

AMENDED AND SUPPLEMENTED  
Central Business District Redevelopment Plan  
City of Rahway, New Jersey

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## **I. INTRODUCTION**

### **A. Basis for the Plan**

The Central Business District Redevelopment Plan was originally adopted by the City of Rahway, New Jersey in January 1998 and has been amended numerous times since then. This amended and supplemented Redevelopment Plan represents a comprehensive update to the Central Business District Redevelopment Plan. Further, it includes the addition of the adjoining Block 149 Redevelopment Area and the Lower Main Street Urban Renewal Area to the Central Business District Redevelopment Plan, in order to comprehensively plan for the overall downtown area.

The Central Business District and Block 149 Redevelopment Areas were designated as “in need of redevelopment” in accordance with the criteria specified in the New Jersey Local Redevelopment and Housing Law (LRHL) at N.J.S.A. 40A:12A-14. The Lower Main Street Urban Renewal Area was adopted pursuant to the predecessor law to the LRHL. The LRHL allows a municipality to prepare a redevelopment plan for an area in need of redevelopment, as well as for an urban renewal area, which may contain development regulations and other standards to guide the redevelopment of the area. The Central Business District Redevelopment Plan and the Block 149 Redevelopment Plan both were prepared and adopted by ordinance consistent with the LRHL, and are being combined into a single redevelopment plan, along with the Lower Main Street Urban Renewal Area. These two redevelopment areas and the Lower Main Street Urban Renewal Area are hereinafter referred to as the “Project Area.”

### **B. Purpose and Vision**

The purpose of the amended Central Business District Redevelopment Plan is to provide a vision and set standards for the redevelopment of the Project Area. The plan envisions a vibrant, pedestrian-oriented mixed-use downtown environment. Retail and other active uses at street level will be required in certain key areas and optional in other locations. Other complementary land uses will be permitted, such as arts-related uses. Additional residential development will further support downtown vitality by bringing new residents to the Project Area. Automotive-oriented uses and industrial uses are discouraged. Development regulations will provide for variety in building heights and development intensities throughout the Project Area, and will promote improved aesthetics and urban design. Development which helps to preserve, protect or enhance buildings of historic or architectural importance is encouraged.

### **C. Definitions and Plan Terminology**

Any word or term not defined shall be used with a meaning as set forth in § 421-3 of the Zoning Ordinance of the City of Rahway, except that those words and terms defined in the Municipal Land Use Law or the Local Redevelopment and Housing Law, as amended, shall be used in this Redevelopment Plan as if included in this Redevelopment Plan. Specific section references which begin with “N.J.S.A. 40:55D” refer to the Municipal Land Use Law of the State of New Jersey.

Throughout this Redevelopment Plan, a conscious distinction is made in the regulations between “shall” and “should”:

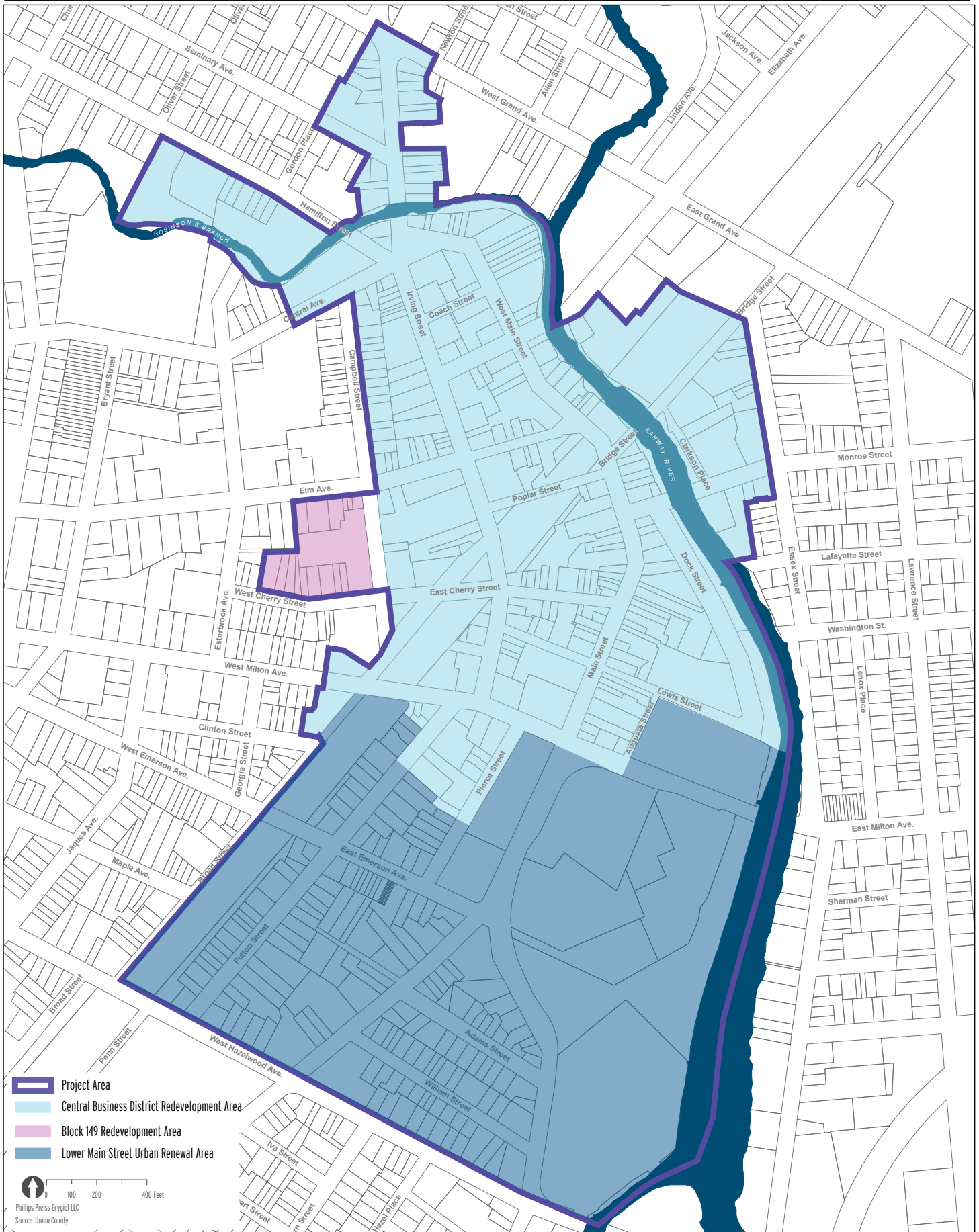
- “Shall” means that a developer is required to comply with the specific regulation, without any deviations.
- “Should” means that a developer is encouraged to comply but is not required to do so. If the exact recommendation cannot be met, the Planning Board will entertain a modification meeting the basic spirit of this Redevelopment Plan.

## II. DESCRIPTION OF PROJECT AREA

The Project Area is located on both sides of the Northeast Corridor railroad tracks generally between Grand Avenue on the north and Hazelwood Avenue on the south. Map 1 shows the boundaries of the redevelopment areas and the Lower Main Street Urban Renewal Area and the overall Project Area. The Central Business District Redevelopment Area has been expanded since its original designation, and adding the Block 149 Redevelopment Area and the Lower Main Street Urban Renewal Area to the Project Area is a logical expansion.

A broad mix of land uses is located within the redevelopment areas, and there is variation in development type and intensity. Retail and service commercial uses are generally located at street level on Irving Street, Main Street and some east/west streets such as Cherry Street and Milton Avenue. These storefronts are generally modest in size as there are currently no large footprint retailers in the study area. Larger freestanding uses include residential buildings, mixed-use developments and banks. Notable uses in the Project Area include arts and cultural uses (Union County Performing Arts Center, Arts Guild New Jersey, Hamilton Stage for the Performing Arts), civic uses (City Hall, Library, Post Office, Recreation Center) and the YMCA of Eastern Union County. The Rahway train station, one of New Jersey Transit's busiest, is situated generally at the center of the Project Area.

Figure 1: Project Area Boundaries | Central Business District Redevelopment Plan | City of Rahway NJ | January 2013



### **III. REDEVELOPMENT GOALS AND OBJECTIVES**

The City seeks to improve certain conditions found in the Project Area and support use of property in the area in a manner which will better contribute to and serve the public health, safety and welfare of the community. To achieve this overall goal the following redevelopment goals and objectives have been established.

#### **A. Redevelopment Goals**

The redevelopment goals the City wishes to achieve in the Central Business District and Block 149 Redevelopment Areas and the Lower Main Street Urban Renewal Area through this Redevelopment Plan are as follows:

1. The elimination of substandard structures which, by reason of dilapidation, deterioration, age and obsolescence and related factors, are unsafe or substantially impair the sound growth, planning and functioning of this portion of the City.
2. The revitalization of the Project Area with the inclusion of land uses of appropriate type, scope and scale to meet the demands of the market area.
3. The stimulation of investment in the central business district of the city and the development of an attractive and visually appealing environment.
4. The establishment of an economically viable and environmentally sound area which will serve to create an area conducive to a wholesome living and working environment beneficial to the safety, health, morals and welfare of the community.

#### **B. Redevelopment Objectives**

Activities to be initiated in the Central Business District and Block 149 Redevelopment Areas and the Lower Main Street Urban Renewal Area will be undertaken in conformity with and will be designed to meet the following objectives of this Redevelopment Plan:

1. Physical Objectives
  - a. Eliminate physical and functional deterioration by removing structures which are either substandard, functionally obsolete, or exert an adverse influence on the area.
  - b. Support private and public improvements intended to develop an attractive and aesthetically pleasing environment for residents, workers, shoppers and users of the area, and provide design regulations that further this objective.
  - c. Integrate historic preservation with redevelopment and rehabilitation efforts in a manner which best preserves historic assets while supporting development and redevelopment efforts.
2. Land Use Objectives
  - a. Enhance the viability of the Project Area by supporting commercial and other nonresidential uses permitted by the Redevelopment Plan.
  - b. Support residential uses appropriate to the Project Area as a means of expanding the urban vitality of the area.
  - c. Enhance and expand the Rahway Arts District, such as by promoting land uses and design that complements the arts theme.



3. Public Transportation Objectives
  - a. Maintain and improve the condition of the Rahway railroad station.
  - b. Continue the county and city programs funding roadway improvements in the Project Area.
  - c. Support transportation initiatives through the development of improved and expanded long and short term public parking facilities.
  - d. Improve pedestrian and bicycle facilities in the Project Area.
4. Utilities Objectives
  - a. Continue the City's utilities' capital programs by supporting the installation of upgraded utility services to the redevelopment area.
  - b. Support the installation of private and public utilities and their upgrades as necessary and appropriate to achieve other Redevelopment Plan goals and objectives.
5. Recreational Objectives
  - a. Support continued efforts to develop pedestrian and bikeway access routes, both intra-district and inter-district, as they relate to the Project Area.
  - b. Support riverfront development and passive and active uses designed to positively use the important Rahway River resources adjacent to the redevelopment area.
  - c. Leverage public and commercial use and development potentially associated with and supporting the Union County Performing Arts Center and Hamilton Stage, which are located in the Project Area, and the broader Rahway Arts District.
6. Other Public Improvement Objectives
  - a. Continue county, city and utility entities public improvement programs by allowing and supporting appropriate public improvements, consistent with the overall goals and objectives of the Central Business District Redevelopment Plan.
  - b. Support the upgrade and expansion of public improvements supportive of the goals and objectives of the Redevelopment Plan.
7. Economic Objectives
  - a. Stimulate private investment in the Project Area by assembling redevelopment sites as necessary and appropriate to support economic development.
  - b. Encourage economic development and related activities which will support increased employment opportunities, tax rates and economic growth in the area and City.
  - c. Support private and public investment in the area which will tend to generate economic growth and expanded employment opportunities in the area and the City.
  - d. Encourage the growth and enhancement of the Rahway Arts District.
  - e. Leverage private capital investment with available state and federal programs.

## **IV. SPECIFIC DEVELOPMENT REGULATIONS**

### **A. Introduction**

This section of the Redevelopment Plan includes development regulations for use and bulk of buildings. The redevelopment areas are further divided into subdistricts, which provide varied regulations. The locations and boundaries of these subdistricts are shown on Map 2.

### **B. Development Regulations for Subdistricts CBD-1, CBD-2 and CBD-3**

1. Permitted Principal Uses in Any Location.
  - a. Convenience retail uses.
  - b. Specialty and comparative retail uses.
  - c. Restaurants, including with plenary retail consumption licenses, but excluding drive-through or drive-in restaurants.
  - d. Eating and drinking establishments.
  - e. Banks, excluding drive-in or drive-through banks.
  - f. Professional offices, including offices of licensed professionals such as (but not limited to) an accountant, attorney at law, architect and engineer.
  - g. Medical and dental offices.
  - h. Personal service uses. No personal service use shall be located within 1,000 feet of the same (type) use.
  - i. Business service uses.
  - j. Apartments above the ground floor.
  - k. Live/work units.
  - l. Civic and philanthropic uses.
  - m. Public uses.
  - n. Child-care centers.
  - o. Cultural facilities.
  - p. Commercial recreation uses.
  - q. Parks and playgrounds.
2. Permitted Principal Uses in Certain Locations.
  - a. The following uses are permitted above the ground floor level only in the retail core area (defined in Section IVB3a below and shown on Map 3) and on any level outside of the retail core area:
    - i. Quasi-educational uses.
    - ii. General and business offices.
    - iii. Apartments.
    - iv. Personal service uses.
  - b. Hotel, on Block 316, Lot 3.02 only.
  - c. Liquor store, on Block 320, Lot 5 or Block 320, Lot 7 only, in accordance with the terms and conditions of the redevelopment agreement between the Rahway Redevelopment Agency and 1527 Main Street Associates, LLC, as amended.
3. Additional Regulations for Permitted Principal Uses.
  - a. The retail core area shall include any lot frontage on the following streets:
    - i. Irving Street between Central Avenue and East Milton Avenue

- ii. Main Street between Bridge Street and East Milton Avenue
    - iii. East Milton Avenue between the railroad and Augusta Street
    - iv. Cherry Street between Irving Street and Main Street
  - b. The minimum floor to ceiling height of the ground floor level facing a street in the retail core area shall be 12 feet.
  - c. The minimum gross floor area per dwelling unit shall be 500 square feet for a one-room studio or efficiency unit, 650 square feet for a one-bedroom unit and 800 square feet for a two-bedroom unit. No dwelling unit shall contain more than two bedrooms.
  - d. Apartments above the ground floor.
    - i. Each apartment shall have its own entrance from a hallway or staircase.
    - ii. The ground floor entrance to the apartment unit or units shall be separate from the entrance to the ground floor use.
    - iii. An applicant or developer shall provide credible evidence to the satisfaction of the reviewing board that sufficient parking spaces are available and/or reserved in either public or private off-street parking lots for the overnight parking of vehicles of the prospective tenants of the apartment or apartments.
  - e. Artist live/work space:
    - i. Whenever ground floor artist or craftsman live/work space occupies a retail space fronting on a public street, the windows facing the street shall display the artist's or craftsman's art or work products or wares available for retail sale.
    - ii. No portion of the live/work unit shall be sublet or rented out for any purpose for any length of time, nor shall the space be used for instructional purposes.
    - iii. Only the residents who occupy the dwelling unit shall be engaged in the occupation, except that one outside employee shall be permitted to work on the premises.
    - iv. No mechanical or electrical equipment shall be utilized which exceeds five horsepower, or which creates heat, glare, smoke, noise or vibration which is perceptible beyond the boundary of the premises.
- 4. Permitted Accessory Uses.
  - a. Lobbies at street level providing access to permitted upper floor uses.
  - b. Private off-street parking lots and off-street customer or employee parking, and off-street loading in accordance with § 349-5 of the Site Plan Review Ordinance of the City of Rahway.
  - c. Awnings in accordance with § 421-47E of the Zoning Ordinance of the City of Rahway.
  - d. Lighting and signage in accordance with § 421-48 of the Zoning Ordinance of the City of Rahway.
  - e. Fences and hedges in accordance with § 349-8 of the Site Plan Review Ordinance of the City of Rahway.
  - f. Landscaping and buffering in accordance with § 349-7 of the Site Plan Review Ordinance of the City of Rahway.
  - g. Refuse collection, storage and recycling facilities in accordance with § 421-48H of the Zoning Ordinance of the City of Rahway.
  - h. Decks.
- 5. Prohibited Uses.
  - a. Shopping centers.
  - b. Any drive-in or drive-through establishment.
  - c. Automotive uses of any kind.

- d. Utility installations.
  - e. Manufacturing, wholesale, storage, warehouse or distribution facilities.
  - f. Liquor stores.
  - g. Check cashing services as a principal or accessory use.
  - h. Pawnshops.
  - i. Tattoo parlors; body piercing facilities.
  - j. "Dollar" stores.
  - k. Thrift stores; consignment shops; secondhand stores.
  - l. Stores that sell primarily used articles of clothing or other used goods, excluding those stores that sell antiques.
  - m. Shops which offer for sale firearms and/or ammunition.
  - n. Palm reader, tarot card reader, fortune teller and psychics.
  - o. Self-service laundry/dry cleaning.
  - p. Massage parlors.
  - q. Funeral parlors or mortuaries.
6. Bulk Standards.
- a. Minimum lot area: 4,000 square feet.
  - b. Minimum lot width: 40 feet.
  - c. Minimum lot depth: 100 feet.
  - d. Minimum Yard Dimensions
    - i. Principal Building:
      - Front: 0 feet.
      - Side: 0 feet.
      - Rear: 10 feet.
    - ii. Accessory Building:
      - Front: 5 feet.
      - Side: 5 feet.
      - Rear: 5 feet.
  - e. Building Height:
    - i. Maximum building height – principal building:
      - Subdistrict CBD-1: 8 stories/100 feet, 178 feet on Block 316, Lot 3.02
      - Subdistrict CBD-2: 4 stories/50 feet, 6 stories/75 feet for properties 20,000 square feet or greater.
      - Subdistrict CBD-3: 3 stories/40 feet, 4 stories/50 feet for properties 20,000 square feet or greater.
    - ii. Maximum building height – accessory building: 1 story/15 feet.
    - iii. Minimum principal building height in the retail core area shall be two stories.
    - iv. Building height shall be measured from the average elevation of the proposed finished grade at the front of the building to the highest point of the roof.
    - v. The above height limitations shall not apply to church spires, belfries, cupolas, penthouses and domes, not used for human occupancy; nor chimneys, ventilators, skylights, water tanks, bulkheads or similar features, and necessary mechanical appurtenances usually carried above the roof level. Such features, however, shall not exceed the maximum permitted height more than 10 feet, and shall not cover more than 20 percent of the roof area. Rooftop appurtenances shall be screened and/or set back from the edge of the roof a horizontal distance equal to its height above the

roof. A parapet wall or cornice for ornamental purposes and/or to screen mechanical appurtenances may exceed the elevation of the roof by no more than five feet.

- f. Maximum building coverage: 90 percent.
- g. Maximum lot coverage: 100 percent.
- h. Maximum gross density:
  - Subdistrict CBD-1: no maximum.
  - Subdistrict CBD-2: 75 dwelling units per acre; 100 dwelling units per acre for properties 20,000 square feet or greater.
  - Subdistrict CBD-3: 50 dwelling units per acre; 75 dwelling units per acre for properties 20,000 square feet or greater.
- i. Maximum floor area ratio:
  - Subdistrict CBD-1: no maximum.
  - Subdistrict CBD-2: 4.0.
  - Subdistrict CBD-3: 3.0.

### **C. Development Regulations for Subdistrict M-X**

Development in subdistrict M-X shall be regulated in accordance with the standards of the M-X Mixed-Use Zone set forth in § 421-22 of the City of Rahway Zoning Ordinance, except that mid-rise apartments shall be a permitted use on Block 305, Lot 5.04 in accordance with the following requirements:

1. Minimum lot area: 30,000 square feet.
2. Minimum lot width: 75 feet.
3. Minimum lot depth: 200 feet.
4. Minimum building and parking setbacks: none required.
5. Maximum residential density: 143 units per acre.
6. Maximum building height: five stories, including one parking level/80 feet.
7. Maximum building coverage: 100 percent.
8. Minimum number of parking spaces: one per dwelling unit.

### **D. Development Regulations for Subdistricts R-2, R-3 and R-4**

1. Development in subdistrict R-2 shall be regulated in accordance with the standards of the R-2 Medium-Density Single-Family Residential Zone set forth in § 421-14 of the City of Rahway Zoning Ordinance.
2. Development in subdistrict R-3 shall be regulated in accordance with the standards of the R-3 Low-Rise Multifamily Residential Zone set forth in § 421-15 of the City of Rahway Zoning Ordinance.
3. Development in subdistrict R-4 shall be regulated in accordance with the standards of the R-4 High-Rise Multifamily Residential Zone set forth in § 421-16 of the City of Rahway Zoning Ordinance.

### **E. Parking and Loading**

Adequate parking and loading shall be provided to reasonably serve all uses within the Project Area. However, in recognition of the presence of a busy commuter railroad station and the availability of on-street and off-street public parking in the Project Area, the amount of parking to be provided for

properties in subdistricts CBD-1, CBD-2 and CBD-3 may be adjusted from typical ratios as set forth below. The regulations in this section shall not apply to properties located in subdistricts M-X, R-2, R-3 and R-4. Parking and loading for subdistricts M-X, R-2, R-3 and R-4 shall be regulated in accordance with § 421-65 of the City of Rahway Zoning Ordinance, except as noted in Section IVC8 above.

#### Residential Parking

In general, 1.25 parking spaces shall be provided per dwelling unit, except as noted below. Of this amount, a minimum of 1.0 parking space per dwelling unit should be provided on site. The remaining required spaces shall be provided in on-street spaces, public or private parking lots and/or through a payment in lieu of parking agreement with the Rahway Parking Authority, as described below. These ratios are lower than required by the New Jersey Residential Site Improvement Standards due to the Project Area's accessibility to transit service and the presence of parks, stores and services within reasonable walking distance.

#### Non-Residential Parking

All lawfully established nonresidential uses within existing structures at the time of the adoption of this Redevelopment Plan and all conforming uses within existing structures shall not be required to provide off-street parking and loading facilities unless the structure in which such a use is to be carried out is enlarged. In the event that new nonresidential construction of replacement and/or additional square footage is approved to replace square footage in existing structures containing lawfully established uses, off-street parking and loading facilities shall be required only to the extent that the existing square footage is enlarged. However, no existing off-street parking and loading spaces or the access thereto provided at the time of the passage of this chapter in conjunction with such a conforming use shall be removed, reduced or altered or used for any other purpose except off-street parking or loading, unless replaced by an equivalent number of parking spaces. The required number of parking spaces for new or expanded uses shall be determined in accordance with § 349-5 of the Site Plan Review Ordinance of the City of Rahway, but such spaces may be provided in on-street spaces, public or private parking lots and/or through a payment in lieu of parking agreement with the Rahway Parking Authority, as described below.

#### Payment in Lieu of Parking

Required parking for properties located in subdistricts CBD-1, CBD-2 and CBD-3 may be addressed through a formal payment in lieu of parking agreement between the applicant and the Rahway Parking Authority. A property owner or applicant shall pay into a fund for the purpose of creating additional public parking and maintaining existing public parking facilities in the downtown area. Any such payment in lieu of parking agreement shall be provided to the Planning Board as part of a development application or be required as a condition of approval by the Planning Board. Evidence of such payment in lieu of parking agreement shall be provided to the Zoning Officer and the Rahway Redevelopment Agency.

#### Parking Location and Design

Off-street parking may be provided within buildings and in surface parking lots. All surface parking lots shall be screened from view from the street by landscaping or decorative walls. Off-street parking

areas shall comply with the regulations of § 349-5 of the Site Plan Review Ordinance of the City of Rahway, except that parking spaces shall not be located within 10 feet of Main Street or Irving Street unless located within a building.

#### Loading

Off-street loading shall be subject to Planning Board review.

#### **F. Signage**

Signage in the Redevelopment Area shall be governed by the sign regulations in § 421-49 of the Zoning Ordinance of the City of Rahway. The regulations of § 421-49G(1) of the Zoning Ordinance shall apply to Subdistricts CBD-1, CBD-2 and CBD-3. The regulations of § 421-49F of the Zoning Ordinance shall apply to Subdistricts M-X, R-2, R-3 and R-4.

#### **G. Other Regulations**

##### Complete Streets Design Policy

The design of streets should comply with the principles and standards of “complete streets” design.

##### Municipal Public Access Plan to Tidal Waters

Development within the Project Area shall comply with any adopted plan of the City of Rahway pertaining to public access to tidal waters.

Figure 2: Redevelopment Plan Subdistricts | Central Business District Redevelopment Plan | City of Rahway NJ | January 2013

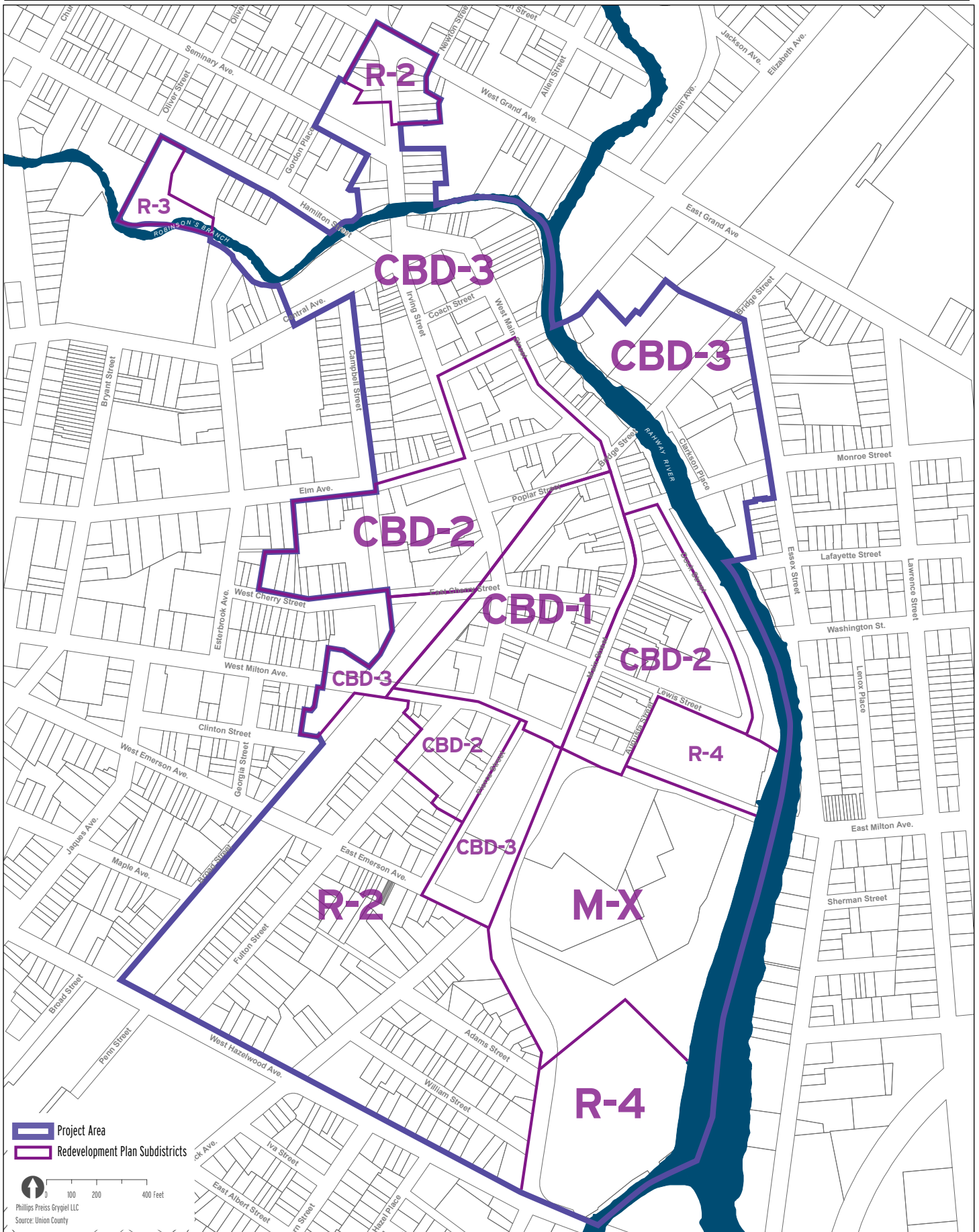
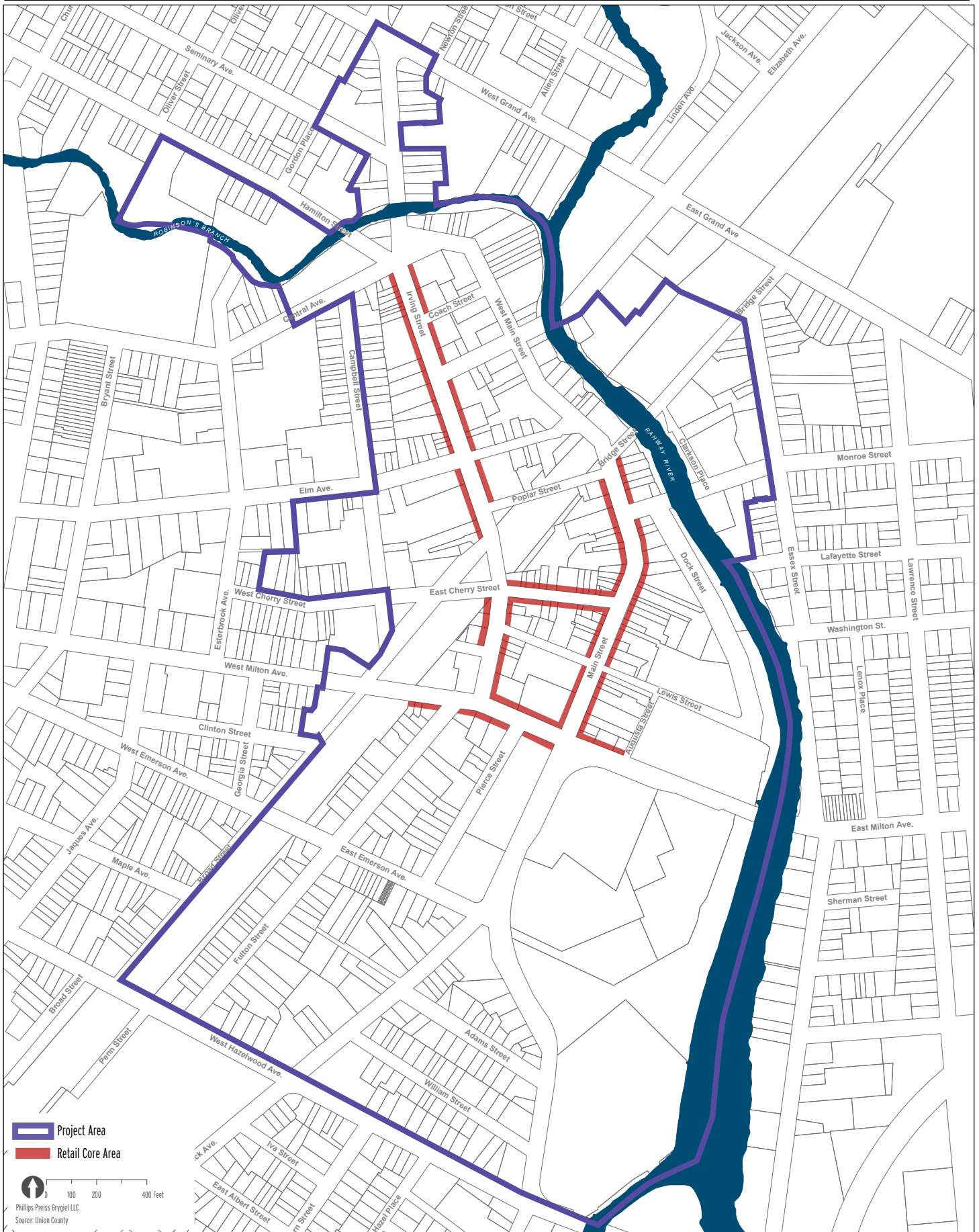




Figure 3: Retail Core Area | Central Business District Redevelopment Plan | City of Rahway NJ | January 2013



## V. BUILDING DESIGN AND SUSTAINABILITY

### A. Building Massing

#### Vertical Massing

The street-facing facade planes of buildings should be broken down so that they appear as a series of distinct bays, each not to exceed 50 feet in width (unless another logical transition point is deemed appropriate) as measured along the street frontage, so as to prevent long, flat facades. The distinguishing features of such bays should include dimensional changes, not just flat surface changes such as texture or pattern. Bays should establish a varied articulation in their design and dimensions along one building facade; a monotonous repetition of the same bay design along a very wide facade is discouraged. Bay definition should extend through all levels of the building(s), except where horizontal massing changes in the facade plane or upper-story stepbacks are provided to break up the bulk of a building.

Specifically, bays should be defined through two approaches, as described below.

#### *Dimensional Variation*

Bay definition should include variation by dimensional elements such as columns, pilasters, and changes in facade plane. Those distinguishing dimensional features should each have a depth of at least five inches and a width of at least one foot, so as to create significant shadow lines that help create a sense of depth in the facade.

#### *Texture/Pattern/Material Variation*

Bay definition should also include textural, pattern and/or material variation, such as by window size and rhythm of spacing, pattern of balconies, variation in surface material and pattern, and gutters or expansion joints. These variations should be distinguished by texture, pattern and/or material, not just color.

Notwithstanding bay variation, the most prominent articulation of facades should place the focus on major pedestrian entryways and any corner elements.

#### Horizontal Massing

Buildings should be broken up vertically into a base, a middle and a top, as described below.

#### *Base*

The bases of buildings should be highlighted architecturally and differentiated from upper floors in order to visually ground the building. This should include varied fenestration, varied materials, taller floor heights on the lowest level, horizontal banding, detailing, and varied textures or patterns. On buildings up to five stories in height, the base may simply be the lower portion of the first level; while on taller buildings the base may be the lowest one or two floors.

The pattern of window openings within a building's base should relate to the building's vertical bay pattern.

Overhangs, light shelves, canopies, and straight awnings are encouraged along retail storefronts and over major building entrances. Retail signage and building-mounted lighting are also recommended to help highlight the base where appropriate.

#### *Middle*

The middle levels of the building should be distinguished from the base and top by horizontal belt courses or cornices; or by changes in material, facade detailing, or fenestration pattern and proportion.

#### *Top*

On buildings up to five stories in height, either the entire top floor or the roofline should be differentiated from the lower levels by means of fenestration size and pattern, contrasting materials, differing floor heights and/or provision of a parapet wall, balustrade or deep cornice.

For any taller building (over five stories), the upper floors shall be designed to appear visually lighter than the lower floors, such as through a lighter color or material; a larger proportion of glazing; or corner windows, corner stepbacks or corner height reductions.

### **B. Building Materials**

All buildings in the Project Area shall be constructed of high-quality materials. Preferred primary materials for all building facades include brick, masonry, stone, precast and cast stone, manufactured stone, and stucco. Accent materials may include painted and nonreflective metals, glass, aluminum, wrought iron, matte finish ceramic, slate, terra cotta, cultured stone and wood clapboard siding. Building materials should harmonize with materials used in surrounding development. No more than three different primary materials should be used on building facades. Within the primary materials, variations in colors, textures, and pattern may be employed to further break up the bulk or mass of a building.

Facade design and finish materials should be considered in three dimensions, particularly as buildings turn corners. Materials and/or details should be extended around building corners and extensions in order to avoid a “pasted-on” appearance. Any facade that faces a public or private parking area or a public alley or other right-of-way, or is visible from a street or railroad, should utilize the same materials, building design and quality of appearance as a front facade. Material changes should occur at a logical transition point, related to dimensional architectural massing or detailing, rather than, for example, creating an arbitrary pattern within a flat facade.

### **C. Corner Elements and Focal Points**

Architectural focal points and/or corner elements may be provided at street intersections to create visual emphasis. These elements may include:

- Contrasting facade materials.
- Contrasting facade shapes, such as rounded rather than flat.
- Additional detailing at the roofline, such as deep bracketed cornices and taller parapets.

- Additional rooftop features such as spires, belfries, turrets and cupolas.

#### **D. Windows and Garage Openings**

1. New buildings in the retail core area shall maintain a distinction between upper and lower floor windows. The first floor should be primarily transparent, whereas the upper floors' window openings should be smaller.
2. In the retail core area, a minimum of 60 percent of the storefront area (calculated as the area inside the structural bay) facing a street should be transparent glass, and storefront and lobby entrance doors should be at least 75 percent transparent glass.
3. On upper floors, windows should be vertically-proportioned. Windows may be grouped in twos or threes to create larger areas of glazing, but windows shall be separated by vertical structural members. Upper floor windows should have multiple panes. A minimum of 30 percent of the facade of upper floors should be transparent glass.
4. Any exposed areas of parking garage levels that extend more than five feet above the adjacent grade should include windows or similar openings. Garage openings should include decorative glazing and/or grillwork.

#### **E. Awnings**

Awnings are permitted above windows and doors. Extended awnings should be in the shape of a sloped flat plane. Internally illuminated awnings are not permitted. No awning shall extend more than five feet from the building exterior. No awning shall extend less than seven feet from the grade level of the sidewalk. Awning valances should be no more than nine inches in height.

#### **F. Balconies**

Upper-level balconies are permitted on all residential facades. Balconies should be fully recessed within the building plane. However, "Juliet" or French balconies (shallow balconies connected to French doors, typically of wrought iron) are permitted to project from building façades up to eighteen inches.

#### **G. Sustainable Design**

Building and site design in the Project Area shall seek to minimize environmental damage, strain on municipal utilities and impact on adjacent uses. Broadly speaking, green building design goals include reduced energy and water use; use of sustainable, renewable, non-toxic and locally-produced materials; improved indoor air quality; and environmentally-conscious site planning.

#### Lighting

Adequate lighting shall be provided for all parking areas and pedestrian walkways. All outdoor lighting, including street lamps and accent lighting, should comply with "dark sky" standards intended to reduce light pollution. Dark sky standards require that lighting is downcast, illuminates only the intended areas, and does not cause disabling glare that affects driver safety and reduces the visibility of starry night skies. Lighting for a building should be contained on the property on which the building is located. Additional information on dark sky goals and standards may be found at the International Dark-Sky Association's web site, [www.darksky.org](http://www.darksky.org).

### Cool Roofs and Green Roofs

Cool roofs are encouraged on buildings in the Project Area. Green roofs are also permitted on buildings in the Project Area. A cool roof shall utilize a material that has a solar reflectivity of 40 percent or greater as certified by the Cool Roof Rating Council on at least 75 percent of its surface area. Additional information cool roofs may be found at the Cool Roof Rating Council's web site, [www.coolroofs.org](http://www.coolroofs.org). As used in this subsection, the following terms shall have the meanings indicated:

#### **COOL ROOF**

A roof or portion thereof that provides solar reflectivity at the minimum level or greater specified by this Redevelopment Plan.

#### **GREEN ROOF**

A self-sustaining, vegetated roof system that does not require watering or maintenance of the plant material but may require periodic maintenance to prevent the non-living components of the roof system from deteriorating.

### Energy Star

Developers are encouraged to participate, to the extent possible, in ENERGY STAR, a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy. ENERGY STAR aims to reduce costs and protect the environment through energy efficient products and practices for residential buildings.

### LEED Certification

Development should meet the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) requirements for green building design. These requirements include, but are not limited to, green building design goals that promote reduced water use; use of sustainable, renewable, non-toxic and locally-produced materials; improved indoor air quality; and environmentally conscious site planning. Formal LEED certification is encouraged but not required.

### Utilities

All utilities shall be installed underground.

## **VI. PROPOSED REDEVELOPMENT ACTIONS**

### **A. Principal Redevelopment Action**

The principal redevelopment action contemplated by this plan is substantial and comprehensive rehabilitation of the Project Area through a variety of efforts to include:

1. Private investment, supported as necessary and as funds are available by public loans and grants, in the rehabilitation of the structures and infrastructure of the redevelopment area;
2. A change of permitted land uses supportive of expanded investment in the redevelopment area as stated in applicable ordinances and land use regulations;
3. Construction of supportive public improvements and capital projects supportive of the goals and objectives of this Redevelopment Plan; and
4. Limited acquisition and demolition of properties as necessary to achieve the goals and objectives of this plan.

### **B. Other Redevelopment Actions**

All properties in the Project Area designated for acquisition below in this Redevelopment Plan are to be acquired by the City of Rahway. Any site occupants will be relocated in compliance with all applicable provisions of state and federal statutes. As federal funds may be involved in aspects of the acquisition of particular properties, the City has determined that the Federal Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, as amended to date, as well as applicable state laws shall apply to all acquisition and relocation activities.

In addition, the City of Rahway will provide financial incentives to businesses required to relocate as a result of property acquisition by the Rahway Parking Authority to implement the goals and objectives of this plan provided the displaced business relocates within the Project Area. These incentives will be subject to the improvements meeting applicable design standards and the relocated business having at a minimum a two year lease or one year lease with a second year lease option at the site of the improvements and the following:

1. The City will reimburse actual, documented and certified facade improvement costs benefiting the business up to \$2,500.
2. The City will reimburse actual, documented and certified additional exterior and/or other interior property improvement costs benefiting the business up to \$2,500.

Buildings located on property designated as to be acquired under provisions of this plan will be treated as specified in this plan. Properties to be acquired and the treatment of buildings on properties to be acquired may be modified by an amendment to this plan.

## **VII. PROPOSED PROPERTY ACQUISITION**

Pursuant to this Redevelopment Plan, the Rahway Redevelopment Agency may acquire any property in the Project Area not already redeveloped or subject to a redevelopment agreement pursuant to all relevant statutes and regulations.

## **VIII. RELATIONSHIP OF REDEVELOPMENT PLAN TO OTHER PLANS AND ORDINANCES**

### **A. Rahway Master Plan**

The Master Plan of the City of Rahway includes goals and objectives as well as an extensive economic plan element which places significant focus on the central business district. This Redevelopment Plan is consistent with and will continue to serve to implement the Master Plan goals and objectives, including the following:

- Maintain a proper balance between land uses so that the City's population is adequately served by a sound employment base and sufficient services.
- Provide adequate public facilities for the City's population, including schools, parks, libraries, recreation/open space, fire and police, and solid waste disposal.
- Encourage mixed-use development where appropriate, such as residential uses within selected commercial/retail zones.
- Encourage the revitalization of the downtown area of the City through partnerships between the public and private sectors.
- Optimize alternative modal choices within the City, in particular to access the railroad station. Access modes other than parking at the station should be encouraged, i.e., buses, jitneys, taxis, walking, bicycles, etc.

In addition, the Master Plan includes more specific recommendations in the economic plan element component of the plan. These specific recommendations as well as the above stated goals and objectives are fully supported and incorporated in the Central Business District Redevelopment Plan.

### **B. Rahway Zoning Ordinance**

This Redevelopment Plan shall supersede all provisions of the City of Rahway Zoning Ordinance regulating development in the Project Area, unless otherwise noted. In all situations where zoning issues are not specifically addressed herein, the Rahway Zoning Ordinance shall, however, remain in effect. Final adoption of this Plan by the Municipal Council shall include an amendment to the City of Rahway Zoning Map.

The underlying zoning is primarily B-4 Service Business and B-5 Central Business. The B-4 zone covers Main Street west of the railroad tracks, Irving Street north of Main Street and a couple of locations south of Milton Avenue, while the B-5 zone covers most of the rest of this redevelopment area. These zones have very similar regulations, with one notable exception being the prohibition against residential, office and quasi-educational uses on the ground floor of buildings in the B-5 zone. Other underlying zones in the Project Area are M-X Mixed-Use, R-2 Medium Density Single Family, R-3 Low-Rise Multi-Family and R-4 High-Rise Multifamily Residential. The redevelopment generally defers to these four zones for areas located within them.

### **C. Master Plans of Adjacent Municipalities**

The Project Area is not located adjacent to any other municipalities. Therefore, the Redevelopment Plan would not impact the master plan of any municipality adjoining Rahway.



#### **D. Union County Master Plan**

The Redevelopment Plan is consistent with the Union County Master Plan, as this plan directs growth to environmentally suitable areas that have existing infrastructure and supporting facilities. The Redevelopment Plan also promotes new commercial and housing development in a transit-oriented location, thus furthering the County Master Plan's goals for housing, development, transportation and economic development.

#### **E. New Jersey State Development and Redevelopment Plan**

The New Jersey State Development and Redevelopment Plan (SDRP) was originally adopted in 1992. The purpose of the SDRP according to the State Planning Act at N.J.S.A. 52:18A-200(f) is to:

*Coordinate planning activities and establish Statewide planning objectives in the following areas: land use, housing, economic development, transportation, natural resource conservation, agriculture and farmland retention, recreation, urban and suburban redevelopment, historic preservation, public facilities and services, and intergovernmental coordination.*

A revised version of the plan was adopted by the State Planning Commission in 2001. While required by the State Planning Act to be revised and re-adopted every three years, the SDRP has only been re-adopted once during the 18 years since its original adoption. A new State Strategic Plan (SSP) has been proposed as the revision to the 2001 SDRP. Adoption of the SSP is anticipated in 2012.

This Redevelopment Plan is thoroughly consistent with the SDRP and the draft SSP, as it epitomizes the smart growth principles set forth in both documents. In particular, the Redevelopment Plan promotes the reuse of developed property in an area well served by infrastructure and transit. It also promotes pedestrian-friendly design and transit usage, and supports the continued vitality of a traditional mixed-use downtown. This Redevelopment Plan therefore furthers the goals, strategies and policies of the SDRP and the proposed SSP.

## **IX. OBLIGATIONS OF DEVELOPERS**

Lands within the Project Area may be sold to developers. In the event of such a sale, the Rahway Redevelopment Agency may solicit requests for proposals from qualified developers. The Rahway Redevelopment Agency may establish a developer rating and ranking process, and the selection of a developer may be at the discretion of the Rahway Redevelopment Agency and be based upon the rating and ranking of development proposals. The selected developer will be required to:

- A. **Development Plans**  
Submit development plans which include, but may not be limited to, drawings of site and building plans and elevations in sufficient detail to show building layout, building construction, landscaping and signage. These documents shall be submitted to the Rahway Redevelopment Agency for review and endorsement and to the Planning Board for review and approval of any plans by the redevelopment agency and/or planning board applies to any features shown thereon and that any subsequent additions, deletions or other modifications thereof are required to be submitted by the developer for final approval by the Planning Board before construction can begin.
- B. **Development Schedules**  
A written development schedule shall be submitted and the commencement of the development and completion of same shall be in accordance with the development schedule.
- C. **Deed Covenants**  
Agree that no covenant, conveyance agreement or other instrument relating to the property shall be effected or executed on the basis of race, creed, sex, religion, color, age, sexual preference, national origin or ancestry in the lease, use or occupancy thereof.
- D. **Development Standards**  
Develop and maintain the structures and facilities in accordance with all codes and ordinances of the City of Rahway, or, as otherwise amended by this plan, the County of Union, the State of New Jersey, and the Federal Government of the United States, as applicable.
- E. **Redeveloper Agreement**  
Enter into a redeveloper agreement with the Rahway Redevelopment Agency.

## X. GENERAL ADMINISTRATIVE REQUIREMENTS

The following provisions shall apply to all property located within the redevelopment area:

- A. This Redevelopment Plan and/or any modifications thereof shall be in force and effect for a period of 20 years from the date of approval of this Redevelopment Plan by the City of Rahway. The termination of this Redevelopment Plan shall in no way permit the project land or any part thereof to be restricted on the basis of race, creed, sex, religion, color, age, sexual preference, national origin or ancestry.
- B. For any development plan requiring site plan approval, prior to the commencement of: (a) any new construction, (b) reconstruction, (c) rehabilitation, (d) any change in the use of any structure or parcel, or (e) any change in the intensity of use of any structure or parcel; a site plan for such shall be submitted by the developer or property owner to the Planning Board for review and site plan approval, unless such approval has previously been granted. No building permit shall be issued for any work associated with a through c above without site plan review and approval of such work by the Planning Board.
- C. Site plan review shall be conducted by the Rahway Planning Board pursuant to N.J.S.A. 40:55D-1 et seq., unless a site plan consistent with the land use regulations of this plan has been previously approved by the Planning Board. Site plan review shall consist of a preliminary and final site plan application. Submission of a site plan and site plan application shall conform to the requirements of the City of Rahway Zoning Ordinance and this Redevelopment Plan. Applications may be submitted for an entire project or in phases. Final site plan approval for any phase shall entitle an applicant to building permits. The site plan review shall also be consistent with the Local Redevelopment and Housing Law at N.J.S.A. 40A:12A-13.
- D. Any subdivision of lots and parcels of land within the redevelopment area shall be in accordance with this Plan's requirements and the Land Subdivision, Site Plan and Zoning Ordinances of the City of Rahway.
- E. The Planning Board may grant deviations from the regulations contained within this Plan, where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions, pre-existing structures or physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Plan, would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon, the developer of such property. The Planning Board may also grant a deviation from the regulations contained within this Plan related to a specific piece of property where the purposes of this Plan would be advanced by such deviation from the strict application of the requirements of this Plan; and the benefits of granting the deviation would outweigh any detriments. The Planning Board may grant exceptions or waivers from design standards, from the requirements for site plan or subdivision approval as may be reasonable and within the general purpose and intent of the provisions for site plan review and/or subdivision approval within this Plan, if the literal enforcement of one or more provisions of the plan is

impracticable or would exact undue hardship because of peculiar conditions pertaining to the site. No deviations may be granted under the terms of this section unless such deviations can be granted without resulting in substantial detriment to the public good and will not substantially impair the intent and purpose of this Plan. An application requesting a deviation from the requirements of this Plan shall provide public notice of such application in accordance with the public notice requirements set forth in N.J.S.A. 40:55D-12a and b. No deviations may be granted which will result in permitting: (1) a use or principal structure in a district restricted against such use or principal structure, (2) an expansion of a non-conforming use, (3) an increase in the permitted floor area ratio, (4) an increase in the permitted density, or (5) an increase in height of a principal structure which exceeds by 10 feet or 10% the maximum height permitted in the district, unless approved by the Zoning Board of Adjustment.

## **XI. OTHER PROVISIONS**

In accordance with the Local Redevelopment and Housing Law, the following statements are made:

- A. The Redevelopment Plan herein has delineated a definite relationship to local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreation and community facilities and other public improvements, as set forth in Section VIII of this Plan.
- B. As indicated in Chapter VIII, this Redevelopment Plan is substantially consistent with the Master Plan for the City of Rahway. The Plan also complies with the goals and objectives of the New Jersey State Development and Redevelopment Plan.
- C. As indicated in Chapter VIII, this Redevelopment Plan shall supersede all provisions of the City of Rahway Zoning Ordinance regulating development in the Project Area, unless otherwise noted. In all situations where zoning issues are not specifically addressed herein, the Rahway Zoning Ordinance shall, however, remain in effect. Final adoption of this Plan by the Municipal Council shall include an amendment to the City of Rahway Zoning Map.
- D. The Redevelopment Plan has laid out various strategies needed to be implemented in order to carry out the objectives of this Plan.
- E. The Redevelopment Plan lays out the proposed land uses and building requirements for the Project Area.
- F. If any word, phrase, clause, section or provision of this Redevelopment Plan shall be found by a court of competent jurisdiction to be invalid, illegal or unconstitutional, such word, phrase, clause, section or provision shall be deemed severable and the remainder of the ordinance shall remain in full force and effect.
- G. This Redevelopment Plan may be amended from time to time in accordance with the provisions of the Local Redevelopment and Housing Law.