

Borough of Wharton

Morris County, New Jersey

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Main Street Redevelopment Plan

Block 1317, Lots 1-23



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A handwritten signature in black ink, reading 'Jessica Caldwell', is written over a horizontal line.

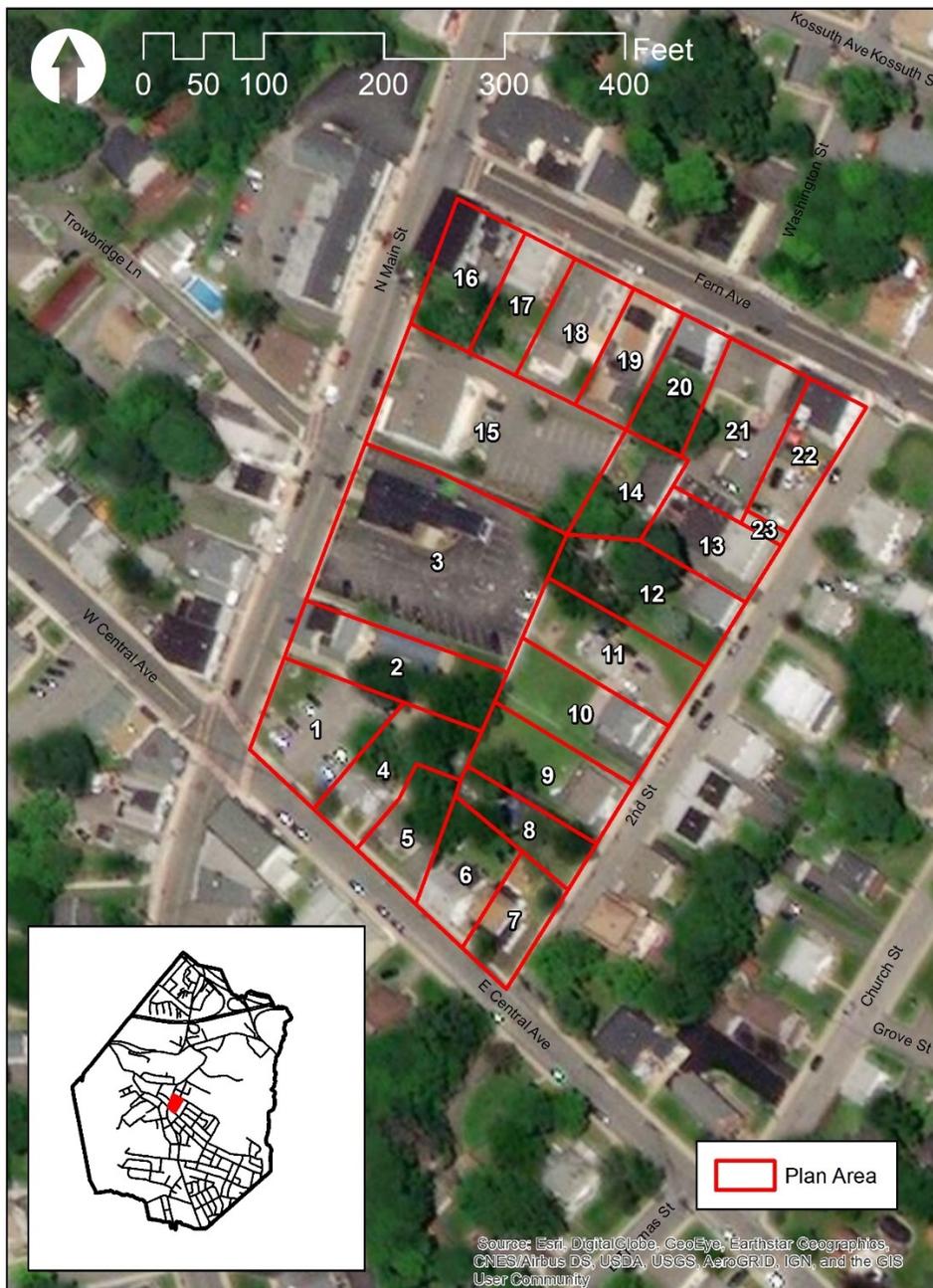
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INTRODUCTION

The Main Street Redevelopment Plan (the “Plan”) governs the Non-Condensation Area in Need of Redevelopment (the “Plan Area”) designated by Resolution No. R-100-18 adopted by the Borough Council of the Borough of Wharton (the “Borough”) on July 16, 2018, pursuant to the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq. (the “Redevelopment Law”), including Block 1317, Lots 1 through 23 (the “Plan Area”). This Plan is proposed to effectuate the redevelopment of the Area, shown below.



PLAN CONTEXT

The Plan Area occupies approximately 4.0 acres and includes tax lots bounded by North Main Street to the west, Fern Avenue to the north, 2nd Street to the east, and East Central Avenue to the south, forming a roughly rectangular shape in the heart of the Borough's Central Business District. The existing uses along North Main Street in the Area are primarily commercial/mixed-use, while the lots abutting Fern Avenue, 2nd Street, and Central Avenue are primarily residential with units varying from single family to multi-family. Many of the lots are small, especially for a central business district. The primary goal of the Plan Area is to promote vibrancy in the Borough's downtown.

The parcels of the Plan Area that front Main Street, and Block 1317, Lot 14 which does not have direct access to a public road but has indirect access to Main Street through Lot 15, are zoned Central Business District (CBD), while all other parcels are zoned Medium Density One- and Two-Family District (RM-75). The purpose of the CBD Zone is to function as the Borough's primary business district, offering goods and services catering to the daily needs of residents. In addition, as with many traditional downtown areas, many of the buildings in Wharton's CBD are mixed-use with commercial space on the ground floor and apartments on the upper floor(s). Residential development is an important component of the CBD, providing a consistent population base to frequent businesses downtown.

PURPOSE

This Redevelopment Plan is designed to serve as the zoning for the Area to provide guidelines for new construction in the Plan Area and establish permitted land uses and building requirements for the Area. The Plan calls for mixed-use development in mid-rise buildings with commercial/retail uses on the ground floor and second floors and apartments on upper floors. New construction should be oriented towards Main Street, with buildings fronting on the right-of-way in order to conform to the existing rhythm of established commercial buildings on the street. The Plan does include requirements to create wider sidewalks and more opportunities for outdoor spaces for dining and retail uses by providing a colonnade along Main Street or provide areas of wider sidewalks and alcoves to allow spaces for outdoor uses. The buildings and streetscape should support the integrity of the Main Street character, and landscaping and buffering should protect and separate the Plan Area's existing residential properties. Furthermore, the Plan is designed to encourage the integration of building, parking, landscape, and signage elements in order to improve the appearance of the CBD's existing streetscape and landscaping and support the specific goals and policy statements set forth in the Borough Master Plan.

PLAN CONSISTENCY REVIEW

Borough Master Plan Consistency

The Redevelopment Law requires that the Redevelopment Plan define the plan's relationship to local master plan goals and objectives such as appropriate land uses, population densities, improvements to traffic, public utilities, recreational and community facilities, and other improvements. The Redevelopment Law also requires that the Redevelopment Plan be substantially consistent with the municipal master plan or designed to effectuate the master plan.

The Borough's 1994 Master Plan was reexamined in 2005 and 2015. Goal 4 in the Land Use Element of the 1994 Master Plan discusses the importance of maintaining a "broad array of housing" types, densities, and affordability. Goal 8 is to "preserve and enhance the Borough's commercial areas by defining their functional role in the Borough and enhancing the quality of life within the central commercial center, along Main Street." To do this, the Borough seeks to "actively promote the rehabilitation of existing buildings within the central commercial district by utilizing such regulation as the New Jersey Local Housing and Redevelopment Law, to facilitate upgrading and redevelopment." The 2015 Reexamination recommends coordination with cultural and historic resources to boost the vitality of the Central Business District.

This Redevelopment Plan is consistent with these goals and objectives of the Borough's Master Plan.

Local, Regional, and State Plan Consistency

The relationship of the Redevelopment Plan with surrounding communities' master plans is also reviewed to determine whether any significant relationship exists. Its relationship to the State Development and Redevelopment Plan must also be reviewed. The Plan Area is centrally located in the Borough and doesn't create any potential issues or significant relationships with master plans in surrounding municipalities.

The Borough is also in the Planning Area of the Highlands Region governed by the Highlands Regional Master Plan. A large portion of the Borough is designated by the Highlands Council as a Highlands Center. Highlands Centers are areas within the Highlands that are designated to accommodate the region's growth. The Plan Area is completely within the Borough's Highlands Center. The Redevelopment Plan is consistent with the Highlands Regional Master Plan and the Highlands Center designation of the Plan Area.

The State Development and Redevelopment Plan designated the Borough mostly as Metropolitan Planning Area 1 (PA1) and partly as Suburban Planning Area 2 (PA2). The Plan Area is in PA1, which is

considered an appropriate area for growth including new development and redevelopment. After conducting a review of the Plan Area, the State of New Jersey Department of Community Affairs approved the resolution determining the Plan Area as an Area in Need of Redevelopment in a letter dated August 9, 2018. This Redevelopment Plan is consistent with the State Development and Redevelopment Plan.

APPLICATION OF REGULATIONS

The Borough will seek a Redeveloper or Redevelopers for all or portions of the site based on developer interest and ability to assemble parcels. The Redeveloper will acquire, or work with the Borough to acquire, all or portions of the Redevelopment Area in order to redevelop the area according to the following land use regulations:

Permitted Uses

The following uses are permitted in the Plan Area. Uses not identified below are prohibited.

A. Principal permitted uses:

1. Retail trade and service establishments, excluding automobile sales, auto service stations, and taxi and limousine operations;
2. Eating and drinking establishments;
3. Business and professional offices;
4. Banks and financial institutions;
5. Multi-family dwellings above the first story of any structure housing a first story devoted to the uses enumerated above¹;
6. Multi-family dwellings (including garden, mid-rise apartment buildings and townhouses²);
7. Municipal buildings and facilities including parking facilities;
8. Child-care centers, subject to Section 165-93B of the Borough Code;
9. Single- and two-family detached dwellings; and
10. Community residences, subject to Section 165-93A of the Borough Code.

B. Conditional uses

¹ Residential units may be on the ground floor of mixed-use buildings if they are behind commercial/retail uses facing away from Main Street and not having direct access or frontage on Main Street. The units may front secondary streets or the parking area for a mixed-use building with frontage on Main Street.

² Multi-family dwellings may not front on Main Street.

1. There are no conditional uses.

C. Accessory uses

1. Off-street parking and loading facilities;
2. Porches, decks and patios;
3. Outdoor dining and retail space;
4. Signs;
5. Fences;
6. Accessory storage within a wholly enclosed permanent structure for materials, goods, and supplies intended for sale or consumption on the premises;
7. Child-care centers, subject to Section 165-94H of the Borough Code;
8. Private garages, subject to Section 165-94C of the Borough Code;
9. Garden houses, shed, and playhouses; and
10. Offices of resident professionals, subject to Section 165-94G of the Borough Code.

Area and Bulk Requirements

The following regulatory controls apply to properties located within the Plan Area:

Minimum Lot Area	3,000 square feet
Minimum Lot Width	40 feet (measured along street frontage)
Minimum Lot Depth	75 feet (measured from street frontage)
Minimum Front Yard	0 feet – 12 feet
Minimum Side Yard	0 feet ¹
Minimum Rear Yard	25 feet
Maximum Building Height	4 stories/55 feet flat, peaked, gable roof (5 th story permitted if setback at least 5 feet from front façade/60 feet ²)
Maximum Building Coverage	50%
Maximum Impervious Coverage	90%
Maximum Density	50 units per acre

¹No side yard is required except if such side yard is used as access to off-street parking, such driveway must not be less than 10 feet in width.

² Height measurements exclude clock towers, cupolas, spires, ornamental sloped roofs, and other architectural features.

Additional Zoning Regulations

Multiple principal uses are permitted on one lot.

Affordable Housing Requirements

Because of the desired density in the central business district, the Borough's Affordable Housing Overall Overlay District applies to the Plan Area.

This municipal-wide affordable housing overlay zone may be utilized when any rezoned parcel receives a density variance and/or is developed/redeveloped at a density of greater than six (6) dwelling units per acre and a total of 20 units or more are created, then an affordable housing set-aside must be provided. The affordable housing overlay zone does not permit age-restrictions on set-aside affordable units. The affordable units are subject to Section 165-111 through Section 165-123 of the Borough Code.³

Rental units: 15% affordable unit set-aside

For sale units: 20% affordable unit set-aside

³ Affordable units may be calculated based on a net increase in total units on the site, meaning existing units that are demolished may be subtracted from the total unit count to calculate the set-aside requirement. Additionally, affordable units may be constructed off-site and may be group home units provide that off-site units are completed prior to a final Certificate of Occupancy being provided for the project generating the affordable housing requirement.

Parking Standards

The following parking standards apply to the residential development in the Redevelopment Area. Commercial parking standards from the Wharton Borough Zoning Ordinance apply to the uses not listed. The standards listed below are designed to apply to this Plan Area and do not apply to other zone districts:

A. Minimum number of off-street parking spaces

1. Mid-rise apartments
 - a. 1-bedroom dwelling units → 1.0 spaces per dwelling unit
 - b. 2-bedroom dwelling units → 1.5 spaces per dwelling unit¹
2. Retail store and personal service establishments → 1 space per 400 sq ft of GFA²
3. All other uses → As per Zoning Ordinance
4. At least 60 percent of the existing parking spaces must be available for business day use by the public for any building which incorporates the public parking lots existing within the Area.
5. The required parking for mixed-use buildings combining residential and some other use is the total of the required spaces for both uses divided by 1.7.

¹If the determination of the number of required parking spaces results in a fractional space, a fraction of ½ or higher requires one additional parking space. ²GFA = ground floor area

B. Location of parking spaces

1. Parking must be located on the ground floor of any proposed residential building and in the rear of such building. Up to 40% of the required parking may be located in the side or front yard. Any parking located along the Main Street frontage must be screened from view.
2. Minimum distance to the right-of-way line → 5 feet
3. Minimum setback to side or rear lot line → 5 feet

C. Size of parking spaces

1. Each off-street parking space must measure no less than 8.5 feet in width by eighteen (18) feet in length.
2. If the parking space is less than nine (9) feet in width, it must be labeled a “compact” space.
3. Compact parking spaces must not constitute more than 30 percent of the parking area.

D. Parking lot landscaping

1. Landscaping in and around parking areas should be provided to screen parking from street rights-of-way and sidewalks.
2. Parking lots visible from any right-of-way must be screened by a decorative fence or masonry wall with additional hardy, low-maintenance shrub plantings no higher than three feet. If off-street parking is located along Main Street, the parking must be fully screened from Main Street by a decorative screening wall or fence, a minimum of eight (8) feet in height.
3. Traffic islands within the parking lot must provide mountable curbs.

E. Pedestrian circulation within parking lots

1. Pedestrian circulation within parking lots must be taken into consideration. Pedestrian crossings and amenities must be installed where deemed necessary by the Planning Board and the Planning Board Engineer and Planner.
2. A minimum aisle of 24 feet must be maintained.

F. Loading requirements

1. A minimum of one (1) loading area must be provided for every new building in the Redevelopment Area.

Buffer Requirements

A. Decorative fences must be provided along the rear property line of new North Main Street commercial and mixed-use buildings to separate, screen, and protect the adjoining residential properties on Fern Avenue, 2nd Street, and East Central Avenue.

B. Fences and walls must not exceed ten (10) feet in height above ground level in the front yard and eight (8) feet in the side and rear yards.

C. Fences and walls must have a minimum setback of one (1) foot from the property line when adjoining residential properties.

D. The finished side of a fence must face adjoining properties. Fence posts that are unfinished and any other structural component of the fence must be installed facing the subject property rather than the adjoining property.

E. Dumpsters located in parking lots must be fully screened from view from both the parking lot and adjoining residential properties.

Landscaping Requirements

Landscaping must be provided to promote a desirable and cohesive natural environment for residents, downtown patrons and employees, and passing motorists. Landscaping must also be utilized to screen parking and loading areas, provide windbreaks for winter winds and summer cooling for buildings, streets, and parking, according to the following standards:

- A. Ornamental trees should be provided throughout the site, particularly at key locations such as site entrances, focal points, and along existing roadway frontages.
- B. Hedges, shrubs, and ground cover must be used to define space and provide privacy. Foundation plantings should include evergreen and deciduous shrubs.
- C. All landscaping must have a two-year maintenance guarantee. If any planting material dies within two years of planting, it must be replaced the following planting season.

Street Trees

Per the Borough Master Plan, the visual image of Main Street and the Central Business District is significantly affected by the health of the trees located along the right of way. For that reason, the following standards are recommended regarding street trees:

- A. Where possible, existing street trees must be maintained.
- B. All new trees must have a minimum caliper, or trunk diameter, of four (4) inches measured six (6) inches from grade in accordance with standards established by the American Standard for Nursery Stock. Trees must be nursery-grown, free of disease, substantially uniform in size and shape, and have straight trunks. The minimum branch height at planting must be six (6) feet, and the size and kind of tree must have a crown that is in good balance with the trunk.

Mobility Regulations

Thoroughfares are an important aspect of public space. Streets and their surrounding development form our primary sense of place. The design of the Plan Area plays a key role in forming this sense of place for the Borough's downtown and surrounding area.

A. Streets and automobile circulation

1. The primary automobile access points should be from driveways on Second Street, Fern Avenue and East Central Avenue. One (1) primary access on Main Street is permitted.

2. Appropriate traffic control signs must be installed to ensure the safe flow of traffic into and through the redeveloped area.
3. Right-of-way widening dedications are not required for this Plan.

B. Pedestrian access and circulation

1. Sidewalks must be provided along all streets and must be a minimum of four (4) feet wide on Fern Avenue, 2nd Street, and East Central Avenue, and a minimum of six (6) feet wide along North Main Street to provide safe and convenient movement for pedestrians.
2. Pedestrian-only walkways must be at least four (4) feet wide and constructed according to Section 165-68 of the Borough Code.
3. All building entrances must provide pedestrian access to adjacent streets and parking areas.
4. Crosswalks must be maintained at the intersections of North Main Street and Fern Avenue, Fern Avenue and 2nd Street, 2nd Street and East Central Avenue, and East Central Avenue and North Main Street. Crosswalks must be maintained according to Sections 165-68 and 165-54 of the Borough Code. The Planning Board may require brick crosswalks if it deems them necessary to improve pedestrian safety and the visual appearance of the area.

Building Design Standards

A. Buildings may have colored canvas awnings to create a distinct identity.

B. Buildings fronting onto North Main Street must be oriented to face the roadway, with windows and entrances on the North Main Street frontage. The frontage should allow for an increased sidewalk width of 10 feet or more along at least 50 percent of the building frontage. This can be achieved through colonnades, stepbacks along the building façade or an overall setback of the building frontage.

C. Secondary entries, such as side or rear entries, must not be more architecturally prominent or larger than the front entry and must be architecturally related to the front entry.

D. Buildings should feature articulated roof design in the form of cornices, dormers, flared eaves, clock towers, or other appropriate design features. Peaked roof elements on the exterior façade should be three-dimensional so that they do not appear flat from the side. Roofs must be constructed according to Section 165-135 of the Borough Code. Corner buildings should provide unique architectural details at the corner to create a distinct identity.

E. Side and rear façades should receive architectural treatments comparable to front façades when abutting a public street or when public access and parking is provided next to the building.

F. Buildings that exceed 30 feet in width along the public right-of-way create a horizontal monotonous rhythm. The following guidelines are suggested to create a visually interesting pattern:

1. A building that exceeds 30 feet in width along a public right-of-way should include piers, columns, or other vertical elements that visually break up the plane of the façade. The vertical elements can include articulations such as insets or projections.
2. Ground-floor façades should be designed to give individual identity to each retail establishment. Change in establishment should be evident in adjacent storefronts by change in façade, different base material, or variations in window or door type.

G. Roof-mounted equipment and projection should be painted the same color as the roof and, where possible, located to the rear of the building, away from public view, and screened according to Section 165-135C of the Borough Code.

Lighting

A. Street lighting is required along North Main Street and must match the standards of the Borough Master Plan. These standards include the following:

1. Decorative fixtures are required. Existing non-conforming lighting should be updated with decorative fixtures.
2. Two types of complementary fixtures are recommended: a single-fixture standard and a double-fixture standard. The two stylized poles can alternate as they are placed down the street, with the double-fixture standard located at intersections.

B. A lighting plan providing the minimum 0.5 foot-candle for streets, sidewalks, and parking must be provided.

C. Lighting must be shielded to prevent glare and off-site light pollution.

Signage

A comprehensive wayfinding and directional signage package for the parking areas and buildings should be provided that is consistent with the architecture of the buildings. The sign package should include design elements such as size, materials, style, and illumination.

A. Ground-mounted signs

1. A maximum of two (2) ground-mounted signs are permitted for the Plan Area. Ground-mounted signs must be no larger than twenty-four (24) square feet with a maximum height of ten (10) feet.
2. The base of each ground-mounted sign must be landscaped.
3. One (1) downcast light source is permitted per freestanding sign.
4. Ground-mounted signs must be setback a minimum of three (3) feet from any right of way.

B. Wall-mounted signs

1. A maximum of one (1) wall-mounted sign per business is permitted.
2. The maximum area of wall-mounted signs must be 10% of the façade section in which the use is located and must not exceed 2 square feet for every linear foot of building frontage for the use.

C. Awning or canopy signs

1. Awning or canopy signs are permitted in the Plan Area.
2. Awning or canopy signs are regulated by Section 165-109 G of the Borough Code.

D. General Sign Regulations

1. Signs placed in any required sight triangle must be no taller than three (3) feet.
2. Billboards or general advertising signs are prohibited.
3. Signs placed above the roofline are prohibited.
4. Signs erected, painted, or comprised of fluorescent, phosphorescent, or similar material are prohibited.
5. Flashing, mobile, or revolving signs, in whole or in part, are prohibited.

Design Standards for Site Plans

Features of site design not addressed by this Plan are regulated by Article X, Design Standards for Site Plans, of the Wharton Borough Land Use and Development Ordinance.

Submittal Requirements

The Redeveloper(s) will submit a site plan for all, or a portion of, the Plan Area. The site plan approval process will occur as per the Borough's site plan review requirements.

ACQUISITION PLAN

There is no property acquisition by the Borough anticipated by this Plan.

RELOCATION PLAN

Because there is no property acquisition by the Borough anticipated by this Plan, no Relocation Plan is necessary.