.*

Limited Duration Sign: *A non-permanent sign that is displayed on private property for more than 30 days, but not intended to be displayed for an indefinite period.*

Luminance: *An objective measurement of the brightness of illumination, including illumination emitted by an electronic sign, measured in candles per square foot (cd/ft^2).*

Manual Changeable Copy Sign: *A sign or portion thereof on which the copy or symbols are changed manually through placement or drawing of letters or symbols on a sign face.*

Marquee: *A permanent structure, other than a roof or canopy, attached to, supported by, and projecting from a building and providing protection from the elements.*

Marquee Sign: *Any sign attached to a marquee for the purpose of identifying a use or product. If attached to a theater, performing arts center, cinema, or other similar use, it may also advertise films or productions.*

Mechanical Movement Sign: *A sign having parts that physically move rather than merely appear to move as might be found in a digital display. The physical movement may be activated electronically or by another means, but shall not include wind-activated movement such as used for banners or flags. Mechanical movement signs do not include digital signs that have changeable, programmable displays.*

Menu Sign: *A permanent sign for displaying the bill of fare available at a restaurant, or other use serving food, or beverages.*

Message Center Sign: *A type of illuminated, changeable copy sign that consists of electronically changing alphanumeric text often used for gas price display signs and athletic scoreboards.*

Message Sequencing: *The spreading of one message across more than one sign structure.*

Multi-Tenant Sign: *A freestanding sign used to advertise businesses that occupy a shopping center or complex with multiple tenants.*

Mural *(or* ***mural sign****):* *A large picture/image (including but not limited to painted art) which is painted, constructed, or affixed directly onto a vertical building wall, which may or may not contain text, logos, and/ or symbols.*

Neon Sign: *A sign illuminated by a neon tube, or other visible light-emanating gas tube, that is bent to form letters, symbols, or other graphics.*

Off-Premise Sign: *An outdoor sign whose message directs attention to a specific business, product, service, event or activity, or other commercial or noncommercial activity, or contains a non-commercial message about something that is not sold, produced, manufactured, furnished, or conducted on the premises upon which the sign is located. (Also known as a* ***third-party sign****,* ***billboard****, or* ***outdoor advertising****)*

Official Traffic Sign: *Official highway route number signs, street name signs, directional signs and other traffic signs erected and maintained on public highways and roads in the interest of public safety or for the regulation of traffic.*

On-Premise Sign: *A sign whose message and design relate to the use conducted on the same property where the sign is located*

Pennant: *a triangular or irregular piece of fabric or other material, commonly attached in strings or strands, or supported on small poles intended to flap in the wind.*

Permanent Sign: *A sign attached or affixed to a building, window, or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign and whose intended use appears to be indefinite.*

Portable Sign: *A sign designed to be transported or moved and not permanently attached to the ground, a building, or other structure.*

Sandwich Board Sign: *A type of freestanding, portable, temporary sign*

*consisting of two faces connected and hinged at the top and whose message is targeted to pedestrians (Also known as **A-frame sign**)*

Projecting Sign: *A building-mounted, double-sided sign with the two faces generally perpendicular to the building wall, not to include signs located on a canopy, awning, or marquee. (Also known as **blade sign**)*

Public Sign: *A sign erected or required by government agencies or utilities, including traffic, utility, safety, railroad crossing, and identification signs for public facilities.*

Reflective Sign: *A sign containing any material or device which has the effect of intensifying reflected light.*

Revolving Sign: *A sign which revolves in a circular motion; rather than remaining stationary on its supporting structure.*

Roof Sign: *A building-mounted sign erected upon, against, or over the roof of a building.*

Security Sign: *An on-premises sign regulating the use of the premises, such as a "no trespassing," "no hunting," or "no soliciting" sign. (Also known as **warning sign**)*

Shielded: *The description of a luminaire from which no direct glare is visible at normal viewing angles, by virtue of its being properly aimed, oriented, and located and properly fitted with such devices as shields, barn doors, baffles, louvers, skirts, or visors.*

Sign: *Any device, structure, fixture, painting, emblem, or visual that uses words, graphics, colors, illumination, symbols, numbers, or letters for the purpose of communicating a message. Sign includes the sign faces as well as any sign supporting structure.*

Sign Area: *The total dimensions of a sign surface used to display information, messages, advertising, logos, or symbols. See "General Sign Regulations" for standards for measuring sign area.*

Sign Face: *The part of the sign that is or can be used for the sign area. The sign area could be smaller than the sign face.*

Sign Height: *The vertical dimension of a sign as measured using the standards in 17.06.060.E.*

Sign Supporting Structure: *Poles, posts, walls, frames, brackets, or other supports holding a sign in place.*

Streamers: *A display made of lightweight, flexible materials, consisting of long, narrow, wavy strips hung individually or in a series, with or without a logo or advertising message printed or painted on them and typically designed to move in the wind.*

Temporary ornamentations and decorations: *Non-permanent ornaments and*

decorations, including inflatables, animated displays and similar objects located on private property in a yard on or on a structure that is displayed for no more than 45 consecutive days at one time. Temporary ornamentation and decoration does not include security or safety lighting, including low-level lighting of walkways; or 3-D yard ornaments with a base of 4 sq. ft or less and height of 4 ft. or less.

Temporary Sign: *A type of non-permanent, sign that is located on private property that can be displayed for no more than 30 consecutive days at one time.*

Tri-Vision Boards: *An outdoor unit with a slatted face that allows three different copy messages to revolve at intermittent intervals.*

Vending Machine Sign: *A sign displayed on a vending machine indicating the name of the product being sold and/or the price of such product.*

Wall Sign: *A building-mounted sign which is either attached to, displayed on, or painted on an exterior wall in a manner parallel with the wall surface. A sign installed on a false or mansard roof is also considered a wall sign. (Also known as:* ***fascia sign****,* ***parallel wall sign****, or* ***band sign****)*

Window Sign: *Any sign that is applied, painted, or affixed to a window, or placed inside a window, within three (3) feet of the glass, facing the outside of the building, and easily seen from the outside. Customary displays of merchandise or objects and material without lettering behind a store window are not considered signs.*

Prohibited Signs

The following signs are unlawful and prohibited:

A. Abandoned signs.
B. Off-premise signs
C. Public right-of-way signs: No sign other than official traffic control devices or street signs shall be erected within, or encroached upon, the right-of-way lines of any street unless specifically authorized by this or other ordinances or regulations..
D. Mechanical movement signs, including revolving signs.
E. Pennant strings and streamers.
F. Animated signs, flashing signs, or signs that scroll or flash text or graphics.
G. Inflatable devices or balloon signs.
H. Any signs that imitate, resemble, interfere with, or obstruct official traffic lights, signs, or signals.
I. Signs which prevent free ingress or egress from any door, window, fire escape, or that prevent free access from one part of a roof to any other part. No sign other than a safety sign shall be attached to a standpipe or fire escape.
J. Signs which emit smoke, visible vapors, particulate matter, sound, odor or contain open flames.
K. Reflective signs or signs containing mirrors.
L. Interactive signs.
M. Signs incorporating beacon or festoon lighting. (Note: festoon lighting not associated with a sign is not prohibited, but must meet the other design criteria of this plan.)
N. Any banner or sign of any type suspended across a public street, without the

permission of the owner of the property and road.

O. Roof signs.
P. Signs erected without the permission of the property owner, with the exception of those authorized or required by local, state, or federal government.
Q. Any sign containing information which states or implies that a property may be used for any purpose not permitted under the provisions of the City of New Brunswick Zoning Ordinance.
R. Any sign that promotes illegal activity.

Signs Exempt from Permit Requirements

The following signs shall be allowed without a sign permit and shall not be included in the determination of the type, number, or area of permanent signs allowed within a zoning district, provided such signs comply with the regulations in this section, if any.

A. Official traffic signs.
B. Government/regulatory signs.
C. Signs inside a building, or other enclosed facility, which are not meant to be viewed from the outside, and are located greater than three (3) feet from the window.
D. Temporary ornamentations or decorations
E. Address signs - Up to two (2) signs stating address or number not to exceed five (5) sq. ft. in area.
F. Public signs - Signs erected or required by government agencies or utilities, including traffic, utility, safety, railroad crossing, and identification or directional signs for public facilities.
G. Security and warning signs required by law or to warn the public of danger. Maximum of one (1) large sign per property, not to exceed five (5) sq. ft. in area. All other posted security and warning signs may not exceed two (2) sq. ft. in area.
H. Flags:
    1. *Location.* Flags and flagpoles shall not be located within any right-of-way. *Height.* Flags shall have a maximum height of 30 ft.
    2. *Number.* No more than two (2) flags per lot.on lots 10,000 sq. ft. or less, no more than three (3) flags on all other lots.
    3. *Size.* Maximum flag size is 24 sq. ft..on lots of 10,000 sq. ft or less, 35 sq. ft. on all others.
I. Legal notices.
J. Vending machine signs.
K. Public monument or historical identification sign
L. Signs which are a permanent architectural feature of a building or structure, existing at the time of adoption of this ordinance.
M. Incidental signs, including incidental window signs.
N. Directional signs,
    1. *Area*. No single directional sign shall exceed four (4) sq. ft. in area.
    2. *Height.* Directional signs shall have a maximum height of five (5) ft.
    3. *Illumination.* Directional signs shall be non-illuminated, unless they are freestanding at driveway entrances. Directional signs at driveway entrances may be internally or externally lit.
L. Art and murals displayed as part of educational, artistic appreciation or beautification programs
M. Signs on public institutions including municipal, county, state and federal

buildings and public schools, colleges and universities

General Sign Regulations

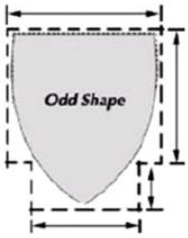
A. Sign location.
   1. No sign shall be placed in such a position as to endanger pedestrians, bicyclists, or traffic on a street by obscuring the view or by interfering with official street signs or signals by virtue of position or color.
   2. No sign may occupy a sight triangle.
   3. Signs and their supporting structures shall maintain clearance and noninterference with all surface and underground utility and communications lines or equipment.

B. Sign Materials & Construction: Every sign shall be constructed of durable materials, using non- corrosive fastenings; shall be structurally safe and erected or installed in strict accordance with the NJ Uniform Construction Code; and shall be maintained in safe condition and good repair at all times so that all sign information is clearly legible.

C. Sign Area.
   1. The area of a sign shall mean the area of all lettering, wording, and accompanying designs, logos, and symbols. The area of a sign shall not include any supporting framework, bracing or trim which is incidental to the display, provided that it does not contain any lettering, wording, or symbols.

Lettering With No Sign Board

Lettering With No Sign Board



Lettering With Sign Board

   2. Where the sign consists of individual letters, designs, or symbols attached to a building, awning, wall, or window, the area shall be that of the smallest rectangle which encompasses all of the letters, designs, and symbols.
   3. Signs may be double-sided.
      a. On-premises signs.
         i. Only one (1) side shall be considered when determining the sign area, provided that the faces are equal in size, the interior angle formed by the faces is less than 45 degrees, and the two faces are not more than 18 inches apart.
         ii. Where the faces are not equal in size, but the interior angle formed by the faces is less than 45 degrees and the two faces are not more than 18 inches apart, the larger sign face shall be used as the basis for calculating sign area.
         iii. When the interior angle formed by the faces is greater than 45 degrees, or the faces are greater than 18 inches apart, all sides of such sign shall be considered in

calculating the sign area.

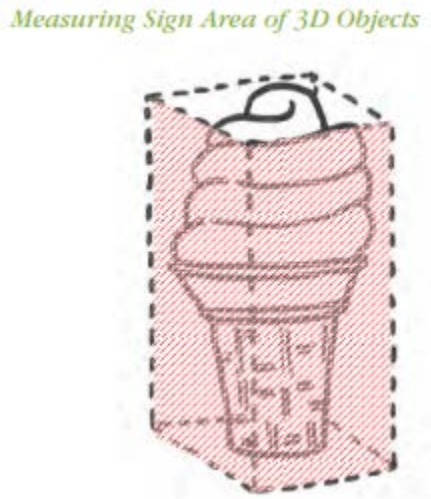
b. Off-premises signs.

i. Only one (1) side shall be considered when determining the sign area, provided that the faces are equal in size, the interior angle formed by the faces is less than 45 degrees, and the two faces are not more than five (5) feet apart.

ii. Where the faces are not equal in size, but the interior angle formed by the faces is less than 45 degrees and the two faces are not more than five (5) feet apart, the larger sign face shall be used as the basis for calculating sign area.

iii. When the interior angle formed by the faces is greater than 45 degrees, or the faces are greater than five (5) feet apart, all sides of such sign shall be considered in calculating the sign area.

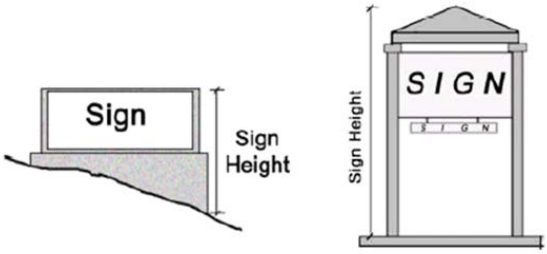
4. Signs that consist of, or have attached to them, one or more three- dimensional or irregularly-shaped objects, shall have a sign area of the sum of two adjacent vertical sign faces of the smallest cube encompassing the sign or object.



5. If elements of a sign are movable or flexible, such as a flag or banner, the measurement is taken when the elements are fully extended and parallel to the plane of view.
6. The permitted maximum area for all signs is determined by the sign type and the zoning district in which the sign is located (see §13-18).

D. Sign Height.

1. The height of a sign shall be measured as the vertical distance from the uppermost point used in measuring the area of the sign to the lowest elevation of the existing grade immediately below and adjoining the sign



2. Clearance for freestanding and projecting signs shall be measured as the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other structural elements.
3. The permitted maximum height for all signs is determined by the sign type and the zoning district in which the sign is located .

E. Sign Spacing: The spacing between sign structures shall be measured as a straight-line distance between the closest edges of each sign.

Signs in the Ferren Redevelopment District

In addition to the exempt signs described above in. Signs Exempt from Permit Requirements, the following numbers and types of signs may be erected in the redevelopment district, subject to the conditions specified herein and in Section 17.06.060 of the City's Zoning Ordinance, if the conditions in 17.06.060 do not conflict with conditions set forth in this plan. If the case of a conflict, the provisions of the plan apply.

A. The total area of all wall, awning/canopy, and projecting signs shall be limited to two (2) square feet per one (1) linear foot of building frontage that faces a public street or parking lot, subject to maximum size limitations based on sign type.

B. Wall signs for non-residential uses shall be permitted subject to the following regulations.
    1. Number: One (1) sign per tenant per street frontage, up to a maximum of two (2) signs per tenant. Where a property has entrances facing both a street and a parking lot, an additional sign is permitted to face the parking lot.
    2. Area: No single wall sign shall exceed 24 sq. ft. in area.
    3. Height: Signs shall have a maximum height equal to the eaveline or the bottom of the second story window sill, whichever is lower.
    4. Illumination: The following illumination types shall be permitted subject to the regulations in "Sign Illumination".
        a. External illumination, lit from above
        b. Halo illumination or back-lit letters

H. Awning or canopy signs for non-residential uses shall be permitted subject to the following regulations.
    1. Height: Signs shall have a maximum height equal to the eaveline or the bottom of the second story window sill, whichever is lower.
    2. Illumination: The following illumination types shall be permitted subject to the regulations in "Sign Illumination".
        a. External illumination, lit from above.

G. Projecting signs for non-residential uses shall be permitted subject to the following regulations.
    1. Number: One (1) sign per ground floor establishment, plus one (1) sign per building entrance serving one or more commercial tenants without a ground floor entrance.
    2. Area: Each sign shall have a maximum area of twelve (12) sq. ft. per sign face.
    3. Height: Signs shall have a maximum height equal to the eaveline or the bottom of the second story window sill, whichever is lower.
    4. Illumination: The following illumination types shall be permitted subject to the regulations in "Sign Illumination".
        a. External illumination, lit from above

F. Window signs for non-residential uses shall be permitted subject to the following regulations.
    1. Area: A maximum of 15% of the total window area of any single storefront may be used for permanent signs that are etched, painted, or otherwise permanently affixed to the window. A maximum of 25% of the total window area of any single storefront may be covered by a combination of permanent and temporary window signs.

2. Illumination: The following illumination types shall be permitted subject to the regulations in 17.06.060.F Sign Illumination.
    a. None

G. Upper-level building identification signs for mixed-use or non-residential buildings shall be permitted subject to the following regulations in the Ferren Redevelopment District.
    1. Number: One (1) sign per building.
    2. Area: Each sign shall have a maximum area of 200 sq. ft.
    3. Height: Signs shall have a maximum height of ten (10) feet and shall not extend vertically beyond the eaveline.
    4. Location: Signs shall be limited to buildings at least three (3) stories in height and shall be located only on the top floor of such buildings.
    5. Illumination: The following illumination types shall be permitted subject to the regulations in 17.06.060.F Sign Illumination.
        a. Internal illumination
        b. External illumination, lit from above
        c. Halo illumination or back-lit letters

H. Marquee signs shall be permitted subject to "Regulations by Sign Type: On-Premise Signs" and the following regulations.
    1. Number: One (1) sign per building.
    2. Area: Each sign shall have a maximum area of 200 sq. ft.
    3. Height: Signs shall have a maximum height of ten (10) feet and shall not extend vertically beyond the eaveline.
    4. Location: Signs shall be limited to buildings at least three (3) stories in height and shall be located only on the top floor of such buildings.
    5. Illumination: The following illumination types shall be permitted subject to the regulations in 17.06.060.F Sign Illumination.
        a. Internal illumination
        b. External illumination, lit from above
        c. Halo illumination or back-lit letters

A. Wall/Awning or Projecting signs for residential developments or apartment buildings containing more than twenty-four units shall be permitted subject to the following regulations.
    1. Number: One (1) sign per street frontage.
    2. Area: Each sign shall have a maximum area of 15 sq. ft. per sign face.
    3. Height: Canopy/Projecting signs shall not exceed the eave level or second story window sill.
    4. Illumination: The following illumination types shall be permitted subject to the regulations in 17.06.060.F "Sign Illumination":
        a. External illumination

B. Freestanding signs for residential developments or apartment buildings on lots in excess of one (1) acre shall be permitted subject to the following regulations.
    1. Number: One (1) sign per street frontage.
    2. Area: Each sign shall have a maximum area of 15 sq. ft. per sign face.
    3. Height: Signs shall have a maximum height of eight (8) feet.
    4. Illumination: The following illumination types shall be permitted subject to the regulations in 17.06.060.F Sign Illumination.
        a. External illumination

I. Summary Table for Signs in the Ferren Redevelopment Plan Area.

	Ferren Redevelopment Plan Area Non-Residential				
	Wall and Awning/Canopy	Projecting	Window	Upper-Level Building Identification	Marquee
Maximum Number	Wall: 1 per tenant per street frontage (up to 2 per tenant) Awning/Canopy: : 1 per tenant per street frontage (up to 2 per tenant)	1 per ground floor establishment, plus 1 per building entrance serving tenants without a ground floor entrance	N/A	1 per building (3 story minimum building height)	1 per building subject to requirements in "Regulations by Sign Type: On-Premises Signs".E
Maximum Area (Total)	2 sq. ft. per linear ft. of building frontage facing a public street or parking lot, subject to maximum size limitations based on sign type		25% total window area (all signs) 15% of total window area (permanent signs);	N/A	N/A
Maximum Area (Individual)	24 sq. ft.	12 sq. ft.	N/A	200 sq. ft.	200 sq. ft.
Maximum Height	The eaveline or the bottom of the second story window sill, whichever is lower.		N/A	Top of the top floor	The eaveline or bottom of 2nd story window sill, which ever is lower

	Ferren Redevelopment Plan Area Residential Districts	
	Wall and Projecting	Freestanding
Maximum Number	>24 units: 1 per street frontage	Residential Developments: 1 per street frontage on lots of >1 acre
Maximum Area (sq.ft.)	>24 units: 15	Residential Developments on lots > 1 acre: 15
Maximum Height	The eaveline or the bottom of the second story window sill, whichever is lower.	Residential Developments on lots > 1 acre: 8 ft.

Regulations by Sign Type: On-Premises Signs

A. Wall Signs.
   1. No portion of a wall sign shall be mounted less than eight (8) feet above the finished grade or extend out more than twelve (12) inches from the building wall on which it is affixed. If the wall sign projects less than three (3) inches from the building wall on which it is affixed, the eight-foot height requirement need not be met.

B. Canopy or Awning Signs.
   1. A canopy or awning without lettering or other advertising shall not be regulated as a sign.
   2. Canopy or awning signs must be centered within or over architectural elements such as windows or doors.
   3. No awning or canopy sign shall be wider than the building wall or tenant space it identifies.
   4. Sign Placement.
      a. Logos, letters or numerals may be located on the front and side vertical faces or the front angled face of the awning or canopy.
   5. Sign Height.
      a. The lowest edge of the canopy or awning sign shall be at least eight (8) feet above the finished grade.
   6. Awnings above the ground floor may be fixed, provided they do not project more than four (4) feet from the face of the building.
   7. Multi-tenant Buildings. If the awning or canopy sign is mounted on a multi-tenant building, all awning or canopy signs shall be similar in terms of height, projection, and style across all tenants in the building.

C. Projecting Signs.
   1. No portion of a projecting signs shall project more than four (4) feet from the face of the building.
   2. The outermost portion of a projecting sign shall project no closer than five (5) feet from a curbline or shoulder of a public street.
   3. Sign Height. The lowest edge of a projecting sign shall be at least eight (8) feet above the finished grade.

D. Window Signs.
   1. Incidental window signs shall be excluded from area calculations for window signs.

E. Marquee Signs.
    1. Such signs shall be located only above the principal public entrance of a theater or hotel building facing a public street or parking lot.
    2. No marquee shall be wider than the entrance it serves, plus two (2) feet on each side thereof.
    3. No marquee shall extend closer to the curb than three (3) feet.
    4. Sign Height.
        a. No portion of a marquee sign shall extend vertically above the eaveline.
        b. The lowest edge of the marquee sign shall be at least ten (10) feet above the finished grade.

F. Freestanding Signs.
    1. The lowest edge of any freestanding pole sign shall be either less than four (4) feet or greater than eight (8) feet above the ground.
    2. Freestanding ground signs shall be supported and permanently placed by embedding, anchoring, or connecting the sign in such a manner as to incorporate it into the landscape.
    3. Sign Placement.
        a. All freestanding signs shall be set back five (5) feet from the right-of-way, except for official traffic signs and government/regulatory signs.
        b. No freestanding sign may occupy an area designated for parking, loading, walkways, driveways, fire lane easement, cartway of the right-of-way or other areas required to remain unobstructed.

G. Manual Changeable Copy Signs: Manual changeable copy signs are permitted only when integrated into a freestanding, marquee, wall, or portable sign.

Regulations for Sign Illumination

A. Signs may be illuminated, unless otherwise specified herein, consistent with the following standards:
    1. *Location.* The summary table below provides detailed information about what types of illumination are permitted in each zoning district.
    2. Light sources to illuminate signs shall neither be visible from any street right-of-way, nor cause glare hazardous or distracting to pedestrians, vehicle drivers, or adjacent properties.
    3. No more than 0.2 foot-candle of light shall be detectable at the boundary of any abutting property.
    4. *Hours of Operation:*
    5. Signs on non-residential properties may be illuminated from 5 am until 11 pm, or ½ hour past the close of business of the facility being identified or advertised, whichever is later. Signs shall provide an automatic timer to comply with the intent of this Section.
    6. *Message Duration:* The minimum length of time each message may be displayed on a message center sign, digital display, or Tri-Vision Board sign is ten (10) seconds.

B. Types of Illumination: Where permitted, illumination may be:
    1. *External:* Externally illuminated signs, where permitted, are subject to the following regulations:
        a. The source of the light must be concealed by translucent covers.
        b. External illumination shall be by a steady, stationary light source, shielded and directed solely at the sign. The light source must be static in color.

2. *Internal:* Internally illuminated signs, where permitted, are subject to the following regulations:
    a. Internal illumination, including neon lighting, must be static in intensity and color.
    b. Message center signs are permitted in accordance with the regulations contained in this section
    c. Digital displays are permitted in accordance with the regulations contained in this section.

C. Message center signs are subject to the following regulations, in addition to all other illumination requirements established in this Section.
    1. *Sign Type*: Message center signs are permitted in the form of monument, and wall signs in accordance with the regulations for such sign type.
    2. *Height:* A message center sign shall have the same height limits as other permitted signs of the same type and location.
    3. *Area*:
        a. When used as an on-premises sign, message center signs shall not exceed 50% of the sign area for any one sign, and shall not exceed more than 30% of the total area for all signs permitted on a property.
    4. *Maximum Number*: Where permitted, one (1) message center sign is permitted per street frontage, up to a maximum of two (2) message center signs per property.
    5. *Message Display:*
        a. No message center sign may contain text which flashes, pulsates, moves, or scrolls. Each complete message must fit on one screen.
        b. The content of a message center sign must transition by changing instantly (*e.g.*, no fade-out or fade-in).
        c. *Default Design:* The sign shall contain a default design which shall freeze the sign message in one position if a malfunction should occur.
        d. The addition of any message center sign to a nonconforming sign is prohibited.
    6. *Public Service Announcements:* The owner of every message center sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts or alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues the information.

D. Digital display signs are subject to the following regulations in addition to all other requirements established in this Section.
    1. *Sign Type*: Digital displays are permitted in the form of monument, and wall signs
    2. *Height:* A digital display shall have the same height limits as for other permitted signs of the same type and location.
    3. *Area*:
        a. When used as an on-premises sign, digital displays shall not exceed more than 30% of the total sign area permitted on the site.
    4. *Maximum Number per Property:* Where permitted, one (1) digital display sign is permitted per property
    5. *Message Display:*

a. Any Digital Display containing animation, streaming video, or text or images which flash, pulsate, move, or scroll is prohibited. Each complete message must fit on one screen.
b. One message/display may be brighter than another, but each individual message/display must be static in intensity.
c. The content of a digital display must transition by changing instantly, with no transition graphics (*e.g.*, no fade-out or fade-in).
d. *Default Design:* The sign shall contain a default design which shall freeze the sign message in one position if a malfunction should occur.

6. Conversion of a permitted non-digital sign to a digital sign requires the issuance of a permit pursuant to 17.06.220 Permits & Applications.
7. The addition of any digital display to a nonconforming sign is prohibited.
8. *Public Service Announcements:* The owner of every digital sign shall coordinate with the local authorities to display, when appropriate, emergency information important to the traveling public including, but not limited to Amber Alerts or alerts concerning terrorist attacks or natural disasters. Emergency information messages shall remain in the advertising rotation according to the protocols of the agency that issues the information.

E. Glare Control: Glare control shall be achieved primarily through the use of such means as cutoff fixtures, shields, and baffles, and appropriate application of fixture mounting height, wattage, aiming angle, and fixture placement. Vegetation screens shall not be employed to serve as the primary means for controlling glare.

F. Illumination Standards

Use	Illumination Type				Hours of Illumination	Motion Limitation	Size Limitation	
	Internal	Message Center Sign	External	Digital Display		Digital Displays and Message Center Signs	Digital Display Signs as a Max % of Total Sign Area on Site	Message Center Signs as a Max % of Sign Area
Non-Residential	Y	Y	Y	Y	5 am to 11 pm or 1/2 hour past close of business	10 secs between sign changes	30%	30%
Residential	N	N	Y	N	24 hr	N/A	N/A	N/A

Other Requirements:

Street Light and Streetscape Standards:

A coordinated streetscape design for street lighting, bus stops, benches, trash/recycling receptacles, bike racks, wayfinding signage and other similar street furniture items shall be used throughout the redevelopment area. The design palette shall be harmonious with the streetscape improvements along George Street. The streetscape design palette shall be reviewed and approved by the City's Technical Advisory Committee prior to the submission of any site plan applications by a designated redeveloper.

Affordable Housing:

NJSA 40A:12A-7(a)6 and NJSA 40A:12A-7(a)7 require that "as of the date of the adoption of the resolution finding the area to be in need of redevelopment, an inventory of all housing units affordable to low and moderate income households, that are to be removed as a result of implementation of the Redevelopment Plan, whether as a result of subsidies or market conditions" and that "a plan for the provision, through new construction or substantial rehabilitation of one comparable, affordable replacement housing unit for each affordable housing unit that has been occupied at any time within the last 18 months, that is subject to affordability controls and that is identified as to be removed as a result of implementation of the Redevelopment Plan.

The portion of the plan area that has been found to be in need of redevelopment, i.e., Block 17, was declared in need of redevelopment prior to the adoption of NJSA 40A12A-7(a)6. However, no housing units, either market-rate or affordable housing, are located on Block 17 and have not been since at least 1982. Consequently, as no affordable housing units are being lost, there is no requirement for a plan for replacing lost housing units.

The Redevelopment Plan has a goal of having at least 10% of the residential units to be constructed as part of the redevelopment projects to be affordable to low and/or moderate income housing; defined as housing affordable to households at the 50% (Low) and 80% (Moderate) of HUD area median income (AMI). The goal is to further have at least half of the affordable housing units be affordable to low-income households.

Landscaping:

All open areas and parking areas shall be attractively and appropriately screened or landscaped. All setback areas shall be landscaped.

Fire Escapes:

Fire escapes are prohibited on the principal façade of a building. They may be permitted on the side or rear if not in conflict with zoning, property ownership or code requirements.

Security Gates:

Exterior security gates are prohibited. Interior security gates are only permitted provided the storefront or area to be secured remains visible. Solid security gates and exterior doors (roll-ups) are prohibited. "Panelized" gates of an open design that will correspond to individual window or door openings, or will break up a large storefront window into small increments, are permitted. Existing security gates and doors, to be retained in a project renovation, shall be painted in accordance with the color standards specified within New Brunswick Zoning Ordinance. Existing solid security gates and exterior doors (roll-ups) are not permitted during any repair or renovation.

Awnings, Canopies and Marquees:

A. Marquees are prohibited on buildings with less than 40,000 square feet.
B. No awning shall extend more than four feet (4') into the public right-of-way; no awning shall be less than eight feet (8') above grade.
C. Awnings shall not be placed so as to conceal or disfigure an architectural feature or detail.

Awnings shall be coordinated, in terms of design, color and height, with awnings on adjacent buildings.

Design Guidelines for TVMU Area:

(2) General Provisions

(a) Overall Design Concept: All new buildings should be related harmoniously to existing buildings and other substantial structures in the vicinity that have a visual relationship to the proposed building or buildings. The achievement of such a relationship may include the enclosure of space in conjunction with other existing buildings or other proposed buildings and/or the creation of focal points with respect to avenues of approach, terrain features or other buildings.

(b) Area Design Features: New buildings should, where appropriate, strengthen the particular urban design features of its locale by, for example, framing a view corridor, enclosing an open space area, or continuing a particular design feature of statement. New construction should respect the existing street pattern to preserve the circulation plan or add to it and reinforce it where possible and appropriate.

(c) Building Design Elements: The selection of building design elements, for example, in the use of materials, fenestration, color, texture, etc., should ensure that such treatment is compatible with that prevalent in the area, where such prevalence exists and where such compatibility is desired. The building facades should "reflect" the size, scale and setbacks of adjacent buildings and those across the street.

(d) Building Orientation: New buildings should be oriented to the natural environment; for example, the design and location of pedestrian areas and plazas, with respect to building orientation, should be based on use in all weather conditions at all times of the year. Appropriate uses of outdoor space related to buildings, such as outdoor cafes are encouraged if they conform to all other ordinance requirements.

(e) Building Additions: Building additions should be designed to reflect the existing building in terms of scale, materials, fenestration and color. A change in scale, for example, may require a transitional design element between the addition and the existing building. Additions are encouraged that are sympathetic to the original building yet contemporary in spirit.

(f) Building Height and Setting: The intention of the Redevelopment Plan is to develop the permitted mix of uses at densities appropriate for a mixed-use, transit-oriented downtown. Due to the plan area location adjacent to train and bus hubs, near major employers and in a highly walkable downtown grid, it is expected that some building will have substantial height. While these buildings may be substantially higher than adjacent buildings, the new buildings' design should complement or enhance nearby existing buildings, particularly for portions of the new buildings that are at the same or lesser heights of the adjacent buildings. New buildings may have similar design elements as existing buildings or have different design elements. In either case, the design elements should complement or enhance the urban fabric. The development setting is encouraged to have buildings with a mix of heights so as to create

architectural interest and to preserve, to the extent practicable, light and views of existing building

(g) The particular location of new buildings on a site should provide an appropriate harmonious relationship to existing area structures, land forms and water bodies, in terms of height, setback, view preservation and related aspects of its urban context. In particular areas, building height and orientation may have to be adjusted in order to maintain such relationships or to preserve visual access to community focal points either nature, e.g., river, or manmade, e.g. cultural institutions, churches, etc. Where the site slopes, a new building's design should fit within an envelope that follows the lands contours. Stepped designs are be appropriate to preserve light, views, and to reinforce the scale of a particular site or an assemblage of lots, the heights, massing and siting of buildings need special care to reinforce existing relationships.

(h) Side and Rear Elevations: Appearance of the side and rear elevations of buildings is important in commercial districts, especially if parking is provided next to the buildings. It may be desirable to develop alternate entries. Other guidelines for fronts of buildings shall also apply to the rear and sides.

(i) Façade Composition: Commercial buildings generally consist of a base, tower and top. The base is generally more open and accessible than the upper areas of the building. Stability, proportion and visual interest are established by buildings with clear vertical organization.

(j) Massing: Large, horizontal buildings of limited height in the commercial zone should be broken down into segments having vertical orientation (bays). Repetition of bays and traditional façade elements creates patterns which help establish a sense of scale while allowing individual identify for each storefront.

(k) Character of Primary Facades: Buildings with expansive blank walls are prohibited. Blank walls and curtain wall buildings have no relationship to the overall design character of the downtown area and undermine the qualities of human scale that the traditional commercial and residential structures have established.

(l) Roof Forms: In commercial areas, buildings should be designed to be "wall dominated" in that the roofs are visually less dominant in the total design. Roof forms should be similar to those predominantly found on adjacent buildings.

(m) Scale: A human scale should be achieved at ground level and along street frontages and entryways through the use of such elements as windows, doors, transoms, sidelines, columns, awnings,

stoops, bulkheads, and areaways. The rhythm of entrances and windows on the street contributes to visual continuity and is encouraged on all commercial and residential buildings. Recessed entries on commercial buildings identify the entrance, provide shelter and are also encouraged.

(n) Building Height: The actual and perceived height of buildings is important. Buildings that are perceived from the pedestrian perspective as departing greatly from the height of their established neighbors can visually disrupt the sense of pedestrian scale.

(o) Proportion of Openings: The relationship of the width to the height of window proportions on the front elevation shall be visually compatible with the buildings and places to which it is related.

(p) Rhythm of Solid (Wall) to Void (Window and Door):
The use of vertically proportioned windows is generally encouraged as they reinforce established rhythms. The distinction between upper and lower floor windows should be maintained. The first floor is primarily transparent, whereas the upper floor facades are more traditionally solid with smaller window openings. New construction shall use windows of similar sizes and shapes or incorporate other façade elements that establish the same pattern of other buildings in its content.

(q) Rhythm: Rhythms which carry through a block such as window spacing, entrances, canopies or awnings, etc., should be incorporated into new or renovated facades.

(r) Parking Design: The development of the plan area is encourage the use of transit, walking and cycling over the use of personal cars for travelling to and from the area. However, many users of the development to be constructed in the plan area will need or prefer to use a car to access the area. It is the design intention of the plan to de-emphasize the visibility of any car parking areas as such areas detract from the liveliness of the area and interfere with the flow of the retail areas and streetscape.

Development of parking facilities should adhere to a preferred hierarchy of parking types.

- Underground parking is to be preferred to the extent that it is practical to develop. It is recognized that underground parking is more costly and that a limited number of parking levels can be feasibly constructed below ground.
- Structured, above ground parking complying with the structured parking design guidelines is the second preference for parking facilities.
- Surface parking areas are the least preferred parking facilities. If the construction of surface parking facilities is necessary, such facilities should comply with the surface parking design guidelines of this plan.

STRUCTURED PARKING DESIGN GUIDELINES:

Future parking structures should be constructed with the understanding that required parking spaces for an area should be shared over the course of a day to maximize efficiency.

While the construction of new parking garages will be critical to accommodate future vehicles in the study area, it is important to establish parking ratios that promote the use of public transportation and encourage development that generates less traffic. New parking facilities must be designed in such a way that does not adversely affect their surroundings.

Monotonous and unadorned parking structure elevations are prohibited. No blank walls or exposed parking levels should face directly onto primary streets. To the extent practicable, the ground floor of parking structures should be "wrapped" with commercial or residential uses to screen the parking structure from view on the fronting street. Attempts should be made to reduce the overall visual mass of the parking garage through the architectural expression of stair towers, canopies and screening devices. Parking garage elevations shall be screened from view with the incorporation of lightweight design elements that add visual interest to the elevations (such as trellis panels) and filter the view to parked cars. When possible, building edges that face primary streets should incorporate programmable spaces into the ground floor of the parking structure (such as small commercial/retail uses) to activate the street edge. Garage entries shall not exceed 16' clear height and 24' clear width. Provisions shall be made for audible and/or visible warnings at garage exits to protect pedestrians from vehicles

SURFACE PARKING

Surface parking lots should be avoided unless other parking alternatives are not feasible or a special use requires a limited number of surface parking space.

Parking shall be placed behind the buildings, but where accommodation of the minimum parking requirements are not adequately met, parking on the side of buildings is acceptable provided that the parking is screened from view from any adjoining right-of-way. On street parking available along the frontage lines that correspond to each lot shall be counted toward the parking requirement for the parcel. By exemption, the required parking may be provided within a five minute (1/4 mile) walking radius of the site which it serves.

Avoid large, unbroken expanses of pavement. Divide large parking lots into smaller paved areas that are separated by landscaping, access driveways or ancillary structures. Parking lots shall include parking islands to breakdown the scale of the surface lot, with the inclusion of pedestrian-scale lighting in lieu of standard lot lighting. A visual buffer of landscaping shall be provided towards adjacent properties. Any parking lot adjoining a public street shall be screened from view to a height of three feet by walls, berms or landscaping or a combination of these three. If landscaping is

used, the planting bed shall be a minimum of 10' wide. Separate parking areas from buildings by use of a raised walkway or planting strip. Avoid directly abutting parking aisles or spaces to the edge of a building.

Bicycle parking shall be provided per the standards for bicycle parking set forth above in this section.

Section 3 Right-Of-Way, Traffic, Transit and Utility Adjustment and/or Improvements

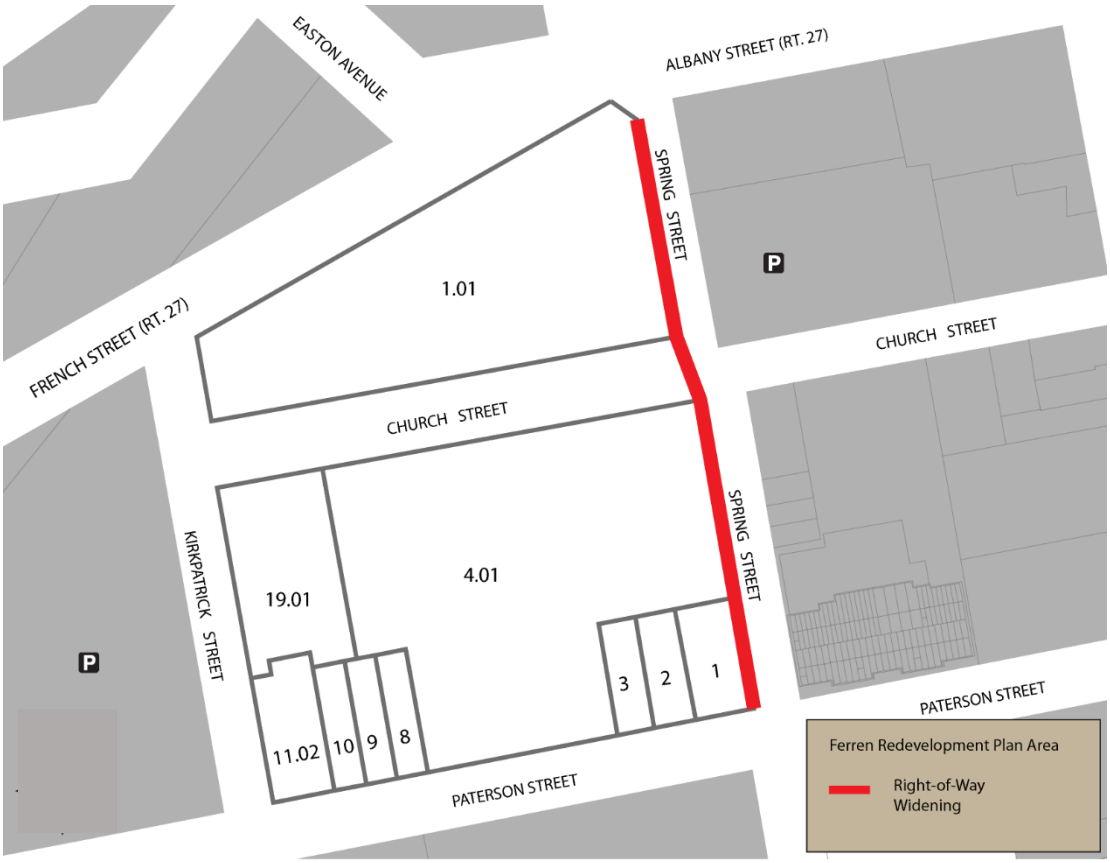
Right-Of-Way Changes:

Church Street Vacation:

The portion of Church Street that is between Block 17 and Block 18, i.e., the area between the southern border of Spring Street and the northern border of Kirkpatrick Street, is proposed to be vacated to create a contiguous development parcel between French Street/Route 27 and Paterson Street.

Spring Street Widening:

The Spring Street right-of-way is currently about 36 feet in width. The street has only one-way circulation from Albany Street to Paterson Street. In order to improve circulation, provide appropriate commercial loading space, on-street parking and to create a pedestrian-friendly street, the right-of-way should be expanded to approximately 54 feet.



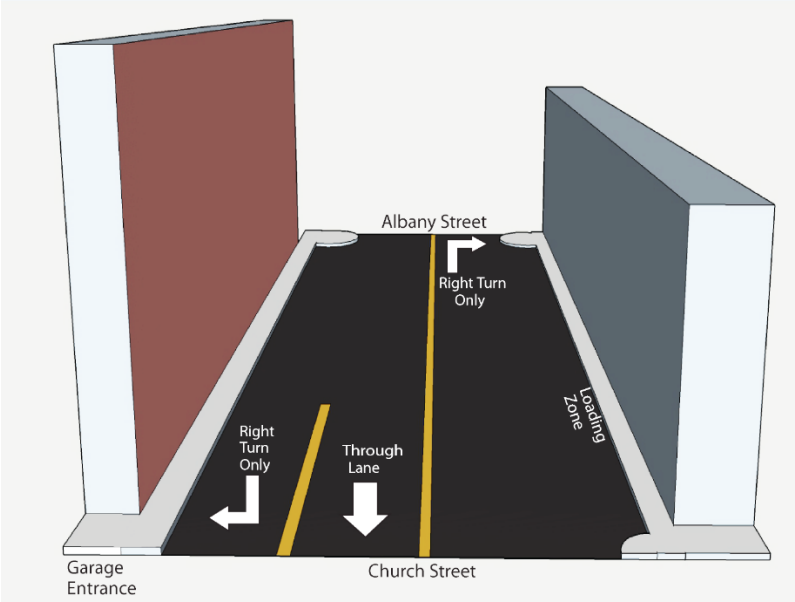
The street would accommodate two-way traffic along its length to allow for enhanced access when exiting the Ferren site on the north side. By creating two-way circulation on Spring Street, vehicles exiting the site, and other vehicles, can access Albany Street/Route 27 North while avoiding the Easton/French intersection.

Spring Street – Church St. to Albany St.
Spring Street at the Albany Street intersection is proposed to have two travel lanes for two-way traffic. Vehicle movements would be limited to right turn in and right turn out. Each corner is proposed to have curb extension to narrow the pedestrian travel distance across the street.

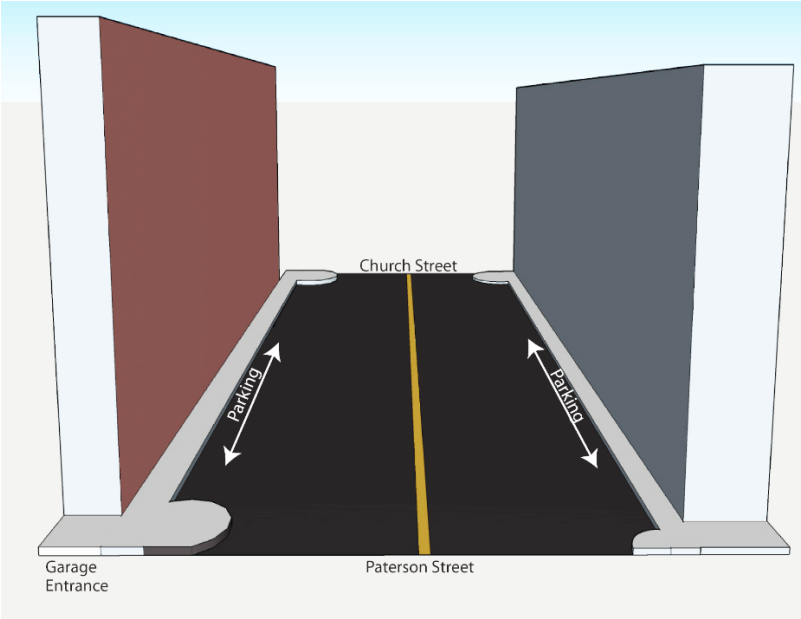
Approximately halfway through the block, the southbound lane would split into a dedicated right turn lane to access the site's parking facility and a through lane continuing down Spring Street. A curb extension should be provided on the corner opposite the site, but due to the turning lane at the intersection, no curb extension is proposed for the corner on the project side of the street.

The curbfront opposite the site is proposed as a loading zone. This area currently provides loading facilities for 120 Albany Street. The loading zone could accommodate delivery trucks for both 120 Albany Street and for the Ferren site.

The sidewalk on each side of the street should be at least 8 feet wide so as to comfortably accommodate pedestrian traffic along the route.



Spring Street – Paterson St. to Church St.
The block is proposed to have two travel lanes to provide two-way circulation along the block. On-street parking is proposed for both sides of the street. Curb extensions should be provided at each intersection, along with sidewalks of 8 foot widths.



Traffic Circulation

	Efficient traffic circulation for vehicles, pedestrians and alternate modes of transportation is important to the successful redevelopment of the area. Circulation design should accommodate all modes of travel and should reflect the pedestrian and transit orientation of the downtown area.
Paterson Street Bike Lane:	A bike lane shall be installed on Paterson Street. The lane shall meet MUTCD, NACTO or other recognized bike lane design standard. The redeveloper shall also work with the City to determine the feasibility of extending the bike lane striping through to Neilson Street to connect to the existing bike lane there, and if feasible, construct the bike lane extension or make a financial payment to the City to allow the City to undertake the construction.
Circulation Changes	Spring Street is proposed to operate as a two-way street, after a widening of the right-of-way, so as to improve access to Albany Street/Route 27 North. By creating two-way circulation on Spring Street, vehicles exiting the site and other vehicles can access Albany Street/Route 27 North while avoiding the Easton/French intersection.

Transit Circulation

Bus Stop Shelter	The plan area is in the heart of the City's Transit Village and is the location of a significant bus stop for commuter buses. The redeveloper will include in their plans a bus shelter facility that will appropriately accommodate the bus transit users. Shelters shall be provided on both sides of Route 27 (Albany Street/French Street) to provide appropriate facilities for bus passengers departing in either direction on Route 27.

Pedestrian Circulation

Pedestrian Bridge To Train Platform:	In order to encourage the use of mass transit to and from facilities developed in the redevelopment area and adjacent areas, the redeveloper should work with New Jersey Transit, Amtrak and other appropriate entities to develop a pedestrian walkway between the Northeast Corridor train platform and plan area or Wellness Plaza building. The development of such a facility will require cooperation from outside agencies that the redeveloper does not control. However, given the proximity of the development site to the train platform and the transit and environmental benefits that can be gained from making a convenient pedestrian connection between the site and the train platform, it is strongly encouraged that the redeveloper pursues a pedestrian connection from the site to the platform.
Pedestrian Circulation Through the Plan Area:	Pedestrian-oriented space shall be provided to allow for pedestrian and bicycle access through the site from French Street to Paterson Street (West to East) and Spring Street to Kirkpatrick Street (North to South). The pathways shall be offset from the existing street intersections as described below and should extend the view corridor into the interior of the plan area from the terminus of Easton Avenue in the east direction and from Church Street in the south direction, i.e., the pedestrian space should extend the view of pedestrians into the interior of the site from the terminus of the existing street grid. The pedestrian-oriented space should be designed to encourage outdoor cafes and other activities that activate and enliven the pedestrian space.

Pedestrian pathway design standards:

- Minimum Width: 30 feet
- Setback from Existing Streets

Entrance Street	Setback from	Distance
French St.	Spring St.	100 ft.
French St.	Kirkpatrick	200 ft.
Spring St.	Albany St.	200 ft.
Spring St.	Paterson St.	220 ft.
Paterson St.	Spring St.	120 ft.
Paterson St.	Kirkpatrick St.	120 ft.

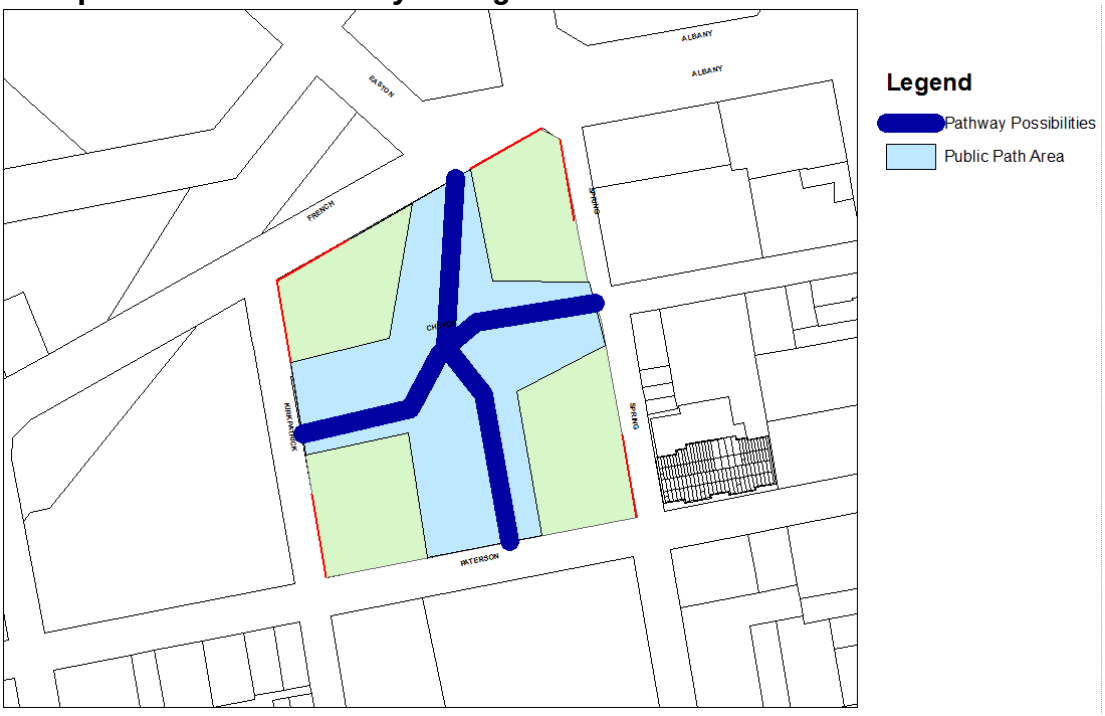
Kirkpatrick St.	Paterson St.	150 ft.
Kirkpatrick St.	French St.	100 ft.

Legend

Public Path Area

The pedestrian pathways are to be located in the blue shaded area

Example of Possible Pathway Configuration:



Sidewalks	Sidewalks must be continuous throughout the streets within the redevelopment area.
	Minimum and maximum sidewalk widths are required to ensure that sidewalks will be wide enough to encourage comfortable pedestrian movements for expected pedestrian volumes, but not so wide as to create a sense of vacant streets. Minimum sidewalk width: Paterson Street: 10 feet of clear sidewalk width unobstructed by street furniture. Street furniture is to be allotted 2.5 feet of width from the curb inward Kirkpatrick Street: 10 feet of clear sidewalk width unobstructed by street furniture. Street furniture is to be allotted 2.5 feet of width from the curb inward Spring Street: 8 feet of clear sidewalk width unobstructed by street furniture. Street furniture is to be allotted 2.5 feet of width from the curb inward. The 8 feet wide sidewalks shall be installed on both sides of Spring Street to correct the deficient sidewalks that currently exist on both sides of the street. Maximum sidewalk width: 22 feet, inclusive of the area for street furniture. Plaza areas at building entrances are not considered to be sidewalks.
Corners & Crosswalks	Street corners should have small radii so as to minimize pedestrian crossing distances and reduce the speeds of turning vehicles.
	Crosswalks shall be and at all intersections and shall striped with high-volume markings
	Mid-block crosswalks shall be provided where the pedestrian pathways intersect with Paterson Street and at Kirkpatrick Street.

Wayfinding Signage

Develop a wayfinding signage system to efficiently and conveniently direct drivers leaving the on-site parking to return to major arterial roads, such as Rt. 27 and Rt. 18. The intent of the wayfinding is to reduce traffic volume on local streets due to drivers who get lost, take incorrect routes or inefficient routes to leave the area.

Install directional signage at the intersections adjacent to the redevelopment area to direct motorists to the correct route to access Route 27 and Route 18, as well as other significant streets

Criteria Related to Utility and Right-Of-Way Changes and Improvements

The right-of-way and utility changes and/or improvements required for the implementation of Redevelopment Plan, including the layout of water, gas, electric, telephone, fire alarm and fire hydrant systems, sanitary and storm sewer systems, the relocation or abandonment of same, and easements related thereto, will be as determined by the appropriate public utilities and governmental authorities. These changes and/or improvements will be made by the public agency(ies) and/or private corporations designated by the public utilities and common carriers responsible for the same and by the public agency(ies) and/or private corporations designated by the City Council for this purpose.

Where the Redevelopment Plan provides for the closing or vacating of a streets or other public ways along or under which any public utility or common carrier property is located, and which is used to provide a commodity or service the utility or carrier is authorized to furnish, the City Council shall determine by resolution whether the retention of such property in its existing location will interfere with the implementation of the Redevelopment Plan. If the City Council determines that the retention of the this property will interfere with the implementation of the Redevelopment Plan, the City Council will make an order requiring the public utility or common carrier owning or using the property to remove or relocate the property. The public utility or common carrier will then take the ordered actions. The cost for removing or relocating the property, including the cost of installing new property and the cost of land and/or easements required for relocation shall be paid for by the City, the Redevelopment Agency or by the designated redeveloper.

Where property is relocated to allow for the implementation of the Redevelopment Plan, the utility or common carrier owning or using the property shall be allowed to maintain and operate such property upon the same terms and conditions as it had the right to maintain and operate such property in its former location.

If the City Council determines that the retention of the property in a closed or vacated street will not interfere with the implementation of the Redevelopment Plan, the City Council will authorize the execution of easements or other land interests necessary to allow the public utility or common carrier to operate, maintain, replace or remove such property.

Section 4 Relationship of Redevelopment Plan To Local Objectives

a. This plan is in substantial conformance with the approved Master Plan of the City of New Brunswick, and any and all parts thereof; and provides an outline for replanning, developing/redeveloping and rehabilitating the Redevelopment Area, and is sufficiently complete to indicate its relationship to defined local objectives as to appropriate land uses, density of population and improved traffic, public transportation, public utilities, recreation and community facilities and other public improvements.

The redevelopment area is located on land that is considered part of the downtown core by the Master Plan's land use element. The Master Plan's land use element states that

"(t)he 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. " (NBMP II-33)

The Redevelopment Plan's land use regulations are consistent with these goals of the Master Plan. The redevelopment area is proposed for development in a high-intensity manner consistent with the Master Plan's vision for the downtown commercial office area that includes mixed-use development, convenient access to transit and walkable streets. The redevelopment area is located adjacent to the New Brunswick train station, an area designated as a "transit village" by the State of New Jersey and in which high-density, transit-oriented development is encouraged.

The Redevelopment Plan supports the following planning goals identified in the Master Plan (NBMP I-12-15):

- Concentration of cultural, entertainment, commercial, public health and institutional activities in clearly defined and distinctive activity centers.
  - The plan proposes commercial and cultural/recreational uses in the heart of the downtown area.

- Protection and enhancement of the aesthetic compatibility of all development within the community.
  - The plan enhances the visual environment through the redevelopment of an area characterized by a small surface parking lot, and a vacant retail mall and parking deck facility.

- Encourage tendency of commercial development to cluster to the mutual advantage of both customers and merchants.

- The plan develops commercial and cultural/recreational uses adjacent to the train station area where they are accessible to a broad spectrum of residents, workers and visitors.

- Protection and enhancement of the City's commercial districts.
  - The plan proposes uses that will enhance the commercial area downtown and develop an area that is proximate to the train station and highly visible.

- Continued redevelopment and enhancement of the City's downtown district, including commercial, office, residential, governmental, institutional, and cultural uses.
  - The plan proposes redevelopment that will enhance the downtown by providing new commercial and residential uses in the downtown area that will be accessible to a broad spectrum of local residents and workers.

- Improved inter and intra-municipal traffic movement
  - The plan encourages greater use of transit infrastructure and alternative means of travel through its location adjacent to the train station, the downtown bus hub and the walkable downtown street grid.

- Safe, efficient and improved circulation for pedestrian and bicyclists
  - The plan proposes both pedestrian and bicycle improvements as part of the proposed development.

- Provision of an inter-modal transportation system that promotes and provides for non-auto transportation to, from and within the City to the greatest degree possible.
  - The plan proposes substantial development in the heart of the transit village district that will take advantage of the rich transportation environment in downtown New Brunswick, including the plan area's close proximity to the train station and bus hubs.

- Provision of a parking supply that meets the needs of, and is convenient to, users of the City's commercial, residential and industrial areas.
  - The plan provides a location for additional downtown parking to service both the proposed uses and the train station.

- Maximize the accessibility to recreational facilities.

- The plan proposes publicly accessible pedestrian areas to enhance the walkability of the downtown area and a healthy lifestyle for residents and workers.

b. The proposed redevelopment action consists of the private acquisition of privately-owned parcels for clearance, redevelopment and rehabilitation and the installation of public improvements. No privately-owned land is subject to taking via the redevelopment process as all privately-owned land is located in the area designated as an area-in-need-of-rehabilitation. The Redevelopment Plan intends to revitalize the plan area through new construction.

Section 5 Provisions to Meet Other State and Local Objectives

The Redevelopment Plan supports the goals and policies of the 2001 New Jersey State Development and Redevelopment Plan.

New Brunswick is one of eight designated urban centers in New Jersey and is located in a Metropolitan Planning Area. Metropolitan Planning Areas are "envisioned as cooperative, sustainable regions comprised of a cohesive system of vibrant Urban Centers that serve as employment, governmental, cultural and transportation anchors." (State Plan p. 156).

The Redevelopment Plan supports the three key goals of the State Master Plan:

- encourage development, redevelopment and economic growth in locations that are well situated with respect to present or anticipated public services or facilities and to discourage development where it may impair or destroy natural resources or environmental qualities.
- reduce sprawl
- promote development and redevelopment in a manner consistent with sound planning and where infrastructure can be provided at private expense or with reasonable expenditures of public funds. (2001 New Jersey State Development and Redevelopment Plan, p. 24)

The Redevelopment Plan proposes a mix of residential and commercial uses in the City's downtown area that are within walking distance to both rail and bus transit, within walking distance to major employment centers such as Johnson and Johnson, the downtown medical campus and Rutgers University and within walking distance of cultural institutions such as the State Theater and George Street Playhouse. The proposed development will support increased use of mass transit and alternative transit, the use existing public infrastructure and downtown commercial businesses. The redevelopment area is well suited with respect to present and anticipated public facilities. Redevelopment within the already highly developed urban core of New Brunswick minimizes negative impacts on and impairments of natural resources and environmental quality by using existing infrastructure, promoting access to mass and alternative transit. The proposed

redevelopment is consistent with sound planning as it promotes a compact development pattern that reduces sprawl and that relies on existing infrastructure and which will help support the viability of the existing business and residential communities within New Brunswick by providing new jobs and new housing in an appropriate location.

The State Plan sets forth economic development objectives for Metropolitan Planning Areas (2001 NJSDRP, p. 191). These policies include strategic land assembly, infill development, public/private partnerships that support an identified role for the community within the regional marketplace. The Redevelopment Plan supports these policies by promoting the assembly of small lots into an integrated land assembly that allows for coordinated infill development within the existing built environment of New Brunswick. The Redevelopment Plan promotes the use of public/private partnerships between the City of New Brunswick and private development interests to carry out the Redevelopment Plan in a manner that is economically attractive to the private sector and which will support sound planning on the part of the public sector. The development proposed in the Redevelopment Plan will support and enhance New Brunswick's role as a commercial center for Central New Jersey.

The State Plan objectives also include the support of development at sufficient intensities to support transit, a broad range of uses, efficient use of infrastructure and that encourages the use of public transit and walking (2001 NJSDRP, p.191). Redevelopment Plan supports these objectives. As previously cited, the redevelopment area is in the City's downtown area and is within walking distance to both rail and bus transit, within walking distance to major employment centers such as Johnson and Johnson, the downtown medical campus and Rutgers University and within walking distance of cultural institutions such as the State Theater and George Street Playhouse. The high-density development proposed for portions of the redevelopment area provide sufficient employment and residential density to support viable mass transit service.

Section 6 Acquisition

It is anticipated that the acquisition of property within the area in need of redevelopment of the plan area will not rely on the eminent domain powers provided for in the Local Redevelopment and Housing Law as said property is owned by the New Brunswick Parking Authority. The privately-owned parcels of land that are included in this plan are within the rehabilitation area of the plan area. These privately-owned parcels are not subject to acquisition pursuant to the eminent domain provisions of the Local Redevelopment and Housing Law, unless a redevelopment study pursuant to the Local Redevelopment and Housing Law is conducted and the property is determined to be in need of redevelopment and is established as a Condemnation Redevelopment Area pursuant to the Local Redevelopment and Housing Law.

If the exercise of eminent domain powers to condemn and acquire property pursuant to the Local Redevelopment and Housing Law, the condemnation and acquisition of the property will be undertaken by the New Brunswick Housing and Urban Development Authority (Redevelopment Agency). The map below identifies the property in the plan area that is currently subject to acquisition by eminent domain pursuant to the Local Redevelopment and Housing Law.

Land within the rehabilitation area may be taken by eminent domain for public improvements such as rights-of-way, traffic, facility and utility adjustments, changes and/or improvements and for other lawful purposes.

The Redevelopment Agency or other authorized governmental entity may will, where required, acquire such interest(s) in real property as is necessary to effect the public improvements to right-of-way, traffic, facility and utility adjustments changes and/or Improvements permitted through this plan.

The power of eminent domain pursuant to the Local Redevelopment and Housing Law shall not be exercised to acquire any property, or interests in property within the rehabilitation area owned or used by any public utility, as defined in R.S. 48:2-13, in furnishing any commodity or service which by law it is authorized to furnish.

EASTON AVENUE
ALBANY STREET (RT. 27)
SPRING STREET
FRENCH STREET (RT. 27)
CHURCH STREET
CHURCH STREET
KIRKPATRICK STREET
SPRING STREET
PATERSON STREET
Ferren Redevelopment Plan Area
Redevelopment Status:
Redevelopment Area
Rehabilitation Area

Section 7 Displacement and Relocation of Families, Individuals and Businesses

The Redevelopment Plan is based upon a declaration of a portion of the plan area being in need of redevelopment and a portion being in need of rehabilitation. (See preceding figure) Acquisition of property by the Redevelopment Agency for redevelopment purposes in the portion of the plan area that is in need of rehabilitation is not permitted unless the area is declared a Condemnation Redevelopment Area pursuant to NJSA 40A:12-5 and 6. Therefore, no displacement or relocation of families, individuals or business will be undertaken by the Redevelopment Agency unless the area is first determined to be a Condemnation Redevelopment Area pursuant to NJSA 40A:12-5 and 6.

Relocation payments and assistance are required as set forth in a. and b. of this section if the redeveloper is a "publicly funded entity" pursuant to NJAC 5:11-1.2. A "publicly funded entity" is defined as "a private entity that receives public funds from any municipal, county, state or federal program for use in a project that causes displacement." Relocation payments and assistance must comply with the State of New Jersey Relocation Assistance Law of 1967 (N.J.S.A. 52:31B-1 et seq.), the Relocation Assistance Act of 1971 (N.J.S.A. 20:4-1 et seq.) and the rules and regulations promulgated thereunder.

a. Relocation, temporary and/or permanent, of families, individuals and businesses displaced as a result of implementation of this Redevelopment Plan will be carried out by the Redevelopment Agency in accordance with the provisions of the State of New Jersey Relocation Assistance Law of 1967 (N.J.S.A. 52:31B-1 et seq.) and Relocation Assistance Act of 1971 (N.J.S.A. 20:4-1 et seq.) the rules and regulations promulgated thereunder, and the State approved Workable Relocation Assistance Plan (WRAP) for the City of New Brunswick. Said WRAP will be available for public inspection at the offices of the Redevelopment Agency.

b. It is estimated that adequate rehousing accommodations will be available during the relocation period. The Redevelopment Agency will provide displaced families and individuals the opportunity of being rehoused in accommodations which are decent, safe, sanitary and within their financial means. It is anticipated that such persons will be relocated in low-rent public housing, and private rental and sales housing. Businesses being relocated will be provided the opportunity to relocate to an alternate location or to obtain a payment in lieu of continuing in business, as per State law.

If the redeveloper is not a "publicly funded entity" any eviction of residents must comply with the New Jersey Residential Eviction Law (NJSA 2A:18-61.1 et seq.) The Residential Eviction Law describes the allowable causes for which a tenant may be evicted from a rental unit, including the permanent retirement of a residential unit from residential use and the required notice to be provided to tenants.

The plan area contains a retail mall facility and attached parking deck facility. Both the retail mall and parking deck are vacant. In addition to the parking deck, there is a surface parking lot owned by NBPA that is operational. Other properties include five small office buildings housing a number of professional and general office spaces, two mixed use buildings with street level retail and upper floor offices and a bank drive-through facility. There are no residential properties in the plan area.

There are adequate office and retail spaces available in downtown New Brunswick and nearby areas to relocate the businesses if the properties are taken through an eminent domain process.

Section 8 Clearance of Acquired Property

Any property privately acquired by the designated redeveloper that requires clearance will be cleared by the designated redeveloper.

Section 9 Redeveloper Designation, Other Controls and Obligations and Non-Discrimination

In order to assure that the vision, goals and public purposes of the Redevelopment Plan are implemented in a comprehensive and timely manner, the Redevelopment Plan shall only be implemented by a designated redeveloper(s). Designation of a prospective redeveloper(s) shall be made by the City of New Brunswick's designated redevelopment agency, the New Brunswick Housing and Urban Development Authority, or any successor agency. The Redevelopment Agency shall consider both

solicited and unsolicited proposals for designation of a redeveloper. All designated redevelopers are required to enter into a Redevelopment Agreement with and satisfactory to the Redevelopment Agency.

The designated redeveloper shall be responsible for carrying out this Redevelopment Plan and will obtain all necessary approvals from the City Council, Planning Board, City agencies and outside agencies to legally effectuate and carry out the Redevelopment Plan, including but not limited to zoning changes, easements, permits, licenses or approvals, and any and all street vacation proceedings.

The various elements of this Redevelopment Plan are in compliance with the requirements of all applicable state and local laws and regulations and there are no additional requirements with respect to a Redevelopment Plan which have not been complied with.

Redeveloper Designation:
In order to be considered for designation as a redeveloper, a prospective redeveloper will submit the following information and materials to the Redevelopment Agency:

- Preliminary site plan and architectural plans sufficient in scope to demonstrate compliance with the design standards and guidelines of the Redevelopment Plan, including architectural elevations and floor plans, engineering site plan, building layout, intensity of uses, parking, loading, landscaping, recreation space and public improvements. Proposed residential uses should information about the residential units, including number of units, unit square footages and number of bedrooms.
- Documentation evidencing the financial responsibility and capability of the proposed redeveloper to carry out the proposed redevelopment project, including: comparable projects completed, financing plan, disclosure of ownership interests in the proposed redeveloper including general and limited partners, financial profile of the proposed redeveloper and its parent, if applicable.
- Estimated total development cost for the proposed redevelopment project.
- Estimated timeline for the start and completion of development.

Other Redeveloper Requirements:
The estimates referred to above shall be finalized by the designated Redeveloper(s) at the time of execution of the Redeveloper Agreement. Prior to the commencement of construction of any improvements on Redevelopment Area land, final plans and specifications must be submitted to the Redevelopment Agency by the Redeveloper for approval to insure conformance with the approved preliminary submission.

The Redeveloper(s) will be obligated to carry out certain specified improvements in accordance with the Redevelopment Plan.

The Redeveloper(s) and its successors or assigns shall devote land to the use(s) specified in this Redevelopment Plan for such area for the period of the duration of the Redevelopment Plan and shall not devote such land to any other use(s).

The Redeveloper(s) shall begin and complete the development of said land for the use(s) required in this Redevelopment Plan within a reasonable time as determined by the Redevelopment Agency.

The Redevelopment Agency shall consent to the disposition of all or any part of the Redeveloper's interest in the Redevelopment Area, such consent to be effective upon the completion by the Redeveloper(s) of all the improvements, rebuilding and redevelopment work required. The Redeveloper(s) will not be permitted to dispose of property until the improvements are completed without the prior written consent of the Redevelopment Agency, which consent will not be granted except under conditions that will prevent speculation and protect the interests of the City of New Brunswick.

Planning Board Site Plan Review
The redevelopment projects are subject to normal Planning Board site plan and variance review pursuant to the Municipal Land Use Law, NJSA 40:55D-1 et seq. The Planning Board may consider "c" variances for the redevelopment project, as well as waives and exceptions from the applicable provisions of the Redevelopment Plan. No "d" variances shall be considered by either the Planning Board or Zoning Board of Adjustment. Any change to the redevelopment project that would require a "d" variance can only be addressed by amending the Redevelopment Plan and re-approval of the redevelopment project by the Redevelopment Agency.

Additionally, the Planning Board shall consider a site plan for the redevelopment project incomplete unless the Redevelopment Agency has found the proposed project to be consistent with the Redevelopment Plan and submitted such finding as part of the site plan application.

Regulation Conflicts:
In the event that any of the standards, controls or requirements of the Redevelopment Plan are found to be in conflict with Zoning Ordinance or Land Development Ordinance of the City of New Brunswick, the standards, controls or requirements of the Redevelopment Plan shall apply. If a standard of the Zoning Ordinance or Land Development Ordinance is not addressed in the Redevelopment Plan, the standard, control or requirement of the Zoning Ordinance or Land Development Ordinance shall apply.

Certificate of Completion
After completion of the redevelopment project and upon inspection, verification and approval by the Redevelopment Agency that all obligations under the Redevelopment Agreement have been satisfactorily complied with, the redeveloper shall be entitled to the issuance or a certificate of completion. After issuance of the certificate of completion, the redeveloped parcel shall no longer be deemed in need of redevelopment or rehabilitation.

Temporary Land Uses:
Permitted temporary land use(s) shall be for public recreation, public parking or other use of benefit to the public, including uses by or sponsored by non-profit organizations, e.g., farm markets or community concerts. Such use(s) shall be permitted in cleared land areas or unoccupied buildings until such time as the land is needed for redevelopment. Temporary uses shall be subject to other appropriate provisions in the City of New Brunswick Zoning Ordinance, including temporary use permits and/or land disposition instruments.

Non-Discrimination:
No covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the City of New Brunswick or its Redevelopment Agency or by purchasers or lessees from them or by any successors in interest of such purchasers or lessees, by which land in the Redevelopment Area is restricted as to sale, lease or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, sex or marital status.

Neither the City of New Brunswick nor its Redevelopment Agency nor any of their assigns nor any purchasers or lessees from them nor any successors in interest to any such purchasers or lessees shall discriminate upon the basis of race, color, creed, religion, ancestry, national origin, sex or marital status in the sale, lease or rental or in the use and occupancy of land or improvements erected or to be erected thereon, or any part thereof, in the Redevelopment Area. Furthermore, no covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the City of New Brunswick nor its Redevelopment Agency nor by any purchaser or lessee from them or by any successor in interest of such a purchaser or lessee, whereby land in the Redevelopment Area to be used for residential purposes is restricted in occupancy to persons who have or do not have children in their household. The foregoing restrictions shall be implemented by appropriate covenants or other provisions in disposition instruments.

Section 10 Procedures for Amendment of Redevelopment Plan

Upon compliance with the requirements of applicable law, the City Council, subject to study and recommendation of the Planning Board of the City of New Brunswick, may amend, revise or modify this Redevelopment Plan at any time, provided that, in respect to any land in the Redevelopment Area previously disposed of, for redevelopment in accordance with the provisions of the Redevelopment Plan, the City Council must first receive the written consent of such purchaser(s), or lessee(s) or their successor(s) in interest(s), whose land(s) in the sole opinion of the Redevelopment Agency would be adversely affected by amendment, revision or modification of the Redevelopment Plan.

Section 11 Termination of Redevelopment Plan

This Redevelopment Plan and amendments, revisions or modifications thereof shall be in full force and effect for a period of thirty (30) years from the date of approval of this Redevelopment Plan by the City Council. The termination of this Redevelopment Plan under the provision shall not affect the provision of Section 9.b hereof.

Section 12 Severability

The provisions of this Redevelopment Plan are subject to approval by Ordinance. If a Court of competent jurisdiction finds any word, phrase, clause, section, or provision of this Redevelopment Plan to be invalid, illegal, or unconstitutional, the word, phrase, clause, section, or provision shall be deemed severable, and the remainder of the Redevelopment Plan and implementing Ordinance shall remain in full force and effect.