



Downtown Long Hill – A Summary of findings

Master Plan Committee

November, 2014

1) Challenges

Challenge: Decades of unplanned development

Challenge: “Highway-style” Development in a Low-density Residential Community



Challenge: Incongruous Mix of Architectural Styles



Challenge: While Millington, Stirling, Meyersville and Gillette have local commercial areas, there is no well-planned, central “downtown” for Long Hill Township as a whole.

2) Vision

- a) A Downtown that is attractive to residents and a magnet to people from the surrounding region.
- b) A core center within the downtown area to shop, eat and attend events.
- c) An economically sustainable and vibrant commercial center
- d) Accessible to pedestrians, bicycle and automotive modes of travel

3) Liabilities

- a) Aging and dilapidated buildings especially around Main Avenue and Valley Road.
- b) No consistent architectural style, unharmonious mix of new and old buildings.
- c) Sections of Downtown flood and majority of land is a flood hazard area.

4) Planning Strategies

- a) Rationalize and integrate zoning by creating a new Downtown zone that combines portions of the existing B-2, B-3, LI-2 and O Zones. This will simplify planning and help properties adapt to a future cohesive downtown.
- b) Improve visual appeal over time –architectural standards/landscaping
- c) Develop North-South traffic patterns to integrate uses on both sides of Valley Road and Plainfield Road.
- d) Use storm water management and other techniques to mitigate flooding. Other techniques include purchase of flood prone properties and expanding the definition of a critical area to include special flood hazards.
- e) Increase Conservation and Public Zones. This will help provide parks and cultural event areas essential to a thriving downtown center. It will also help with flood management.
- f) Eliminate the LI-2 Zone on Valley Road. This will encourage improvement to these properties as well as the surrounding properties.
- g) Define a Planned Shopping Overlay (PSO) to replace the B-3 Zone. This will allow the Valley Mall and Shoprite to continue to thrive but will also allow flexibility to these properties to improve them in the Downtown style.
- h) Define a Metzler Place small lot Residential Zone (R-5). The few homes in this area are just outside of the core downtown area.
- i) Define a Bay Street Limited Industrial Overlay Zone (LIO). An overlay will bring three quality properties into conformance while preventing future expansion of industrial uses.

5) Attracting quality businesses to Downtown

- a) Improve sidewalks, pocket parks, benches, pathways, public parking and other pedestrian-friendly amenities.
- b) Create Downtown-oriented signage
- c) Insure all properties in the area have access to vital infrastructure such as sewers.
- d) Capitalize on Plainfield Road as a way to create a downtown feel beyond just a Valley Road through-way.
- e) Establish a Downtown epicenter between Poplar and Plainfield and develop this local area into a desirable place to visit. Encourage visitors to park-and-walk by removing natural or manmade barriers that inhibit the free flow of pedestrians between businesses.
- f) Provide sidewalks, bike paths and trails to connect surrounding residential zones to the Downtown area so that businesses are encouraged to cater to non-vehicular traffic.
- g) Encourage street trees and other natural vegetation to soften and green, helping to make the area a more attractive place to visit.

6) Downtown Improvements

- a) Connect Bay Street to Plainfield Avenue to create a Downtown loop and develop the area to encourage a "park and stay," "pedestrian and bicycle-friendly" environment.
- b) Encourage use of existing signalization for new development and discourage new signalization of intersections on Valley Road. Where possible, replace existing standard traffic signals and fixtures with more attractive, context sensitive fixtures and signals that complement a Downtown look and feel..
- c) Encourage a balance and mix of uses that will support each other to promote "park and stay" shopping behavior.
- d) Reduce the number of entrances, driveways and curb cuts within Downtown while encouraging interconnections between parking areas through strategies such as shared parking and bulk bonuses.
- e) Retain Valley Road as a two-lane road with appropriate turning lanes.
- f) Combining off street parking lots in strategic areas provides a more Downtown feel.
- g) Require new buildings with set-backs closer to the street, evoking a Downtown feel.
- h) Use uniform signage to identify prominent destinations and increase the visibility of public and private destinations.
- i) Building entrances should face roadways or wide pedestrian pathways.
- j) Encourage lot consolidation.
- k) Encourage in-fill development.
- l) Encourage establishment of an outdoor open area to use for local art, music and other events as a way to highlight Downtown.

7) Inventory

- a) Two shopping centers
- b) Various retail and office
- c) Residential uses
- d) Mathew G. Kantor Memorial Park
- e) The Municipal Building
- f) The Township Library
- g) The Township Community Center
- h) (new) Recently purchased land planned for park and walking paths.
- i) Bike Shop
- j) Walgreens

8) Pressure Points

- a) Limited industrial along Valley Road
- b) Various abandoned buildings.
- c) Three Gas stations
- d) Auto repair shops
- e) Car Wash

9) Applicable Definitions

The existing Land Use ordinance provides the following key definitions:

Industrial Uses are defined as those fields of economic activity including the manufacturing, packing, processing, storage, treatment or design of: food; personal care products; textiles, pharmaceuticals; gases and/or chemicals as defined as hazardous by the NJDEP; apparel; furniture; paper; instruments; transportation equipment; tools; plastics; industrial and commercial machinery, equipment and parts; communications equipment and accessories; computer and computer-related parts, accessories and equipment; office equipment; electrical appliances; household appliances; printing, publishing and silk-screening; firearms and explosives; wholesale trade; warehousing; and similar products, processes, supplies and services.

Conditional use — a use permitted in a particular zoning district only upon a showing that such use in a specified location will comply with the conditions and standards for the location or operation of such use as contained in this Ordinance and upon the issuance of an authorization therefore by the Planning Board.

Nonconforming use — a use or activity which was lawful prior to the adoption, revision or amendment of this Ordinance, but which fails to conform to the requirements of the zoning district in which it is located by reasons of such adoption, revision or amendment.

Primary use — the principal or predominant use of any lot or parcel. The term "primary use" shall include the term "principal use."

Retail service use — those businesses that primarily provide a service, rather than a product, to individuals, businesses and other organizations, including, but not limited to, personal services, repair shops, studios, amusement and recreational services, and health, education and social services, and museums and galleries.

Warehousing — the use of buildings primarily for the storage of goods. Not for retail sale on the premises.

Wholesale trade — establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, or professional business users; to other wholesalers; or acting as agents or brokers and buying merchandise for, or selling merchandise to, such individuals or companies.

10) Uses in the Downtown Area

B-2 and B-3 Zones (Valley Mall and Shoprite)

The B-2 and B-3 zones permit the following uses:

1. Retail trade and services
2. Business, professional and medical offices
3. Restaurants and catering halls (*no catering halls in B-3*)
4. Financial Institutions
5. Child care centers

The B-3 zone does not allow one or more retail establishments to occupy more than 30,000 square feet of floor area in a building or in abutting buildings. Outdoor dining is conditionally allowed in the B-2 zone but is not mentioned in the B-3 zone.

O, Office

Permitted Primary Uses

Like the B-2 and B-3 zones, the Office zone allows offices, restaurants, financial institutions and child care centers. Additionally, it allows Medical Clinics, Nursery Schools and Funeral homes.

Conditional uses

1. Public utilities and public and institutional uses and existing gas stations, public garages and car washes.

LI-2, Limited Industrial

Permitted Primary Uses

The industrial zone allows a wide variety of manufacturing facilities for packing, processing, treatment and design in the areas of food, textiles, pharmaceutical, apparel, furniture, paper, plastics, machinery, office equipment, computers, appliances and other similar products. Also permitted are laboratories, recording studios, printing, publishing, silk screening, wholesale trades and warehousing.

Like the other business zones, offices and child care centers are allowed in the Limited Industrial zone.

11) Existing Bulk standards for zones in the Downtown area

Zone	Min Lot Area (Acres/Sq.ft.)	Min Lot Width (feet)	Min Floor Area (square feet)	Min Front Yard (feet)	Min Side Yard (feet)	Min Rear Yard (feet)	Max Building Coverage (percent)	Lot Coverage (percent)
C	3.00 / 130,680	250	1,500	75	25	50	-	15
R-4	0.459 / 20,000	100	1,200	50	10	25	-	25
B-2	0.459 / 20,000	100	800	50	20	25	20	40
O	0.459 / 20,000	100	800	50	20	25	20	40
B-3	3.67 / 160,000	400	350	150(10)	75	100	30	60
LI-2	2.00 / 87,120	300	8,000	75	40	100	40	70

12) Bulk standards changes proposed in the prior *Draft Ordinances language*

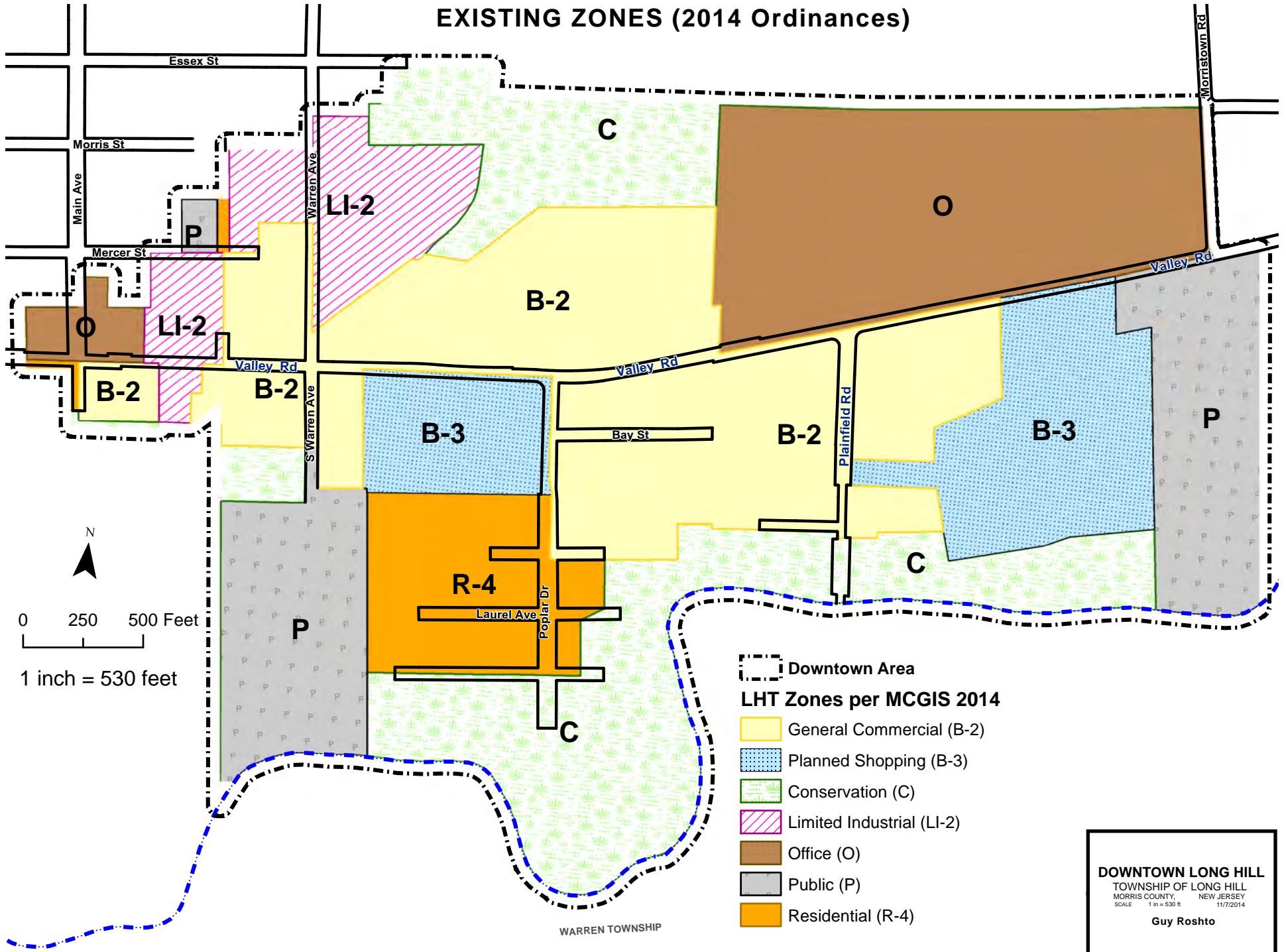
Zone	Min Lot Area (Acres/Sq.ft.)	Min Lot Width (feet)	Min Floor Area (square feet)	Min Front Yard (feet)	Min Side Yard (feet)	Min Rear Yard (feet)	Max Building Coverage (percent)	Lot Coverage (percent)
B-D 2014	10,000	100	NONE	30	10	20	30	60
B-D 2012	10,000	100	NONE	20	10	20	30	60
LIO 2012	see note *							
B-D	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD

*note: The 2012 draft ordinance proposed LIO uses. No LIO bulk standards were set in the draft.

13) Other Bulk Standard considerations (based on Map on page 8)

Zone	Min Lot Area (Acres/Sq.ft.)	Min Lot Width (feet)	Min Floor Area (square feet)	Min Front Yard (feet)	Min Side Yard (feet)	Min Rear Yard (feet)	Max Building Coverage (percent)	Lot Coverage (percent)
R-5	10,000	TBD	TBD	TBD	TBD	TBD	-	TBD
B-D	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
PSO	3.67 / 160,000	400	350	150(10)	75	100	30	60
LIO	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD

EXISTING ZONES (2014 Ordinances)



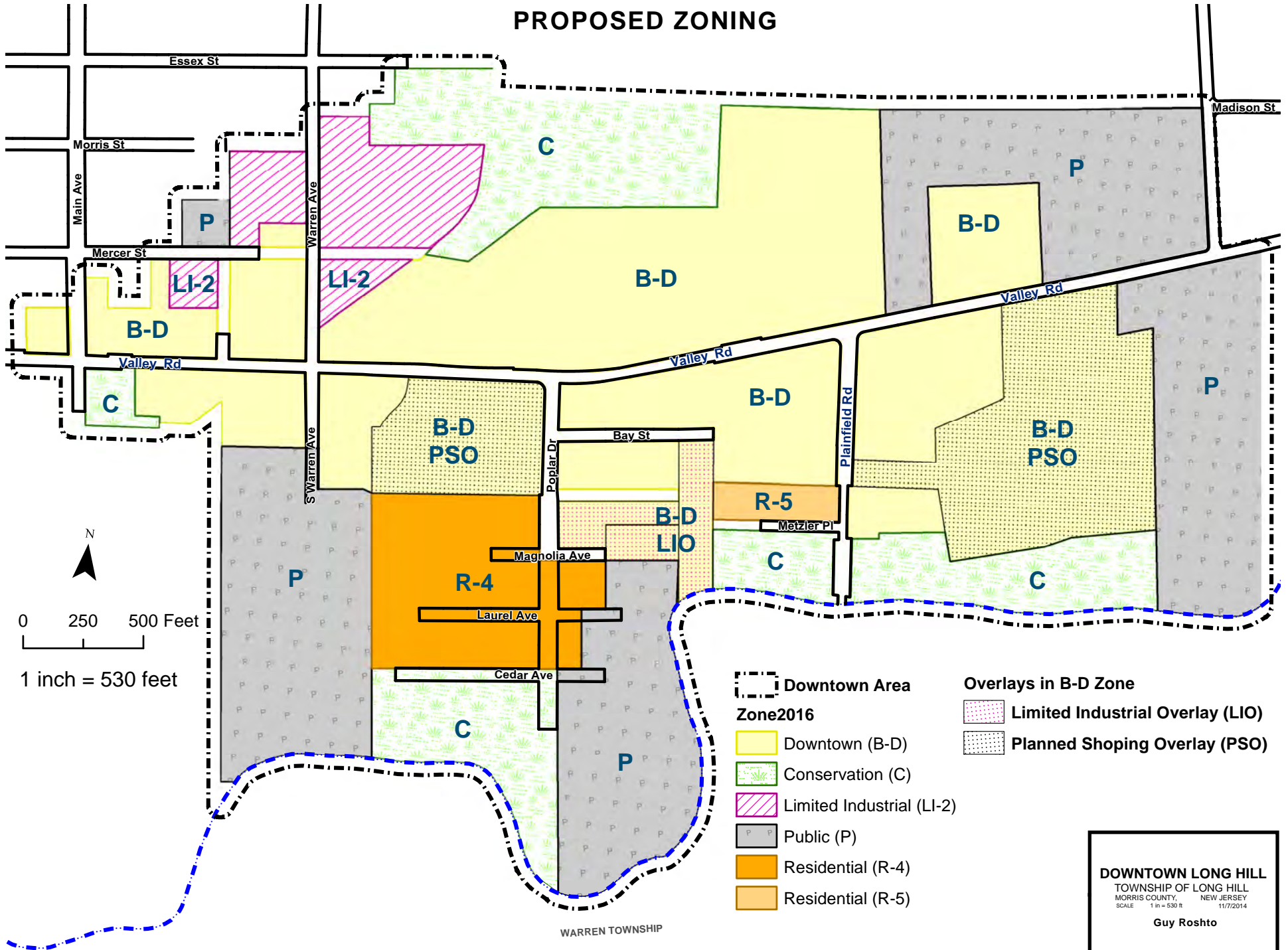
- Downtown Area
- LHT Zones per MCGIS 2014**
- General Commercial (B-2)
- Planned Shopping (B-3)
- Conservation (C)
- Limited Industrial (LI-2)
- Office (O)
- Public (P)
- Residential (R-4)

N
 0 250 500 Feet
 1 inch = 530 feet

DOWNTOWN LONG HILL
 TOWNSHIP OF LONG HILL
 MORRIS COUNTY, NEW JERSEY
 SCALE 1" = 530 ft 11/7/2014
 Guy Roshto

Coordinate System: NAD 1983 StatePlane New Jersey FIPS 2900 Feet

PROPOSED ZONING

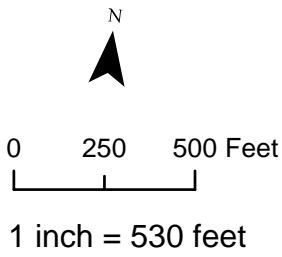
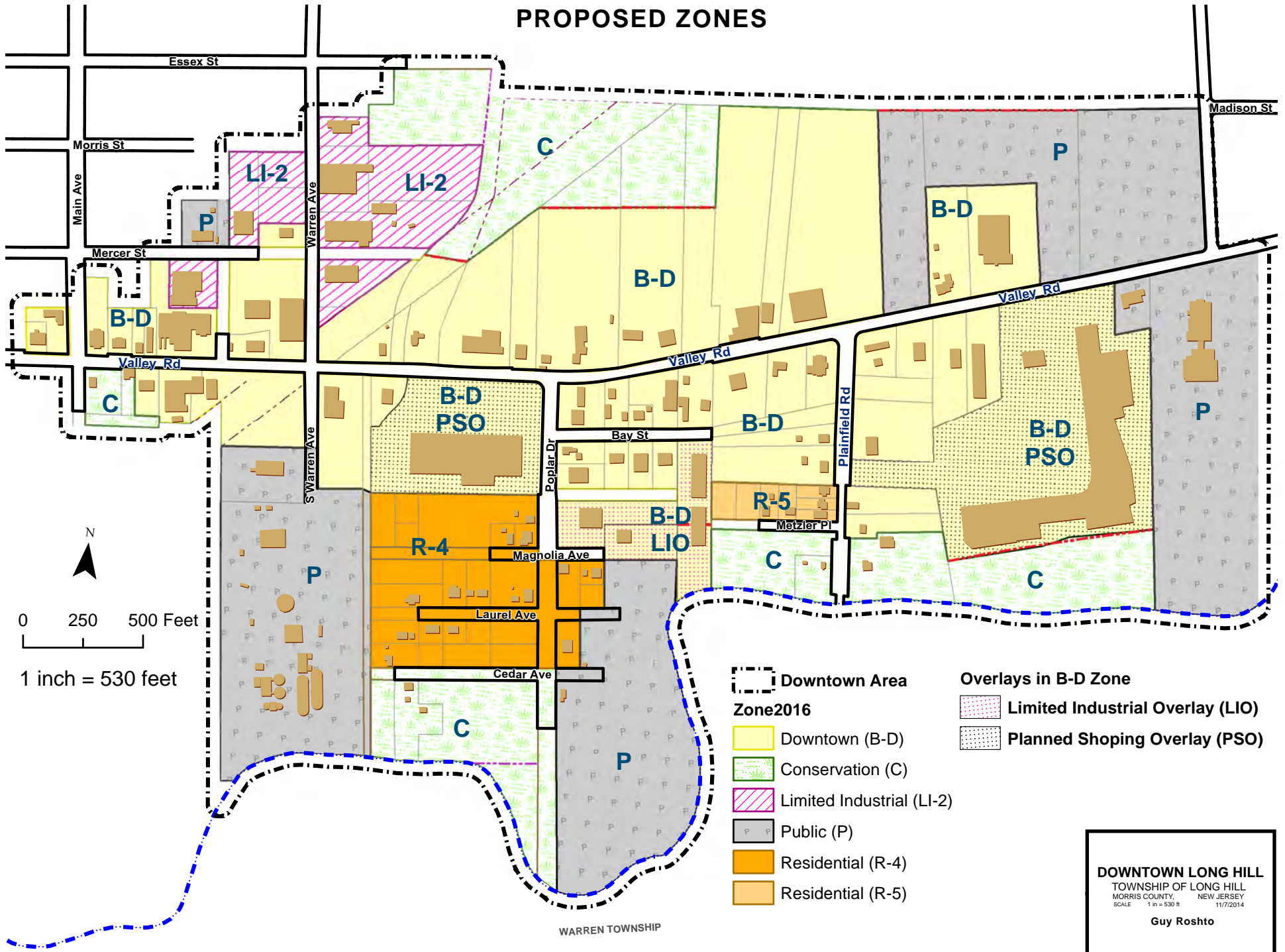


- Downtown Area
- Zone2016**
- Downtown (B-D)
- Conservation (C)
- Limited Industrial (LI-2)
- Public (P)
- Residential (R-4)
- Residential (R-5)
- Limited Industrial Overlay (LIO)
- Planned Shopping Overlay (PSO)

DOWNTOWN LONG HILL
 TOWNSHIP OF LONG HILL
 MORRIS COUNTY, NEW JERSEY
 SCALE 1" = 530'
 11/7/2014
 Guy Roshto

Coordinate System: NAD 1983 StatePlane New Jersey FIPS 2900 Feet

PROPOSED ZONES

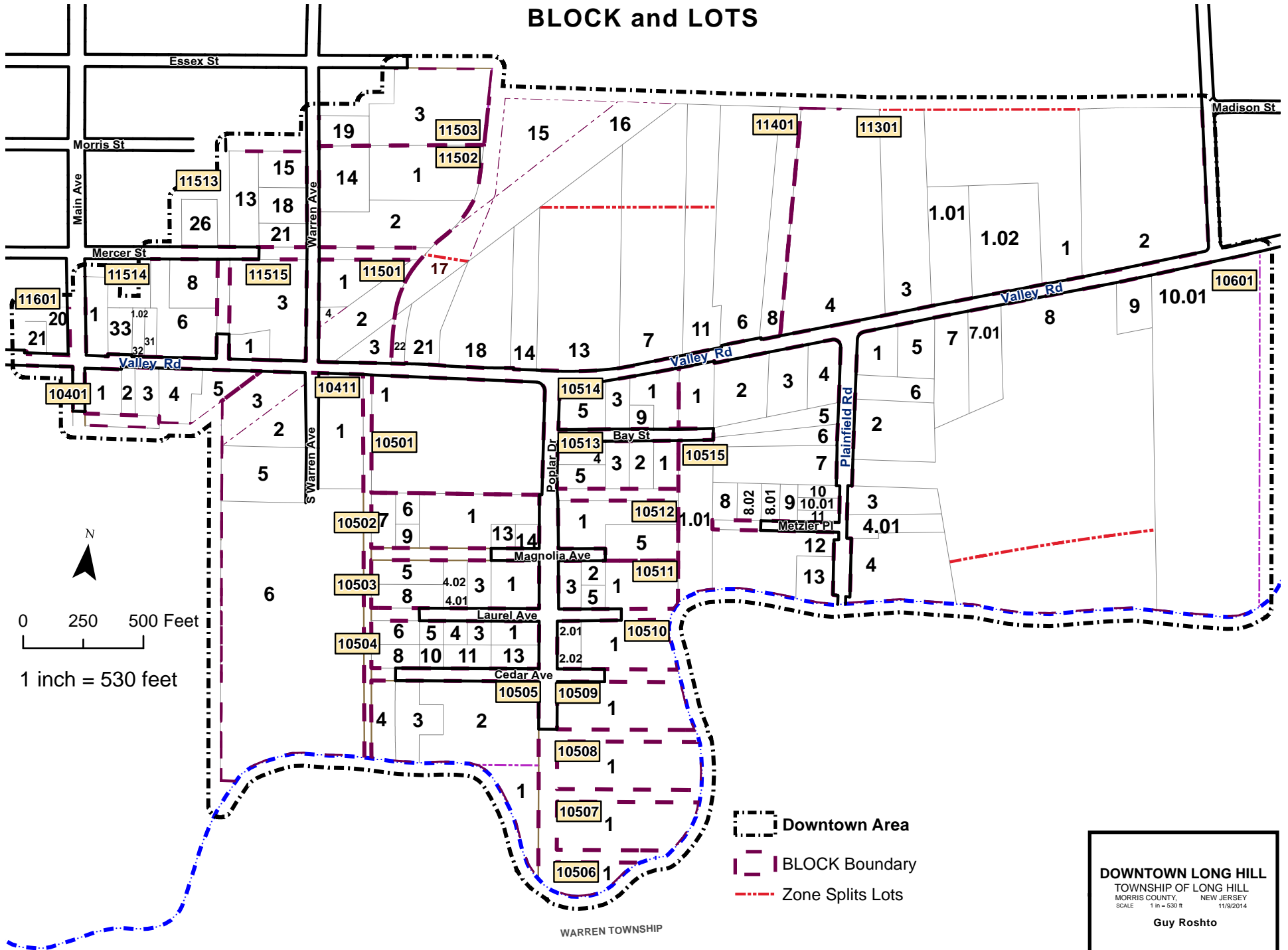


- Downtown Area
- Zone 2016**
- Downtown (B-D)
- Conservation (C)
- Limited Industrial (LI-2)
- Public (P)
- Residential (R-4)
- Residential (R-5)
- Overlays in B-D Zone**
- Limited Industrial Overlay (LIO)
- Planned Shopping Overlay (PSO)

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 TOWNSHIP OF LONG HILL
 MORRIS COUNTY, NEW JERSEY
 SCALE 1" = 530'
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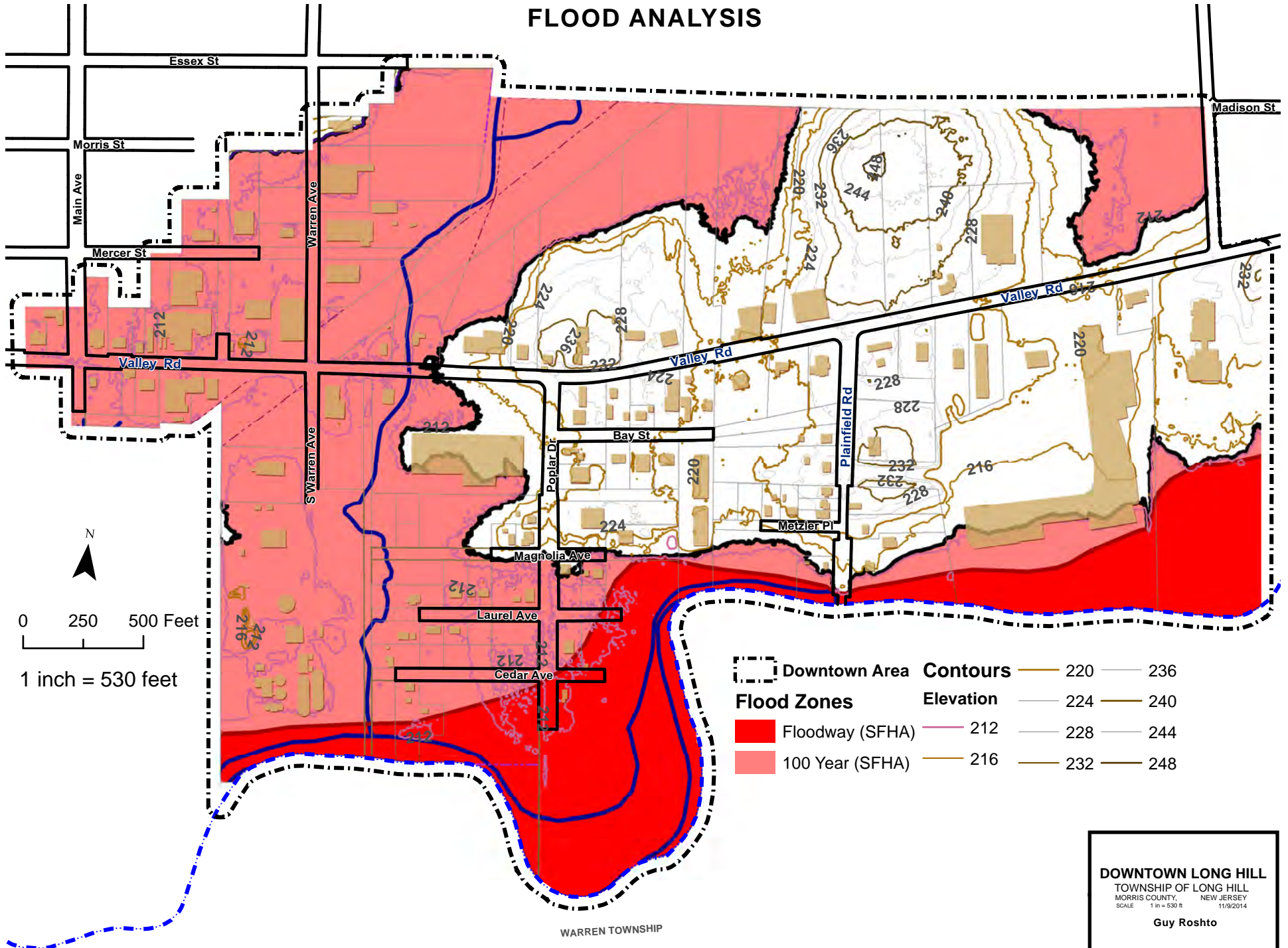
BLOCK and LOTS














DOWNTOWN LONG HILL
 TOWNSHIP OF LONG HILL
 MORRIS COUNTY, NEW JERSEY
 SCALE 1" = 530 ft 11/3/2014
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Coordinate System: NAD 1983 StatePlane New Jersey FIPS 2900 Feet

FLOOD ANALYSIS

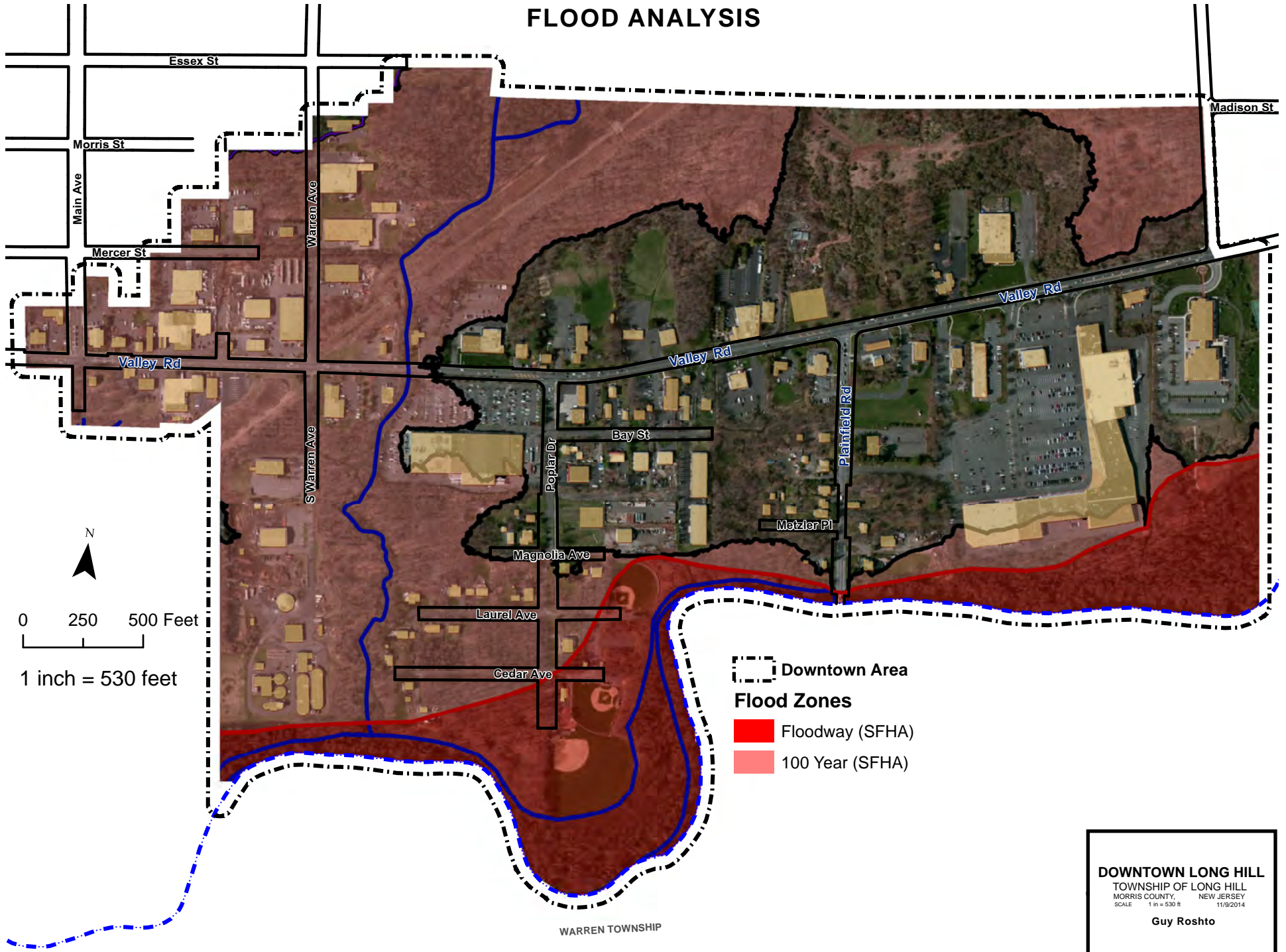


	Downtown Area	Contours		220		236
Flood Zones		Elevation		224		240
	Floodway (SFHA)		212		228	244
	100 Year (SFHA)		216		232	248

DOWNTOWN LONG HILL
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 MORRIS COUNTY, NEW JERSEY
 SCALE 1 in = 530 ft 11/9/2014
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FLOOD ANALYSIS



Downtown Area

Flood Zones

Floodway (SFHA)

100 Year (SFHA)

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 TOWNSHIP OF LONG HILL
 MORRIS COUNTY, NEW JERSEY
 SCALE 1 in = 530 ft 11/9/2014
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Coordinate System: NAD 1983 StatePlane New Jersey FIPS 2900 Feet



 Downtown Area

Coordinate System: NAD 1983 StatePlane New Jersey FIPS 2900 Feet

PLANNING MAP
 TOWNSHIP OF LONG HILL
 MORRIS COUNTY, NEW JERSEY
 SCALE 1" = 530 ft 11/7/2014
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