

CHATHAM BOROUGH 2016 MASTER PLAN REVIEW/ UPDATE

Borough Council
October 24th, 2016



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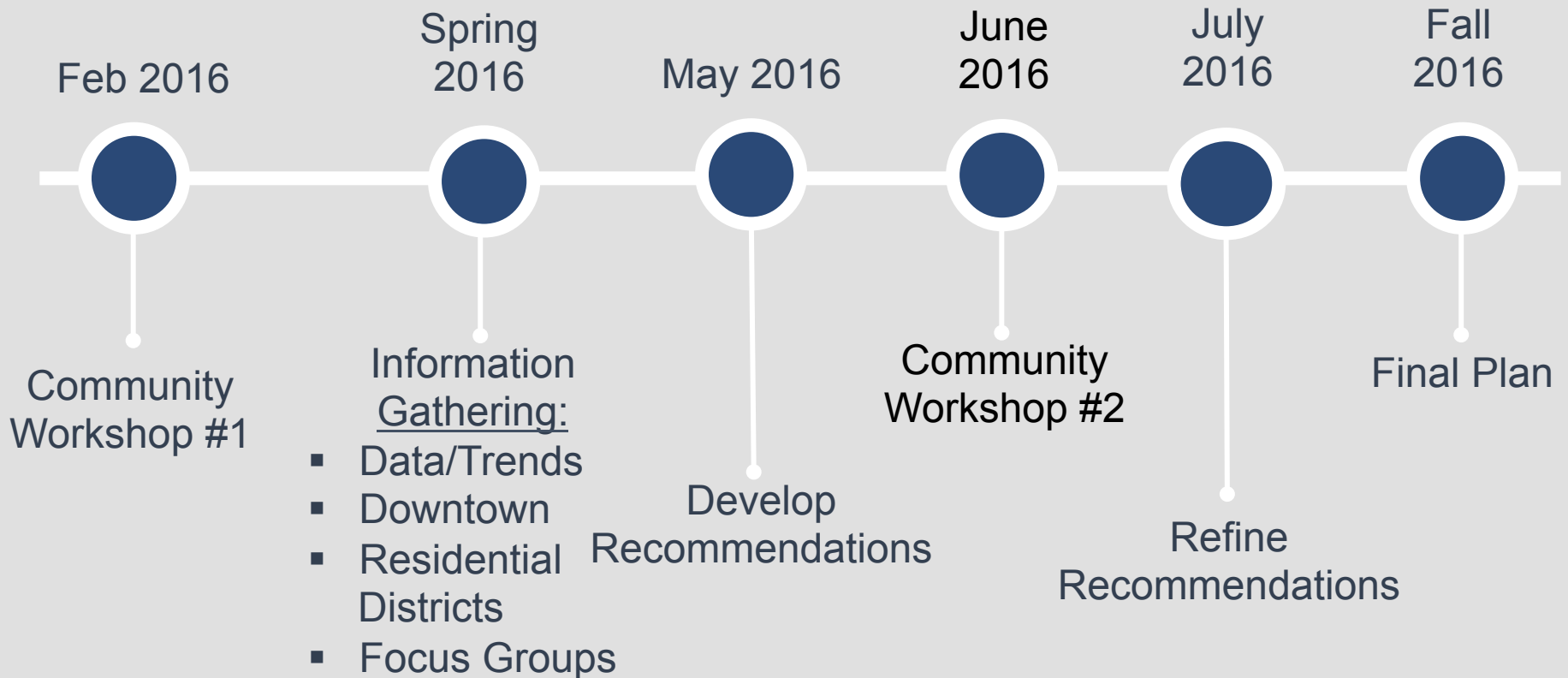
What is a Master Plan?

- **Community-wide land use policy guide** adopted by the Planning Board
- Sets the **vision/blueprint** for the community's growth, development and preservation
- It is NOT a law or a mandate
- It contains the **goals and vision that inform zoning and public decisions**
- Re-examined every 10 years under NJ law

What is addressed?

- The major **challenges/objectives relating to land development.**
- Significant **shifts in the assumptions, policies, and objectives** forming the basis for the master plan or zoning regulations.
- Recommended changes for the master plan and/or development regulations.
- Recommendations concerning the potential use of “local redevelopment and housing law.”

Process



Key Findings: Outreach Efforts

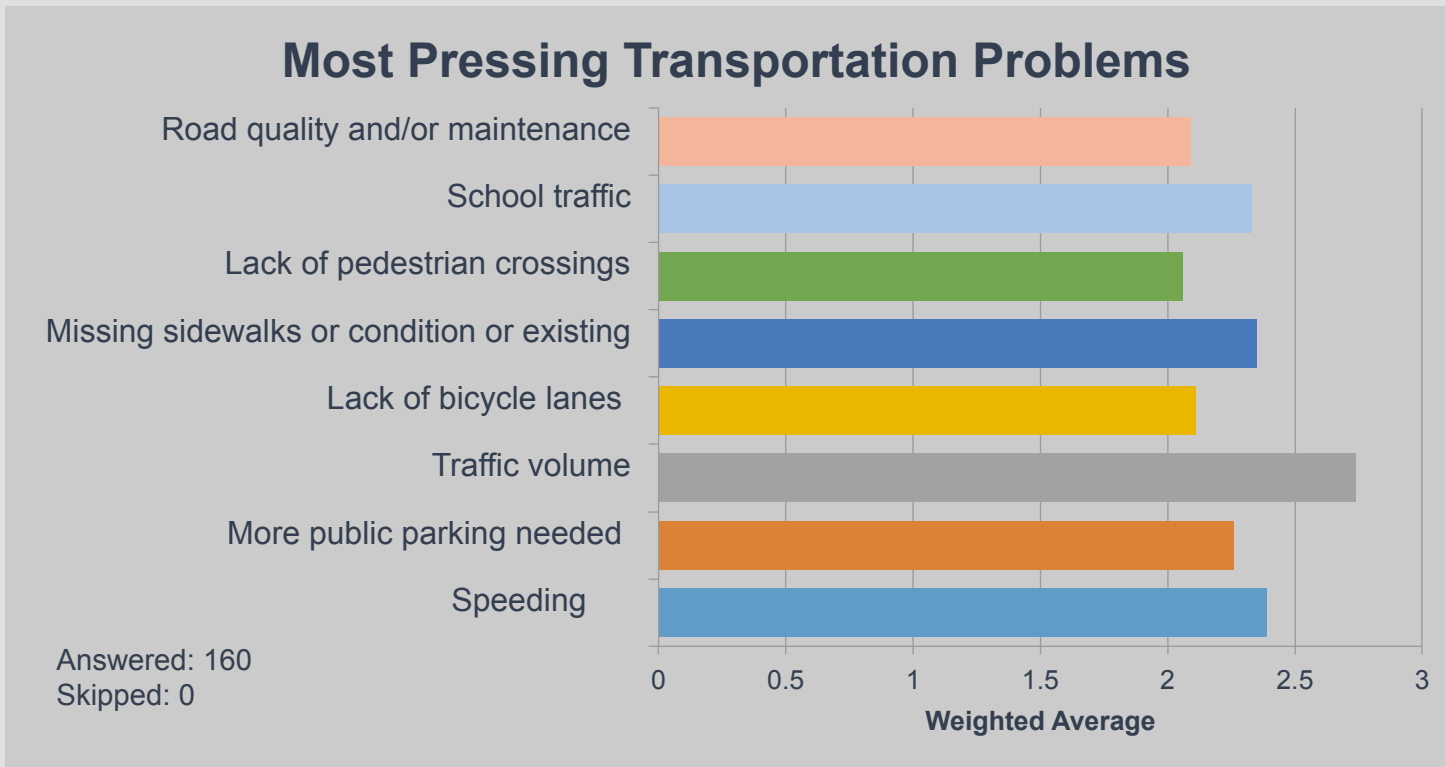
- February Community Workshop
- Focus Groups
- Community Survey
- June Community Workshop

February Workshop – desirable downtown changes

- Add parking/parking structure(s)
- Reduce traffic (new Route 24 interchange)
- Improve pedestrian safety
- Efforts to expand retail recruitment/mix
- Rehabilitation/redevelopment - improved aesthetic for buildings, facades, streetscapes, signs, etc.
- More events, places for kids/families, arts/culture
- Maintain historic character/architecture
- Add residential units

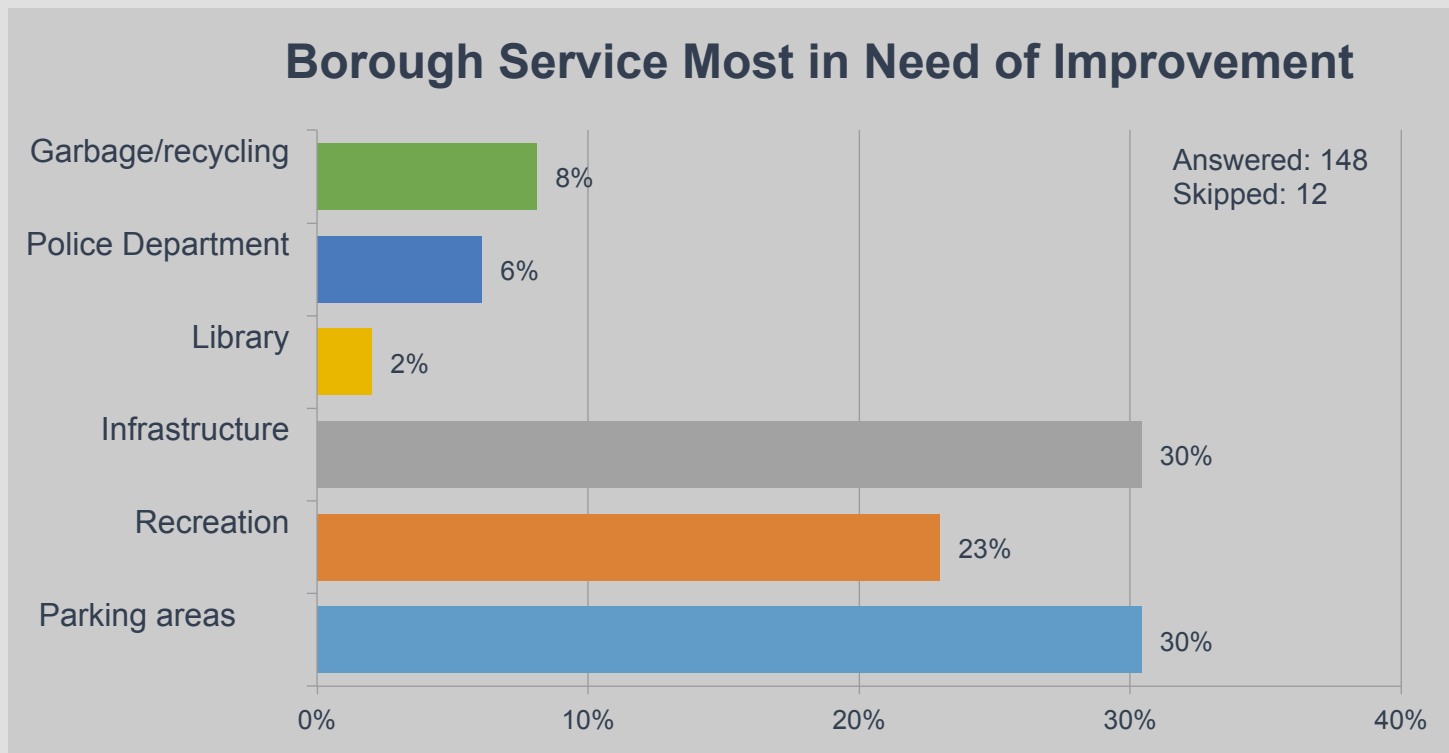
Key Community Survey Findings

- Top four transportation challenges/problems:
 - Traffic volumes/congestion
 - Speeding
 - Missing/Poor sidewalk condition
 - School traffic



Key Survey Findings

- Borough services/facilities most in need of improvement:
 - Parking
 - Infrastructure

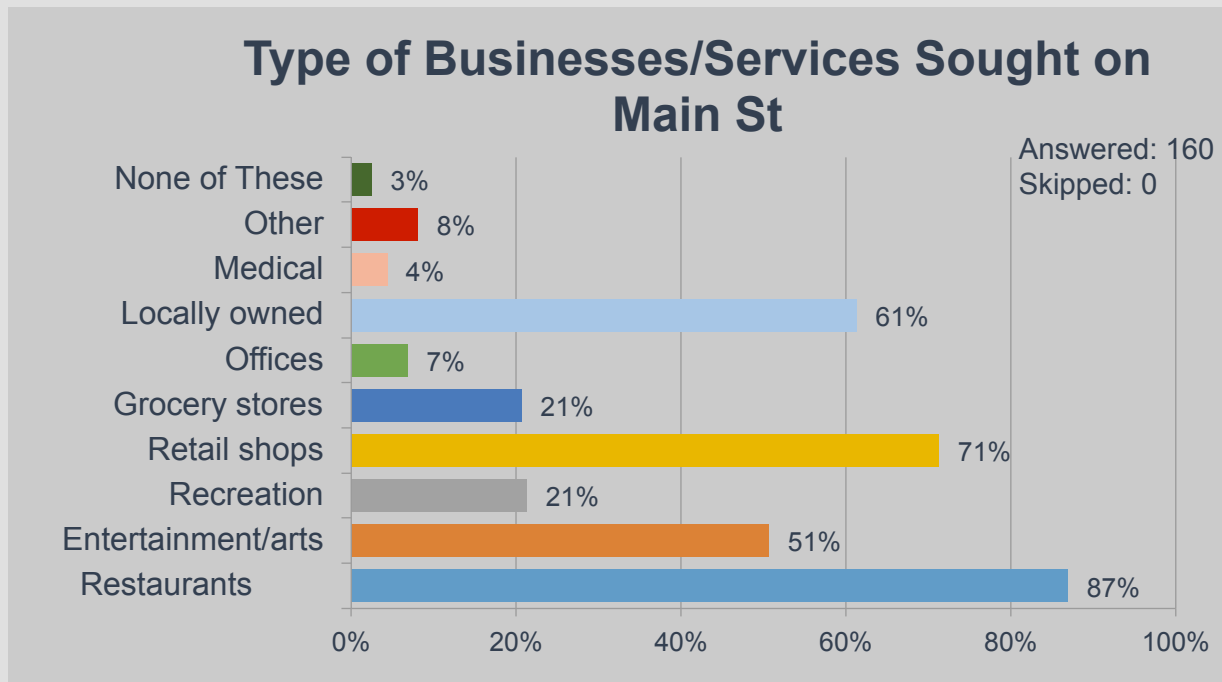


Key Survey Findings

- Priority Issues Identified:
 - Protection/enhancement of historic properties
 - Beautification of gateway areas
 - Attracting retail stores to the downtown/parking
 - Maintain Borough's character
 - Study traffic congestion
 - Water quality
 - Open space conservation

Key Survey Findings

- Types of businesses/services sought on Main Street:
 - Restaurants
 - Retail stores
 - Locally owned/oriented businesses
 - Entertainment/arts and cultural uses

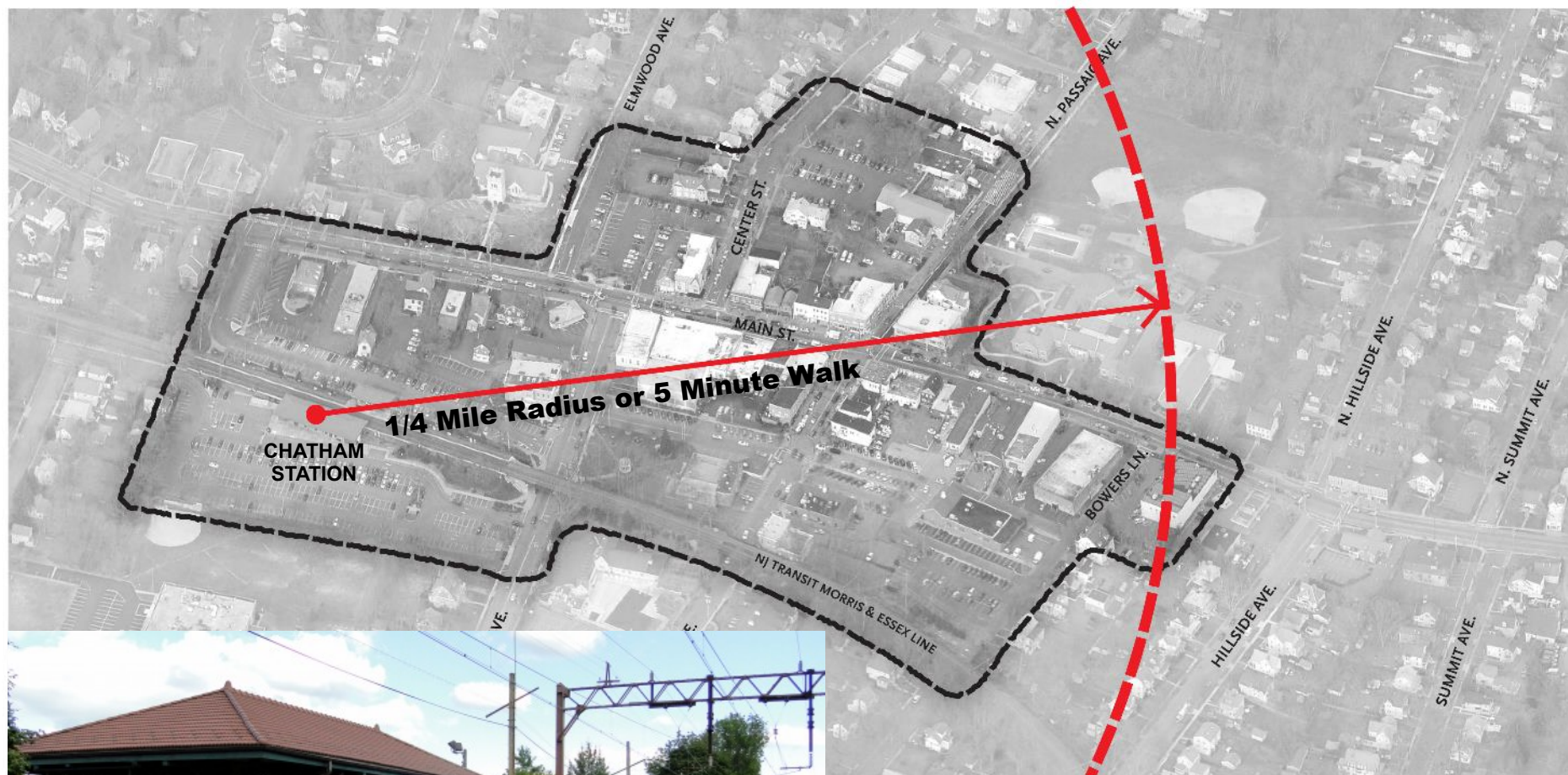


June Community Workshop

Key comments/discussion topics:

- ✓ Community Facilities: Financial analysis of schools
 - Beyond MP scope; Gateway Overlay requires community impact assessment for major projects
- ✓ Transportation: Need for sidewalks to enhance mobility of elderly residents; concern about speeding and Main Street congestion.
 - Complete Streets Plan is part of MP/MP recommends new Circulation Element based on livable streets concepts
- ✓ Concern about vacant stores in the downtown
 - MP contains recommendations for downtown management functions, including business retention and recruitment

GOALS & RECOMMENDATIONS



DOWNTOWN CHATHAM



DOWNTOWN CHATHAM EXISTING ZONING

Downtown Goals

- Improve the condition and vitality of Chatham's downtown and realize the downtown's potential as the economic, cultural and social center of the community through coordinated public and private action and investment.
- Support the growth of existing local businesses and the creation of new ones in downtown Chatham and in the Borough's other business districts.
- Identify opportunities and standards to address where additional parking and mixed-use/transit-oriented housing can be incorporated into the downtown while maintaining the character of the community.

Zoning Recommendations

- Amend existing downtown standards to better accommodate 3 stories buildings, which are already permitted
- Consider allowing 4 story buildings in the downtown in KEY locations, subject to standards that address context, architectural elements, non-monolithic vision
- Consider allowing first floor residential uses in the downtown in locations without Main Street frontage.
- Consider eliminating/reducing parking requirements for new non-residential and residential development in the downtown based on transit accessibility.

Other Recommendations

- Develop and implement a strategy for business recruitment, retention, marketing and branding
- Encourage public/private partnerships to address concerns regarding downtown vitality, appearance, and to promote local shopping.
- Ensure maintenance of existing buildings, with emphasis on the Main Street Historic District, through property maintenance ordinance review/revision and enforcement, as needed.

Other Recommendations

- Consider placemaking opportunities such as temporary closure of S. Passaic Avenue between Main Street and Firehouse Plaza for events/summer weekends.
- Consider the use of redevelopment/rehabilitation for the Bowers Lane/PO Plaza area and for Borough-owned transit parking lots. Any such evaluation should address circulation, pedestrian accessibility, the addition of parking and opportunities for new development.



Residential/Housing - Goals

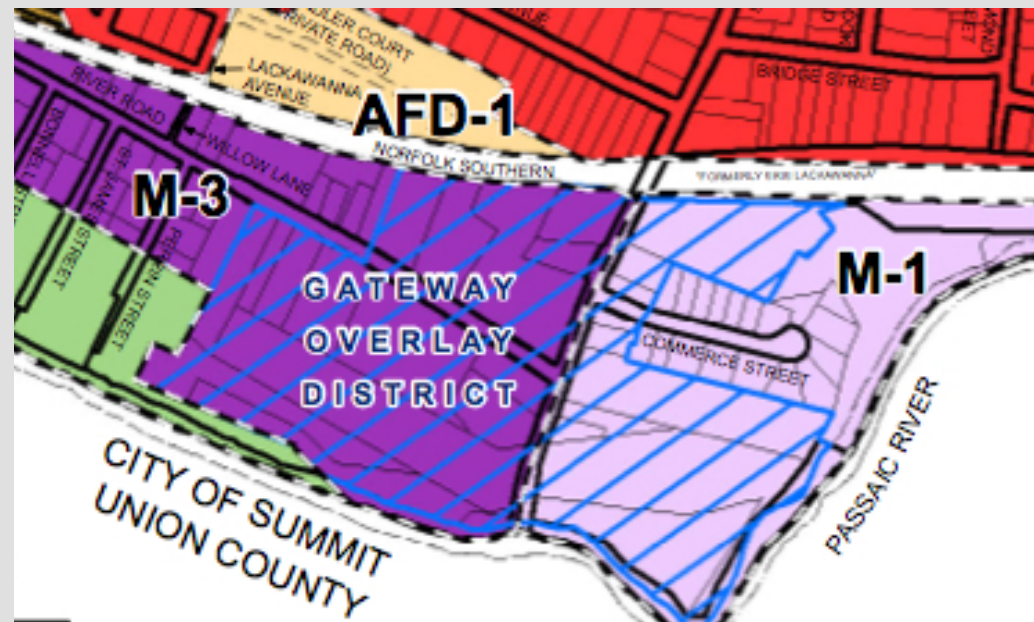
- Preserve the character of the Borough's single-family and two-family residential neighborhoods.
- Ensure that new infill development in residential neighborhoods reflects neighborhood character/context.
- Continue to encourage housing diversity to accommodate the needs of people of various ages and income levels in the community, in accordance with State requirements.
- Implement/monitor compliance with HEFSP/SA.

Residential Areas-Recommendations

- Support the creation of local historic districts in residential neighborhoods
- Consider modifying front yard setback provisions to allow established neighborhood conditions to better govern the positioning of new homes.
- Consider requiring additional upper floor step-backs in new homes.
- Consider reducing the maximum permitted heights slightly (R-2 and R-3 Districts), to better reflect existing context (and/or scale the heights to lot width).
- Consider increasing the permitted heights/density in the Borough's G-1, Garden Apartment Zone from 2 stories to 3 stories.

M Zones/Gateway Overlay

- The MP envisions the River Road/Watchung Avenue gateway as a welcoming and well-defined, mixed-use entry into the community with its own character, housing opportunities, pedestrian accessibility, and public access to a future Passaic River greenway.
- Continue to implement this Vision.



Other Recommendations

Continue to support the key goals of other adopted MP components and work towards implementation over time.

- Open Space & Recreation Plan/ERI
- Complete Streets Policy/Plan

Circulation/Traffic

- Consider preparation of a new Circulation Element of the Master Plan based on Complete Streets principles to identify/explore local and regional circulation recommendations and priorities.
 - Downtown circulation/parking
 - School traffic/circulation
 - Traffic calming priorities
 - Regional circulation (Route 24)
 - Bicycle/pedestrian/ADA improvements

Other Historic Preservation Recommendations

- Encourage/support the listing of individual historic properties on state/federal registers by interested property owners.
- Promote the use of preservation easements (such as for facades) as a preservation tool by interested property owners.
- Improve coordination and communication to ensure HPC review occurs, consistent with Borough ordinance.
- Ensure the proper maintenance of properties within the Borough's Main Street historic district(s).