

# CENTRAL ROSELLE REVITALIZATION PLAN

BOROUGH OF ROSELLE, NEW JERSEY



OCTOBER 11, 2007

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**AMENDMENT #2 APRIL 14, 2008**

**AMENDMENT #3 JULY 20, 2011**

**AMENDMENT #4 APRIL 16, 2014**

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**AMENDMENT #6 FEBRUARY 17, 2016**

**AMENDMENT #7 MAY 11, 2016**

**AMENDMENT #8 MARCH 20, 2019**

**PREPARED FOR  
ROSELLE PLANNING BOARD**

ORIGINAL, AMENDMENT # 1 AND 2 PREPARED BY CMX

*Amendment #3 - #8 Prepared by*



The original of this document was signed and sealed  
in accordance with N.J.S.A. 45:14A-12.

A handwritten signature in blue ink, reading "Darlene A. Green", is positioned above a horizontal line.

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License Number 6114

## TABLE OF CONTENTS

Section 1. Introduction .....	4
Section 2. The Public Purpose .....	5
Section 3. The Revitalization Plan .....	6
Section 4. Relationship to Zoning and Land Use Ordinance .....	16
Section 5. Acquisition and Relocation.....	17
Section 6. Relationship to Other Plans.....	17
Section 7. Amendments to and Duration of the Revitalization Plan .....	19

## Section 1. Introduction

### 1.1 Statutory Basis for the Revitalization Plan

After review and recommendation by the Roselle Planning Board on October 3, 2007, the Roselle Council designated the entire Borough as “An Area in Need of Rehabilitation” on October 11, 2007. In addition, on August 20, 2014, after review and recommendation by the Roselle Planning Board on August 6, 2014, the Roselle Council designated the area consisting of all the lots on each of Block 2604 and 2605 on the Official Tax Map of the Borough as “An Area in Need of Redevelopment”, pursuant to N.J.S.A. 40A:12A-5(g), for purposes of granting tax exemption pursuant to N.J.S.A. 40A:20-1 *et seq.* or the adoption of a tax abatement and exemption ordinance pursuant to N.J.S.A. 40A:21-1 *et seq.*

### 1.2 Description of the Revitalization Plan Area

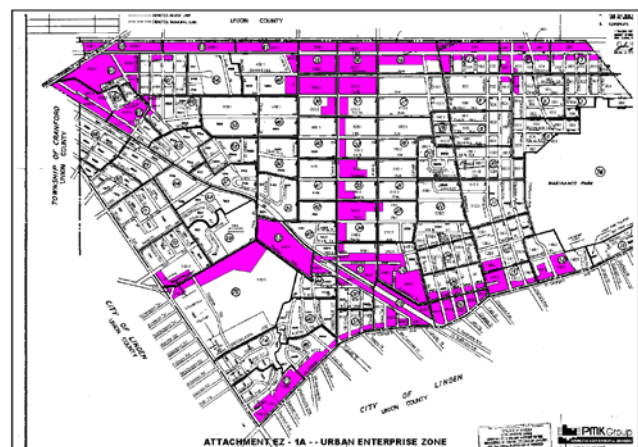
The Revitalization Plan Area begins at the corner of Chestnut Street and St. Georges Avenue, north on Chestnut Street to Eighth Avenue, east on Eighth Avenue to Spruce Street, north on Spruce Street to Seventh Avenue, east on Seventh Avenue to Chandler Avenue, south on Chandler Avenue to Morris Place, east on Morris Place to Harrison Avenue south on Harrison Avenue to Georges Place, east on Georges Place to the western border of Warinanco Park, south along the eastern border of Blocks 1402 and 1404 to St. Georges Avenue, and St. Georges Avenue west to Chestnut Street, (the “Central Roselle Revitalization Area”).

In general, the Revitalization Plan Area contains a full range of single-family and two-family residential, commercial, industrial and community and semi-public structures and uses. A good majority of the parcels within the Plan Area are under public ownership, i.e. Borough of Roselle, Board of Education, and church and other religious organizations. Many of the Borough-owned parcels have remained

vacant for over 10 years. Some of the buildings fronting St. Georges Avenue are vacant and contain obsolete layouts, lack of demarcated parking spots, poorly marked ingress/egress points, and no buffer between residential and non-residential uses.

The north side of St. Georges Avenue forms the southern boundary of the Revitalization Plan Area and remains one of the Borough’s major commercial corridors. In fact over the past several years, this area has been a focus of study by both the City of Linden and Borough of Roselle.

As shown in the Map below, much of the Revitalization Area, which includes properties fronting St. Georges Avenue, the commercial areas along Chestnut Street and the Railroad tracks, are within the Borough’s UEZ designation, which is depicted in pink. Additional benefits of UEZ designated properties include a 3 ½ percent sales tax for shoppers and additional savings for business members. Business owners can also gain a 3 ½ percent tax savings on business equipment and supplies and can apply for grant funding for façade improvements.



In May 2006, the City of Linden completed a Needs Study that qualified the opposite side of St. Georges Avenue as an “Area in Need of Redevelopment.” In order to ensure that the

two municipalities and their planning efforts complement each other, a number of the streetscape improvements and design elements that were included in Linden's "St. Georges Avenue Redevelopment Opportunities Assessment" have been included for reference within this plan.

In order to reestablish St. Georges Avenue as a vital, commercial area, the fast food chains, automobile-related businesses, vacant properties, and sites with significant asphalt and no or limited commercial activity should be replaced with a diversity of newer uses, such as coffee shops, dance and art studios, banks, florists, family-style restaurants, neighborhood oriented commercial uses and other civic uses. These are the types of businesses that are primarily supported by neighborhoods, but are also convenient to commuters and will be encouraged in this Revitalization Plan.

Reestablishing this corridor also means protecting and enhancing the quality of life for the adjacent residential neighborhoods. It is these neighborhoods that provide another important key to the future revitalization of the Revitalization Area since many of the residential blocks, especially in the Spruce Street, Ninth Avenue, Chandler Avenue and St. Georges Avenue area contain properties which are under Borough ownership, and will become sites for new housing construction.

The challenge for the future is to encourage both new residential development and the creation of neighborhood and regional commercial uses that support and complement each other.

## **Section 2. The Public Purpose**

### **2.1 Goals and Objectives**

This plan is based on the following Smart Growth planning principles:

- Revitalizing commercial districts,

- Revitalizing neighborhoods,
- Providing a mixture of land uses,
- Providing a pedestrian oriented environment,
- Capitalizing on mass transit opportunities,
- Providing open space,
- Providing a variety of housing opportunities,
- Preserving natural resources, and
- Utilizing high quality design standards.

The goal of this plan is to create vibrant, fully productive, mixed-use neighborhoods by creating new development opportunities for private and public-private investment in the Revitalization Area. This plan will provide a range of quality commercial, residential, and recreational uses that will capitalize on the area's strategic location and assets.

Among the specific goals applicable to the Revitalization Plan are:

- Establishing a land-use pattern that will enhance private sector economic development;
- Concentrating business and commerce along the Borough's commercial corridors;
- Protecting and enhancing the residential neighborhoods;

To achieve these goals, the objectives of this plan are to:

- Provide parcels of land of sufficient size and dimension to enable an orderly arrangement of new land uses.
- Ensure appropriate rehabilitation of existing residential and commercial buildings, community facilities, and open spaces as well as new infill development through design standards.
- Create land use and building requirements specific to the

Revitalization Plan Area that are sensitive to adjoining uses.

- Provide opportunities to expand and strengthen the local and regional retail and commercial uses.
- Provide new housing and employment opportunities.
- Undertake infrastructure improvements including streets, curbs, sidewalks, parking, and open space.
- Ensure a long-term productive reuse of each of the parcels.

## 2.2 Relationship to Local Objectives

The Borough's current initiatives include revitalization of existing, established neighborhoods, restoring its tax base, and improving general quality of life for its residents, property owners, business establishments, and visitors. Other initiatives have discussed ways to enhance the Borough's downtown shopping district, build upon the UEZ program, reduce loitering, and implementing a Park and Walk program.

The Borough's latest Master Plan is dated December 2010. This Revitalization Plan is consistent with and designed to effectuate the 2010 Roselle Master Plan as it advances the following goals:

- Preserve and promote a balanced variety of residential, commercial, light industrial, public, recreation and, conservation land uses.
- Preserve and protect the established residential character of the Borough.
- Encourage future housing construction that is compatible with the existing character of the Borough.
- Encourage senior citizen housing construction.

## Section 3. The Revitalization Plan

### 3.1 Land Use Plan

The purpose of the Land Use Plan is to provide zoning regulations and design standards that will govern development in the Revitalization Plan Area.

The Revitalization Plan Area consists of residential, mixed-use commercial, and flex industrial sub-areas, each with its own context, scale and character. Each of the areas are defined by a predominant use or group of uses and this plan provides distinct guidelines that are suitable and appropriate to the surrounding uses and design.

The plans provide regulations for the development of each district that describe permitted uses, bulk and area requirements, and design standards. As mandated in N.J.S.A. 40A:12A-7(5)c, the regulations in this section shall supersede applicable provisions of the development regulations of the Borough of Roselle, except where noted.

The Sub-Zone Map (located at the end of the plan) demonstrates the boundaries for each district of the Revitalization Plan Area.

### 3.2 Permitted Land Uses

The Sub-Zone Map (located at the end of the report) assigns land use categories to the various parcels within the Revitalization Plan Area. Table 1 provides a list of the permitted uses in each land use category within the Revitalization Plan Area.

This plan is a compilation of several other planning initiatives and documents affecting this area. New standards were also created where required in order to create a comprehensive approach to planning and development within this Revitalization Plan Area. Properties included in this plan shall be used for residential, mixed use commercial, flex industrial uses, community recreation or

landscaped open space areas, and landscaped parking areas in accordance with the provisions of this plan.

While there is no NJ Transit rail stop currently in Roselle, should this topic be revisited in the future, the Revitalization Plan should be amended to allow for transit village oriented uses, especially the flex industrial area.



**Table 1**  
**PERMITTED USES**

<i>Residential</i>	<i>Commercial Mixed Use</i>	<i>Flex Industrial</i>
Single-Family Dwellings	Community and Cultural Centers	Existing industrial uses, including manufacturing, assembling, processing and warehousing
Two-Family Dwellings	Restaurants and food stores, excluding drive-thru	Professional and Government office uses and office flex
Three-Family Dwellings	Neighborhood retail uses	Light Industrial
Child Care Center <sup>1</sup>	Service and financial establishments	Business Incubators
Parks/Playgrounds/ Open Space	Professional and government office uses	
Places of Worship, Philanthropic, and Charitable Uses <sup>2</sup>	Medical and health services	
Premises used for municipal purposes, except public works garage and solid waste facilities.	Dwellings above ground floor office or commercial uses	
Public Schools <sup>3</sup>	Parks/Playgrounds/ Open Space	
Surface parking lots, when provided as an accessory use on adjacent lot or within 500 feet.	Places of Worship on second floor or above, Philanthropic, and Charitable Uses	
Age-restricted multifamily	Production or assembly use that makes or assembles products for the retail storefront.	
Multifamily Dwellings	Child Care Center	
	Schools	
	Theaters, Studios	
	Hotel	
	Any mixture of the above permitted uses in one building	
	Surface parking lots, when provided as an accessory to a principal permitted use on adjacent lot or within 500 feet.	Surface parking lots, when provided as an accessory to a principal permitted use on adjacent lot or within 500 feet.

<sup>1</sup> Child Care Centers shall comply with the bulk standards for Multifamily Dwellings detailed in Table 2.

<sup>2</sup> See §77-105.B(4) for the applicable bulk, parking and landscaping requirements.

<sup>3</sup> See §77-105.B(2) for the applicable bulk and parking requirements.



In addition to the Permitted Uses in Table 1, one use shall be conditionally permitted in the Commercial Mixed-Use Sub-Zone:

A. Convenience store with fuel sales, when the following conditions are met<sup>4</sup>:

1. Minimum lot size: 1.25 acres
2. Minimum lot width: 250 feet
3. Minimum lot depth: 250 feet
4. Minimum front yard setback: 30 feet
5. Minimum side yard setback: 10 feet
6. Minimum rear yard setback: 20 feet
7. Maximum impervious coverage: 95%
8. Maximum building height: 40 feet and 2.5 stories
9. Minimum required on-site parking: 1 space per 100 square feet of gross floor area
10. The fuel canopy shall be considered a principal structure and shall comply with the yard setback requirements
11. The signage below shall be the only permitted signage for a convenience store with fuel sales:
  - Wall signs
    - One (1) wall sign shall be permitted per public street frontage.
    - The maximum sign area shall be 40 square feet.
    - Wall signs shall not be permitted above the roofline.
    - Wall signs may be internally or externally illuminated.
  - Pole signs
    - One (1) pole sign shall be permitted per parcel.
    - The sign shall be set back at least 5 feet from all property lines.
    - The maximum sign area shall be 50 square feet, excluding the base.
    - The maximum sign height, including the base, supporting structures and sign, shall be 14 feet above the existing grade.
    - Support structures shall be clad in decorative masonry.
    - Pole signs may be internally illuminated. LED lighting may be permitted for fuel pricing.
  - Instructional signs
    - Instructional signs are permitted as needed on-site.
    - The maximum sign area shall be 3.5 square feet and the sign shall be not taller than 3 feet.
    - Signs may be internally illuminated.
  - Canopy signs
    - A maximum of 2 canopy signs shall be permitted per parcel.
    - The maximum sign area shall be 40 square feet.
    - The maximum sign height shall be 2 feet.

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<sup>4</sup> If the conditions above are not met, the Application will require a D variance, which cannot be granted under the Central Roselle Revitalization Plan.



### 3.3 Bulk Design Standards

All construction in the Revitalization Plan Area shall conform to the schedule of regulations in Table 2, with the exception of conditionally permitted uses.

**Table 2**  
**SCHEDULE OF REGULATIONS**

Minimum/ Maximum	Residential					Mixed Use Commercial	Flex Industrial
	Single- Family Dwellings	Two-Family Dwellings	Three-Family Dwellings	Multifamily Dwellings	Age-Restricted Multifamily		
Min. lot size	4,000 sq ft	4,500 sq ft	10,000 sq ft	12,000 sq ft	12,000 sq ft	7,500 sq ft	5,000 sq ft
Min. lot width	40 ft	55 ft	55 ft	100 ft	100 ft	70 ft	50 ft
Min. lot depth	100 ft	100 ft	100 ft	100 ft/90 ft when abutting drainage easement	80 ft	100 ft	100 ft
Min. front yard	Average or 25 ft, whichever is greater	Average or 25 ft, whichever is greater	Average or 25 ft, whichever is greater	Average or 25 ft., whichever is greater	Average setback of nearest building within a block in each direction on same side of street.	Average or 10 ft	35 ft
Min. side yard	One: 5 ft Both: 13 ft	One: 6 ft Both: 14 ft	One: 6 ft Both: 14 ft	Each: 10 ft	Each: 10 ft	Each: 10 ft	Each: 10 ft
Min. rear yard	20 ft	20 ft	20 ft	20 ft	10 ft	20 ft	20 ft
Max. building coverage	40%	40%	40%	50%	65%		
Max. impervious coverage	50%	50%	55%	70%	85%	90%	95%
Max. building height	40 ft or 2.5 stories	40 ft or 2.5 stories	40 ft or 2.5 stories	40 ft or 3 stories*	40 ft or 3 stories*	45 ft or 3 stories *	45 ft or 3 stories
Max. Resid. Density	N/A	N/A	N/A	37 dwelling units per acre*	50 dwelling units per acre*	20 dwelling units per acre*	N/A

\*For blocks with frontage on St. Georges Avenue, the allowable building height may be increased to 55 feet and 4 stories and the allowable residential density may be increased to 85 dwelling units per acre to facilitate projects along the St. Georges Avenue corridor.

Accessory building regulations are as follows:

- No accessory building shall be permitted in a side or front yard.
- Accessory buildings shall be set back from the rear and side yard lot line a minimum of 5 feet.
- No accessory building shall exceed 15 feet in height.



**Additional Regulations, Controls, Restrictions, and Relief from Certain Zoning Regulations**

In addition, the following standards apply:

**a) Building Controls**

**(1) Type, Size and Use of Building(s)**

Development of one-family and two-family residential dwellings is permitted in accordance with the provisions of this plan. The Revitalization Plan further allows for the rehabilitation of existing buildings for residential or commercial or mixed residential/commercial purposes. Adaptive reuse is also encouraged where deemed appropriate particularly for buildings with historic character. In locations where the sub-zone is flex industrial, light industrial uses are also permitted. See the Sub-Zone Map attached to the end of the report.

**(2) Density**

For existing buildings being rehabilitated, the maximum number of units for formerly residential buildings shall be the same as previously in that building. For buildings being adaptively reused, the maximum density shall be the same as that allowed by the location's underlying sub-zone, as reflected in the Sub-Zone Map attached to the end of the report.

**(3) Open Spaces**

Open space shall vary from lot to lot. It is expected that the developers of each property will take open space into account in the design of each lot. Some landscaping shall be provided on each site. Special consideration shall be given to the provision of a green space buffer between parking areas and the street.

**(4) Setback**

Building(s) shall be set back consistent with the existing buildings on the block. The required front yard setback has been provided in Table 2; however, where appropriate it can be calculated based upon the average of the front yard setbacks for all buildings on the block. The average setback for the block shall be determined by calculating the average front yard setback of all buildings existing on the block and fronting on the same side of the street at the time of application for site plan approval. In the event that there are no other buildings fronting on that street on that block, the minimum front yard setback is provided in Table 2.

The front yard setback may be encroached upon by the front porch a maximum of five feet. However, said porch shall be open on three sides. Where a front porch encroaches on the front yard it shall not be permitted to be enclosed.

**(5) Land Coverage**

Landscaping and recreational area, where appropriate, must be included as well as parking and building coverage.



(6) Other Considerations:

New buildings shall attempt to match the neighborhood architectural style to the greatest degree possible by using such features common to the neighborhood as vernacular architectural trim, front porches, bay windows, and/or similar rooflines in accordance with the remaining architectural style of the neighborhood.

### 3.4 Land Use and Development Requirements

#### Definitions

All terms used herein shall have the same meaning as defined in the Borough Land Use Ordinance unless otherwise specified in this Revitalization Plan.

Age-restricted multifamily - a building on one lot, containing separate living units for two or more families, having separate or joint entrances, and including apartments, group homes, townhomes and condominiums. At least one resident in each unit shall be 55 years of age or older.

Business incubators – one or more businesses sharing common facilities, such as copying equipment, administrative staff, etc.

Canopy sign – A sign located under the canopy of a fuel dispensing facility. However, signs regulated by the State shall be exempt from the standards set forth in this Plan.

Community and cultural center – a building used for recreational, social, educational and/or cultural activities, open to the public or a designated part of the public, owned and operated by a public or non-profit group or agency.

Convenience store with fuel sales – A use that provides retail dispensing or sales of vehicular fuels with a retail facility that sells snack food, drinks, and similar convenience goods. The retail facility may offer for sale pre-packaged food products, sandwiches and other freshly prepared foods for off-site consumption.

Hotel - a building with a central lobby offering transient lodging accommodations to the general public and providing additional services, such as restaurants, bars, banquet facilities, meeting rooms, recreational facilities, etc.

Instructional sign – On-site signage that provides directional information to the pedestrians and/or vehicular traffic that is related to the movement of pedestrian and/or vehicular traffic on the premises (e.g. “entrance”, “exit”, “no parking”, “one-way” and the like) and not displaying a commercial message.

Neighborhood retail uses - an establishment where goods are sold directly to the consumer for personal household use, with or without processing on the premises for such retail sale. These uses serve residents within five minutes driving time. Typical uses include a food store, coffee shop, pharmacy and clothing store.<sup>5</sup>

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<sup>5</sup> A neighborhood retail use does not include a gas station or car dealership.



**Pole sign** – A sign that is mounted on a freestanding pole, poles or other support so that the bottom edge of the sign face is 6 feet or more above grade. May also be referred to as a “freestanding sign”.

**Service Establishment** - Any business use that provides services to an individual, or group of individuals, such as barbershops, dry cleaning establishments, beauty salons, travel agencies and substantially similar type uses, and does not provide goods for retail sale or consumption.<sup>6</sup>

**Studios** – an establishment involved in dance, art, aerobic and/or music offering classes, workshop space, etc.

### **Design Waivers**

Variation from the requirements set forth in this Revitalization Plan may be necessary in particular circumstances. In such an instance, the Roselle Planning Board may waive design requirements if the designated redeveloper demonstrates that such design waiver will not substantially impair the intent of the Revitalization Plan, and will not present a substantial detriment to the public health, safety and welfare.

### **Design Standards**

The following design standards shall be applied to all types of development in the Revitalization Plan Area. Any elements not covered by these standards shall be subject to other appropriate provisions of this Revitalization Plan and/or the Roselle Land Use Ordinance. All Revitalization activities are also subject to applicable state and federal requirements. The overall purpose of this plan is to create a viable, productive, pedestrian oriented development pattern that enhances public safety, expands housing opportunities and community resources and services, and creates additional local and regional economic opportunities. These standards shall encourage both new development and rehabilitation of unproductive or underutilized sites throughout the Revitalization Plan Area.

### ***Building Standards***

- A. New buildings shall be compatible with and support the positive elements of the scale and architectural character of the surrounding neighborhood. Any portion of the Revitalization Plan area that is not necessary for building or parking purposes shall be appropriately landscaped in a manner consistent with the surrounding neighborhood.
- B. All buildings are required to have entrances accessed directly from the sidewalk. Sidewalks should extend from the building façade to the curb for the purpose of facilitating pedestrian movement and creating opportunities for outdoor eating and shopping areas, providing space for bus waiting areas or shelters, street furniture, etc.
- C. First floor facades intended for retail use must have large, clear storefront glass areas (minimum 50% to 70% of the façade area) to display the nature of the business and produce an interesting streetscape. Large blank walls are prohibited along any street. Storefront windows may be either typical large, single pane or multiple smaller panes (approximately two foot square) separated by mullions.

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<sup>6</sup> A service establishment does not include an automobile repair shop.



- D. Each street-level shop shall have its own shop front. The shop fronts may either have identical designs to reinforce the building design or varied designs to express the different businesses. A shop front should be separated from the roofline or a second floor by a horizontal architectural element such as a sash, cornice, frieze, molding, etc.
- E. Upper floor uses are to be provided with separate exterior entrances unless a large common lobby or atrium is provided.
- F. Fences shall be limited to security fences for commercial uses and security or privacy fences for residential uses. Fence height shall not exceed six feet. Barbed, razor, chain link, or equivalent fencing will not be permitted.
- G. Roofs may be flat but must include appropriate ornamentation such as cornices or parapets. Artificial mansards are not permitted.

### ***Front Porches***

Front porches serve as semi-private spaces between the public street and the private home. When well used, they also encourage social interaction which adds to the feeling of security and community that is part of the life of closely knit neighborhoods. They also lend visual continuity yet add variety and scale to the streetscape. The following details are encouraged in the design of one to three family detached homes.

A sitting porch shall be at least five feet deep and at least 15 feet wide.

### ***Parking***

#### ***◦ Surface Lots***

Off-street parking shall be provided in suitable locations. Tree islands shall be provided at the ends of each aisle and interspersed within

aisles to provide visual relief from long expanses of parking and to guide circulation. To connect the parking lot to its destination point, pedestrian pathways should be included which protect pedestrians from vehicles and which also connect the parking lot to adjoining streets and commercial and residential properties. Pathways should contain consistent design and landscaping elements, which relate to the overall design of the lot. The materials and colors used for the pedestrian paths should distinguish vehicular travel ways from pathways designed for pedestrian use.

#### ***◦ Parking Standards***

Parking for residential uses other than age-restricted multifamily development shall be provided in conformance with the New Jersey Residential Site Improvement Standards (RSIS) except that application for a de minimus exception to permit parking less than required by RSIS may be made at the time of site plan review by the Planning Board if sufficient on-street or shared parking is available. For age-restricted multifamily development for 55 years of age and older, the parking requirement shall be 0.7 parking spaces per unit. For age-restricted multifamily development of 62 years of age and older the parking requirement shall be 0.45 parking spaces per unit. For multifamily development that is both age-restricted to 55 years of age or older and income restricted pursuant to standards for funding under the regulations of the New Jersey Housing and Mortgage Finance Agency, the parking requirement shall also be 0.45 parking spaces per unit.

Parking requirements for non-residential uses are established in accordance with Section §77-24 of the Roselle Ordinance. However, hotels shall provide one parking space per hotel room. Hotels with banquet facilities, meeting and/or conference rooms shall provide one space for each hotel room and additional parking shall be required by the Planning Board based on a parking study.

Every effort should be made to ensure that all parking areas are at the rear, or, if necessary



the side of the lot. Where applicable, alleys will run along the short axis of the block to provide rear parking for adjacent residents. Parking requirements can be satisfied through the use of other properties located within 500 feet of the development site provided that the parking site is under the same ownership as the development site.

- Front-Yard Parking

Front yard parking is only permitted in situations where side or rear parking is not physically feasible as determined by the Planning Board, and new development must adhere to the following design standards. The maximum width of residential driveways shall be 10 feet or less, or 25 percent of the total lot width at the street; whichever is less. So-as not to be the prominent feature of dwelling units, garage doors must adhere to one of the following standards:

- (1) Garage door must be recessed a minimum of two feet under the second story of the dwelling; OR
- (2) Garage must be located below ground level; OR
- (3) A pervious, vegetative planting must be situated in the center of the driveway; OR
- (4) The driveway must be lined by shrubbery and/or trees on at least one side.

Parking for other uses shall be provided in accordance with Section §77-24 of the Roselle Ordinance.

On-street parking spaces adjacent to a site may be counted in meeting the minimum required parking. These requirements are considered minimum standards and parking may be provided in excess of these requirements, but in no case shall the provided on-street parking exceed these minimum requirements by more than 10 percent.

Alternative parking schemes may be proposed by a redeveloper subject to the approval of the Planning Board during the course of the site plan review.

- Public Rights-of-Way

Public rights-of-way will be designed to meet all local, state and federal standards. Sidewalks are to be provided on both sides of all streets. All pedestrian crossings will utilize materials and colors to readily distinguish vehicular from pedestrian travel ways.

- Signs

Signs shall be permitted as outlined in Chapter §98. Applicants shall specifically refer to Section §98-8 for the Residential Sub-Zone; Section §98-10 for the Flex Industrial Sub-Zone and Section §98-14 for the Mixed-Use Commercial Sub-Zone.

- Awnings

Buildings may have awnings, where appropriate, to complement the architectural style of a building. The design of awnings shall be architecturally compatible with the style, materials, colors and details of such buildings and should not conceal significant architectural features, such as cornices, columns, pilasters or other trim details. Internally illuminated or backlit awnings and canopies are not permitted.

The following standards for ground-level awnings shall be adhered to:

- 1. No signage shall be permitted on an awning unless permitted by Chapter §98.
- 2. The maximum height from ground level to uppermost portion of an awning shall not exceed the height of the sill or bottom of any second story window or 15 feet, whichever is less. In the case of single-story buildings, the maximum height shall not exceed 12 feet or the top of the wall whichever is less.
- 3. The minimum height from ground level to lowermost portion of awning shall be eight feet.
- 4. The maximum horizontal projection dimension of an awning from the building wall, including any





appurtenances, shall not exceed six feet from the building face. Awnings may project over a public sidewalk but shall not be closer than two feet to the vertical plane of the curb edge or the edge of any other public right-of-way. No awning shall project over a public sidewalk when the business it relates to is not open for business.

5. The maximum total vertical dimension of an awning shall not exceed the total horizontal projection dimension.
6. An awning's surfacing material shall be constructed of canvas, cloth or vinyl.
7. No awning shall contain more than two colors plus white. The colors must be compatible with the architectural color scheme of the entire building.
8. On buildings with multiple storefronts, compatible awning frame styles shall be used as a means of unifying the structure.

◦ Street Trees

All street frontages shall be planted with street trees of medium size such as Amur Maple (*Acer ginnala*), Japanese Scholar Tree (*Sophora japonica*), Green Ash (*Fraxinus caroliniana*), etc. at an average spacing of 25 to 30 feet. Light foliated trees such as honey locust, ash and ginko are encouraged in front of commercial uses to increase visibility of signage.

### **3.5 Provisions Related to Off-Site Improvements**

The designated redeveloper or other such party responsible for the development of a property in the Revitalization Plan Area shall be responsible for their fair share of any installation or upgrade of infrastructure related to their project whether on-site or off-site. Infrastructure items include but are not limited to gas, electric, water, sanitary and storm sewers, traffic control devices, telecommunications, streets, curbs, sidewalks, street lighting and street trees. The extent of the redeveloper's responsibility will be outlined in the redeveloper's agreement with the

Borough. Off-site responsibility for properties not covered under the redeveloper's agreement will be determined during the permit and/or site plan review phases.

All infrastructure improvements shall comply with applicable local, state and federal codes including the Americans With Disabilities Act. All utilities shall be placed underground.

### **3.6 Provisions Related to State and Federal Regulations**

Certain revitalization activities proposed in this plan may be subject to state and federal standards, regulations and permit requirements including but not limited to post-remediation requirements. The redeveloper is responsible for ensuring compliance with all applicable standards and obtaining necessary state and federal permits.

## **Section 4. Relationship to Zoning and Land Use Ordinance**

The standards contained within this Revitalization Plan shall supersede any conflicting regulations in the Roselle Land Use Ordinance. In the case where a particular land use or site standard is not covered in this Revitalization Plan, compliance with the Roselle Land Use Ordinance or other applicable Roselle code or ordinance will be required.

The Planning Board of the Borough of Roselle may, after review of a site plan that is in one or more aspects inconsistent with the Revitalization Plan, grant deviations from the strict application of the regulations contained in this Revitalization Plan in accordance with the provisions for bulk variances in NJSA 40:55D-70c. Notwithstanding the above, no deviations shall be granted that would permit any of the following: a use or principal structure that is not otherwise permitted by this Redevelopment Plan; an increase in the maximum permitted floor area ratio; or an increase in the maximum permitted height of a principal structure by more than 10 feet or 10%, whichever is less.





#### **4.1 Zoning Map Revisions**

The Zoning Map of the Borough of Roselle is hereby amended in accordance with the Land Use Map to indicate the boundaries of the Central Roselle Revitalization Plan Area.

### **Section 5. Acquisition and Relocation**

#### **5.1 Identification of Real Property to be Acquired**

The properties identified in this Revitalization Plan have been identified as “An Area in Need of Rehabilitation;” no properties have been identified for acquisition. No eminent domain is anticipated.

#### **5.2 Plan for Temporary and Permanent Relocation**

Eminent domain is not being pursued; no relocation is necessary.

### **Section 6. Relationship to Other Plans**

As required by the New Jersey Local Redevelopment and Housing Law, this section describes the consistency and relationship between the Central Roselle Revitalization Plan and: (a) the Master Plan of contiguous municipalities (Linden) and (b) the Union County Master Plan and (c) the New Jersey State Development and Redevelopment Plan.

#### **6.1 Plans of Adjacent Municipalities**

The Central Roselle Revitalization Plan Area is located in southern portion of Roselle with the southern boundary being the centerline of St. Georges Avenue (the municipal boundary between Linden and Roselle).

Commercial/office uses are found along St. Georges Avenue, Wood Avenue, Route 1 and Elizabeth Avenue. Linden’s Central Business District is located along Wood Avenue between Curtis Street and Munsell Avenue. Other commercial areas are located along Roselle Avenue, Willow Glade Road and along most of St. Georges Avenue and US Routes 1 & 9.

In May 2006, the City of Linden completed a Needs Study that qualified the opposite side of St. Georges Avenue as an “Area in Need of Redevelopment.”

It can be anticipated that the revitalization occurring in both municipalities will complement and strengthen each other’s efforts, resulting in vibrant, revitalized areas.

#### **6.2 Union County Master Plan**

The most current version of the Union County Master Plan is 1982, with a Reexamination Report completed in 1988.

While the current version of the Union County Master Plan is more than 20 years old, it remains substantially consistent with the Borough’s ongoing planning efforts to revitalize, reinforce, and support its neighborhoods and commercial areas.

A new Draft County Master Plan has identified goals and objectives in four distinct areas:

- Housing
- Development
- Transportation/Circulation
- Economic Development

The goal of Development activities is to direct "new growth to environmentally suitable areas which can be provided with essential infrastructure and support facilities" and "to revitalize the urban centers within the County." This objective is to be met by:

- Identifying land areas suitable for development,
- Identifying environmentally sensitive land areas,
- Promoting development consistent with existing uses,
- Promoting the revitalization of urban centers and older suburban areas through adaptive reuse, cleanup,



infrastructure upgrading and improved transportation, and

- Continued expansion and development of recreational facilities.

The goal for Economic Development is to continue "efforts to reduce unemployment, provide year-round employment opportunities and enhance the tax base by encouraging compatible industrial, commercial, office and retail facilities to locate or expand in Union County." To achieve this objective the Master Plan draft puts forward the following objectives:

- Support partnerships among economic development organizations,
- Assist in the development of industrial parks and other infrastructure,
- Encourage the expansion or location of firms in the County,
- Maintain relations with federal, state, regional and municipal economic development organizations, and
- Conduct or promote feasibility and technical studies on economic development issues.

The purposes of this Revitalization Plan are consistent with the goals and objectives of the Union County draft plan.

### **6.3 New Jersey State Development and Redevelopment Plan**

On March 1, 2001, the State Planning Commission adopted the second New Jersey State Development and Redevelopment Plan (SDRP) following the second round of cross-acceptance. The 2001 plan supersedes the plan adopted on June 12, 1992. The SDRP is a guide for investing and spending state dollars in a manner that is consistent with the Plan's goals, yet is voluntary for the municipalities to follow.

The 2001 plan identifies all of the Borough of Roselle as part of the Metropolitan Planning Area (PA-1). The Revitalization Area is compatible with the State Plan's intention for the Metropolitan Planning Area, which is to provide for much of the state's future redevelopment; revitalize cities and towns; promote growth in compact forms; stabilize older suburbs; redesign areas of sprawl; and protect the character of existing stable communities. The revitalization plan also furthers the following State Plan policy objectives:

#### Land Use

Ensure efficient and beneficial utilization of scarce land to strengthen its existing diversified and compact nature.

#### Housing

Provide a full range of housing choices through revitalization, new construction, rehabilitation, adaptive reuse and the introduction of new housing into appropriate nonresidential settings.

#### Economic Development

Promote economic development by encouraging strategic land assembly, site preparation and infill development, public/private partnerships and infrastructure improvements.

#### Natural Resource Conservation

Reclaim environmentally damaged sites and mitigate future negative impacts. Use open space to reinforce neighborhood and community identity.

#### Revitalization

Encourage revitalization at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure. Promote design that enhances public safety, encourages pedestrian activity and reduces dependency on the automobile.

**Public Facilities and Services**

Complete, repair or replace existing infrastructure systems to eliminate deficiencies and provide capacity for sustainable development and revitalization.

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**Section 7. Amendments to and Duration of the Revitalization Plan**

**7.1 Amendments to the Revitalization Plan**

This plan may be amended from time to time in accordance with the procedures of the Local Redevelopment and Housing Law.

**7.2 Certificates of Completion and Compliance**

Upon the inspection and verification by the Borough of Roselle's revitalization entity that the revitalization of a parcel subject to a redeveloper agreement has been completed, a Certificate of Completion and Compliance shall be issued to the redeveloper and such parcel shall be deemed no longer in need of revitalization or rehabilitation.

This Revitalization Plan will remain in effect unless repealed by ordinance of the Borough Council of the Borough of Roselle.

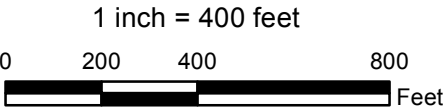




CENTRAL  
ROSELLE  
REVITALIZATION  
PLAN:  
SUB-ZONES

BOROUGH  
OF  
ROSELLE

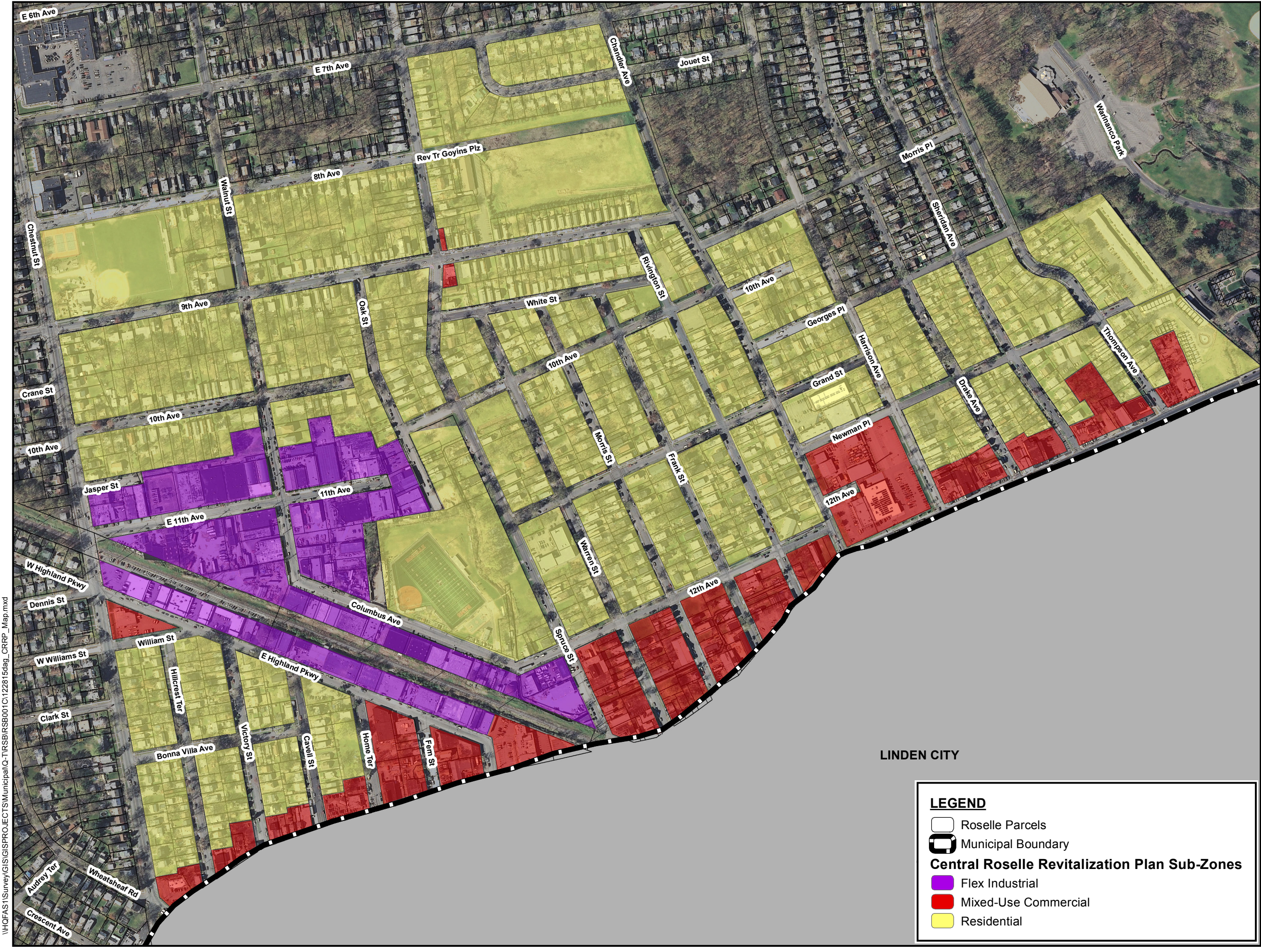
UNION COUNTY  
NEW JERSEY



This map was developed using NJDEP and County GIS digital data, but this secondary product has not been verified by NJDEP and is not state-authorized.



October 2018



**LEGEND**

- Roselle Parcels
- Municipal Boundary

**Central Roselle Revitalization Plan Sub-Zones**

- Flex Industrial
- Mixed-Use Commercial
- Residential