

# **Montclair Redevelopment Plan**

## **Elm Street / New & Mission Area**

*Presented to:*

**The Montclair Township Planning Board**

*Presented by:*

**The Montclair Redevelopment Steering Committee**

*Prepared by:*

**The Louis Berger Group, Inc.**

in association with

**Ammann & Whitney**

**DRAFT**

**Original was signed and sealed in accordance with NJSA 45:14A-12.**

---

**David Aimen, PP #4365**

---

**Albert Racciatti, PP #5693**

---

**Bradley Decker, PP #5833**

---

**Jeffrey Raven, RA #15441**

**September 2006**

# The Montclair Redevelopment Steering Committee

Tom Calu

John Carlton

Audrey Fletcher

Jerry Freier

Brendan Gill

William Harrison

Kent Hiteshew

Vashti Holt

Holly Hunter

Karen Kadus

Rev. Charles Kelly

Alexa Lalonde

Sandra Lang

Tom Lonergan

Eva Mari Santiago

Helen Mazarakis

Jerry Mosier

Jonathan Pearlstein

Samuel Pinkard

Tanya Poteat

Beverly Riddick

William Rose

Sue Schultz

Tony Schuman

Harvey Susswein

John Wynn

# **Redevelopment is:**

**“A process to rebuild or restore an area in a measurable state of decline, disinvestment, or abandonment.....which can transform an under-utilized or distressed area into an economically viable and productive part of the community.”**

## **- The Redevelopment Handbook**

**A Guide to Rebuilding New Jersey's Communities  
New Jersey Department of Community Affairs, 2003**



---

# Table of Contents



1. Executive Summary
2. Introduction
3. Existing Conditions
4. Public Participation
5. Strategies
6. Implementation Plan
7. Relationship to Objectives
8. Relocation and Adoption

## Goals

**Increase parking capacity**

**Rehabilitate deteriorated and underutilized properties**

**Affordable housing**

**Art in public spaces**

**Stimulate private investment**

**Attract quality businesses**

**R**edevlopment is a process to rebuild or restore an area in a measurable state of decline, disinvestment or abandonment. The process of redevelopment is governed by the New Jersey Local Redevelopment and Housing Law (LRHL) and undertaken in accordance with a redevelopment plan adopted by a municipality.

This Redevelopment Plan is the product of a community-based planning effort, under the guidance of a Redevelopment Steering Committee and, if approved, a policy recommendation of the Township Planning Board. The Township Council must adopt the Redevelopment Plan for it to become law. The authority to amend land uses and provide incentives for redevelopment rests with the Township Council.

A Redevelopment Plan may only be prepared after an area has been designated as an “Area in Need of Redevelopment.” The Township’s *Redevelopment Study Area Analysis* (2001) provided the basis for this designation for the Elm Street and New and Mission areas.

The Township Council has established six major goals (see list at left) to be met in redevelopment planning. This report contains specific strategies for achieving these goals.

## Strategies

**School site as center for neighborhood rehabilitation**

**Affordable housing incentives**

**Design guidelines for rehabilitating property and public space**

**Shared parking, transportation links**

**Arts, theater and district marketing**

**Private investment incentives**

**Vibrant retail focus in land use regulations**

**S**everal strategies are described in this plan to achieve these overall goals including the following:

- Fostering the concept of the Elm Street School as a “community center” to better link this key civic institution in the life of the neighborhood.
- Leveraging new public school investment on Elm Street to stimulate broader neighborhood and commercial reinvestment and rehabilitation through design guidelines aimed at addressing parking and access, recreation, streetscape and the pedestrian environment.
- Establishing incentives for inclusionary housing development on the New & Mission Street site compatible with the scale of the neighborhood and marketable to transit users.
- Parking initiatives such as shared parking, transit-friendly parking requirements, and overnight on-street parking.
- Creating an arts-related gateway to Montclair through existing and proposed shared performing arts spaces along Bloomfield Avenue.
- Using a five-year exemption and tax abatement for private sector property improvements at select sites.
- Zoning/land use ordinance focus on quality, sustainable commercial and residential uses.

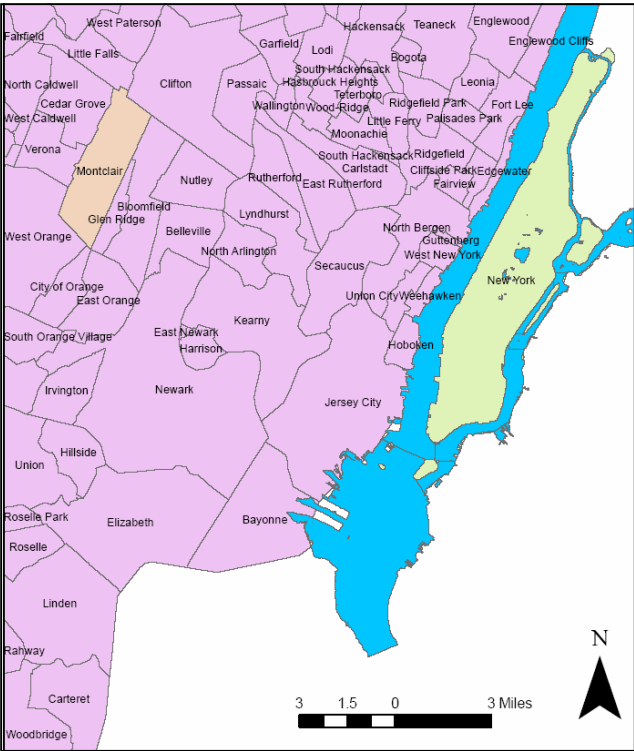


Figure 2.1 (above): The Township of Montclair is located within Essex County, New Jersey. Essex County is located in Northern New Jersey. Figure 2.2 (above right): Five prospective redevelopment areas were identified in downtown Montclair following their designation as “Areas in Need of Redevelopment.” The Elm/New and Mission Redevelopment Area consolidates two of the five areas and is located in bottom right corner of the map starting at the intersection of Bloomfield Avenue and Elm Street. Figure 2.3 (right): An aerial view of the Elm/New and Mission Redevelopment Area in greater detail.



# Introduction

**O**n January 30, 2001 the Montclair Township Council passed a resolution requesting that the Planning Board undertake a preliminary investigation as to whether numerous properties in the downtown area identified in the resolution constituted “areas in need of redevelopment” pursuant to the Local Redevelopment and Housing Law P.L. 1992, Chapter 79 (LRHL).

On March 19, 2002, the Township Council approved the *Redevelopment Study Area Analysis* prepared by the Planning Board identifying fifty-six properties in five redevelopment areas. The report utilized the specific criteria outlined in the LRHL to evaluate the subject properties and determine the boundaries of the redevelopment areas. These LRHL criteria target properties that are deteriorated, abandoned, underutilized or otherwise necessary to facilitate the rehabilitation and redevelopment of the areas under study. The Township Council directed the Planning Board to prepare redevelopment plans for the areas identified. This redevelopment plan encompasses two redevelopment areas: the Elm Street Area and the New and Mission Area.

## Boundaries of the Redevelopment Plan Area

The redevelopment area considered in this plan is bounded by Bloomfield Avenue to the North, Hartley Street to the East, Fulton Street to the South, and Elm Street to the West; the area also includes two lots on Bloomfield Avenue between Mission Street and New Street. Figures 2.3 and 2.4 depict the area boundaries and tax parcels included in this plan.

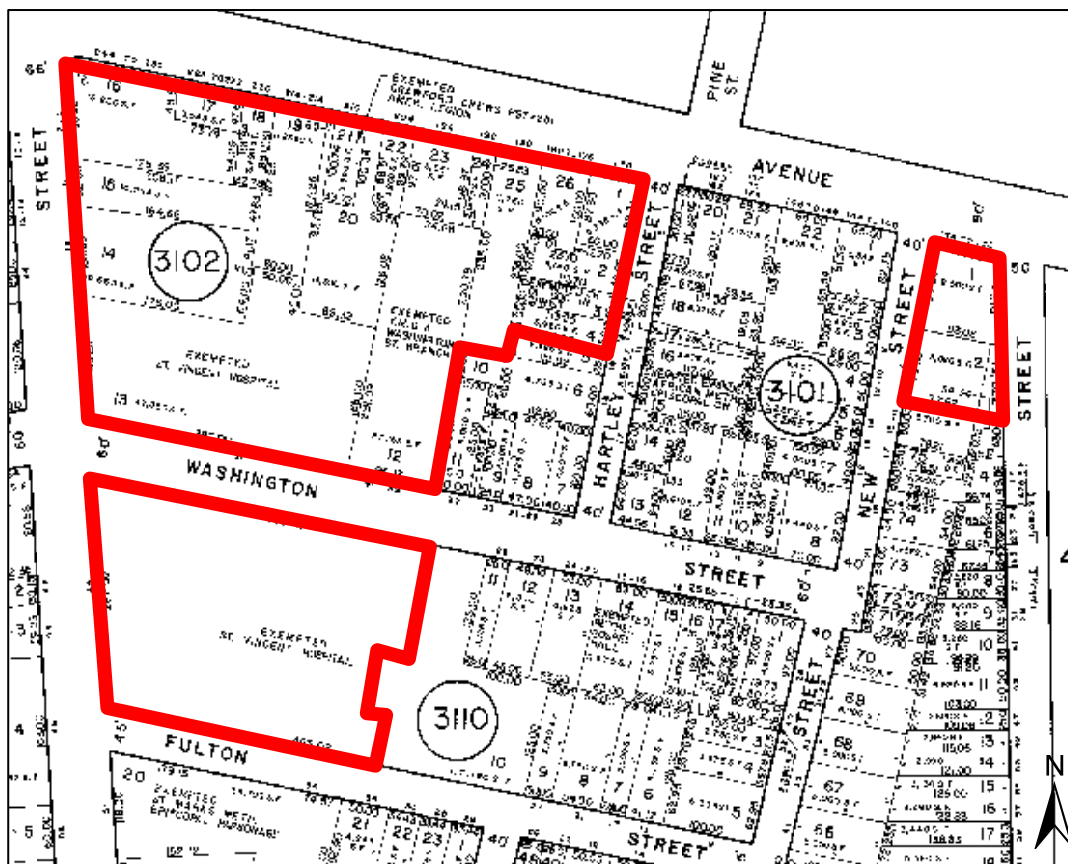


Figure 2.4: Elm Street / New and Mission Study Area

# Redevelopment Law and Process

**T**he Local Redevelopment and Housing Law (LRHL) is the State of New Jersey’s enabling legislation for conducting redevelopment plans. The LRHL provides the specific criteria for “areas in need of redevelopment”; determines the roles of the governing body, the planning board, and the redevelopment entity in the redevelopment process; and enables the Township to use tools such as tax exemption, eminent domain, and redeveloper agreements to achieve the goals of redevelopment.

In approving the “area in need of redevelopment” designation, the Township Council recognized that conditions warranted a comprehensive revitalization and enhancement strategy for the area. The specific conditions that triggered this special attention were:

- Dilapidation
- Code violations
- Vacancy,
- Safety issues, and
- A lack of or deterioration of public improvements.

The redevelopment process, as defined in the LRHL, equips municipalities with the tools to effectively revitalize their residential neighborhoods and commercial areas. Many communities such as the Township of Montclair contain

areas that have not experienced the same benefits from investment that other areas have received and thereby begin to fall into a cycle of disrepair. This situation starts with a lack of economic activity or lack of property maintenance and can continue to the extent that areas become vacant, dilapidated, and unsafe. Many times, this lack of investment can continue until the municipality intervenes with public investments or incentives for private investment.

The redevelopment process enables communities to intervene and encourage new investment through such measures as: streetscape and landscaping improvements; public facilities and infrastructure (e.g., parking, traffic calming, neighborhood parks, public art, public buildings); design guidelines; zoning amendments; affordable housing investments; tax abatements and exemptions; grants and loans and negotiated redeveloper agreements. These measures permitted under the LRHL can be used simultaneously as a comprehensive strategy for revitalization.

The plan has developed strategies for building competitive advantages and capitalizing on the community’s assets and resources. In this case, the redevelopment plan seeks to strengthen the retail environment, provide affordable housing, and incorporate public art. Pursuing these strategies will contribute to enhancing the eco-

nomics vitality and quality of life within the redevelopment area.

## Redevelopment Process

In addition to setting the major goals for the Redevelopment Plan, the Township Council outlined an approach that gave property owners and merchants an opportunity to learn about the redevelopment plan process and, if feasible, become active partners in developing “solutions”.

The Montclair Redevelopment Plan Steering Committee was also formed to guide the process and ensure that the plan and process engaged all interests within the community. The Steering Committee consists of representatives from numerous stakeholder groups within the Township.

Once the redevelopment plan is presented to the Steering Committee and revised in accordance with their comments, the plan is presented to the Township Planning Board. Following Planning Board approval, the Redevelopment Plan is forwarded to the Township Council for final approval and adoption. Once the plan is approved it becomes a legislative ordinance that is an amendment to the zoning ordinance and master plan of the Township (see Figures 2.5 and 2.6).

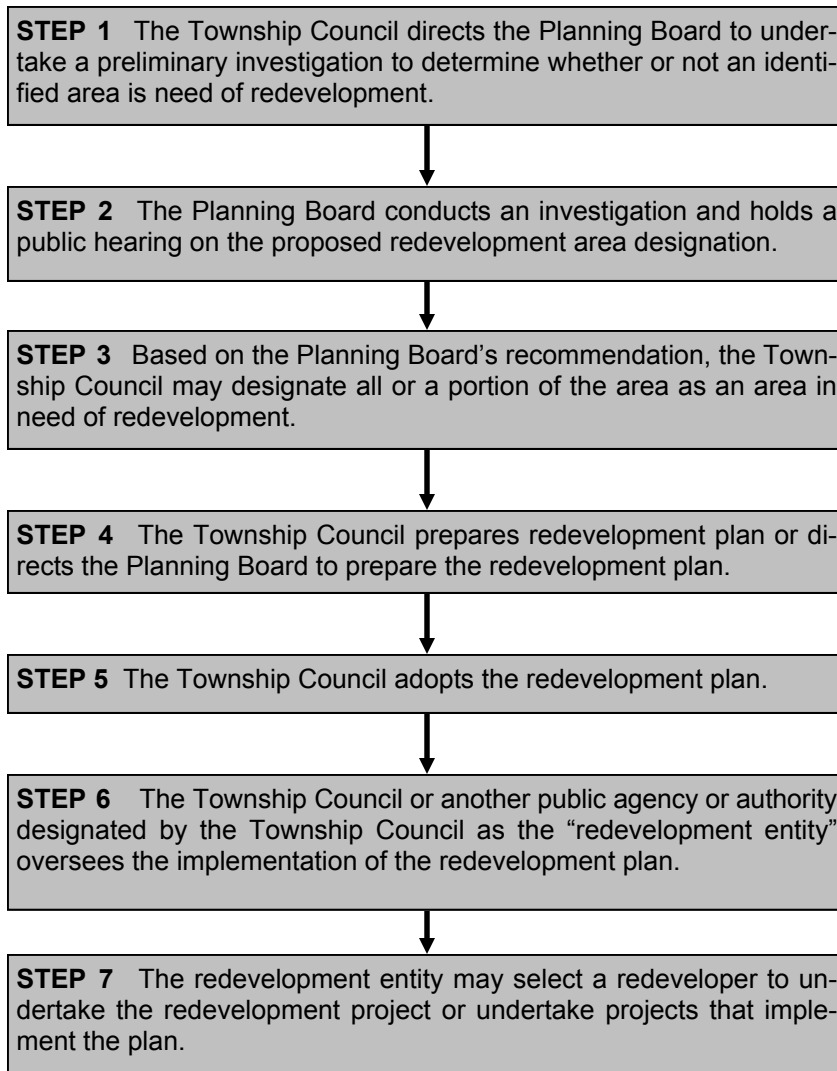


Figure 2.5: Major Steps of the Redevelopment Law Process

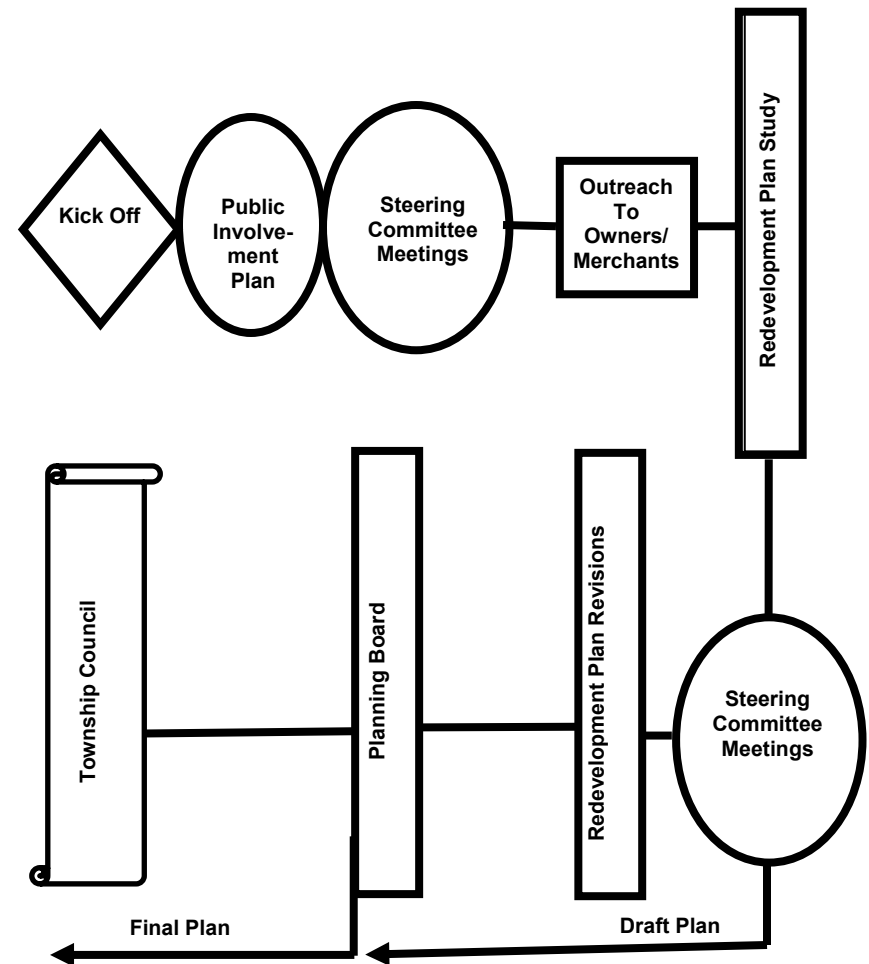


Figure 2.6: Redevelopment Plan Process



Figure 2.7: Assets Map



Figure 2.8: Train service is a large asset of the area



Figure 2.9: Certain buildings along Bloomfield Avenue contain attractive facades



Figure 2.10: A vacant theater along Bloomfield Avenue could help generate more arts and culture activity





Figure 2.11: Redevelopment Area along Bloomfield Avenue



Figure 2.12: Redevelopment Area along Elm Street

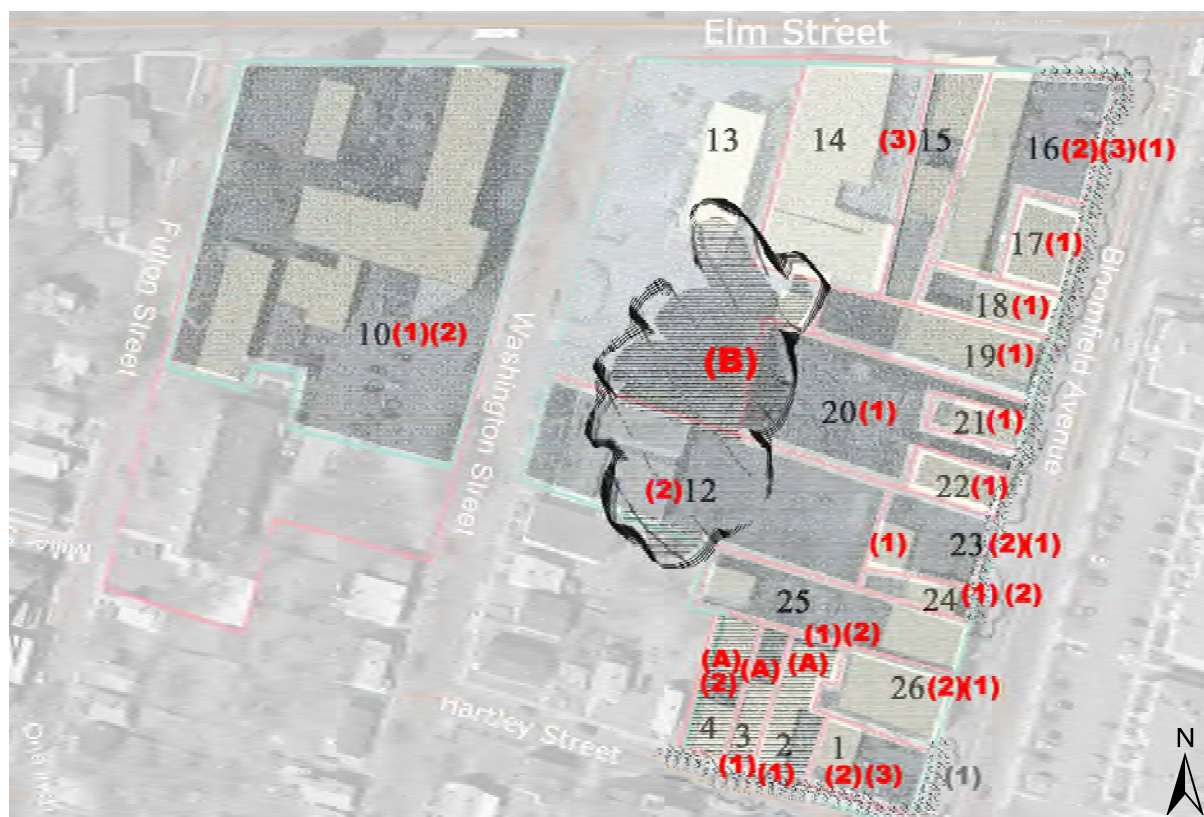


Figure 2.13: Redevelopment Area between New and Mission Streets



Figure 2.14: There are numerous vacant, institutional buildings along Washington Street

Figure 3.1: Prevailing Conditions that Meet Criteria for Redevelopment Areas along Elm Street / New and Mission



**EXISTING CONDITIONS**

**Elm Street Site**

Criteria for Redevelopment Area

- D** (1) No Buffers/Landscaping
- (2) Code Violation
- (3) Unsafe Parking
- E** (A) Low Ratio Improvmt
- (B) Undeveloped Potential

Property Information (Lot #)

- 16. Firestone w/ front parking
- 17. Row of single-story retail
- 18. Mattress store & residence
- 19. Mixed Use
- 20. Bd of Ed - Vacant
- 21. American Legion
- 22. Residential
- 23. Set-back garden store
- 24. Single-family-deterior house
- 25. 3-story mixed use
- 26. 3-story mixed use
- 1. Corner lot w/ garage
- 2. Windowless bldg facade
- 3. Church w/out parking
- 4. 2-story mixed use
- 10. St. Vincent's / Head Start
- 12. YMCA site
- 13. Mother Seton Residence
- 14. Retail / Restaurant
- 15. Multi-family dwelling

The Louis Berger Group, Inc.  
Ammann & Whitney

Elm Street / New & Mission Street  
Redevelopment Plan for  
Montclair, New Jersey







Figure 3.2: Bloomfield Avenue in 1903.

## Historic Overview

The neighborhood that the redevelopment area is located within started as housing for African Americans who were servants to people who lived in the nearby estate section. Immigrant workers were also attracted to work in the local mill. As early as 1827, the small mill at Bloomfield and Maple Avenues was enlarged to manufacture the Country's first plaid shawls, later adding calico prints and operating until 1853. Grant Wheeler and James Beach bought the mill buildings in 1856, to manufacture straw boards by a new process they invented. The straw board manufacturing plant proved very successful, but pollution of nearby streams forced its closure by the board of health in 1887, ending the area's strong linkages to local manufacturing and its worker housing.

As African Americans became more prosperous, they moved to larger homes in the south end. After World War I, the cultural and

# Existing Conditions

ethnicity diversified, attracting working class Italians and other immigrant groups seeking affordable housing. (Excerpt from HOME-Corp's *Rebuilding Montclair's Historic Working District*).

At the time of its construction in 1926, and in the years prior to its operations at its permanent site on Washington Street (1903-1926), the Washington Street branch of the YMCA was significant for its role at the center of African American life in Montclair. Distinguished African Americans such as Booker T. Washington, Jackie Robinson and Dr. Benjamin E. Mays gave speeches or visited the branch. In October 2003, this YMCA facility was sold to the Township's Board of Education for construction of a new school facility on the adjacent St. Vincent's properties. At the time of the sale, The Board of Education indicated that it would be willing to look at the possibility of including space that could be used as a community center. The YMCA has also subsequently purchased the former YWCA building at 159 Glenridge Avenue as a site to relocate and expand the activities of the Washington Street branch.

## American Legion Post #251

American Legion Post #251 was named after one of the Sons of Montclair, Crawford Crews, who was one of four Black Montclair youth killed in action in France during the final days of World War I. The group were members of the legendary Harlem Hellfighters, a collection of units adopted by the French army, who fought in French uniforms, under the French flag, and were awarded posthumous medals by the French government. Crews was singled out for receipt of France's highest honors for individual gallantry, the Croix de Guerre and the Legion d'Honneur.

The Post's headquarters at 210 Bloomfield Avenue is a Commercial Vernacular style building which was built in 1887 to house the Washington Hose Company Number 3. The Post was chartered in Montclair in 1934, and moved into its present location in 1944. It remains a vital part of this "...essentially Black community..." 60 years after its inception through the dedication of its members who donate time and money to community outreach and education. The Post's main goal is to raise awareness of the important role Black Americans have played in our country's military history, and the introduction of the community to the mostly untold

story of Black contributions to the development of America. Raising cultural awareness and transmitting this history to youth are critical to the mission of the Post. The Post functions as a charitable institution, providing college scholarships, senior citizen and veterans services. The Post also provides support for other community groups working toward a safe and cohesive community, including neighborhood watch-style patrols. The Post has also been represented at several Congressional hearings on the lack of recognition of the contributions of African-American veterans in official histories.

The Post's membership cites its greatest hardship being a lack of funds, stating that simple upkeep of the headquarters facility drains the majority of the budget.

The Township Council adopted an amendment to the Zoning Ordinance, Section 4A on April 19, 2005 which designated certain properties, including The Post's headquarters at 210 Bloomfield Avenue, as part of the Town Center Historic District. These properties make up the historic commercial center of the Township of Montclair and the historic designation provides incentives and provisions for preservation.



## Property Ownership

The properties within the redevelopment area are owned by numerous different property owners. Since the majority of these properties are residential, institutional and commercial rentals, many of these are owned by absentee landlords. The largest owner in the area is the Montclair Board of Education which recently purchased four properties (see Figure 3.7) for the proposed school development.

## Land Use and Urban Design

Because of street layout and property conditions, there are three groups of properties within the overall redevelopment area, each containing distinct characteristics.

### Bloomfield Avenue Retail Corridor

The New and Mission/Elm Street Redevelopment Area provides predominantly neighborhood-serving retail along the south side of Bloomfield Avenue, but the eastern portion is a gateway into the Township and, increasingly, because of the New Jersey Transit Montclair connection, attracts pedestrian activity accessing the Bay Street station. Significant plans for transit-oriented development and school construction on Washington Street promise to further strengthen this retail corridor.

Figure 3.3: The American Legion Post #251 is a vital part of the surrounding community and educates people on the key role African Americans have in the development of the United States, including its Armed Forces.



Bloomfield Avenue in this section has a small pocket of 3-story, brick contiguous street frontage (180 and 190 Bloomfield Avenue) that blends well with the central area of downtown. The structure at 180 Bloomfield Avenue is a Neo-Classical style theater building which was recently part of the third phase expansion of the Town Center Historic District. These buildings provide an appropriate scale for pedestrian-oriented, specialized shopping opportunities — the type of development strongly encouraged by the Township master plan and current zoning ordinance. Residential uses above ground-floor retail suggest the type of mixed-use environment that could be advanced to create a more vibrant and safe area for shoppers, school children and residents.

Beyond this small pocket, there are discontinuities and gaps in the streetscape. Some of the buildings and/or retail frontages are vacant, contain struggling businesses, or are underutilized. For example the corner property at the intersection of Hartley Street and Bloomfield Avenue (170 Bloomfield Avenue) contains an auto service operation with cars crowding the front of the lot and parked illegally on the sidewalk. This non-conforming use detracts from the aesthetic quality and predominantly retail uses of the corridor.

Similarly, a vacant, former garden supply center (194 Bloomfield Avenue) is set-back from the lot-line with a obtrusive iron fence in front. This building, the use and the orientation do little to engage the pedestrian throughout most of the mid-block area.

The adjacent single family detached dwelling (192 Bloomfield Avenue) is a Queen Anne style building that served as the rectory for the St. Mark's Methodist Episcopal Church which was the first African-American church in Montclair. This building was part of the third phase expansion of the Town Center Historic District.

The two buildings west of the former garden supply center are a 3-story, newly renovated apartment building (203 Bloomfield Avenue) and the American Legion building (210 Bloomfield Avenue). While the apartment building has been recently renovated, the building appears to be already falling into disrepair. The ground floor retail component of the building remains vacant. The American Legion building contains a newly painted façade however there are broken windows, rusted window seals and façade components, and peeling paint on the sides of the building. The area between the two buildings lack landscaping and appropriate lighting.

Continuing down Bloomfield Avenue, one newly built structure (218 Bloomfield Avenue) is in excellent condition, however the setback of the building detracts from the pedestrian oriented retail atmosphere. The adjacent building (220 Bloomfield Avenue) is mostly vacant and in poor condition. The façade and windows need repairs to make the building more inviting and attractive.

The one-story attached building (222-230 Bloomfield Avenue) consists of several small businesses and a community development

organization on a relatively small lot (3,525 SF). The site is constrained by an absence of off-street or immediate on-street parking. The building fails to provide the mix of commercial and residential uses, height and density that could further contribute to the corridor's vitality. However, should a preservation approach be followed, this building could greatly benefit from exterior façade improvements to redress the existing haphazard orientation of signs and awnings.

The block ends at Elm Street with a one-story corner lot building that is currently occupied by Firestone Automotive. The site accommodates its auto-related uses, but has poor ingress/egress in relationship to the Elm Street and Bloomfield intersection. With the building's placement in the back of the lot and parking in the front, the site layout fails to reinforce a Bloomfield Avenue streetscape. The current landscaping treatment could be further enhanced with plantings and permanent materials to further shield vehicles.



Figure 3.4: Shops and restaurants front directly on the street, but on-street parking is in short supply at 222-230 Bloomfield Avenue.

The side streets within the redevelopment area are Elm Street and Hartley Street. The existing structures along these streets act as a transition area between Bloomfield Avenue and the surrounding residential areas. The buildings along Elm Street consist of a 3-story residential building (11 Elm Street) and a newly renovated commercial building (19 Elm Street). These two buildings provide a mixture of uses and an appropriate scale for the streetscape. The commercial building provides retail spaces with large windows that attract retail shoppers and contain zero setback which appropriately addresses the street in this area. The exterior of the residential building contains some disrepair and the sidewalk lacks trees and other streetscape amenities.

There are three buildings located on Hartley Street within the study area. The building closest to Bloomfield Avenue (8 Hartley Street) is completely sealed and only contains concrete slabs on each side of the building. This building severely detracts from the image of the area and could be discouraging future investment in surrounding properties. The adjacent building (10 Hartley Street) is a church which has recently been rehabilitated. The building south of the church (12 Hartley Street) consists of ground floor commercial uses with residential above. The exterior contains corroding brick and lacks an attractive façade. Because of the building's appropriate scale and residential and commercial mixture, further rehabilitation of this building could be a revitalizing force for the surrounding area.

**New and Mission.** This section of the redevelopment area contains two vacant parcels in common ownership between New and Mission Streets on Bloomfield Avenue, which is in close proximity to the Bloomfield Avenue Corridor. These properties have met the criteria for redevelopment including a “growing lack or total lack of proper utilization” that is resulting “in a stagnant and not fully productive condition of land potentially useful and valuable for contributing to and serving the public health, safety and welfare” of Montclair Township. The underutilization of the property is exemplified with the nuisance activity that is occurring on site. This activity, which surrounding residents continue to complain about, includes illegal overflow parking, loitering, and dumping of debris. The site’s redevelopment can effectively redress these problems through property maintenance and the removal of external signs of disorder, private investment that directly enhances community character and encourages further reinvestment, and future urban design choices that promote visual surveillance to deter crime and improve residential perception of “territoriality”.

The site is within short walking-distance of the Bay Street Station with its increasingly valued Montclair Connection service directly to New York City. This walkable proximity should prove to be an important marketable attribute for the site’s redevelopment.

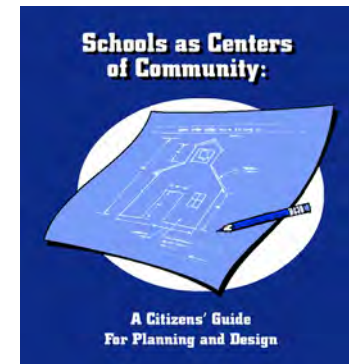


Figure 3.5: Outlines process of planning schools that address the need of the whole community. US Board of Education, 2000

**“Today’s educational facilities should be designed to sustain the integral relationship between a school and its community. There should be spaces that can be used for early learning and adult education; where learning occurs “after hours”, at night and weekends; where partnerships between schools, with businesses and with institutions of higher education are encouraged. Schools should also serve a variety of community needs in partnership with a wide spectrum of public, civic, and private organizations. Their locations should encourage community use and their shared public spaces should be accessible day and night, year round. “**

**— Creating Communities of Learning, N.J. Department of Community Affairs**



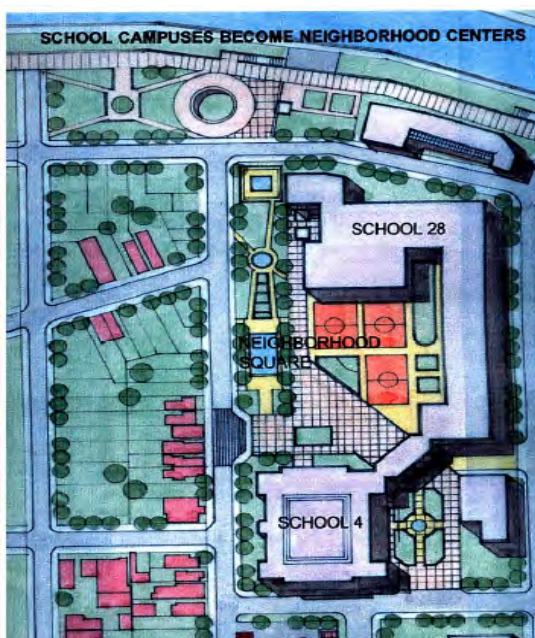


Figure 3.6: Detail of Neighborhood Learning Plan—Paterson, NJ. MIT project. Communities of Learning

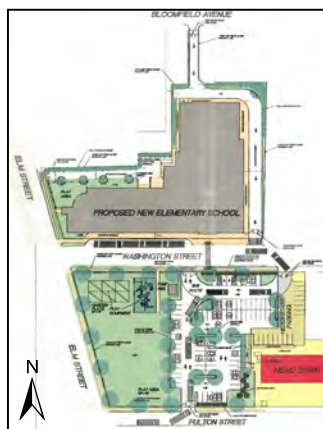


Figure 3.7: Properties purchased by the Montclair Board of Education for the proposed community school.  
Figure 3.8: The Board of Education's proposed design.

### Washington Street Area & Proposed School

The Montclair Board of Education is preparing plans for a new school to be built on four properties within the area designated for redevelopment. The subject area has been predominantly used for now vacated institutional uses — St. Vincent Hospital and Mother Seton Residence (see Figure 3.7) — and the aforementioned Washington Street YMCA. The existing land use layout and fencing treatments create separation from the Bloomfield Avenue retail corridor. The current configuration fails to provide linkages or explore opportunities that encourage interaction with the commercial district or neighborhood through pedestrian footpaths, shared parking, recreation and open space, or controlled access.

The plan for a new Elm Street elementary school complex presents an extraordinary opportunity for the surrounding neighborhood and Montclair. Properly designed and operated, a new community school can be a catalyst for residential and retail investments — for example, it can support needed off-street parking —



as well as strengthen community life through the educational, recreational and social functions that it can facilitate.

Schools are increasingly being recognized as important centers for community life. In recent years, the State's Educational Facilities Construction and Financing Act (2000) set into motion the issuance and sale of \$8.6 billion in bonds to begin to address the state's school construction needs. The law fundamentally restructured the way school facilities are planned, managed and financed. At the time, the New Jersey Department of Community Affairs and its then Office of State Planning noted that the law created new opportunities for municipal involvement in school facilities planning. Municipal planning boards were to be brought more directly into the decision-making process by requiring school districts to file their long-range facilities plans with local planning boards.

Prior to this study, the Township's Board of Education retained an architectural firm to prepare conceptual site and facility plans that it filed with the State's Board of Education and School Construction Corporation. During the course of preparing this redevelopment plan, discussions were held with the Township's Board of Education to introduce the redevelopment plan process and its goals in an effort to explore opportunities to work collaboratively with the Board of Education. During this stage, alternative site plans were shared with the Board that could strengthen the school-community linkages such as creating shared parking facilities or developing access.

## Parking

The capacity to meet the demand for parking is an important factor in evaluating the potential for development or redevelopment. Figure 3.9 displays parking requirements in the Township by land use category. Residential development is required to supply parking spaces according to the number of units within the development. For example, a one-family house is required to have two parking spaces while a multi-family dwelling is required to have 1-1/2

Figure 3.9: Off-Street Parking Requirements	
Use	Minimum Number of Spaces
General or business or government office	1 per 250 square feet of gross floor area
Multifamily dwelling (other than town-houses)	1 ½ spaces for each dwelling unit and not less than 1/3 is within building
One-family house	2 spaces
Professional offices	1 per 250 square feet of gross floor area
Restaurants and eating and drinking establishments	1 per 3 seats
Retail trade	1 per 200 square feet of gross floor area
Service retail	1 per 200 square feet of gross floor area
Two-family house	4 spaces

One particular note on multi-family housing parking is that at least 1/3 of the number of required spaces are to be supplied within a garage or other structure.

Retail and office uses are required to provide parking spaces according to the square feet of gross floor area within the development, except for restaurants and bars which are according to the number of seats in the establishment. For example retail trade is required to provide 1 space per 200 square feet of gross floor area while restaurants are required to provide 1 space for every 3 seats.

A persistent problem in the study area and throughout the downtown is the lack of convenient parking spaces. The need to correct this deficiency is reflected in one of the overall redevelopment goals — identify strategies to increase parking capacity.

One of the reasons for this lack of parking is that many older single-family homes in the study area have been subdivided into multiple units which requires additional parking spaces. In addition the retail stores are of a traditional design fronting the street relying mostly on on-street parking. From a community development perspective, the lack of parking for these commercial establishments adversely affects the ability of these retail stores to draw non-local customers and compete with areas with ample, convenient parking.

On-street parking is allowed on both sides of Bloomfield Avenue and on some side streets. On-street parking can be expanded on some side streets, however, it provides only a partial amount of the necessary capacity to accommodate residents, shoppers, and workers. On-site parking, shared parking, and municipal parking lots are among the promising strategies.

Because of the lack of parking, the study area exhibits problems with illegal parking on sidewalks, driveways, and vacant lots such as the New and Mission lot. This creates dangerous situations for other drivers and pedestrians, but also contributes an element of disorder to the community landscape. This type of disorder can contribute to a perception or impression about safety that is felt by residents and passers-by. This condition implies that the territory is not being managed or monitored and that it has been abandoned and there is an absence of ownership.



Figure 3.10: The demand for parking has created problems with illegal parking.



In addition to examining methods to provide parking, alternative modes of transportation and styles of development can be fostered that can reduce parking demand and the need for vehicle ownership. These include: expanding the bus service, creating connections for walking and bicycling between land uses, and encouraging and supporting Transit Oriented Development (TOD).

Since the *MidTOWN DIRECT-Montclair* train service is now in operation and adjacent to the Redevelopment Area, Transit Oriented Development (TOD) should be encouraged and supported within a short walking distance from the Bay Street Station. TOD-type developments are designed to create a pedestrian-friendly environment with a mixture of land uses. This type of development allows people to live, work, and shop without relying on an automobile. Since users do not have to rely on their automobile for each trip, the on-site parking requirements for new development can be relaxed at select redevelopment sites. The Bay Street Redevelopment Plan contains plans for this type of development adjacent to the Bay Street Station. Because of this redevelopment study area's direct proximity to Bay Street Station, TOD-type development should be very successful.



Figure 3.11: All areas within the study area are within a convenient ten minute walk of the Bay Street Train Station.

## Retail and Office Overview

Bloomfield Avenue is Montclair's primary retail corridor and serves many other communities in Essex County. The section of Bloomfield Avenue within the study area does not contain the high level of retail activity that the central downtown area experiences; however, the area does contain a defined retail corridor that serves the surrounding neighborhoods. The existing businesses within the corridor consist of restaurants, automotive repair shops, a clothing store, a dance studio, small offices, and others.

### Office Market

Montclair had a total of 33 office buildings with a total rentable building area of 531,135 SF in October 2004 according to Co-Star, a database for commercial realtors. Out of this amount, 7.4% was vacant totaling 50,257 SF of available space, reflecting a fairly tight local market vis-à-vis the Northeast region (14%).

#### 2004 Montclair Office Market

Office buildings	33
Total rentable space	531,135 SF
Vacancy rate	7.4%
Average Annual Rent	\$24.84 / SF

#### As Percent of Rentable Building Area:

Class A	0%
Class B	27%
Class C	73%

Source: Co-Star, October 2004; The Louis Berger Group, 2004.

The average annual rent per SF was \$24.84 — this rent level has dropped from its peak in the pre-September 11th period (1999-2000), but is significantly higher than recorded in the mid-1990s (see Figure 3.12). However, Montclair does not have Class “A” office space and is predominantly graded as “C” or “B” spaces when it is categorized by its age, condition, floor plates, rent levels and regional location.

The supply of commercial office space has been stable in recent years, but there are emerging factors that may stimulate new commercial investments — NJ Transit's Montclair connection, rising office rents, firm occupancy rates and an increasing interest in the housing market and the quality-of-life of Montclair.

### Retail “Gaps”

Annual retail sales were estimated from existing businesses and compared to the demand potential from consumers residing in the area. This retail profile examined businesses that were within a five minute drive from the intersection of New Street and Bloomfield Avenue.

This enabled the study to group all of the stores that are accessible to a local consumer in this area. The study identified the type of stores that generate the most sales revenue within this 5-minute drive market area. Automobile dealers, grocery stores, health and personal care stores, and restaurants generated the most sales within the area. Because of the costs of automobiles compared to other consumer goods, automobile dealers naturally generate very large sales. However, grocery stores, health and personal care

#### Underrepresented Store Types within Area of Study

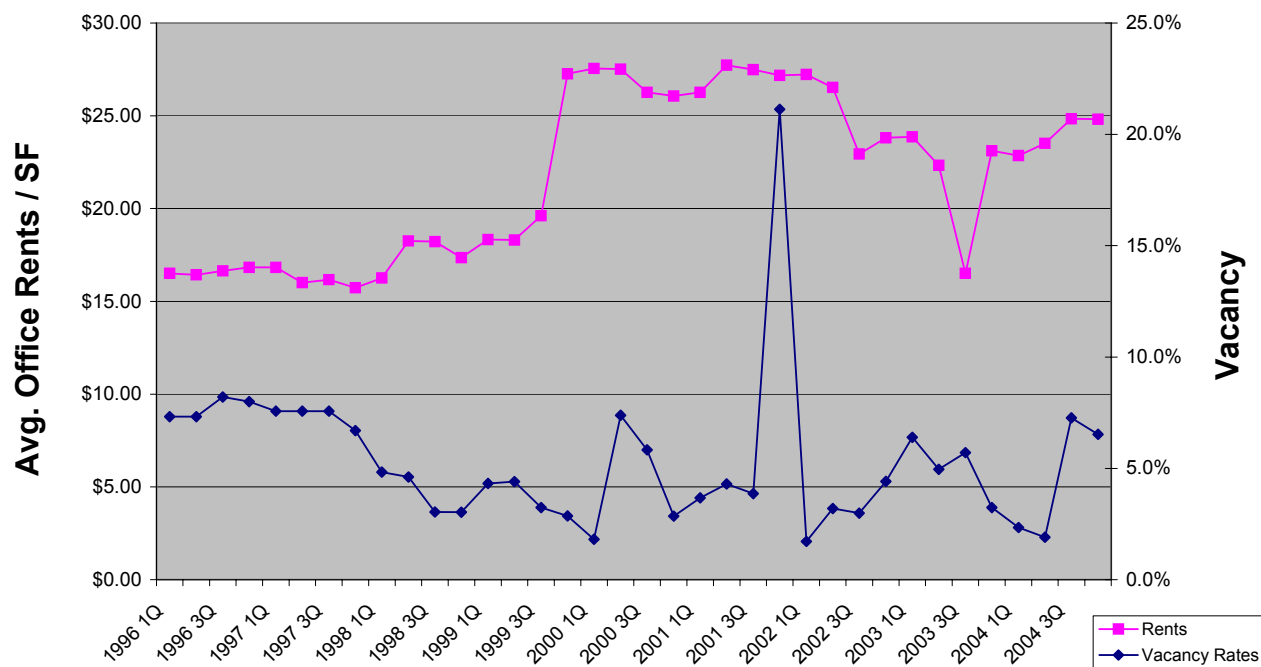
- Furniture stores
- Specialty food stores
- Department stores
- Grocery stores
- Lawn and garden equipment and supplies stores

Source: ESRI Business Information Systems, October 2004; The Louis Berger Group, 2004.

stores, and restaurants are also large generators of sales activity within this area.

To determine “leakage” or consumer demand that is not captured within the area the study compared the retail sales estimates to the consumers within the area. Consumer demand is captured by a business outside the study area when the purchase item is either not offered within the area or is not offered at a competitive price. The types of stores experiencing a significant amount of “leakage” consist of: furniture stores, specialty food stores, department stores, grocery stores, and land and garden equipment and supply stores. When marketing the area for available lease space and in redeveloping the study area, these types of retail stores may warrant targeting since they are “underrepresented” in the area.

**Figure 3.12 Office Rents and Vacancy Rates  
Township of Montclair  
(1996-2004)**



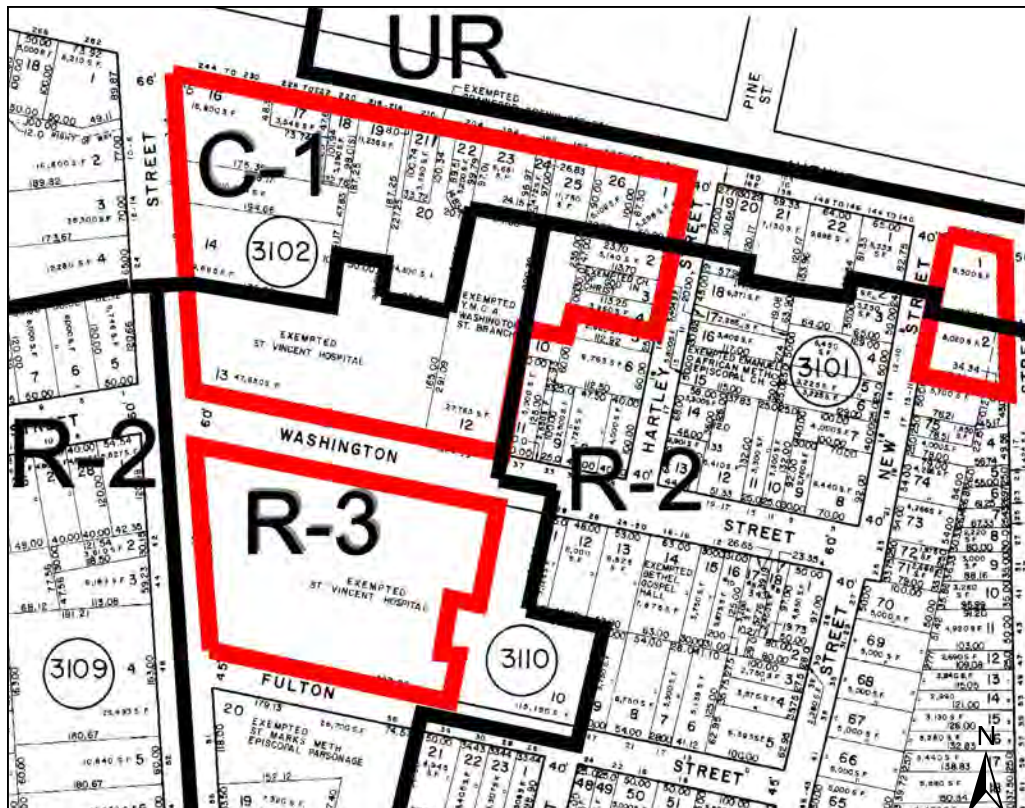


Figure 3.13: Currently, the redevelopment area is composed of three different zoning districts: R-2, two-family; R-3, garden group residential, R-3, and central business district, C-1.



Figure 3.14: Fast food restaurants are a permitted use in the Central Business-Community Area Zone however this use does not meet the redevelopment goals of density and pedestrian-friendly “Main Street” town character.

#### Current Permitted Uses Less Desirable Options

- Fast food restaurants
- Structures set back from street
- Automobile sales or repair

## Zoning

The New and Mission / Elm Street redevelopment Area contains three different zoning districts:

- R-2, Two-family residential;
- R-3, Garden Group residential; and
- C-1, Central Business District.

Figure 3.13 presents the location of these zones while the requirements for each zone are described in Figure 3.15.

The zoning ordinance divides the central business district into two areas: the center area and the community area. These areas have slightly different requirements since the community area is targeted to both local and regional shopping opportunities which are both pedestrian and automobile oriented. All of the redevelopment area in the central business district zone is within the community area designation.

The properties fronting on Bloomfield Avenue and along the corner of Elm Street and Bloomfield Avenue are zoned as Central Business - Community Area District. This zoning category permits a broad variety of uses ranging from numerous types of retail establishments to apartments. Mixed-use development is permitted in this area. The allowable density in this zone is quite high—residential development can contain up to 55 units per acre. New development is not required to have a front or side yard and only a 10 foot rear yard..



	<b>R-2 Two-Family Zone</b>	<b>R-3 Garden Group Zone</b>	<b>C-1 Central Business District – Community Area</b>
<b>Permitted Uses</b>	One-family detached dwellings Two-family detached dwellings Municipal facilities	One-family detached dwellings Two-family detached dwellings Multifamily dwellings not more than 2 ½ stories in height, density not over 18 units per acre Municipal facilities Senior citizen housing	Restaurants and eating and drinking establishments, excluding drive-in or drive-through restaurants Commercial recreation facilities Convenience retail establishments Specialty retail establishments Service retail establishments Banks Nonprofit institutional uses Educational play centers Apartments Education or quasi-educational establishments Business and professional offices Government offices Senior citizen housing Automobile sales and rental
<b>Conditional Uses</b>	Private and public schools Churches Charitable institutions, except hospitals	Conversion of one-family to two-family or more dwellings Private and public schools Boarding and rooming houses Shelters Nursing homes Churches Charitable institutions, except hospitals Assisted-living facilities	Drive-through or drive-in banks Garden centers and building supply establishments Fast-food restaurants, bars, and taverns Parking decks Assisted living facilities
<b>Accessory Uses</b>	Garages Off-street parking (not more than 4-5 vehicles) Swimming pools Home occupations Family day-care homes for children	Garages Off-street parking (not more than 4-5 vehicles) Swimming pools Home occupations	Surface parking and parking decks Used automobile sales
<b>Lot Size</b>		One and two-family dwellings: Minimum lot frontage: 60 feet Minimum lot size: 6,000 square feet. Multifamily dwellings: Minimum lot frontage: 75 feet Minimum lot size: 12,000 square feet	Multifamily dwellings: Minimum lot width: 100 feet Minimum lot size: 20,000 square feet Combined multifamily with nonresidential Minimum width: 60 feet Minimum lot size: 10,000 square feet Nonresidential Minimum width: 60 feet Minimum lot size: 10,000 square feet
<b>Height and Setback</b>	Maximum height: 40 feet Minimum front yard setback: 25 feet Minimum side yard setback: 6 feet for one yard 10 feet for the other Minimum rear yard: 25 feet	Maximum height: 40 feet Minimum front yard: 25 feet Minimum side yard: 6 feet for one yard 10 feet for the other Minimum rear yard: 25 feet Multifamily dwellings have different height and setback requirements	Maximum height: 67 feet or six stories, whichever is less Minimum front yard: Zero feet Minimum side yard: Zero feet Minimum rear yard: 10 feet Exclusive residential apartments: 55 units per acre Mixed use buildings: 55 units per acre multiplied by proportion of the total floor area of the building devoted to residential

Portions of the redevelopment area along Hartley Street and the two subject properties between New and Mission Streets are zoned Two-Family residential (R-2). The main difference between this residential zone and the garden group zone is that the two-family zone does not allow multifamily dwellings. The intended land use for the Two-Family zone is lower density residential development as compared to the higher density, mixed-use garden group zone. The height and setback requirements are similar to the garden group zone which creates a similarity of scale for all of the residential development within the area.

The remaining portions of the redevelopment area are zoned for residential development. The properties along Elm, Washington, and Fulton Streets are within the Garden Group Zone (R-3). This residential zone allows one-family, two-family, and multifamily dwellings and allows conversions of existing one-family dwellings as conditional uses. The difference between permitted, conditional, and accessory uses are that permitted uses are “as-of-right” according to the zone, conditional are permitted based on meeting specific requirements, and accessory are secondary uses only allowed in conjunction with a primary or conditional use. Other conditional uses allowable in the R-3 zone are schools, boarding houses, nursing homes, churches, and assisted-living facilities. Home occupations are also allowable. The maximum height for buildings is 40 feet with a minimum front and rear yard of 25 feet.

Figure 3.15: Existing Zoning for R-2, R-3, and C-1 districts

## Affordable Housing

Montclair residents take pride in the considerable diversity of people that live, work and shop within their community. This inclusive attitude has helped create a stable, integrated community and a model for living that many people desire. Along with the exceptional rail access into New York City, realtors have come to recognize that Montclair's diversity and quality-of-life are marketable attributes, influencing regional housing selection and residential settlement for families.

Increasing demand has come at a price, exerting pressures that have made it more difficult for low and moderate-income families to continue to live within Montclair. The very diversity and balance for which the Township is known is under threat.

To preserve opportunities for low and moderate income households, the Township developed a strategic affordable housing plan which began by making the following key findings:

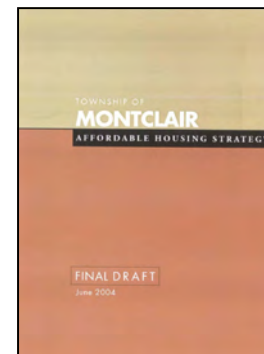
- The *MidTOWN DIRECT* service and other market factors have created upward price pressures which are expected to continue.
- Montclair is unaffordable for low income households, and increasingly unaffordable to moderate income households. Census data reveals that the Township was already unaffordable to most low-income households in the year 2000 and the situation has worsened through 2004.

- Many affordable units are at risk. Many of the traditional, affordable neighborhoods are becoming gentrified.
- Community livability is a critical issue. New affordable housing development must incorporate attractive design, on-site parking, and traffic improvements.

The Township's *Affordable Housing Strategy Report* also estimated future affordable housing need in the year 2010. The projected need was created by estimating the unmet and new need and the projected loss of existing affordable units. The report estimated that a total of 4,240 households will be in need of affordable housing in Montclair. The majority of these households will require rental housing (66%). Seniors and households with disabilities will also comprise a large component of the needed housing.

Promoting *inclusionary* housing developments is recognized as an important means for addressing future housing need; inclusionary zoning ordinances are a key tool for setting the terms and conditions for this type of balanced housing development. In Montclair, with such an ordinance, all new residential development of 7 or more units must provide affordable units as part of the new development. Developments of 6 units or less must either provide one affordable unit or pay an in-lieu fee to support affordable housing. At least one-seventh of the units in every new development of 7 units or more must be sold or rented at levels affordable to qualifying low and moderate income households based on Council on Affordable Housing (COAH) income limits.

Figure 3.16: The report on affordable housing in Montclair estimates a severe lack of affordable housing by 2010.



Respect for the Township's inclusionary goals is inherent in the plans for the New and Mission site. The subject redevelopment plan meets the requirements set forth in the Township's Inclusionary Zoning Ordinance.

The broader principle of respecting diversity and building a balanced community is also inherent in the plan for the New and Mission Street site. The design scenarios for this site promote community livability through high quality design that encourages reinvestment. The infill design strengthens linkages with the neighborhood through its integration of retail space and placement of residential apartments. While there will be much-needed affordable housing, the mix of uses and incomes and the design layout will address many local community challenges including crime, loitering, and the lack of parking. The density and uses will bring new residents who will create more local retail demand and more "eyes on the street."

## Public Participation

The redevelopment planning process has included several formal and informal opportunities for public outreach and involvement:

- a public hearing on the designation of the subject sites as an “area in need of redevelopment”;
- periodic meetings with the Redevelopment Steering Committee;
- business and property owner meetings in the affected areas;
- informal stakeholder interviews with civic and community leadership;
- a public workshop to communicate progress; and before its ultimate adoption,
- public hearings before the Planning Board and Township Council.

**Figure 4.1:** Meetings with numerous stakeholders were held throughout the redevelopment planning process



The redevelopment process was guided by the Montclair Redevelopment Steering Committee which is comprised of appointed members representing various community and civic interests within the Township. These members have provided key input regarding the policies and recommendations within the plan and were part of the community participation activities.

These meetings and events have been supplemented with interviews and the involvement of key stakeholders such as community organizations and directly affected business and property owners. These participants, along with the Redevelopment Steering Committee, have provided the vision and foundation for the recommendations of this redevelopment plan.

During this study, business and property owner meetings were conducted. These meetings held groups or individual sessions included an explanation of the redevelopment process, a general discussion of the issues within the redevelopment area, and a review of potential redevelopment scenarios.

Since the proposed school offers large opportunities for the redevelopment area, Township representatives met with the Montclair Board of Education to discuss how their design can be oriented toward the surrounding neighborhoods and retail establishments.

Township representatives met one-on-one with the owner of the New and Mission properties since the property is located in an outlying location on Bloomfield Avenue and contains different challenges than the rest of the redevelopment area. Within this meeting, various development alternatives for his site were discussed that would meet the redevelopment goals. This included the design of the proposed building, the inclusion of affordable housing, and the addition of street frontage retail. The design alternatives are discussed in the subsequent chapters.

Township representatives also met with the owner of the theater at 180 Bloomfield Avenue. Through a meeting with the property owner and an assessment of the building, the degree of necessary improvements were estimated in order for the building to meet code. As discussed within the strategies section, the theater space offers opportunities that would help revitalize the corridor and better integrate arts into the area.

In addition to these property owner and merchants meetings, the Township representatives met with select public officials and civic leadership knowledgeable about key issues of concern for the subject areas (e.g., BID, parking authority, town council persons, school board representatives, planning department, police department, HomeCorp.). These meetings reviewed project goals, unmet needs and existing deficiencies, opportunities and constraints, and emerging recommendations and policies.

**Thriving neighborhood and active retail corridor connected with a range of residential development and institutional facilities**

**Vision**

**Private and public investment, affordable housing development, revitalized retail, pedestrian activity, historic architecture, gateway to Montclair**

**Opportunities**

**Close proximity to NJ Transit train service and Montclair town center**

**Linkages**

**Coordinated public school investment in the heart of the redevelopment area to meet needs of students and community**

**School**

**Cultural diversity, involved community organizations, existing retail corridor, significant buildings**

**Strengths**

# Strategies

**School site as center for neighborhood rehabilitation**

**Affordable housing incentives**

**Shared parking, transportation links**

**Design guidelines for rehabilitating property and public space**

**Arts, theater and district marketing**

**Private investment incentives**

**Vibrant retail focus in land use regulations**

**S**everal strategies and tools are described in this chapter to achieve the Township's goals for the Redevelopment Plan:

- Fostering the concept of the Elm Street School as a “community center” to better link this key civic institution in the life of the neighborhood.
- Leveraging new public school investment on Elm Street to stimulate broader neighborhood and commercial reinvestment and rehabilitation through design guidelines aimed at addressing parking and access, recreation, streetscape and the pedestrian environment.
- Establishing incentives for inclusionary housing development on the New & Mission street site compatible with the scale of the neighborhood and marketable to transit users.
- Parking initiatives such as shared parking, transit-friendly parking requirements, and overnight on-street parking.
- Creating an arts-related gateway to Montclair through existing and proposed shared performing arts spaces along Bloomfield Avenue.
- Using a five-year exemption and tax abatement for private sector property improvements at select sites.
- Zoning/land use ordinance focus on quality, sustainable commercial and residential uses.



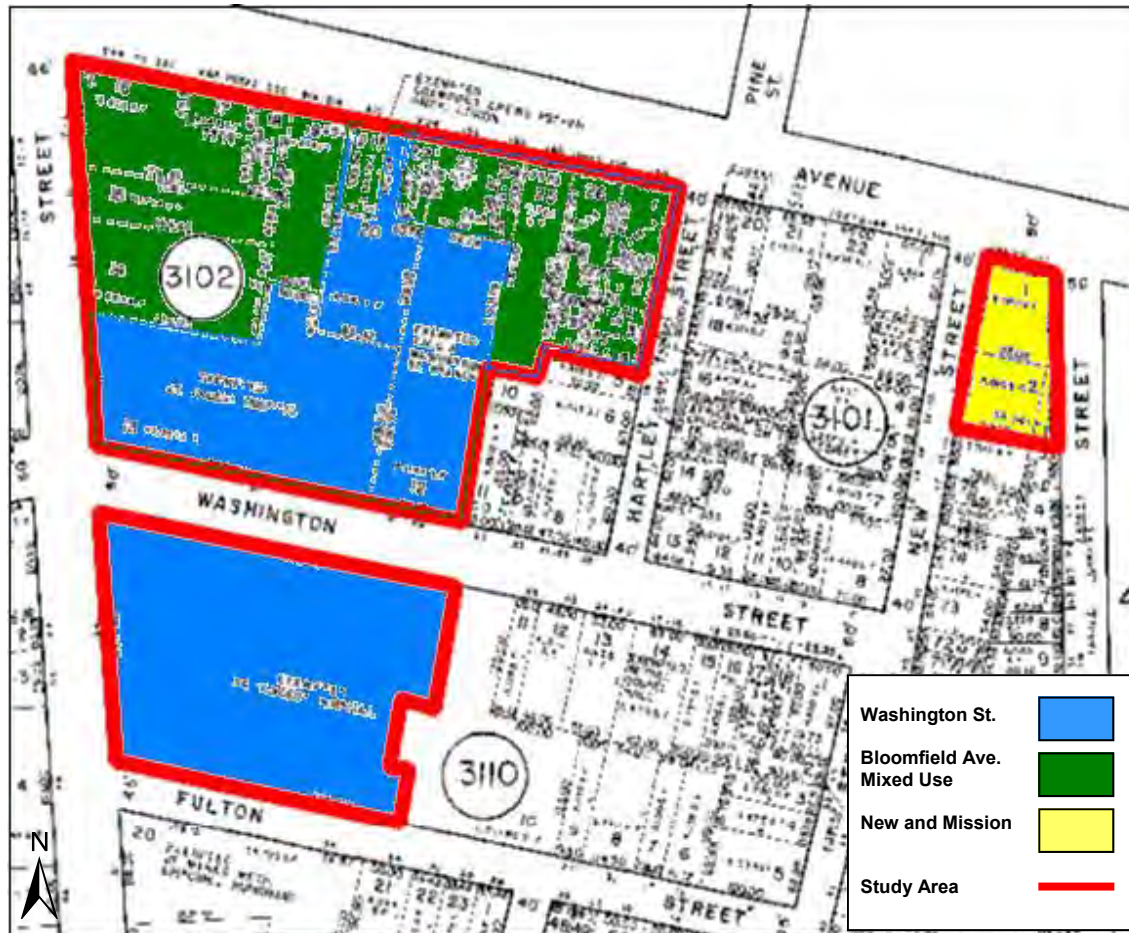


Figure 5.1: The Provisions and Standards Section divides the study area into three areas based on the current zoning, existing uses, and development potential.

## Provisions and Standards — Redevelopment Districts

### Purpose

The redevelopment plan proposes new types of land uses and lot and building requirements for the redevelopment project area. Shown in Figure 5.1, the redevelopment area is divided into three different redevelopment districts based on the current zoning, existing uses, and development potential. Each district contains specific provisions and standards as shown in Figure 5.2.

### General Requirements

The redevelopment plan is both a plan and a zoning ordinance for the designated redevelopment area. The plan lays out an overall vision for the area with strategies and actions outlined while the provisions and standards section defines specific land use requirements for future development that implement the plan. All development within the redevelopment area are required to meet the provisions and standards and design guidelines within the redevelopment plan.

### Mix of Uses

Within the redevelopment districts outlined in this section, projects that promote a mix of land uses are encouraged. Mixed-use development that is similar to the central downtown of Montclair contains pedestrian linkages and creates a continuous streetscape along Bloomfield Avenue and side streets.

	Washington Street	Bloomfield Avenue	New and Mission
<b>Permitted Uses</b>	One-family detached dwellings Two-family detached dwellings Multifamily dwellings not more than 2 1/2 stories in height, density not over 18 units per acre Municipal facilities Senior citizen housing Conversion of one-family to two-family or more dwellings Private and public schools Boarding and rooming houses Nursing homes Churches Charitable institutions, except hospitals Assisted-living facilities	Restaurants and eating and drinking establishments, excluding drive-in or drive-through restaurants Commercial recreation facilities Convenience retail establishments Specialty retail establishments Service retail establishments Banks Nonprofit institutional uses Educational play centers Apartments Education or quasi-educational establishments Business and professional offices Government offices Senior citizen housing Bars and taverns Parking decks Assisted living facilities Charitable institutions, except hospitals School Church	Restaurants and eating and drinking establishments, excluding drive-in or drive-through restaurants Convenience and retail establishments Specialty retail establishments Non-profit institutional uses Apartments Senior Citizen housing Education or quasi-educational establishments Business and professional offices Government offices
<b>Accessory Uses</b>	Garages Off-street parking Swimming pools Home occupations	Surface parking and parking decks	Surface parking
<b>Lot Size</b>	<b>One and two-family dwellings:</b> Minimum lot frontage: 60 feet Minimum lot size: 6,000 square feet. <b>Multifamily dwellings:</b> Minimum lot frontage: 75 feet Minimum lot size: 12,000 square feet	<b>Multifamily dwellings:</b> Minimum lot width: 80 feet Minimum lot size: 15,000 square feet <b>Combined multifamily with nonresidential</b> Minimum width: 40 feet Minimum lot size: 10,000 square feet <b>Nonresidential</b> Minimum width: 40 feet Minimum lot size: 6,000 square feet	<b>Multifamily dwellings:</b> Minimum lot width: 70 feet Minimum lot size: 15,000 SF <b>Combined Multifamily dwellings:</b> Minimum lot width: 70 feet Minimum lot size: 10,000 SF <b>Nonresidential</b> Minimum lot width: 70 feet Minimum lot size: 10,000 SF
<b>Height and Set-back</b>	Maximum height: 40 feet Minimum front yard: 25 feet Minimum side yard: 6 feet for one yard 10 feet for the other Minimum rear yard: 25 feet Multifamily dwellings have different height and setback requirements	Maximum height: 67 feet or six stories, whichever is less Minimum front yard: Zero feet Minimum side yard: Zero feet Minimum rear yard: 10 feet <b>Exclusive residential apartments:</b> 55 units per acre <b>Mixed use buildings:</b> 55 units per acre multiplied by proportion of the total floor area of the building devoted to residential	<b>Ground Floor Retail + Residential Above Ground Floor</b> Ground Floor Retail – 3,000 SF (Maximum) Residential above ground floor – 40 units per acre Maximum residential floors above retail – 2 floors Maximum number of residential units 8 units - restricted to studio, one, and two bedroom apartments <b>Ground Floor Retail + Commercial Above Ground Floor</b> Ground Floor Retail – 3,000 SF (Maximum) Commercial above ground floor – 6,000 SF (Maximum) Maximum commercial floors above retail – 2 floors Maximum height of building: 60 feet or 4 stories, whichever is less Minimum front yard along Bloomfield Avenue: zero feet Minimum side yards along New and Mission Streets: zero feet All residential development must meet the requirements within the Inclusionary Zoning Ordinance of the Township of Montclair.
<b>Parking</b>	Minimum Parking Standards: Residential Units – The following spaces are required per dwelling unit: 1 bedroom – 1; 2 bedroom – 1.3; 3+ bedroom – 1.9 The required parking may be accommodated off-site through a municipally approved shared parking program.	Minimum Parking Standards: Residential Units – The following spaces are required per dwelling unit: 1 bedroom – 1; 2 bedroom – 1.3; 3+ bedroom – 1.9 Commercial Office – 1 space per 250 SF Retail – 1 space per 200 SF The required parking may be accommodated off-site through a municipally approved shared parking program.	<b>Total Parking – 37 spaces</b> Placement – Behind building fronting on Bloomfield Parking will be shielded by buildings and landscaping Residential Units – The following spaces are required per dwelling unit: Studio and 1 bedroom – 1; 2 bedroom – 1.3. Commercial Office – 1 space per 250 SF Retail – 1 space per 200 SF The required parking may be accommodated off-site through a municipally approved shared parking program. <b>Surplus Parking Incentive</b> Developer will receive 5-year tax abatement exemption on the improvement value provided there is evidence of 5-year lease signed with a benefiting party to make available 8 or more parking spaces for community or exclusive church use for a period of no less than 8 hours weekly.

Figure 5.2: Redevelopment Area Districts

## Provisions and Standards — Use, Density, Bulk

This provisions and standards section defines the use, density, bulk, and design requirements for the subject redevelopment plan. The redevelopment plan divides the study area into three different zones based on their existing uses, location characteristics, and the planned uses in the redevelopment plan (See Figure 5.1). There are different provisions and standards for each zone (See Figure 5.2). The provisions and standards are predominantly based on existing Township zoning; however, where there are differences, pursuant to the Local Redevelopment and Housing Laws, the provisions and standards within this redevelopment plan are intended to supercede the municipality's zoning ordinances and development regulation as they apply to the redevelopment area. No redevelopment project will be undertaken except in accordance with the redevelopment plan as adopted by ordinance by the municipal governing body.

## Redevelopment Scenarios

To illustrate how these changes in zoning and use regulations may be used to guide redevelopment in accordance with the goals of this plan, examples are provided on the pages that follow. An alternative scenario illustrating redevelopment in the Elm Street area is presented to outline how a new public school can revitalize and enhance the neighborhood. An example illustrating mixed-use, infill development in the New and Mission area is also provided.

### Current School Proposal

The current Board of Education proposal (Figure 5.3) shows school buildings to the north of Washington Street, while the athletic field and parking to the south of Washington Street. A driveway links the service parking and internal vehicular circulation to Bloomfield Avenue and Washington Street.

The decision to locate the school on north side of Washington Street recognizes the civic building’s compatibility with the area’s higher density urban character. Similarly, the location of the sports field between Washington Street and Fulton Street will provide a better fit with the scale of the residential neighborhood to the south.

However, in its current form, the proposal is limited in scope and vision to property controlled by the Board of Education. Surrounded by large underutilized “soft” sites at the interior of the block, the current proposal should broaden its focus by attempting to link the school plan to the broader, on-going Redevelopment Plan. This plan could do more to strengthen Bloomfield Avenue’s commercial character through shared parking, continuous retail streetscape and public access to the interior of the block.

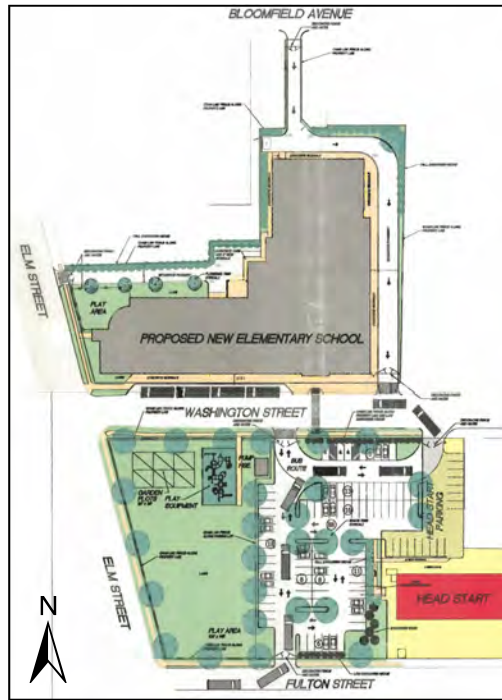


Figure 5.3: Montclair Board of Education proposal for an Elementary School on the Elm Street site.

### Redevelopment Alternatives

This Redevelopment Plan proposes a modification of the current school proposal, titled Alternative Scenario (Fig 5.5). Alternative scenario is identical to the current proposal in the following respects:

- 85,000 SF school (42,000 SF footprint). 2-stories.
- "L"-shaped school footprint - in keeping with the interior layout
- "Emergency" alleyway between Lots 22 & 23.
- Similar vehicular circulation through the site.
- Historic Victorian home (Lot 24) to remain.
- Parking to south of Washington Street—capacity between 80-96 vehicles.

Developing a new public school in the heart of the Redevelopment Area should create opportunities to achieve both the Board of Education’s goals and the goals expressed in this Redevelopment Plan including:

- Enhancing the Bloomfield Avenue gateway to Montclair through an attractive streetscape and commercial/civic presence;
- Strengthening Bloomfield Avenue as a pedestrian-friendly “Main Street”;
- Urban Mini-Plaza: Opportunities for shared parking to alleviate daytime and overnight parking shortages and attract shoppers to Bloomfield Avenue retailers;
- Programming to address community needs such as theater/auditorium, continuing education, and extended hours for after-school programs.

The Redevelopment Plan Alternatives are described in detail on the following pages.



Figure 5.4: Existing Facades– Bloomfield Avenue looking south





Figure 5.5: Aerial view— Elm Street looking east. Note courtyard entry to school’s public amenities from Bloomfield Ave. Higher density uses are near Bloomfield Avenue, with school/retail shared parking. Sports field and secondary parking south of Washington Street, in deference to neighborhood’s residential character (Scenario 1).

### Community School

The Montclair Board of Education proposal for a new 85,000 sf. school in the heart of the Redevelopment Area represents a \$35 million public investment in a neighborhood in need of community development and revitalization. The mandate of this Redevelopment Plan is not to design a school, but to leverage this investment to further the broader goals guiding this redevelopment process. To this end, the specific urban design strategies outlined here focus on how this large, civic structure relates to the surrounding community, from the struggling commercial area on Bloomfield Avenue to the under-served residential community on the other three sides. The strategies also speak to the broader symbolic role the school will play at the Township level, and to make good use of this school’s favorable placement near the gateway to Montclair.

This school is not a panacea, but is part of a series of economic, transportation and policy strategies outlined in this report that extend well beyond the school property. Taken together, this comprehensive approach will bear fruit well beyond each individual act or investment.



Figure 5.6: Proposed Scenario— Bloomfield Ave looking south





Figure 5.7: Proposed Scenario— Bloomfield Ave looking south



Figure 5.8: Proposed Scenario— Shared Parking

**Shared Parking:** Shared parking in under-utilized interior of the block (Fig. 5.8), yielding **46 parking spaces** north of Washington Street. The proposal calls for the acquisition of the vacant portions of the following lots: Lots 23 (80% encroachment), 25 (20% encroachment), 15 (30% encroachment) and 19 (30% encroachment). Lot 2 is necessary for ingress/egress for parking and school circulation. In addition, the proposal would require the demolition of the rear warehouse in Lot 14 (20% encroachment). These vacant/underutilized areas would be redeveloped as shared parking. Incentives (such as the provision of dedicated spaces to replace those acquired) for the shared use of this land can be offered by the Redevelopment Authority to property owners, who can be expected to benefit from the increased parking capacity and more ordered and efficient use of land at the rear of their buildings. School buses would have several site access points to choose from in this site configuration.

**Urban Mini-Plaza:** Off-street parking to the rear of retail establishments throughout Montclair should no longer be considered “left-over” spaces. Instead, adaptive reuse of existing commercial buildings should be considered, by having them open onto a shared, pedestrian-friendly plaza that provides off-street parking to area businesses and institutions. The shared parking area will become a landscaped urban mini-plaza, with public art and direct access to Bloomfield Avenue stores.

**Pedestrian Gateway:** The “emergency” alleyway between Lots 22 and 23 would be primarily used as a landscaped Pedestrian Gateway to the Urban Mini-Plaza and the school beyond.

**Public Amenities:** Amenities shared by the school population, commercial and residential community, including shared parking and civic assets (i.e., multi-purpose room, continuing education classes). These could be entered directly through the Pedestrian Gateway from Bloomfield Avenue.





**Signature Public Architecture:** Communities are measured by the condition, quality, and priority given to their public schools. For Montclair, school architecture should reflect the community’s pride and respect for public education. The school should be a pillar that strengthens the local community. With the siting of the facility between Bloomfield Avenue and Washington Street and with the creation of an open vista onto Bloomfield Avenue, the school becomes a highly visible element and notable gateway into Montclair.

**Neighborhood Open Space:** Residential neighborhoods surround the south side of the school site. Placement of the playground should act as a transitional space to integrate the structure with its neighborhood. The playground will be a buffer, providing valuable community open space that could be used in non-school hours.

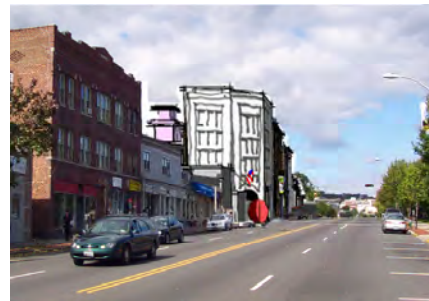
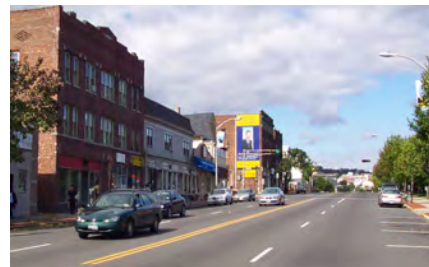


Figure 5.10: Pedestrian Gateway from Bloomfield Avenue to Urban Mini-Plaza and school.



Figure 5.11: “Before” Existing view from Bloomfield Ave toward Montclair town

Figure 5.12: “After” – Bloomfield Ave Gateway to Montclair. Civic building, school entry, and public art.



**Bloomfield Avenue Streetfront**

**Streetfront Infill:** Important corner buildings are proposed at either ends of Bloomfield Avenue, at Hartley (Lot 1) and Elm (Lot 16) Streets. The development of Lot 16 would require relocating the Firestone parking/service area to the rear, and shifting the setback store entrance to Elm Street frontage. Infill buildings are proposed for Lot 23, and between Lots 19/21 and 19/18.

**Gateway Building:** A “Gateway” office building is proposed at the intersection of Bloomfield Avenue and Hartley Street (Fig. 5.12). Located near the new train station, this building could accommodate a variety of users, including possible offices for the Board of Edu-

Figure 5.9 (top): View from Residential area south of Fulton Street. School location along avenue and “stepped-down” density combined with shared athletic field buffer helps preserve the neighborhood’s residential character from Bloomfield Ave district.

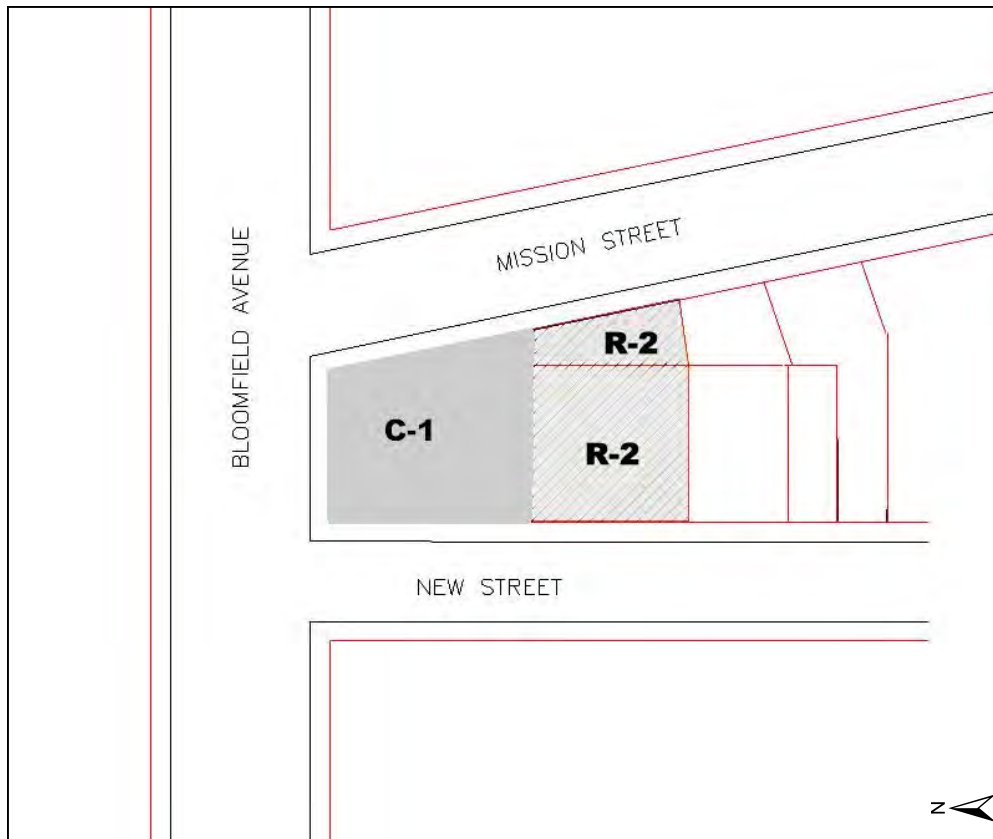


Figure 5.18: The New and Mission site is composed of two lots, zoned C-1 and R-2.

### Mixed-Use Development Bloomfield Avenue between New & Mission Streets

The New and Mission site is composed of two lots. The lot bordering Bloomfield Avenue, 130-134 Bloomfield Avenue, is approximately 8,500 SF and is zoned C-1. The second lot, 3 New Street, is 8,020 SF and is zoned R-2. The current C-1 zoning allows 55 units per acre but with no more than two-tenths of an acre in this subject zoning category, the minimum lot size condition of 10,000 SF is not met for a mixed-use multi-family and nonresidential facility. The R-2 zoning allows up to two-family detached dwellings and can likely accommodate two 2-family detached dwellings (a total of 4 units).

With adoption of a redevelopment plan, a new zone would be established for the New and Mission site – one that could supersede existing zoning or serve as an “overlay option” -- that would bring the sites into a single district with specific provisions and standards for use, bulk, density, and parking. The specific provisions and standards would reflect the Planning Board and Township Council’s vision for the subject site and set the performance conditions for which development would be permitted. For the land owner or prospective developer, the redevelopment plan should provide a higher degree of certainty than current zoning.



Figure 5.19: Redevelopment Area: Existing vacant lot.

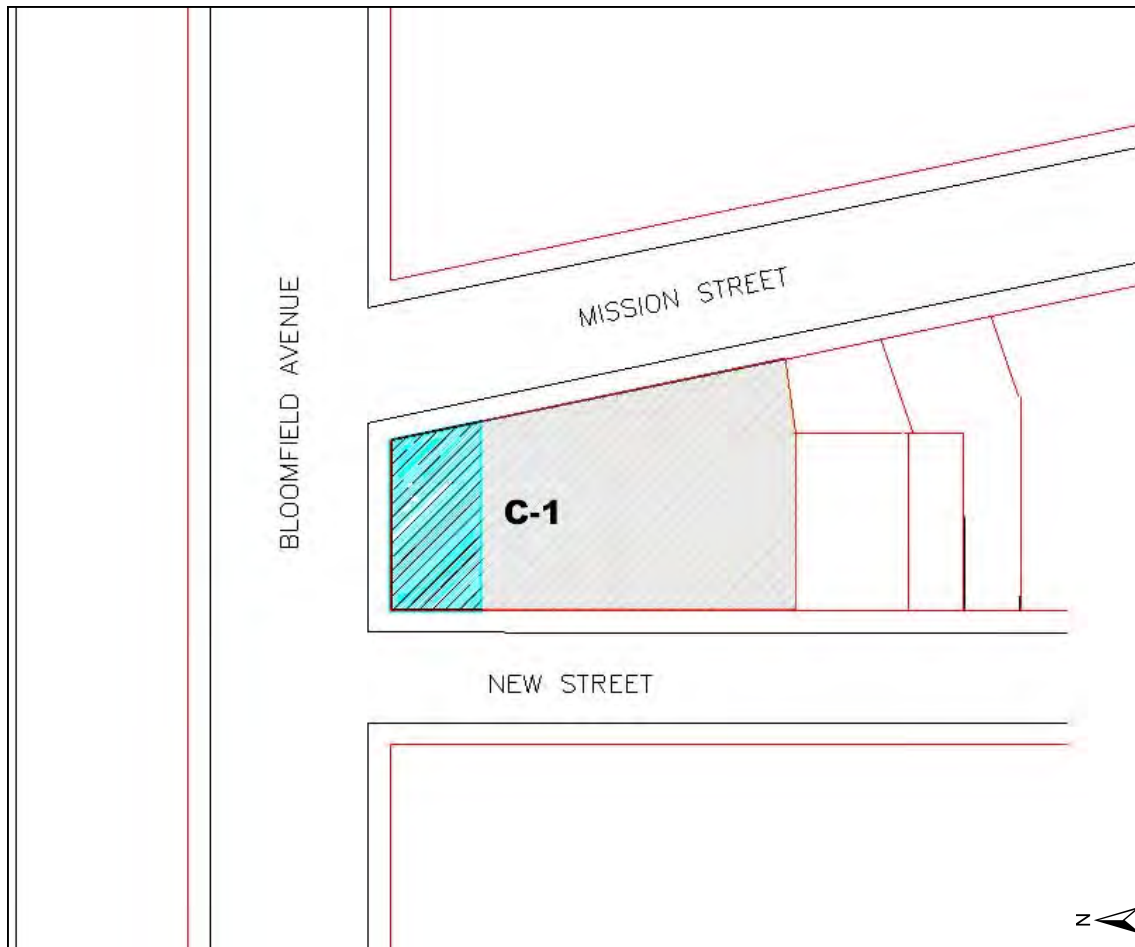


Figure 5.20: A new zone would be established for the New and Mission site that brings the sites into a single district with specific provisions and standards for use, bulk, density, and parking.

## New and Mission Street Development Scenario

Figure 5.21 summarizes the recommended zone provisions and standards for the New and Mission site. The recommended provisions and standards are a product of numerous meetings with the Redevelopment Steering Committee, neighborhood residents, local developers, real estate professionals, affordable housing professionals and the property owner. In addition, pro-forma cash flow analysis and site suitability assessment of several redevelopment concepts were conducted. The meetings and analysis considered the opportunities and limitations of the New and Mission site, primarily assuming private financing for the proposed use. The pro-forma cash flow model was altered to consider multiple variables (e.g. construction costs, rents, density, parking, operating costs, alternative uses, etc.). Local developer and project owner experience with construction costs and with the operating performance of various use types were inventoried to further refine these findings.

The provisions and standards require that all residential scenarios meet the requirements set forth in the newly adopted Inclusionary Zoning Ordinance (IZO) of the Township of Montclair. The IZO requires that at least one-seventh of the total numbers of units within the development are priced as affordable units. All residential scenarios included in the



<b>Required Condition</b>	The provisions and standards for the redevelopment zone for the New and Mission may be exercised for Block 3111, Lot 1 (130-134 Bloomfield Avenue) and Block 3111, Lot 2 (3 New Street), provided that the sites are combined to meet the standards and fulfill conditions outlined in this section.
<b>Permitted Uses</b>	Restaurants and eating and drinking establishments, excluding drive-in or drive-through restaurants Convenience and retail establishments Specialty retail establishments Non-profit institutional uses Apartments Senior Citizen housing Education or quasi-educational establishments Business and professional offices Government offices
<b>Accessory Uses</b>	Surface parking
<b>Lot Size</b>	<b>Multifamily dwellings:</b> Minimum lot width: 70 feet Minimum lot size: 15,000 SF <b>Combined Multifamily Dwellings:</b> Minimum lot width: 70 feet Minimum lot size: 10,000 SF <b>Nonresidential</b> Minimum lot width: 70 feet Minimum lot size: 10,000 SF
<b>Development Concepts: Density, Height and Setback</b>	<b>Ground Floor Retail + Residential Above Ground Floor</b> Ground Floor Retail – 3,000 SF (Maximum) Residential above ground floor – 40 units per acre Maximum residential floors above retail – 2 floors Maximum number of residential units 8 units—restricted to studio, one, and two bedroom apartments <b>Ground Floor Retail + Commercial Above Ground Floor</b> Ground Floor Retail – 3,000 SF (Maximum) Commercial above ground floor – 6,000 SF (Maximum) Maximum commercial floors above retail – 2 floors  Maximum height of building: 60 feet or 4 stories, whichever is less Minimum front yard along Bloomfield Avenue: zero feet Minimum side yards along New and Mission Streets: zero feet  All residential development must meet the requirements within the Inclusionary Zoning Ordinance of the Township of Montclair.
<b>Parking</b>	<b>Total Parking – 37 spaces</b> Placement –Behind building fronting on Bloomfield Parking will be shielded by buildings and landscaping Residential Units – The following spaces are required per dwelling unit: Studio—1; 1 bedroom – 1; 2 bedroom – 1.3. Commercial Office – 1 space per 250 SF Retail – 1 space per 200 SF The required parking may be accommodated off-site through a municipally approved shared parking program. <b>Surplus Parking Incentive</b> Developer will receive 5-year tax abatement exemption on the improvement value provided there is evidence of 5-year lease signed with a benefiting party to make available 8 or more parking spaces for community or exclusive church use for a period of no less than 8 hours weekly.

analysis meet these requirements using COAH’s 2006 Regional Income Limits for Essex County.

Effectuated through an overlay zone approach, the New and Mission site can be redeveloped as Scenario A - Retail with Residential OR Scenario B - Retail with Commercial Office.

**Scenario A: Retail with Residential**

Scenario A is a mixed-use inclusionary housing development with ground floor retail and 2 stories of residential encompassing a range of dwelling unit types. The Redevelopment Plan offers a higher density than permitted by existing zoning. In exchange for the increased density, the development must set-aside one-seventh of its units for low and moderate income households, and meet specific design and performance requirements:

- Continued retail street frontage along Bloomfield Avenue.
- Two stories of apartments above retail space fronting along Bloomfield Avenue with a maximum 8 dwelling units divided between studio, one, and two bedroom apartments.
- At-grade parking for 37 cars for short-term commercial and overnight residential use and shared parking with Bright Hope Baptist Church.
- A reduction in parking requirements to 1 space per studio and 1 bedroom and 1.3 per 2 bedroom and 1 space per 200 SF of retail space.
- Landscaping surrounding parking.

Figure 5.21: Provisions and Uses for New and Mission Redevelopment Area.

**Scenario B: Retail with Commercial Office**

Scenario B involves ground floor retail with commercial office massed along Bloomfield Avenue. The commercial office component includes up to two stories above ground floor ranging from 3,000 to 6,000 SF of Gross Leasable Area (GLA). The retail component is approximately 3,000 SF (GLA) and located at street frontage.

At-grade parking is located behind the building and masked by landscaping along New and Mission Streets. The plan includes a reduction in parking requirements to 1 space per 200 SF of retail space and 1 space per 250 SF of commercial. As a requirement, a parking arrangement will be created for shared parking with Bright Hope Baptist Church. This arrangement is feasible due to the different peaking schedules associated with the building use and the church.

**Financial Feasibility of Scenarios**

A 10-year pro forma model was created to discount the after-tax cash flows of the various alternative development concepts for the cases in order to make financial comparisons.

The cash flow studies suggest that reducing the on-site parking requirements, offering a 5-year tax abatement, and providing the density bonus over existing zoning can yield investor interest in both Scenario A or Scenario B on this long-vacant property

**Tax Exemption to Encourage Investments**

One purpose of the redevelopment plan is to encourage property owners to invest and upgrade the improvements on their property. Many property owners in the redevelopment area complain that improvements to their property will only mean an increase in taxes. Their reluctance to improve homes or businesses can create a downward spiral that affects the entire neighborhood. To encourage investment, the redevelopment plan proposes the use of a five-year tax exemption program. This strategy is an aggressive step to effectively promote revitalization within the redevelopment area.

The Five-Year Exemption and Abatement Law enables redevelopment areas to form an ordinance creating tax exemptions for all improvements to residential, commercial, and industrial structures within the redevelopment area. The exemption is granted from the property taxes on all or a portion of the added assessed value that would have been generated by any improvement, conversion, alteration, or new construction.

Once the local ordinance for the tax exemption is adopted by the governing body, a five-year tax exemption is available to all property owners within the area. The local ordinance specifies the terms and procedures for submitting an application. See Appendix I for actual ordinance.

Through the provision of property-tax relief to homeowners and businesses that are willing to invest in their properties, the existing pattern of deterioration and decline can be reversed.



Figure 5.22: The tax exemption program would encourage property owners to invest and upgrade their properties.

**Summary of Tax Exemption Program**

Land Use	Value of Improvement
Residential dwellings	First \$25,000
Multifamily dwellings	All or a portion
Commercial and industrial uses	All or a portion



Figure 5.23 (above): The Bay Street Station is within a 5 to 10 minute walk from points throughout the Redevelopment Area which makes Transit Oriented Design (TOD) a viable land use pattern. Figure 5.24 (below): Shared Parking Lot on school site behind Bloomfield Avenue.



## Parking, Transportation and Linkages

During the business and property owner meeting, participants identified “available parking” as one of the most important factors for increasing business activity within the area. Many of the businesses rely on easy access to and from their site via automobile. Once on-street parking capacity is filled, shoppers do not have many other choices for convenient parking. This means that shoppers are more likely to drive to other retail areas where there is sufficient, conveniently placed parking. In order for this area to compete with other retail establishments additional parking must be provided. The management of parking is divided into operational and physical development parking.

### Physical Development of Parking

#### School Parking

With the prospect of a new school in the redevelopment area, there are new opportunities for coordinating land uses to benefit both the school and the surrounding community. Local parking capacity can be expanded by creating a shared parking lot on the school site that can be used by both school employees, patrons and employees of Bloomfield Avenue retail establishments, and local residents (See Figures 5.24). This will help reduce parking demand in select areas while providing additional convenient parking. Since much of the resident and customer parking demand will be for the evenings and weekends, the size of the school parking lot would not have to be substantially



increased but safe pedestrian pathways to stores and residences would need to be created. The parking would mostly be used by the school during morning and early afternoon hours and by customers and residents in late afternoon, evenings and weekends. The parking could be managed through a combination of timed meters, permits and dedicated spaces.



Figure 5.25: The newly renovated Bay Street Station and the Montclair Direct Service have created opportunities for new types of development surrounding the site.

### Transit Oriented Development

The Bay Street Train Station's *MidTOWN-DIRECT Montclair* Service offers direct train service to New York City and other areas in Northern New Jersey. This attractive and marketable attribute is increasingly valued in residential selection by many types of households and within a five to ten minute walk of the study area. The train service allows people to live and work in the vicinity of the train station without relying on a car for day to day travel. In order to create an environment that enables less reliance on the automobile, development

must be transit-friendly and pedestrian-oriented with a variety of nearby shopping choices. This type of development encourages: higher densities near the transit node, mixed land uses, and a pedestrian circulation system that creates linkages between the uses and ensures bicycle and pedestrian safety. This type of model has been used in developing the redevelopment plan recommendations and should be used in making future land use decision within the redevelopment study area.

### Urban Mini-Plaza

Adaptive reuse of existing commercial buildings should be considered, by having them open onto a shared, pedestrian-friendly plaza that provides off-street parking to area businesses and institutions. This is described in detail in Community School: Scenario 1.

## Operation of Parking

### Parking Requirements

Due to the New and Mission site's proximity to the Bay Street Train and mixed use, pedestrian oriented design, in a denser more urban setting, the Township parking requirements for these two properties may be reduced as an incentive for the development of affordable housing.

### Short-Term Parking

Convenient parking for shoppers is an essential element for sustaining a retail corridor. In order to assist in providing this type of parking, the most convenient on-street parking spaces should be designated as short-term parking. Parking areas farther from the retail

stores should be designated as medium-term and long-term parking. The short-term parking will help attract impulse and convenience shoppers, medium-term parking will be for shoppers and diners, and the long-term will be for employees. The allocation of parking spaces to the types of users helps free up spaces by encouraging long term users to the fringe while ensuring that patrons have easily accessible parking. Enforcement of parking regulations is essential for this policy to be effective.

### Night-Time On-Street Parking

Since there is a large amount of residential development within and surrounding the redevelopment area, there is a demand for evening and night-time parking. On-street parking can provide a significant amount of capacity for this parking. Currently there are streets that do not allow night-time on-street parking. If there are no imminent risks, night-time parking should be permitted on these streets. This parking would help alleviate the shortage.

### Shared Parking

There are other areas besides the proposed school that could contain shared parking. Since the study area has numerous uses with different times of operation some parking lots remain empty during different times of the day. Existing parking spaces could be more efficiently used through coordination from Montclair Parking Authority or another organization. As shown on Figure 5.23, these potential shared parking locations are: the church, Bay Street Train Station, and the vacant lot at 194 Bloomfield Avenue.

**What is shared parking?**

Shared parking is an effective and efficient parking management tool when two or more land uses have different parking demand requirements, such as different peak parking characteristics that vary by time of day, day of week, and/or season of the year, and are able to use the same parking spaces throughout the day. Shared parking agreements typically involve offices, restaurants, retail stores, colleges, churches, cinemas, and schools. Mixed-use developments are also an example of shared parking arrangements because businesses are typically complementary, ancillary, or support other activities. Alternatively, off-street public and private parking lots and garages, and on-street parking in commercial areas are other forms of shared parking.

**How is shared parking beneficial to businesses?**

Benefits of shared parking apply to both existing and new businesses, include:

- Increasing the efficiency of parking;
- Providing one-stop shopping (park once);
- Promotes “cross fertilization” (patrons of one business may shop at another business) thereby boosting business;
- Enhance economic value of the property;
- Enables flexible development regulations;
- Increase in floor area ratio (FAR) thereby allowing for more buildable space; and
- Reduces construction and operating costs of parking facilities.

Ancillary benefits can include:

- Growth management strategy;
- Construction of fewer parking spaces;
- Decrease pavement surface area thereby reducing stormwater runoff;
- Creates cooperation and communication with businesses;
- Improves pedestrian access and circulation;
- Improves the urban design and aesthetics of the area;
- Improves vehicular traffic circulation;
- Improves the neighborhood business climate and community support for those businesses; and
- Reduces parking pressures on neighborhood streets.

**How is shared parking implemented?**

Generally, there are three types of mechanisms used to advance shared parking arrangements, which are applied differently depending upon whether it is implemented by commercial businesses or the local jurisdiction. These three mechanisms include:

1. Shared Parking Agreements
2. Parking Management Districts
3. Parking Regulations

1. Shared Parking Agreements: Agreements ensure the proper function of the shared parking arrangements. Two types of agreements can be applied: (1) Between two or more commercial businesses; and (2) Between a commercial business(es) and the municipality or parking agency; the contents of the agreement are similar in both cases. Typically, standard parking agreements contain the following information:

cial business(es) and the municipality or parking agency; the contents of the agreement are similar in both cases. Typically, standard parking agreements contain the following information:

- The number of locations and spaces;
- The nature of the sharing arrangement;
- Exclusive use (time period);
- Maintenance responsibilities;
- Cost;
- Utility and tax payments;
- Signage;
- Design and pedestrian circulation;
- Enforcements procedures;
- Insurance;
- Indemnification;
- Termination; and
- Additional legal language.

(Source: *Shared Parking Handbook*. Portland, Oregon)

2 Parking Management Districts: A parking district can be created as a special district with the coordination and participation of property owners’ small and large, including public parking lots, garages and the on-street parking supply. The district would be responsible for the operations of the parking program. Each property is levied a fee based upon the assessed value of the property, and in return, the district is responsible for parking related maintenance, security, taxes, enforcement, utilities, and signage. Owners within the district typically retain title to their portion of the property used for parking. Bylaws establish the rules of participation, exemptions, and changes in land use, including new developments. A district

committee of elected participating members from the district is created to provide general oversight of the program and to respond to members concerns. The benefits of a Parking Management District are:

- Comprehensively planning and designing parking facilities to serve all businesses;
- Permits access to all the parking spaces at any time;
- Useful for multiple small property owners in compact pedestrian-oriented settings where parking is in short supply;
- Ability to park once and walk to businesses;
- Lots can be consolidated and circulation systematized;
- Potential to redesign parking lots to eliminate individualized lots to create larger lots; and
- Potential to charge for parking since motorists are accustomed to parking in downtown commercial business districts. Charging provides two benefits: (1) increasing the turnover rate; (2) potentially encouraging alternative means of transportation to the area.

3. Parking Regulations

Parking regulations can take the form of ordinances, codes or policies, which dictate parking requirements for existing and new land uses, including on-street parking facilities. Shared parking regulations should contain the following:

- A definition and brief understanding of what shared parking is;
- An intent and background section for;

- Options for applying shared parking within a jurisdiction’s code;
- A detailed example of how to calculate shared parking needs for businesses; and
- Additional jurisdictional code issues (Source: *Shared Parking Handbook*. Portland, Oregon)

**How is shared parking calculated?**

Calculating the minimum number of parking spaces permitted in shared parking strategies for existing and new businesses or developments is a three step process:

1. Obtain the combined sum for the minimum number of parking spaces permitted for each land use by multiplying the amount of parking spaces required for each land use, based upon the parking ordinance, by the gross square feet of each land use.
2. Multiply the peak hour parking demand rate for each land use (see Urban Land Institute or Institute of Transportation Engineers Shared Parking guidelines for details) to obtain the minimum parking spaces permitted for each land use. Combine the results for each land use for the total minimum number of shared parking spaces permitted.
3. Compare the calculations from the two previous steps above and use the lesser of the two parking space requirements to establish the minimum number of parking spaces permitted in the shared parking arrangement.

**Are there existing cases where shared parking strategies have been implemented or planned?**

Shared parking has been in existence for decades; however, most arrangements have been informally implemented. Only recently has shared parking arrangements been documented. Oregon has been leading this endeavor with the release of the *Shared Parking Handbook* in 1997, which addresses strategies, local case studies, model agreements and ordinances, and public/developer/administrative concerns. Recently, however, given land use and transportation demand management pressures more municipalities are formally adopting shared parking strategies through plans, policies and practice. The following are several examples of case studies with different shared parking arrangements:

*Asbland, Oregon*

A local improvement district was formed among downtown property owners. Each business/owner was assessed fees based on the gross square footage, the location and the benefit that they would derive from the new lots. Part of the fee was collected monthly through the business’s utility bill.

*Tri-County Metropolitan Transportation District of Oregon (Tri-Met)*

Tri-Met began operating its Metropolitan Area Express (MAX) light rail system in 1986 with 50 stations on its 33-mile network. As the network was being developed, Tri-Met utilized a demand model to project ridership levels,

population and land use changes, and parking demand at its stations. Based upon analyses, Tri-Met saw opportunities for shared parking and transit-oriented developments and deliberately undersized several park and ride facilities and implemented innovative shared parking strategies at many of its stations. In addition, policies were created to further promote shared parking strategies and partnerships.

#### *Downtown West Hartford, CT*

Landowners agreed to consolidate small parking lots located to the rear of downtown commercial buildings. The landowners share responsibility for maintaining and enforcing parking in the downtown area.

#### *Tanasbourne Center, Washington County, Oregon*

The area is comprised of a small mixed use center, including restaurants, cinema, and a bank. New commercial businesses were developed with reduced parking requirements due to the ability to share parking areas with the existing commercial businesses.

#### *City of Mountain View, California*

Downtown parking consists of 9 shared parking lots and garages, which are owned and maintained by the City's Parking District. An annual assessment is exercised from property owners, businesses and residents within the District for maintenance purposes.

#### *Pacific Bellevue Center, City of Bellevue, Washington*

The 422,000 square foot mixed-use development, which includes commercial/retail, office, and residents was developed based upon the

City of Bellevue's policies that encouraged shared parking arrangements. The shared parking arrangement allowed for commercial/office parking during the day and residential parking in the evening.

### Examples of a Plan

#### *Washington, D.C. Metropolitan Area*

The Washington Metropolitan Area Transit Authority (WMATA), which operates the regions Metrorail line, produced a plan to promote a transit village at stations to reduce the dependency of automobile use in reaching the stations. The plan recommends reducing the number of parking spaces required and encourages alternative non-motorized means of traveling to the stations, thereby reducing the cost of constructing parking facilities. The plan also promotes the modification of land use regulations and the use of a transit overlay zone within a ½-mile radius of Metro Stations and transit stops.

### What are some issues with shared parking?

The concept, types of strategies, and practice of developing shared parking arrangements is still relatively unfamiliar to most people responsible for implementing the arrangements, and therefore, issues arise, including:

- The shared parking process and requirements may deter business owners and developers from implementing arrangements.

- Overcoming the public perceptions of parking entitlement, whereby the parking supply is endless and free.
- Similar land use characteristics may prevent a successful arrangement.
- Government agencies may be reluctant to adopt minimum parking standards.
- Difficulty of enforcing since it requires flexible parking standards, verification and enforcement.
- There may be inadequate supply during unanticipated peak demand periods, which may result in spillover into adjacent non-participating lots or in residential neighborhoods.

(Source: *Parking Management. Community Choices Tool: Quality Growth*)

### What suggestions are there to establish shared parking arrangements?

Shared parking arrangements are best tailored to each of the participating businesses specifications and/or a jurisdiction's interest, capabilities and resources, which should be analyzed on a case by case basis. The following are a few suggestions to begin to develop the program.

- Establish standard procedures for implementing shared parking which specify how to calculate minimum parking requirements for different combinations of land uses, acceptable walking distances, requirements for sharing agreements, verification and enforcement.



- Educate and promote shared parking arrangements and the implementation procedures with planning agencies, developers, businesses and the public.
- Provide a maximum amount of on-street parking, and public off-street parking as a substitute for private off-street parking.
- Encourage alternative parking strategies such as the use of in-lieu fees to substitute for private off-street parking.
- Insure good pedestrian access and circulation, including way-finding signage.
- Prepare regular parking studies and obtain input from users about the shared parking arrangement.
- Anticipate the effects of spillover issues into the adjacent area and prepare regulatory and enforcement programs to prevent this problem.

*Parking Management. Community Choices Tool: Quality Growth.* Atlanta Regional Commission. 2003.

*Parking Alternatives: Making Way for Urban Infill and Brownfield Redevelopment.* U.S. Environmental Protection Agency. 1999.

*CRCOG Best Practices Manual.* Capital Region Council of Governments. Hartford, CT. [www.crcog.org/Publications](http://www.crcog.org/Publications)

### References:

For more information, see the following references:

*Shared Parking Handbook.* Portland Metro. Portland, Oregon. 1997

*Shared Parking: Sharing Facilities Among Multiple Users.* TDM Encyclopedia, Victoria Transport Policy Institute (Updated 2005) [www.vtppi.org/tdm](http://www.vtppi.org/tdm)

*Building Healthier Neighborhoods with Metrorail: Rethinking Parking Policies.* Chesapeake Bay Foundation (2001).



Figure 5.26: The second floor of 180 Bloomfield Avenue contains a large theater space needing renovations. The third floor is currently being used as a dance studio.

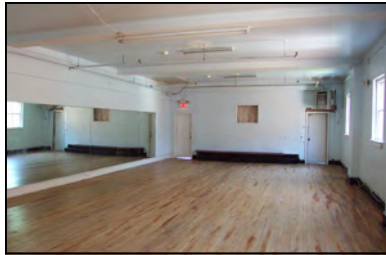


Figure 5.27: Scenario for new theater marquis.

### Community Theater

The arts are a vital element of community life in Montclair, distinguishing the Township as a destination for cultural exchange and entertainment in Essex County and Northern New Jersey. The Township is home to numerous artists, arts organizations, and art patrons. Compared to the rest of the downtown, the redevelopment area lacks art establishments. One way to anchor more art and economic activity in this section of the downtown is to fill the vacant theater space at 180 Bloomfield Avenue with a performing arts theater.

The building at 180 Bloomfield Avenue contains retail space on the bottom floor, a full theater on the second floor, and a studio space on the third floor (see Figure 5.26). The property owner has actively searched for tenants; however, the theater has remained vacant for many years needing significant repairs and renovations. Through redevelopment assistance, such as tax abatements, Township grants, and stream-lined permitting, the Township may attract a theater company willing to locate within the space.

The Township Government, BID, and the Montclair Arts Commission should form a partnership and search for a theater company to fit the space and help negotiate a lease agreement. These groups could also work with the theater company to ensure that the group gains publicity and exposure.

### Targeted Retail Types

In order to build the retail fabric of the redevelopment area, the redevelopment plan has identified specific types of retail activity that may be successful within the area. Within the existing conditions section, it was noted that select retail sectors appear to be underrepresented within the area, leading to residents and shoppers traveling outside the area to make their purchases. The area may be in shorter supply of furniture stores, specialty food stores, grocery stores, and lawn and equipment and supplies stores.

Because of the “untapped market”, these types of stores may gain a foothold if they were located within the study area. Further study of these “gaps” is warranted, including extensive dialogue with area commercial realtors and developers. But, a critical shortage of nearby convenient parking is one key factor inhibiting interest in this section of the Bloomfield Avenue corridor.

The BID and the Montclair Economic Development Commission could actively seek to recruit tenants or help entrepreneurs start new businesses in this type of retail. There are numerous organizations offering small business assistance programs that help “jumpstart” new businesses. These organizations include Montclair Economic Development Corporation, New Jersey Economic Development Authority, and NJIT Enterprise Development Center.

### Working with Local Assets / Developing a Niche Market

The redevelopment area contains a history of diversity and strong community that can be leveraged as a “selling” point of the area. The area could utilize its history of multiculturalism as a market niche and a means for working with local community assets and building local capabilities. Niche development and its maintenance are forms of economic specialization. The area’s rich multiculturalism presents an opportunity to be explored. This type of retail specialization already exists to a small degree in the subject community but could be further defined and burnished to draw more people into the area to live, shop, and visit. By encouraging property owners, merchants and realtors to organize and act in concert, a niche strategy could be articulated and implemented to make participating lower Bloomfield Avenue retailers more competitive than they would be acting alone.

An organized marketing campaign can be started by forming a name for the area that is based on its history or distinctiveness. One example name for the area is the “Mill District” since the neighborhood once comprised workers at the local Mill (See Existing Conditions Section). By striking a contrast with Upper Montclair, the name and marketing of the area as “Lower Bloomfield Avenue” could convey a separate place with a distinctive style within Montclair. Whatever concept or theme, it must be true to the area’s history, image and identity and intriguing to outsiders.

The BID should take an active part in facilitating this process with interested retailers and individual entrepreneurs. They should work with property owners, merchants, and realtors to develop an advertising campaign; identify a niche of businesses to successfully support this image, and recruit businesses for this niche.

The BID should work to identify necessary physical improvements that reinforce the branding concept or image (i.e., public art, banners, historic markers). In building a marketing campaign or image to the place, there are several types of projects and opportunities for partnerships that could engage local community organizations, youth organizations or arts organizations.

The ideal niche not only provides growth potential, but also an opportunity for lower Bloomfield Avenue to dominate particular markets such as one or more types of ethnic restaurants, clothing stores, artist galleries, music or specialty food stores.



Figure 5.28 (above) — A mosaic plaque was a public art element of a streetscape improvement and corridor redevelopment project funded by the Federal Transit Administration in Tucson, Arizona. A public artist was hired to oversee this project task, which featured community participation to create mosaics and totems. Classes were held at a local community art center to instruct area residents in mosaic tile work. Youth and other community members visited the art center during the day to decorate trash container shells and to work on the mosaic tiles and totems and other art components of the project.

Figure 5.29 (below) — The artwork memorialized the area's history and identity as a community. For example, several new bus shelters featured colorful figures at each corner, their upraised arms "holding up" structure roofs. This design was intended to symbolize the neighborhood's strong community spirit and legacy of helping others during difficult times.







### Improvements to Streetscape

Lower Bloomfield Avenue and other streets within the redevelopment area lack the aesthetic quality and spaces that attract people and create linkages to other sections of downtown. Relating to the streetscape, the area has untapped assets that could spur economic activity and increase the quality of public spaces. These assets include close proximity to the Bay Street Train Station and to Montclair’s lively central downtown. Along with a new school along Elm Street, the close proximity to these anchors could help spur economic activity and additional transportation access to residents and shoppers within the area. However, certain barriers block these benefits, including:

- Fast moving traffic along Bloomfield Avenue;
- Unsafe pedestrian crossings;
- Lack of public spaces to congregate;
- Lack of pedestrian-oriented lighting; and
- Dilapidated sidewalks.

Strategic streetscape improvements can help overcome these barriers.

Figure 5.30: Location of streetscape strategies shown below are keyed to the photo above. These will strengthen the area’s commercial and residential character. Other streetscape strategies not listed on photo above are proposed throughout the redevelopment area. See descriptive text for streetscape design elements location.



A. Sidewalk Bulb-Outs

B. Sidewalk Texture

C. Textured Cross-Walks

D. Street Furniture

E. Street Lights

F. Street Banner

G. Storefront Display & Signage

H. Public Art



The recommended streetscape improvements for the redevelopment area include:

- A. Sidewalk Bulb-outs** shorten the distance for pedestrian crossing and provide a safety zone for pedestrians waiting to cross. These already exist in the center area of the downtown and are recommended in the specific locations identified in Figure 5.34.
- B. Sidewalk Texture** should be comprised of a combination of scored, gray tinted concrete sidewalk, brick or pre-cast concrete paver amenity strip and dark grey granite curbs. This treatment should be considered throughout the Redevelopment Area.
- C. Textured Cross Walks** serve to create a safer walking environment by delineating crossings to pedestrians and motorists. The crosswalks should be composed of a different material (i.e., brick) or prints cut into the existing pavement and painted. They are recommended in the specific locations identified in Figure 5.34.

- D. Street furniture** should be arranged to encourage social interaction on the sidewalk or in public plazas. Seating can be created through numerous creative ways but the most common type is benches (See Figure 5.34). Trash receptacles should be added to keep the area tidy and clean. The type of receptacles should be coordinated with the lamp posts, benches, and public art to create an attractive and unified image of the area. Bollards are sometimes used to separate pedestrians and vehicles when a curb is not present or sufficient. The placement of bollards should be selective and responsive to pedestrian movement patterns. These elements should be considered along Bloomfield Avenue and Elm Street.
- E. Pedestrian Scale Lights** should fit with the architecture of the area and provide a safe environment in nighttime hours. When choosing light fixtures it is important to choose ones that direct the light downward therefore preventing glare onto surrounding light uses (See Figure 5.34). This element should be considered throughout the Redevelopment Area.
- F. Banner programs** that reflect seasonal changes can be a dramatic addition to the retail community. These elements should be placed along Bloomfield Avenue and Elm Street in the Redevelopment Area.

- G. Storefront form, display and lighting** strategies are comprised of façade articulation, façade modulation, shelter, materials, color, lighting and signage. These elements should be considered along Bloomfield Avenue and Elm Street.
- H. Public Art** should reflect the pride and history of an area. The rich history of the New and Mission/Elm Street neighborhood should be reflected through investments in public art. The infrastructure could range from sculpture to murals. One example is the art installation at the Bay Street Train Station. This is recommended in the specific location identified in Figure 5.34.

**Overall**

- **Landscaping** should be enhanced to add to the aesthetic quality of the area, providing shade for cooler temperatures in the summer, and providing a buffer between automobiles and pedestrians. These should be placed along Bloomfield Avenue, Elm Street, Washington Street, and Hartley Street.
- **Pedestrian Crossing Signals** should be placed at each designated crossing. In order to be easily visible from the other side of the street, the signals should be placed on a separate pole at the edge of the crossing or on the existing pole of the traffic light.



H. Public Art



I. Landscaping



Figure 5.31: Design guidelines provide principles for creating vibrant, pedestrian-scaled places that attract investment.



Figure 5.32: Other areas of downtown Montclair are excellent examples of streetscape design

## Design Guidelines

### Purpose

Design guidelines outlined in this report will provide standards for the *rehabilitation of deteriorated and underutilized properties* — one of the six Redevelopment Goals outlined by the Montclair Township Council to ensure that its designated Redevelopment Areas develop into lively, mixed-use centers that add value and identity to the Township. The Design Guidelines are established to promote rehabilitation that is compatible with nearby properties, neighborhood character and natural features, to minimize vehicular conflict, to promote street life and activity, to reinforce public spaces, to promote public safety, and to visually enhance development.

The provisions and standards section contains requirements for minimum lot sizes and building setbacks and height but does not contain specific criteria that help preserve the architectural quality and traditional street front of this area. The design guidelines do not affect any of the zoning requirements but act as an overlay district that receive additional review for new construction, expansions or renovations.

Design guidelines already exist for the Montclair Town Center Historic District. The redevelopment design guidelines are based on these guidelines but are suited to the specific context of this redevelopment area.

The guidelines are to be used by property owners, architects and planners, planning board and other designated officials responsible for land use review, and community members in considering new commercial, residential and mixed use development within the redevelopment area.

### Procedures

Design Guidelines will be applied through the planning review process. Planning review shall apply to all new construction, remodeling or expansion of the following uses:

- A. All civic or institutional uses
- B. All commercial and office uses, with the following exceptions:
  1. The use is in an existing storefront building
  2. The use is established in an existing building that has received site plan approval, and the establishment of the use does not alter the approved site plan for the property
  3. Modifications, additions or enlargements to a building which do not increase the gross floor area by more than 500 square feet or 10 percent, whichever is less, and which do not require a variance from the provisions of this Ordinance.
  4. Grading or site preparation that results in minor modifications to the existing site, as approved by the Township Engineer.
- C. All residential uses

## Plan Requirements

Except as specified in Procedures—Section B, plan approval is required prior to issuance of a building permit for any proposed construction or issuance of a zoning certificate for any proposed use. When a site plan is required in support of a request for a conditional use permit or variance approval, such plan shall also be subject to plan review requirements.

Required Information:

- Existing site drawing
- Site plans
- Floor plans
- Schematic showing view from street

## Guidelines

The guidelines established in this section are for the purpose of promoting quality development and rehabilitation that is attractive, convenient and compatible with surrounding uses. These guidelines are intended to be general in nature and not to restrict creativity, variety or innovation. However, unless site characteristics or conditions dictate otherwise, adherence to these guidelines is expected.

In cases where building and site design standards are specific to the redevelopment plan's designated zones, those standards are noted within the zoning section of the report.

## Building Placement

### Non-Residential Uses

1. At least 50% of the front of any building shall be located as close to the front lot line as allowed by the zoning ordinance.
2. The placement of buildings shall reinforce the street wall, maximize natural surveillance and visibility, enhance the character of the surrounding area and facilitate pedestrian access and circulation.
3. Parking areas shall be located to the side or rear of the principal building or use

### Residential Uses

1. Buildings shall be located so that the front doors of the building or individual units face the public street rather than the interior of the site.
2. Parking areas and garages shall be located to the rear or interior of the site, or underground.

## Building Height and Scale

1. Buildings should be at least two stories but no more than five stories.
2. Divide facades into “base”, “middle”, and “top” through differential but complementary detailing.
3. Divide larger masses into smaller, easily discernible components, such as window or entrance bays.

4. Continue wherever possible the “datum lines” of existing building and those adjacent. Building elements such as window heads or sills, doors, column capitals, etc, relate to these datum lines.

## Building Form

1. Buildings and their elements are taller than they are wide, or vertical in proportions.
2. Where the buildings are more horizontal or “squat”, the illusion of verticality is achieved by division of the façade into vertically proportioned sections, or “bays”.
3. Long rows of windows across façade should be placed in vertical groupings.
4. Architectural style that reflects prevalent historic character is recommended.
5. Residential flats and offices above retail are encouraged.
6. The ground floor of the primary structure should be visually distinct from upper stories.
7. Ground floor facades facing public street should provide display (shop) windows or similar transparent areas comprising 40% to 80% of first floor façade area. Upper floors 25% to 60%.
8. Shop windows along the street should have transoms above, shaded by projecting awnings or cornice. Awnings add to façade variation and are encouraged.
9. Windows of different sizes should be proportionally consistent, and aligned at either top or bottom.

- Garage doors and loading docks should not be visible from the street.

### **Building Materials**

- The color and material palette of existing and adjacent buildings guides choice of complementary materials and colors.
- Use of small-increment materials such as brick or wood give buildings a human scale.
- Wood, brick, and stone walls are encouraged while vinyl, asphalt and other synthetic siding materials are discouraged.

### **Signage and Lighting**

- Restrict façade lighting to the building sign, street lighting and display and window lighting.
- Retain historic lighting fixtures.
- Select new lighting fixtures which complement the building's historic character.
- Buildings are limited to bracket, wall, or awning signs. Wall signs should not exceed 25% of façade area of first story or 40 SF (whichever is less). Signs placed on awnings should not contain lettering exceeding one foot in height.
- Buildings should have no more than a total of two signs.
- Signage should fit with the proportions of the façade, or its awnings.
- Awnings that provide functional protection from the elements and cloth and fabric are encouraged.

### **Access and Circulation**

#### Pedestrian Access

- Clear and well-lighted walkways should connect building entrances to the adjacent sidewalk and to any parking areas located on the site.
- Walkways should be a minimum of five feet and shall be landscaped where feasible with trees, shrubs and other plant material.

#### Vehicular Access

- Parking facilities should accommodate a range of daily uses including: designated employee parking; patron parking; errand parking of 15 to 20 minutes maximum; and bicycle storage.
- Shared parking requirements established by the Urban Land Institute are to be used when considering mixed-use development.
- Access for service vehicles shall be provided that does not conflict with pedestrian use.
- Reduction of impervious surfaces through the use of interlocking pavers is strongly encouraged.

### **Landscaping and Screening**

- Overall composition and location of landscaped areas shall complement the scale of the development and its surroundings. In general, larger, well-placed contiguous planting areas shall be preferred to smaller, disconnected areas.
- Street trees. A total of one tree per 40 feet of street frontage, or fraction thereof, shall be required. Trees should preferably be located between the sidewalk and the curb, within a grass strip (boulevard) or tree wells. Where street trees already exist any gaps shall be filled.
- Lot interiors. On nonresidential, multi-family and single-family attached lots, a minimum of 20 percent of the site not occupied by buildings shall be landscaped, to include:
  - A minimum of 1 tree per 5,000 SF of lot covered by buildings, parking and other impervious surfaces.
  - The remainder of the landscaped area shall be covered with turf grass, native grasses or other perennial flowering plants, vines, shrubs or trees.
- Required screening. Where screening is required, it shall be 6 feet in height, unless otherwise specified, except in required front yards where such screening shall be 3 feet in height. Required screening shall be at least 50 percent opaque throughout the year. Required screening



shall be satisfied by one of the following:

- A. A decorative fence
  - B. A masonry wall
  - C. A hedge
  - D. A decorative fence not less than 50 percent opaque behind a continuous landscaped area.
  - E. A combination of the above standards.
5. Parking area landscaping and screening. All parking and loading areas fronting public streets or sidewalks, and all parking and loading areas abutting residential districts or uses, shall provide:
- A. A landscaped yard at least 5 feet wide along the public street or sidewalk.
  - B. Screening consisting of either a masonry wall, fence, berm or hedge or combination that forms a screen 3 feet in height and not less than 50 percent opaque.
  - C. One tree shall be provided for each 25 linear feet of parking lot frontage.
6. Parking area interior landscaping. The corners of parking lots and all other areas not used for parking or vehicular circulation shall be landscaped with turf grass, native grasses or other perennial flowering plants, vines, shrubs or trees. Such spaces may include architectural features such as benches, kiosks or bicycle parking.

### Safescape

This section describes specific practices in the design of the physical environment that aim to reduce crime and its negative impacts. These practices maximize natural surveillance, control access, and better integrate land uses.

1. Spaces designed for pedestrians should include measures to facilitate wayfinding, enhance visibility, minimize areas of entrapment and concealment, and provide opportunities for positive interactions between users.
2. Public spaces should be designed, spatially defined, and located to invite and support the positive interaction of people, accommodate a range of desired activities, and contribute to real and perceived public safety.
3. Storefront security may be enhanced through the utilization of shatter resistant laminated vigil pane security glass. The use of exterior scissors-style security grilles is strongly discouraged because of the negative image they convey.
4. Retail storefront window treatments should be inviting, enabling prospective shoppers to see into the establishment and be seen from the interior; display window signs can block lines of sight and this should be discouraged.
5. Permanent security bars and roll-up metal security doors are strongly discouraged.
6. Rear security lighting should be provided and maintained at 1 1/2 foot candles per square foot.

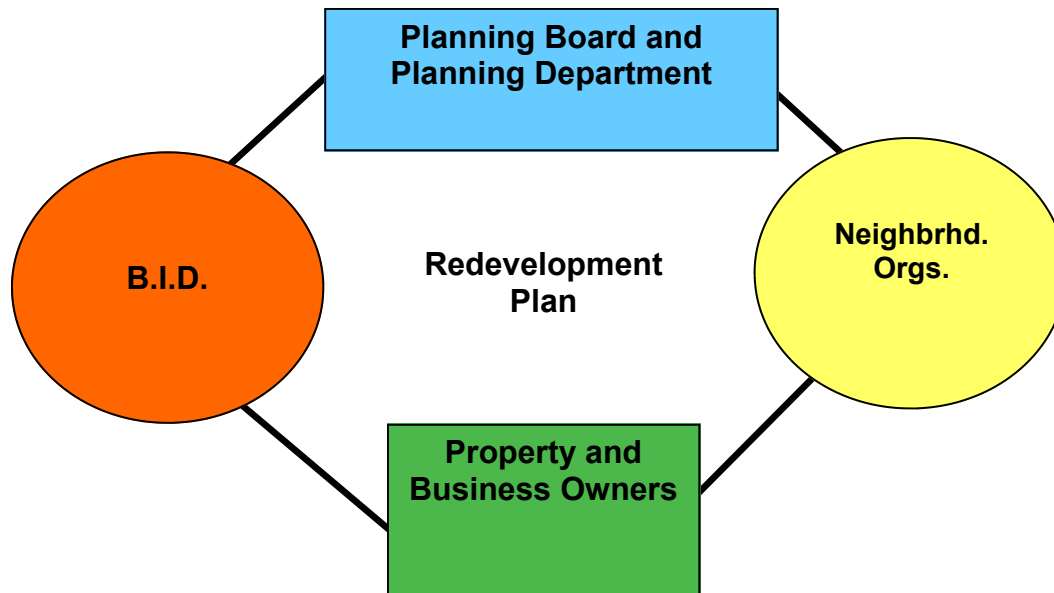
7. Locate and maintain landscaping to keep pedestrian pathways open and to eliminate secluded areas of entrapment between parking lots and other facilities.
8. Where there are “in-between and transitional areas” such as school yards or empty lots, lighting is strongly encouraged and fencing is to be used with careful design discretion so as not to create a fortress-like image (i.e., metal cyclone fences are strongly discouraged).



Figure 5.33: The coordination of property investments and public streetscape improvements can create places that attract shopping, public interaction, and community pride.

# Implementation

**T**he redevelopment plan will be implemented as approved by the governing body through public investment of strategic infrastructure, private development, enforcement of overlay ordinances, development of a new community-oriented school with neighborhood design principles, and the coordination of different community groups working together to improve the quality of life within the neighborhood.



**Figure 6.1:** Numerous public and private parties are key to the creation and implementation of the redevelopment plan.

## Roles and Responsibilities

The success of the redevelopment plan is dependent on the active involvement and coordination of the Planning Board, Planning Department, Governing Body, the Business Improvement District (BID), neighborhood organizations such as HomeCorp Inc., and property and business owners. The Governing Body adopts the redevelopment plan and oversees the implementation of the plan. The Planning Board reviews the redevelopment plan and reviews development applications in the redevelopment area to determine consistency with the redevelopment plan. Other organizations such as the BID and neighborhood organizations also play an important part through providing key citizen input and helping implement recommendations.

## Sources and Uses of Funding

The majority of the recommendations within the redevelopment plan will be implemented through private investment thereby saving important Township and resident resources. The new proposed school will be financed through monies already designated by the Board of Education and the streetscape improvements can be financed through Community Development Block Grants (CDBG).

*Safe Streets to Schools Program* — A new Elm Street elementary school will draw school children to the area by walking, car and bus. The redevelopment plan recommendations include access improvements such as dedicated pathways or walkways from Bloomfield Avenue. The New Jersey Department of Transportation has created a *Safe Streets to Schools Program* through its Local Aid and Economic Development Program which could be a source of funding for these improvements. In FY 2004, the program approved funding for 5.6 million in local area projects statewide.

*Main Street New Jersey* is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in New Jersey. The program was established in 1989 to encourage and support the revitalization of downtowns throughout the state. Every two years the New Jersey Department of Community Affairs accepts applications and designates selected communities to join the program. These communities receive valuable technical support and training to assist in restoring their Main Streets as centers of community and economic activity.

*Transit Village Initiative* — The study area's close proximity to Bay Street Train Station and mixture of residential and commercial uses would make it a candidate for the NJ Transit and NJ DOT's Transit Village Initiative Program. Once a community is designated as a Transit Village, it is eligible for grant funding and technical assistance.

*Municipal Aid, NJDOT Division of Local Aid and Economic Development* – Municipal aid funds are appropriated by the Legislature for municipalities in each county based on a formula considering population and road mileage. Additionally, \$5 million is allotted for those municipalities that qualify for Urban Aid, which is based on a formula computed by the Department of Community Affairs. Each spring, the NJDOT announces the program for that fiscal year and invites municipalities to apply. Road improvement projects, such as resurfacing, rehabilitation or reconstruction and signalization, are funded from the \$67.5 million in municipal aid distributed by formula.

*Bikeways, NJDOT Division of Local Aid and Economic Development* - This NJDOT program includes addressing bicycle travel needs through the development and implementation of bicycle improvements on state and county roadways.

*Local Aid for Centers of Place* – Local Aid for Centers of Place is designed to assist municipalities that have formally participated in the New Jersey State Development and Redevelopment Plan (SDRP) or municipalities identified by the Pinelands Commission. This program provides an opportunity to apply for funds to support non-traditional transportation improvements that advance municipal growth management objectives as outlined in the Planning and Implementation Agenda (PIA) of the municipality.

*Transportation Enhancements, Federal Aid* – This is funded through a 10 percent set aside of the Surface Transportation Program category of federal funds for projects which are transportation related. Transportation Enhancement (TE) projects are designed to foster more livable communities, preserve and protect environmental and cultural resources and to promote alternative modes of transportation. Funds are available for design, right of way acquisition and construction. Solicitation packages are usually sent out in the winter to every municipality and county inviting them to submit an application in one or more of the following categories:

- provision of facilities for pedestrians/bicyclists
- provision of safety and educational activities for pedestrians and bicyclists
- acquisition of scenic properties
- landscaping and other scenic beautification
- historic preservation
- control and removal of outdoor advertising
- archeological planning and research environmental mitigation to address water pollution due to highway runoff

# Relationship to Objectives

The recommendations and strategies within the redevelopment plan attempt to achieve the six goals set forth by the Planning Board at the beginning of the redevelopment process. These goals are predominantly met without dramatic changes in land uses, densities or displacements. Significant attention is given to select “infill” parcels and more planning and resources are sought to make improvements to parking and circulation systems, streetscapes, and build other school-community linkages between the Bloomfield Avenue retail corridor, the surrounding residential community and the proposed new Elm Street school. The Redevelopment Plan is consistent with Township objectives expressed in recent planning studies.

## Township Master Plan

The subject Redevelopment Plan is consistent with the Montclair’s Master Plan. The Redevelopment Plan’s recommendations meet the following italicized list of communitywide goals and objectives articulated in the Township’s 2006 Master Plan Re-Examination Report:

- *Maintain Montclair as a desirable residential community accommodating a range of population and income groups.*
  - The redevelopment plan promotes this through the various revitalization techniques such as the mixed-income

- residential development proposal, small business assistance, and arts and culture programs.
- *Ensure that new development is harmonious with existing development in scale and style and does not harm the quality of life of surrounding neighborhoods.*
  - The modifications to the current school proposal, the development proposal for New and Mission, and the design guidelines aim to benefit existing development.
- *Maintain the condition of our older housing stock.*
  - The tax exemption program encourages property owners to invest and upgrade the improvements on their property.
- *Preserve the rich architectural heritage of the Township.*
  - The design guidelines are based on Montclair’s Historic Preservation design guidelines.
- *Increase the economic viability of our commercial districts by providing flexible parking options for visitors and employees and designing streets and intersections that safely accommodate drivers, pedestrians and bicyclists.*
  - The redevelopment plan recommends relaxing night-time parking and creating a shared parking lot with the school to address this concern.
- *Make Montclair a safe place to drive, walk, and cycle by incorporating traffic-calming measures into street and intersection designs and by providing a coherent circulation system.*
  - Proposed streetscape improvements include sidewalk bulb-outs, textured cross-walks, street lights, landscaping, and pedestrian crossing signals.
- *Encourage smart development. Use redevelopment statutes selectively to stimulate investment in appropriate locations where infrastructure, mass transit and services are available.*
  - The plan aims to ensure that the redevelopment area is developed into a lively, mixed-use center that adds value and identity to the Township.
- *Promote Montclair as an arts community.*
  - Through the promotion of BID marketing of the businesses, streetscape improvements, public art, and the inclusion of a theater, the redevelopment plan supports arts and culture within the area.
- *Make Montclair a desirable and convenient place to shop. Provide safe, clean, pedestrian and bicycle-friendly commercial districts with parking options for short and long term stays.*
  - The streetscape improvements, land use changes, and retail assistance within the redevelopment plan attempt to encourage pedestrians.



- *Preserve open space and identify opportunities to acquire additional open space in areas of the Township which are densely developed.*
  - The modifications to the current school proposal include the development of community open space.

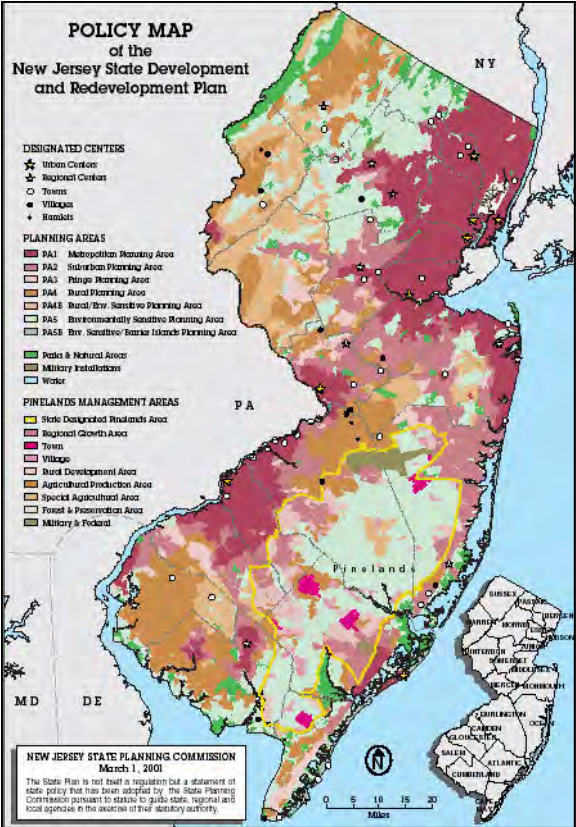


Figure 7.1: The State Plan Policy Map graphically displays areas of concentrated development and the areas of preservation.

**Other Redevelopment Actions**

The redevelopment plan utilized input from various stakeholders and community organizations. The plan includes these important ideas and concerns.

**Relationship to Master Plans of Contiguous Municipalities**

The redevelopment plan is compatible and consistent with the type and intensity of uses proposed in adjoining municipalities. The residential type and densities and commercial activity are planned in a way that is similar to traditional land uses along Bloomfield Avenue throughout Essex County.



Figure 7.2: The State Plan guides local agencies in the exercise of their statutory authority.

**Relationship to State and County Plan**

The State Development and Redevelopment Plan (SDRP) is not itself a regulation but a statement of State policy that has been adopted by the State Planning Commission pursuant to statute to guide State, regional and local agencies in the exercise of their statutory authority. The State Plan and Essex County Plan designate the Township of Montclair as a center area. Centers are areas for compact forms of development that consume less land than sprawl development, deplete fewer natural resources and are more efficient in the delivery of public services. This redevelopment plan seeks consistency with the State Development and Redevelopment Plan through its investment, land use and design recommendations. The redevelopment plan aims to achieve the eight overall goals of the SDRP which are:

1. Revitalize the State’s Cities and Towns,
2. Conserve the State’s Natural Resources and Systems,
3. Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey,
4. Protect the Environment, Prevent and Clean Up Pollution,
5. Provide Adequate Public Facilities and Services at a Reasonable Cost,
6. Provide Adequate Housing at a Reasonable Cost,
7. Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value, and
8. Ensure Sound and Integrated Planning and Implementation Statewide.

# Relocation and Adoption

**T**he strategies within the redevelopment plan may require the acquisition of particular properties within the study area through either lease or purchase. In some cases the property owner may be prepared to initiate the strategy outlined in the redevelopment plan and acquisition may not be required.

As shown in Figure 8.1, certain properties are integral to the success of the revitalization strategies within this plan. The figure clearly states which properties are required for each development scenario. The properties that are designated as “necessary” are part of the proposed physical development contained within the particular scenario. If the property is designated as “flexible” the need for the property may be less essential to the plan.

All of the properties within the study area are subject to the overall strategies within the redevelopment plan (i.e., design guidelines, provisions and standards, tax abatements); however, the properties designated in Figure 8.1 are necessary for the new physical development proposed within the scenario. Four of the properties within the study area (Block 3102 Lots 12, 13, 20 and Block 3110 Lot 10) have already been purchased by the Board of Education for the school development proposal.

## Relocation

Due to the proposed actions within the redevelopment plan, it may be necessary to temporary or permanently relocate some residents and/or businesses that are currently located within the redevelopment area. If relocation is needed, the number of residents and/or businesses will be very minimal and the Township of Montclair will contract with a public agency for the relocation of these affected groups. According to the redevelopment plan, there are no scenarios that propose taking residential property. However, it may be deemed necessary to take residential properties as the redevelopment process continues. If any redevelopment action results in the displacement of households, the municipality will assist these households in relocating to similar or improved apartment units at a comparable or more affordable monthly rent. The Township of Montclair will make every effort to ensure that these households have the opportunity to reside in a similar homes in the general area of Montclair.

In addition to impacts to residences, it may be necessary to temporary or permanently relocate some businesses that are currently located within the redevelopment area. If relocation is needed, the number of businesses will be very minimal and the Township of Montclair will contract with a public agency for the relocation of these affected groups.

If private property is needed for redevelopment, the Township or redeveloper will fully abide by the statutory protections afforded to the property owner, including:

- no compensation offer made to a private-property owner by a redevelopment entity can be less than the acquired property’s appraised fair market value (N.J.S.A. 20:3-6);
- fair market value offered to a private property owner must not be less than the value of the property as of the date of the area in need of redevelopment declaration by the governing body (N.J.S.A. 20:3-38);
- property owner will be given at least 14 days to accept or reject the compensation offer (N.J.S.A. 20:3-6).

## Procedures for Adoption, Changes, or Amendments to Redevelopment Plan

If the Governing Body finds the redevelopment plan acceptable, the plan will be adopted by ordinance. The governing body may change, revise, or amend the plan, but must do so by a majority vote of its full amortized membership and record the reasons in the minutes of the meeting. The plan may need to be amended from time to time to adjust for changes in the real estate market, changes in local development objectives and policies, or emerging development trends.

## **Designation of Redevelopment Entity**

The governing body of the Township of Montclair reserves the right to act as the Redevelopment Agency to implement this Plan or designate another entity or agency to implement redevelopment plans and carry out redevelopment projects in the area designated in this Plan as the Redevelopment Area (N.J.S.A. 40: 12A-4).

When necessary for the implementation of this plan, the Redevelopment Agency as authorized by the governing body of the Township of Montclair shall designate and enter into a contract with a Redeveloper for any construction or other work forming a part of this Redevelopment Plan (N.J.S.A. 40A: 12A-4(c)).

The designated redeveloper shall agree to retain interest acquired in the project until the completion of construction and development of the specified project, as required by this Plan. The redeveloper shall further agree not to lease, sell or transfer interest acquired, or any part thereof, without prior written approval of the Redevelopment Agency.

## **Compliance with Development Regulations**

The Redevelopment Agency and the Redeveloper shall comply with all statutes of the State of New Jersey governing development and redevelopment, including but not limited to N.J.S.A. 40:55D-1 et seq. and 40A: 12A-1 et seq.

The designated Redevelopment Agency or Redeveloper shall agree to comply with all applicable application submission requirements, design standards and development regulations of the Township of Montclair, County of Essex and State of New Jersey, except where variances and waivers are property approved. (N.J.S.A. 40:A 12A-13).

The Township of Montclair Planning Board shall review and approve all plans and specifications for development with respect to conformance with this Plan.

The redeveloper shall be required to furnish escrows and performance guarantees as required by the Redevelopment Agency (N.J.S.A. 40:55D-53).

The designated redeveloper shall agree to comply with all design standards and development regulations established in this plan for the Redevelopment Area.

## **Time Limits**

### ***Reasonable Time for Development***

The redeveloper of a specific project within the Redevelopment Area shall begin the development of land and construction of improvements within a reasonable period of time, to be determined in a contract between the Redevelopment Agency and the chosen redeveloper.

### ***Expiration of This Redevelopment Plan***

Provisions of this plan specifying redevelopment of the Elm / New & Mission Redevelopment Area and requirements and restrictions with respect to thereto shall be in effect for a period of 25 years from the date of approval of this plan by the governing body of the Township of Montclair.

Block	Lot	Street Address	Acreage	Land Value	Improve Value	Total Value	Redevelopment District	Recommendation	School as Neighborhood Center Scenario		New and Mission Streets	
									Necessary	Flexible	Necessary	Flexible
3102	1	170 BLOOMFIELD AVENUE	0.12	92,700	38,700	131,400	Bloomfield Ave.	Redevelopment—80% of lot is proposed for gateway office building.	X			
3102	2	8 HARTLEY STREET	0.12	65,000	10,000	75,000	Bloomfield Ave.	Redevelopment—lot is proposed for ingress/egress for shared parking/school circulation.		X		
3102	3	10 HARTLEY STREET	0.08	59,500	30,000	89,500	Bloomfield Ave.	Rehabilitation				
3102	4	12 HARTLEY STREET	0.09	55,400	60,000	115,400	Bloomfield Ave.	Rehabilitation				
3102	12	39 WASHINGTON STREET	0.63	271,100	1,375,900	1,647,000	Washington St.	Redevelopment—Part of proposed school	X			
3102	13	51 WASHINGTON STREET	1.09	408,300	1,953,600	2,361,900	Washington St.	Redevelopment—Part of proposed school	X			
3102	14	19 ELM STREET	0.45	200,000	135,000	335,000	Bloomfield Ave.	Recently Redeveloped—Rear of lot (20%) is being proposed for shared parking.		X		
3102	15	11 ELM STREET	0.23	300,000	270,000	570,000	Bloomfield Ave.	Redevelopment— Side and rear of lot (30%) is being proposed for shared parking.	X			
3102	16	232-246 BLOOMFIELD AVE.	0.39	195,400	314,700	510,100	Bloomfield Ave.	Redevelopment—Proposed infill development on streetfront portion of lot. (50%)		X		
3102	17	222-230 BLOOMFIELD AVE.	0.08	50,300	117,200	167,500	Bloomfield Ave.	Rehabilitation				
3102	18	220 BLOOMFIELD AVENUE	0.08	59,300	184,800	244,100	Bloomfield Ave.	Recently Redeveloped				
3102	19	218 BLOOMFIELD AVENUE	0.26	157,000	428,500	585,500	Bloomfield Ave.	Redevelopment— Rear of lot (30%) proposed for shared parking.	X			
3102	20	212 BLOOMFIELD AVENUE	0.28	22,000	3,000	25,000	Washington St.	Redevelopment— Part of proposed school.	X			
3102	21	210 BLOOMFIELD AVENUE	0.09	59,300	146,500	205,800	Bloomfield Ave.	Rehabilitation				
3102	22	204 BLOOMFIELD AVENUE	0.07	55,900	63,700	119,600	Bloomfield Ave.	Recently Redeveloped				
3102	23	194 BLOOMFIELD AVENUE	0.15	116,300	22,000	138,300	Bloomfield Ave.	Redevelopment— Proposed infill development on streetfront with landscaped path for Scenario 2. (80%).	X			
3102	24	192 BLOOMFIELD AVENUE	0.06	43,200	81,700	124,900	Bloomfield Ave.	Preservation				
3102	25	190 BLOOMFIELD AVENUE	0.27	160,600	378,400	539,000	Bloomfield Ave.	Rehabilitation/Redevelopment—Portion of lot (20%) is proposed for ingress/egress for shared parking/school circulation		X		
3102	26	180 BLOOMFIELD AVENUE	0.12	67,000	400,000	467,000	Bloomfield Ave.	Rehabilitation				
3110	10	45 ELM STREET	2.55	5,675,600	5,223,300	10,898,900	Washington St.	Redevelopment—Part of proposed school.	X			
3111	1	130-134 BLOOMFIELD AVE.	0.17	59,000	0	59,000	New & Mission St.	Redevelopment—Part of mixed-use development (100%).			X	
3111	2	3 NEW STREET	0.18	34,000	0	34,000	New & Mission St.	Redevelopment—Part of mixed-use development (100%).			X	

Figure 8.1: The chart identifies the properties that would be involved in each scenario. The properties that are designated as “necessary” are part of the proposed physical development contained within the particular scenario. If the property is designated as “flexible” the need for the property may be less essential to the plan.



**Appendix I:  
TOWNSHIP OF MONTCLAIR ORDINANCE NO. X AN ORDINANCE OF THE TOWNSHIP OF MONTCLAIR “TAX EXEMPTION FOR PROPERTY IMPROVEMENTS WITHIN THE ELM / NEW AND MISSION REDEVELOPMENT AREA”**

**WHEREAS**, the Township Council has determined that it remains in the best interest of the residents of the Township of Montclair to encourage property improvements within the Elm/ New and Mission Redevelopment Area by granting five-year tax exemption to properties within the designated redevelopment area.

**NOW THEREFORE, BE IT ORDAINED** by the Township Council of the Township of Montclair, County of Essex and State of New Jersey as follows:

**Section 1.** Section X-1 “Definitions” is hereby amended as follows:

**X-1. Definitions.**

a. “Exemption” means that portion of the property taxes of the added assessed value that would have been generated by any improvement, conversion, alteration, or new construction as pursuant to *N.J.S.A. 40A:21*.

b. “Improvement” means a modernization, rehabilitation, renovation, alteration or repair which produces a physical change in the existing building or structure that improves the safety, sanitation, decency or attractiveness of the building or structure as a place for human habitation or work, and which does not change its permitted use. In no case shall it include the repair of fire or other damage to a property for which payment of a claim was received by any person from an insurance company at any time during the three year period immediately preceding the filing of an application.

**Section 2.** Section X-2 is hereby amended as follows:

**X-2. Eligibility; duration.**

Properties qualify for the tax exemption if they are within the designated Elm / New and Mission Redevelopment Area and have undergone the following: improvement to existing dwellings, the construction of new dwellings, conversion of nonresidential buildings to multiple dwellings, and the improvement or expansion of commercial structures since the final passage of this ordinance. The Tax Assessor, upon the timely receipt of the property application for a property, and verification of the information contained therein, shall, in determining the value of the real property, exempt from taxation the first twenty-five thousand dollars (\$25,000) of the increased assessed value that would have resulted from an improvement to the property for a period of five (5) years.

**Section 3.** Section X-3 is hereby amended as follows:

**X-3. Applications, when effective.**

Applications filed pursuant to this chapter shall, if approved, take initial effect for the first full tax year after the application is filed.

**Section 4.** Repealer. Any and all other ordinances inconsistent with any of the terms and provisions of this ordinance are hereby repealed to the extent of such inconsistencies.

**Section 5.** Severability. In the event that any section or paragraph, clause, phrase, term, provision, or part of this ordinance shall be adjudged by a court of competent jurisdiction to be invalid or unenforceable for any reason, such judgment shall not effect, impair, or invalidate the remainder thereof, but shall be confined in its operation to the section, paragraph, clause, term, provision, or part thereof directly involved in the controversy in such judgment, shall be rendered

**Section 6.** Effective Date. This ordinance shall take effect upon proper publication and in accordance with law.

**Section 7.** Short Title. This Ordinance shall be known as Ordinance X.