NORTH CHESTNUT STREET REDEVELOPMENT PLAN

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MC Project RSB-050

TABLE OF CONTENTS

I. PREFACE 1

II. INTRODUCTION 1

III. BOUNDARIES 2

IV. REDEVELOPMENT OBJECTIVES 2

V. CONSISTENCY WITH BOROUGH MASTER PLAN & ZONING ORDINANCE 3

VI. CONSISTENCY WITH LOCAL & STATE PLANS & REGULATIONS 3

ROSELLE PARK 3

STATE DEVELOPMENT & REDEVELOPMENT PLAN 3

VII. GENERAL ADMINISTRATIVE PROVISIONS 5

VIII. GENERAL DESIGN REQUIREMENTS 6

IX. STREETSCAPE DESIGN STANDARDS 7

X. SPECIFIC LAND USE REGULATIONS 19

NORTH CHESTNUT STREET REDEVELOPMENT ZONE 20

THIRD AVENUE RESIDENTIAL STABLIZATION ZONE 24

XI. ACQUISITION PLAN 25

XII. RELOCATION PLAN 25

XIII. DEFINITIONS 26

XIV. RELATIONSHIP TO THE ZONING ORDINANCE 30

SUPERSEDING PROVISIONS 30

ZONING MAP REVISION 30

XV. APPENDIX: MAPS 31

I. PREFACE

On March 23, 2000 the Mayor and Council of Roselle accepted the Planning Board's recommendation that certain lots on Block 3001, 3002, 3101, 3802 and 3901 were in need of redevelopment and deemed said lots to be an Area in Need of Redevelopment. Subsequently, the Mayor and Council received and reviewed the Central Business-Midtown Redevelopment Plan, which was crafted to guide development within the Area in Need of Redevelopment. The redevelopment plan was approved on April 24, 2000.

During a review of the zoning ordinance in the spring of 2012, the Central Business-Midtown Redevelopment Plan was unearthed and reviewed. An analysis of the document revealed that it split-lot zoned (placing one property in two zones) a number of properties within the redevelopment area. Additionally, the requirements are not clear if apartments are permitted above retail, which is a common condition within the area presently. Furthermore, the document contained contradicting standards.

Meanwhile in 2012, Netta Architects was retained to craft streetscape design guidelines for Chestnut Street between First and Third Avenue. Therefore, due to the issues with the existing document and the fact that the Borough wanted to incorporate the streetscape design guidelines into the redevelopment plan, Maser Consulting P.A. was retained to amend the 2000 Central Business-Midtown Redevelopment Plan.

It should be noted that the Borough requested the name of the redevelopment plan be changed via this amendment from Central Business-Midtown Redevelopment Plan to North Chestnut Street Redevelopment Plan. This document replaces the 2000 Central Business-Midtown Redevelopment Plan.

II. INTRODUCTION

The North Chestnut Street Redevelopment Plan (the Plan) will regulate development within North Chestnut Street Study Area (the Study Area). The Study Area is primarily comprised of commercial structures along Chestnut Street, some of which are dilapidated and others that are in fair to good condition; and primarily residential structures on the side streets, Second Avenue and Third Avenue. Some commercial activity does extend down these side streets, especially First Avenue and Second Avenue. The surrounding area is primarily residential in character with commercial uses along Chestnut Street. This is consistent with both the Master Plan and Zoning for this area.

The Study Area consists of approximately nineteen (19) acres centrally located in the Borough from an east/west orientation (see Map 1 in the Appendix). To the north, it is located near the municipal boundary with the Borough of Roselle Park. There has been some new commercial development (CVS pharmacy) just outside the Study Area to the north of the former Central Railroad of New Jersey (CRRNJ) Station. The Study Area developed as a commercial area serving as the Central Business District for the Borough, and relying on the activity generated by the railroad station that previously adjoined the Study Area to additionally support the commercial activity in the area. With the abandonment and subsequent demolition of the adjoining railroad station, there was a decline in activity in the Study Area and a corresponding decline in the commercial vitality of the Study Area. There was also an adverse-impact on the adjoining residential areas since the closing of the CRRNJ Station affected the ability of the residents to commute to jobs in New York, Newark, Elizabeth and other centers of commerce.

In order to reverse this pattern of decline, the Borough of Roselle has determined to increase commercial activity in the area by encouraging the conversion of certain adjoining residential properties to commercial and office use

in order to draw more people into the area and revitalizing the commercial core of the area by attracting new commercial development, which can act as an anchor for the area and a destination draw to the surrounding market area.

Commercial activity along Chestnut Street can also be increased by improving the pedestrian environment and encouraging businesses in this area to improve the facades of their stores and the sidewalk areas adjacent to the stores. The wide sidewalks along Chestnut Street provide a unique opportunity to provide outdoor seating areas, landscaping and other amenities that will encourage residents and visitors to spend more time and money in the Study Area.

The purpose of this Plan is to provide a comprehensive development plan that will allow and encourage the redevelopment of this area in a manner that is consistent with the Master Plan, underlying Zoning and the character of the area; and allow for the orderly transition from residential to commercial land uses as appropriate.

III. BOUNDARIES

The North Chestnut Street Study Area consists of Tax Lots found on five (5) Tax Blocks in the Borough of Roselle. The Block Numbers for these Tax Blocks are 3001, 3002, 3101, 3802 and 3901. The following are the Lot numbers on each of the Blocks which are to be included in the Study Area The boundary of the Study Area is also depicted on Map 1 in the Appendix.

Block- 3001, Lots 3, 4, 5 and 6

Block- 3002, Lots, 1.01, 2.01; 16 through 22 inclusive, 23.01; and 24 through 30 inclusive

Block- 3101, Lots 1 through 9 inclusive; and 23 through 32 inclusive, 33.01, 34.01, 35 and 36

Block- 3802, Lots 11 through 16 inclusive

Block- 3901, Lots 11.01, 12, 13, 14, 16 and 17

IV. REDEVELOPMENT OBJECTIVES

A. The planning and development of the Study Area as a primarily commercial area with ancillary higher density residential development consisting of retail and office uses to serve the entire community and compatible with the central business district function of this area and residential apartments to provide an additional market for the retail uses.

B. Allow for the development of commercial retail facilities along Chestnut Street consistent with the development pattern in the area and recognizing the high volume of pedestrian and vehicular traffic along this major corridor.

C. To provide for the orderly phased conversion of residential land and buildings within the redevelopment area to commercial and office uses consistent with the underlying zoning and Master Plan for the area.

D. The improvement of the functional and physical layout of the project area for the contemplated new development.

E. To provide site improvements for the beautification of the Study Area and to provide for improved traffic safety and an enhanced pedestrian environment.

V. CONSISTENCY WITH BOROUGH MASTER PLAN & ZONING ORDINANCE

The Roselle Planning Board had not conducted a General Reexamination of the Roselle Master Plan since the adoption of the 1979 Master Plan, but worked with a planning consultant on a combination Reexamination Report and Master Plan, which resulted in the adoption of a new Master Plan in December of 2010. The new Master Plan addresses the North Chestnut Street Redevelopment Area in the Land Use Element and states that it should protect the integrity of existing retail and business development at a pedestrian scale. Furthermore, the document states that "the Borough should continue to support the district with public parking facilities and the zoning ordinance should be modified to limit office and residential uses to those locations other than at street level. This district should promote retail development; with a first floor use restriction apply to all offices except travel agencies, brokerage firms, real estate offices and opticians since these office uses often attract drop-in trade. Restaurant use in this district is encouraged because it creates positive secondary effects".[1] This Redevelopment Plan promotes retail on the ground floor and requires offices and residential units to locate on the upper floors of a structure.

VI. CONSISTENCY WITH LOCAL & STATE PLANS & REGULATIONS

ROSELLE PARK

This Redevelopment Plan is consistent with the diverse residential and non-residential character that exists in the north-central portion of the Borough of Roselle. The only municipality within close proximity to the Study Area is the Borough of Roselle Park. The North Chestnut Street Redevelopment Area is separated from the Borough of Roselle Park by an abandoned railroad line. Nonetheless, across the municipal boundary line in Roselle Park the zoning is B-2, Central Business District and ROB, office and residential between Chestnut Street and Walnut Street. This reflects the mixed-use character that this Redevelopment Plan is trying to achieve in the Borough of Roselle.

STATE DEVELOPMENT & REDEVELOPMENT PLAN

Redeveloping the Study Area is in the spirit of the State Development and Redevelopment Plan (SDRP) intent to provide a means to renew New Jersey's older municipalities, maintain a healthy tax base and to improve quality of life for residents.

Planning Area 1 – Metropolitan Planning Area (PA-1), in which the Study Area is located, is comprised of communities that are fully developed or almost fully developed with little vacant land available for new development. The PA-1 constitutes two-thirds of New Jersey's population and jobs and will continue to accommodate growth. Communities within this planning area supply a range of housing opportunities and

[1] 2010 Master Plan and Reexamination Report, prepared by Jason Kasler, Section 8, page 25.

everyday commercial needs. Good design can accommodate high density development with amenities that include parking, shopping, parks and schools within close proximity and with access to employment centers.

PA(1)s are supposed to:

- Provide for much of New Jersey's future redevelopment,
- Revitalize cities and towns,
- Take advantage of increased densities and compact building design,
- Provide for mixed-use concentrations of residential and commercial activity,
- Create a wide range of residential housing opportunities and choices with income mix,
- Promote growth in compact forms,
- Stabilize older suburbs,
- Redesign areas of sprawl,
- Protect the character of existing stable communities and
- Create cultural centers of state-wide significance.[2]

Of these ten (10) policies listed above, the Redevelopment Plan has the potential to further five (5):

- Provide for redevelopment,
- Revitalize cities and towns,
- Take advantage of increased densities and compact building design,
- Provide for mixed-use concentrations of residential and commercial activity and
- Promote growth in compact forms.

Finally, the 2013 Redevelopment Plan advances the following policies listed in the 2010 Draft SDRP:

- **Economic Development** – Promote beneficial economic growth to improve New Jersey's quality of life and standard of living by encouraging economic development through facilitating access to capital, supporting research and development, promoting appropriate education and training, building strategically upon the State's economic and geographic strengths, and influencing the location of employment activities in proximity to affordable and workforce housing, accessible to multi-modal transportation alternatives with facilities that are planned and constructed in environmentally sound ways, and in accordance with the vision and goals of the State Plan.
- **Housing** – Preserve and expand the supply of safe, decent and reasonably priced housing while meeting the constitutional mandate with respect to affordable housing through improved planning, regulatory reform, supportive infrastructure investments, housing subsidies, tax and discounted fee incentives and municipal property tax relief in ways that are consistent with the vision and goals of the State Plan.
- **Urban Revitalization** – Revitalize urban centers and first suburbs by devising a regional metropolitan area strategy that concentrates public resources to attract public and private investment to enhance economic development, employment opportunities, housing redevelopment and transportation options to produce neighborhoods of choice and middle class growth in those communities while slowing development on the metropolitan periphery, in ways that are consistent with the vision and goals of the State Plan.[3]

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[2] Draft State Development and Redevelopment Plan, Volume 1, dated January 13, 2010, page 31.

[3] Ibid, pages 22-28.

VII. GENERAL ADMINISTRATIVE PROVISIONS

The following provisions shall apply to all property located within the North Chestnut Street Study Area.

A. All definitions contained within this Plan shall prevail. In the absence of a definition, the definition found within the Borough of Roselle Zoning Ordinance and/or Land Subdivision Ordinance shall prevail.

B. The regulations and controls in this section may be implemented, where applicable, by appropriate covenants, or other provisions, or through agreements for land disposition and conveyances executed thereto.

C. No building or structure shall be constructed over public rights-of-way or easements, without the prior, written approval of the Municipal Engineer and Site Plan approval by the Planning Board. No building or structure shall be constructed in the bed of a mapped street unless such street has been vacated by an act of the Municipal Council and the Site Plan has been approved by the Planning Board.

D. Prior to the commencement of any exterior construction, reconstruction, and/or rehabilitation of any existing structure, or any change in the 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, so that compliance of such plans with this Plan can be determined. Regular maintenance and minor repair shall not require Planning Board review.

E. The provisions of this plan specifying the redevelopment of the project area and the requirements and restrictions with respect thereto shall be in effect until Certificates of Completion are issued for all properties designated for either redevelopment or rehabilitation, pursuant to NJSA 40A:12A-9.

F. Site plan review shall be conducted by the Planning Board pursuant to NJSA 40:55D-l et. seq. Site plan review shall consist of a preliminary site plan application and a final site plan application. Submission of a site plan and site plan application shall conform to the requirements of the Municipal Zoning Ordinance and this Redevelopment Plan. Applications may be submitted for an entire project or in phases. As part of site plan approval, the Planning Board may require a developer to furnish performance guarantees pursuant to NJSA 40:55D-53. Such performance guarantees shall be in favor of the Borough of Roselle, and be in a form approved by the Municipal Attorney or the Planning Board Attorney. The amount of any such performance guarantees shall be determined by the Borough Engineer or Planning Board Engineer and shall be sufficient to assure completion of site improvements.

G. Any subdivision of lots and parcels of land within the Study Area shall be in accordance with this Plan's requirements and the Borough of Roselle Land Subdivision Ordinance.

H. Non-conforming uses and structures may continue to function within the redevelopment area during the phased redevelopment of the Area. Provided, however, that once redeveloped for a permitted use, no property may be returned to any use not expressly permitted in this Redevelopment Plan. And further provided that no non-conforming use or structure may be expanded or made more non-conforming in nature. Any use which might result in toxic or noxious fumes, hazardous discharges, glare, electromagnetic disturbances, radiation, smoke, cinders, odors, dust or waste, undue noise or vibration,

or other objectionable features that are detrimental to the public health, safety or general welfare, or that are damaging to the physical environment is expressly prohibited.

I. Variation from one (1) or more of the specific development requirements set forth in this North Chestnut Street Redevelopment Plan may be necessary in certain circumstances for the effective redevelopment of the Redevelopment Area or to meet State or Federal permit requirements. In such an instance, the Planning Board may waive specific bulk, parking or design requirements if specifically authorized to do so by the Mayor and Council, provided the designated redeveloper demonstrates that such waiver is necessary for the feasibility of the project, will not substantially impair the intent of the Redevelopment Plan and will not present any detriment to the public health, safety and welfare.

J. If any word, phrase, clause, section or provision of this 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.

VIII. GENERAL DESIGN REQUIREMENTS

The following standards and requirements shall apply to all zones:

A. No junked motor vehicles or parts thereof shall be permitted to be stored on any lot within the Study Area. Outdoor parking of vehicles that are inoperable or unregistered shall be prohibited.

B. To the extent practical, all utility distribution lines; utility service connections from such lines to the project area's individual uses; and utility appliances, regulators and metering devices shall be located underground or within enclosed structures. Remote readers are preferred for all utilities, in lieu of external location of the actual metering devices. Developers are required to arrange for connections to public and private utilities.

C. Chain link fencing shall be prohibited along all street frontages within the Study Area, except during construction. Tubular steel or mild steel, "wrought iron", and other ornamental type fences will be permitted in such areas. Wooden board-on-board, picket fences or other types of fences may be permitted where the sides of properties adjoin street right-of-ways and/or where visual screening is appropriate, subject to review and approval by the Planning Board. Chain link fencing may be used along interior lot lines or along alleys subject to review and approval by the Planning Board. Chain link fencing for construction shall be dismantled and removed prior to the issuance of a Certificate of Occupancy.

No billboard shall be permitted on any property contained within the Study Area. Existing billboards shall be considered pre-existing non-conforming. See Section N.4., Enforcement, for additional standards.

D. No signage shall be permitted within the Study Area which includes flashing, blinking or otherwise animated lights and/or moving parts, spinners, pennants, flags (excluding State and National), reflective materials which sparkle or twinkle and/or similar materials; except for seasonal holiday decorations. No signs shall be permitted on the roof or on top of a parapet. No off-site advertising shall be permitted within the Study Area. See Section N., Signage, for additional standards.

E. No advertising shall be permitted on parking meters, light poles, or on benches or on other street furniture within the public right-of-way.

F. All parts and components of cellular phone antennas, satellite dishes, and television and radio antennas shall be completely screened from view or otherwise treated to be inconspicuous as viewed from the street on existing or planned structures, or shall be disguised within the architecture of a structure. Said screening shall be constructed in a manner that is pleasing to the eye and consistent with the surrounding architecture. In all cases, creative placement of said equipment is strongly encouraged in order to minimize the need for screening.

G. In all cases, due consideration shall be given to the screening of rooftop mechanical equipment. Where feasible, rooftop mechanical equipment shall be screened from view from all directions and elevations to minimize the negative aesthetic impact upon the view from neighboring residential zones and from street level. Said screening shall be constructed in a manner that is pleasing to the eye and consistent with the surrounding architecture.

H. Upon demolition of any existing structures, the site shall be graded, planted, sodded, paved and/or developed in accordance with this Redevelopment Plan.

I. All trash receptacles shall be adequately secured and enclosed. All exterior dumpsters shall be encompassed by opaque perimeter screening that is greater in height than the height of the dumpster. Private trash receptacles shall be located in the rear yard and shall not be visible from any public street.

J. On-street parking of trucks, tractor-trailers, trailers of any type, and buses, mini-buses and jitneys shall be prohibited.

K. All outdoor storage shall be prohibited. The storage, processing, separation, or transfer of garbage or waste materials shall be prohibited.

L. No use or reuse shall be permitted, which produces toxic or noxious fumes, hazardous discharges, glare, electromagnetic disturbances, radiation, smoke, cinders, odors, dust or waste, undue noise or vibration, or other objectionable features that are detrimental to the public health, safety or general welfare, or that are damaging to the physical environment.

IX. STREETSCAPE DESIGN STANDARDS

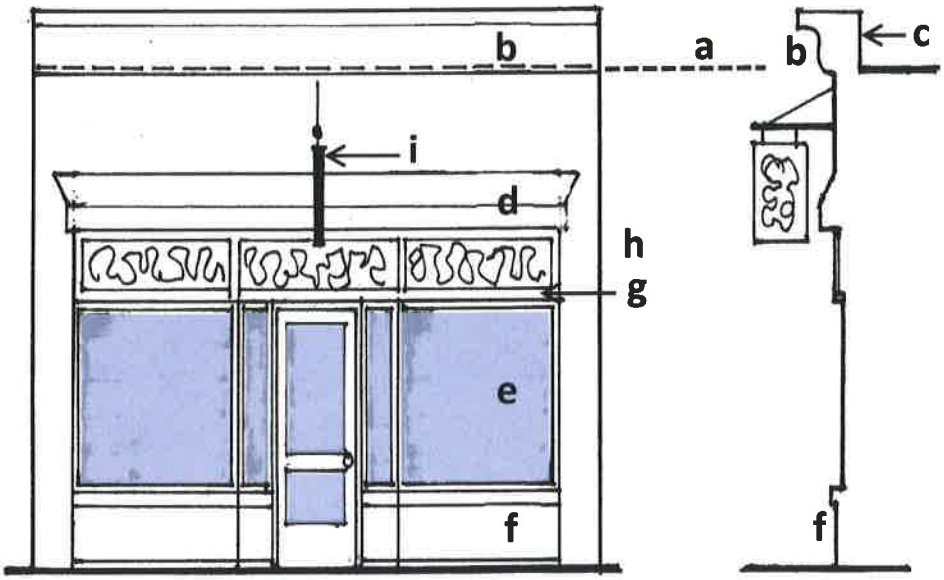
The following standards are based on the October 10, 2012 Draft Streetscape Design Standards prepared by Netta Architects. Some modifications have been made to the draft standards and are reflected below.

A. Purpose

1. The purpose of the streetscape design standards is to establish a set of principles and requirements to guide future redevelopment and development. These principles will enhance the North Chestnut Street Redevelopment Area and encourage development at a scale that is pedestrian-oriented. The guidelines below work to provide standards that allow for flexibility and creativity while encouraging

high-quality development. High-quality development is long-lasting and increases property values. The goal is to create buildings that are attractive, improve the Borough's image and enliven the streetscape.

B. Definitions



a = Roofline

b = Cornice

c = Parapet

d = Fascia

e = Storefront

f = Base panel

g = Lintel

h = Wall sign

I = Hanging sign

C. Articulation

1. All street-facing facades shall have a clearly defined base, body and cap (see top right photo for an example).

2. The base of the building shall align with the base panel, sill or lintel level of the first story. The body of a building may be horizontally divided at floor, sill or lintel levels with belt courses or other architectural elements.

3. The architectural treatment of a façade shall be completely continued around all street-facing facades of a building.

D. Façade Materials

1. Brick and stone are highly durable building materials that extend the life of a building and reduce maintenance, which is particularly important for building facades. Where these materials exist as original materials, they should be stripped of applied siding materials and restored. Restoration may include cleaning, pointing, sealing and, where appropriate, painting.

2. Natural and synthetic stucco finishes can be combined with brick to create handsome facades (see example top right).

3. Large areas of blank stucco require additional detailing to create three-dimensional quality and a pedestrian-friendly scale. This can be accomplished in stucco or wood by recreating reveals, moldings, accent trim, fascias and cornices, as well as variations in color. Accent trim elements include window and storefront frames, roof cornices, shutters, trim, moldings, brick banding and other architectural details (see example to the middle right).

E. Colors

1. Subtle, complementary colors are suitable for facades and signage. Earth tones and natural masonry colors are preferable for the larger painted areas. The total number of colors for an entire building façade, including the façade, awning or canopy, and accent elements should be limited to four (4) colors.

2. Brighter, punchy colors should be used sparingly for accent elements, not for large field surface areas. Anodized aluminum storefront window and door frames should be painted soft metallic colors. Aluminum gutters, downspouts and parapet capping should be painted a soft metallic color to blend in with the façade color. Steel fire escapes should be painted to blend in with the façade color.

3. For large areas of blank brick and stucco along side streets and backs of buildings facing onto public parking lots, painting with earth tones and natural masonry colors adds scale and improves the

appearance significantly. Wall murals done in partnership with local organizations and artists should also be considered as part of a District pride project.

4. When choosing colors, consider how they complement adjoining storefronts and buildings. Building colors should not be chosen to stand out and compete for attention.

F. Traditional Design Elements

1. Combine traditional façade elements such as storefront windows, awnings and canopies, projecting fascias, building lighting and signage to create distinctive buildings. Raised roof parapets offer an opportunity to create beautiful eaves and cornices (see example to the top right).

2. To organize and help unify a façade for a building with multiple storefronts, consider adding a wood-framed projecting fascia. The fascia acts as a canopy and can also provide the framework for concealed down-lighting. Work with businesses sharing the same building structure to develop a compatible approach to design.

3. Uncover and restore hidden façade elements such as existing cornices, fascias and brickwork patterns. Consider replacing aging window storefronts with bay windows and recessed doorways.

4. Roll-down security screens and roof-mounted billboards are not permitted within the Study Area.

G. Visual Access

1. Provide clear visibility into street level storefronts using large, transparent windows, good lighting and thoughtful window displays.

2. Ground floor uses in the Study Area shall have large pane display windows on the Chestnut Street frontage. Such windows shall be framed by the surrounding wall. A minimum of sixty (60%) percent of the total ground level façade area shall be transparent on each street-facing building façade. A building's "ground level façade area" is the area bounded by the side edges of the building and the plane coincident with the internal floor of the building and the internal ceiling of the building.

3. Window sills shall not be more than three (3) feet above the sidewalk along the Chestnut Street frontage. Base panels or bulkheads are encouraged between the sidewalk and the window sills.

4. Windows shall be vertically proportioned (taller than wider) where possible.

5. Mirrored, frosted and tinted glass, glass blocks and interior blinds are not permitted at ground floor level on street-facing facades. Solar shades, which are constructed with a screen fabric that allows transparency, that have a three (3%) percent or higher openness factor are permitted at the ground floor level to assist with light control and glare reduction. See the examples to the middle and bottom right.

6. The lowest edge of awnings, canopies and façade projections must be at least eight (8) feet above the sidewalk.

H. Entrances

1. All entrances to a building shall be defined, visible and adequately lit.

2. Entrances shall be defined and articulated by utilizing such elements as lintels, pediments, pilasters, columns, porticos, porches, overhangs, railings, balustrades and other such elements, where appropriate.

3. Federal law requires that entrances be accessible to handicapped patrons wherever feasible. People with physical disabilities should be able to use the same entrance as everyone else and be provided with an accessible route into the building. When renovating, use the Americans with Disabilities Act Accessibility Guidelines with the assistance of building officials to determine the adequacy of proposed renovations in addressing the needs of the disabled.

I. Outdoor and Open Space

1. Wide sidewalks and generous building setbacks are unique features of the Chestnut Street Commercial District streetscape and their thoughtful use should be encouraged. Outdoor dining areas are permitted within the Study Area; however, they shall be located on the private portion of the sidewalk. Combinations of building awnings, umbrellas, plants and/or fencing elements can be used to define outdoor dining areas separate from the public way. Tables and chairs shall be secured at closing time.

2. Think of the open spaces as a shared public and private extension of the streetscape. Their usage is to be coordinated with adjacent businesses to create spaces and activities that enhance the pedestrian experience. Outdoor community events, such as street fairs, sidewalk sales, farmers' markets and art shows, will generate pedestrian traffic, promote local businesses and instill District pride. Facilitate the flow of pedestrian traffic and do not compromise appearance, safety and visibility.

3. An obstruction-free pedestrian zone of at least eight (8) feet shall be maintained between the street curb and property line.

J. Landscape Materials

1. Landscaping and planting add color and shade to the streetscape. Landscaping can provide a visual screen to conceal parking areas, enhance public building entrances and, in general, "soften" the District streetscape. In combination with public benches, landscaping provides resting places for shoppers.

2. Large planted pots, hanging baskets and well-attended window boxes, placed up against the façade (not out into open space) are excellent ways to introduce color, highlight entrances and lend character to a storefront. If installed by the property owner, planted pots are required to be located on the private portion of the sidewalk and maintained by the property owner.

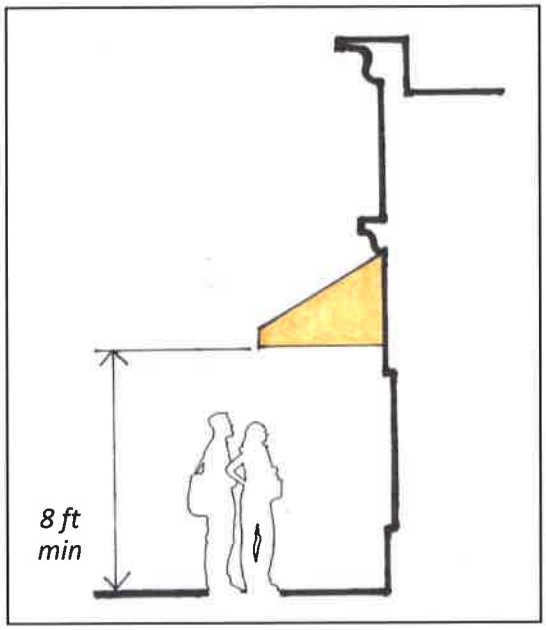
3. Hanging baskets shall not block entrances or interfere with door operation. There shall be a minimum clearance height of eight (8) feet between the bottom of the hanging basket and the sidewalk.

K. Awnings

1. Awnings add interest and visual depth to a storefront. They create shelter from sun and rain, provide an opportunity for good graphics and color and create a covered area for displaying merchandise.

2. Awnings are only permitted above ground level doors and windows.

3. The lower edge of an awning shall be at least eight (8) feet above the sidewalk at its leading edge (see diagram to the right). The length of the awnings shall be limited to the width of the storefront lintel opening.



4. When awnings occur within the same building structure, they shall be compatible in style, color, dimension and mounting height.

5. One awning per business shall be permitted to contain lettering, provided that:
   (a) The letter height on the vertical flap does not exceed eight (8) inches in height.

6. Logos shall be permitted on all ground-floor awnings, provided that:
   (a) The logo height does not exceed fifty (50%) percent of the diagonal portion of the awning.

7. Awnings shall be made of fire-resistant canvas, cloth or durable architectural standing seam metal. Domed, "waterfall", box-shaped or backlit awnings are not permitted. Plastic coated or vinyl awnings or "day glow" colors are not permitted.

L. Building Lighting

1. Building exteriors are encouraged to use lighting to highlight businesses, enliven the District at night and create a vibrant streetscape. This is a signal to motorists that the District is "open for business" and contributes a sense of safety to the building and street. Continuity of lighting across multiple businesses within the same building structure is a unifying design element and helps create a sense of neighborhood, which is recommended.

2. Surface lighting shall be aimed directly at the façade, parapet or signage, and away from traffic. Light spillage or glare onto adjacent businesses is not permitted. Moving and automated lighting creates visual distractions and is not permitted. The use of energy efficient lighting is encouraged.

M. Roof

1. If a building has a flat roof, a parapet shall project vertically to hide any roof-mounted mechanical equipment. Additionally, a cornice shall project out horizontally from the façade and shall be ornamented with moldings, brackets or other details.

2. Roof top heating, ventilating and air-condition systems, exhaust pipes and stacks, satellite dishes and other telecommunications receiving devices shall be screened or otherwise specially treated to be inconspicuous as viewed from the street.

N. Signage

1. Good signage promotes business and adds character and visual interest to a building façade. Its importance to the development of a lively, unique streetscape cannot be overstated. As such it must be orderly, readable, safe and compatible with its surroundings and designed for pedestrians.[4]

2. When multiple storefronts occur within the same building structure, their signs shall be compatible in style, color, dimension and mounting height.

3. The following standards shall apply to all signs in the Study Area. No sign type other than those identified below shall be permitted:
   (a) A business may have either a wall sign **OR** a hanging sign. The standards for wall signs and hanging signs are as follows:
      (1) Wall signage
         i. One (1) wall sign shall be permitted per business per public street frontage.
         ii. The following types of wall signs shall be permitted:
            - Internally lit raised letters with concealed ballast. Example shown in the picture below.

            - Back-lit raised letters with concealed ballast. Example shown on following page.

[4] The procedures for installing signage are located in the Code Book of the Borough of Roselle, Chapter 77.

- Signage board with gooseneck lighting. Example shown below.

iii. The maximum sign area shall be twenty (20) square feet.

iv. The top edge of a wall sign shall not be installed more than fourteen (14) feet above the sidewalk.

v. Wall signs shall not project more than twelve (12) inches beyond the façade.

(2) Hanging signage

i. There shall be no more than one (1) hanging sign per establishment.

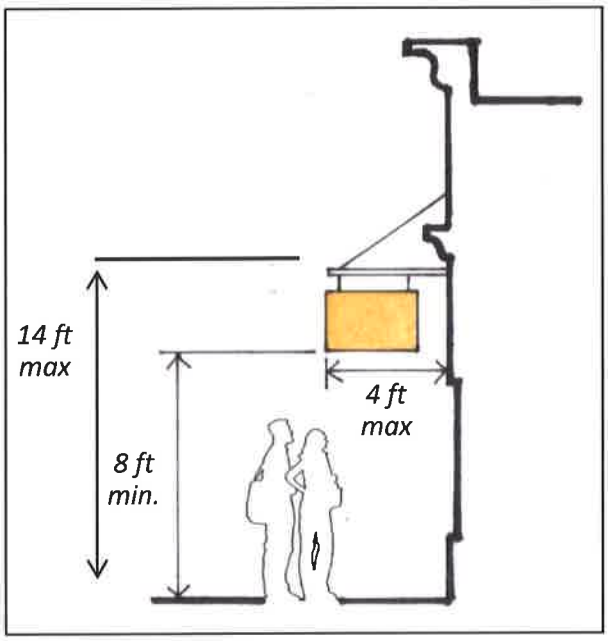
ii. The maximum sign area shall be six (6) square feet.

iii. The lower edge of a hanging sign shall be at least eight (8) feet above the sidewalk. The highest edge of a hanging sign shall be no more than fourteen (14) feet above the sidewalk.

iv. Hanging signs shall project a maximum of four (4) feet from the building façade.

v. Sign support framework shall be well-crafted, in keeping with the sign and building architecture.

vi. There shall be a minimum of thirty (30) feet separation between hanging signs.



(b) Street address signage

(1) Street address signage shall be provided on each building or for each individual ground floor tenant.

(2) Street address signage may be placed on the façade or on the door.

(3) Street address numbers shall have a maximum height of eight (8) inches.

(c) Awning signage

(1) See Section VII, K. for requirements.

(d) Street level directory signage

(1) Where a building has upper story non-residential uses, one (1) directory sign shall be permitted per entrance to said upper story establishments.

(2) The maximum sign area shall be three (3) feet.

(3) Directory signage shall be located next to the exterior entrance to the upper story establishments.

(e) Portable freestanding signage

(1) Signs shall be portable and temporary and shall be removed at closing time.

(2) The maximum sign area shall be twelve (12) square feet per face.

(3) The maximum sign height shall be four (4) feet.

(4) A maximum of one (1) freestanding sign is permitted for each ground level establishment.

(5) Portable freestanding signage shall be located on the private portion of the sidewalk and shall not obstruct the flow of pedestrian traffic.

(6) Portable freestanding signage shall not be displayed during storms or high-wind weather events.

(f) Window signage

(1) Ground floor and upper story non-residential uses may have window signage.

(2) All window signs shall be neat, clean and professional-looking. Example shown below.

(3) Window signage shall not exceed fifteen (15%) percent of each window's area.

(4) Window signage shall pertain only to the establishment occupying the premise where the window is located.

(g) Temporary signage

(1) The erection, installation or maintenance of temporary signs other than as set forth below is hereby prohibited. Site plan approval shall not be required for the placement of the following temporary signs.

(2) Non-commercial signs, including but not limited to political and charitable signs, shall be permitted. Temporary non-commercial signs shall not exceed twenty (20) square feet. Temporary political signs associated with an election shall be removed not later than seven (7) days after the election.

(3) On-site temporary real estate signs shall be permitted that indicates property for sale, rent, lease or open house. Temporary real estate signs shall not exceed four (4) square feet.

(4) Grand opening or coming soon signs. Business-related signs that inform the public of the opening or relocation of a business may be displayed temporarily within the window of the commercial establishment or on the exterior of the building no higher than fourteen (14) feet from the ground. Signs shall be a maximum of twenty (20) square feet.

4. Enforcement.

(a) Any sign which lawfully existed prior to the effective date of this redevelopment plan and which does not comply with the provision of this ordinance will be considered a pre-existing non-conforming sign.

(b) A pre-existing non-conforming sign may remain in existence following the effective date of this ordinance, provided that no one alters, enlarges or repairs it.

(c) Any pre-existing non-conforming sign that is damaged by fire, storm, act of god, etc. where the cost of repairs exceeds fifty (50%) percent of the current value of said sign shall be deemed as destroyed and the owner shall not be permitted to erect or restore said sign except in accordance with this ordinance.

(d) When a business ceases operation for more than sixty (60) days, any pre-existing non-conforming sign and all its supporting structures shall be immediately removed.

(e) When a tenant, use or owner changes, any pre-existing non-conforming sign and all its supporting structures shall be immediately removed.

5. Additional sign requirements.

   (a) See Chapter 98 of the Borough of Roselle for permit requirements, fees and violations/penalties.

O. Landscaping and Lighting

1. Landscaping shall be required for any part of any parcel not used for buildings, pedestrian or vehicular circulation, off-street parking and/or loading spaces. All proposed site plans shall include proposals for landscaping indicating the location, size and quantity of the various species to be used.

2. Parking lots for five (5) or more vehicles, and all loading areas, shall provide a screen planting not less than five (5) feet wide along any street line and along all property lines except in those instances where a building intervenes or where the proposed planting may interfere with sight triangles. Said screening shall consist of balled and burlapped dense evergreen material that is a minimum of four (4) feet high at the time of planting, that is planted on a center that is consistent with the mature spread of the species planted.

3. Within the parking area, a minimum of one (1) tree shall be planted for every five (5) parking spaces. Landscaping shall be maintained with shrubs no higher than three (3) feet and trees with branches no lower than ten (10) feet, and designed so that the landscaping is dispersed throughout the parking area.

4. Green space (trees, shrubs, flowers, etc.) shall be used as buffers and/or to accent entrances, arcades and sidewalks. The wide sidewalk areas along Chestnut Street provide a unique opportunity for landscape improvements.

5. All plant material used must be able to withstand the urban environment and shall be planted, balled and burlapped as established by the American Association of Nurserymen. A planting schedule shall be provided by the developer and approved by the Planning Board. Any landscaping which is not resistant to the urban environment or that dies shall be replaced by the developer or property owner.

6. Trees shall be planted along curb lines of streets at a maximum of forty (40) foot on center or in groupings, in a regular pattern or spaced alternately on either side of streets, to further enhance the aesthetic quality of the pedestrian environment in the Study Area.

7. Lighting within each site shall sufficiently illuminate all areas, including those areas where buildings are setback or offset to prevent "dark corners".

8. All lighting sources must be adequately shielded to avoid any glare. The area of illumination shall have a fairly uniform pattern of least one-half (0.5) foot-candles.

9. Lighting fixtures shall be pedestrian-scaled and shall be a maximum of fifteen (15) feet in height.

P. Circulation

1. Sidewalk areas must be provided and shall be properly sized for the safe and convenient movement of pedestrians through and around the Study Area, taking into consideration the character of the adjoining land uses (i.e. residential, commercial, etc.).

2. Sidewalk areas shall be attractively landscaped and durably paved in conformance with Municipal standards and shall be provided with adequate lighting. Decorative paving materials and pedestrian-scale lighting is encouraged along the street right-of-way. This is especially important along Chestnut Street where the sidewalk areas are particularly wide and the pedestrian environment is of greater importance as a shopping district.

3. All required parking spaces must be a minimum of nine (9) feet wide by eighteen (18) feet deep. All two-way aisles shall be a minimum of twenty-four (24) feet wide.

4. Off-street parking and loading areas shall be coordinated with the public street system serving the project area in order to avoid conflicts with vehicular traffic and/or obstruction to pedestrian walkways and thoroughfares.

5. All non-residential ingress or egress driveways shall be located so as to avoid conflicts with residential properties.

6. Lighting used to illuminate off-street parking and loading areas shall be arranged and shielded to prevent the spillage of light off the premises and shall be in accordance with the lighting requirements of the Municipal Zoning Ordinance.

7. All parking and loading areas shall be graded and paved with a durable dust free surface, adequately drained and use poured in place concrete curbs. All parking and loading areas shall be designed in accordance with Municipal Requirements.

8. Parking and service areas shall be separated from streets. Access to said areas shall be clearly designated and arranged so as to avoid the backing in and out of vehicles onto the street right-of-way and to limit conflicts with pedestrian areas to the greatest extent possible.

X. SPECIFIC LAND USE REGULATIONS

The North Chestnut Street Redevelopment Area is divided into two (2) zones. The first is the North Chestnut Street Redevelopment Zone, which comprises the majority of the Study Area. The second is the Third Avenue Residential Stabilization Zone, which encompasses the properties that face Third Avenue between Chestnut Street and Walnut Street. The location of these two zones can be seen on Map 2, located in the Appendix.

NORTH CHESTNUT STREET REDEVELOPMENT ZONE

North Chestnut Street Redevelopment Zone - The purpose of this district is to establish a zone that will permit the development and redevelopment of commercial uses, compatible with the central business character of the area. Office uses, retail sales of goods and services and mixed-use buildings having offices over retail are encouraged. Residential uses are only permitted on upper floors (i.e. second through fourth floor). Commercial uses should be oriented to the pedestrian environment, especially along Chestnut Street.

A. Permitted Principal Uses and Structures:

1. Retail stores, which sell goods or merchandise to the general public.

2. Business and professional offices, only on the upper floor of a structure. Offices that may be located on any floor of a building include the following:
   (a) Travel agencies.
   (b) Brokerage firms.
   (c) Real estate offices.

3. Restaurants, except no drive-through windows shall be permitted.

4. Personal service establishments.

5. Banks and fiduciary institutions.

6. Medical and health services, only on the upper floor of a structure. However:
   (a) Opticians may be located on any floor of a building.
   (b) Medical and health services may be located on the ground floor of a structure that has a Second Avenue address.

7. Studios including dance, art, aerobic and music, only on the upper floor of a structure.

8. Child care centers.

9. Residential uses, including apartments and condominiums, only on the upper floor of a structure. The maximum density for residential uses shall be sixty-five (65) units per acre.

10. Municipal uses.

11. Mixed-use structures with a combination of two (2) or more of the permitted principal uses within the North Chestnut Street Redevelopment Zone.

12. Public parking facilities.

13. Hotels.

14. Existing Automotive Gasoline and/or Service Stations - provided that:

(a) Such use may only be located at a signalized intersection of two (2) County roads and may not be located within one thousand (1,000) feet of a public or private school, hospital, church, library or similar place of public assembly.
(b) The sale or rental of vehicles on the premises of said use shall be prohibited.
(c) The storage of vehicles not being serviced or repaired on the premises of said use shall be prohibited.
(d) No automobile repair work shall be done out of doors.
(e) A minimum landscaped buffer, five (5) feet wide shall be provided along all property lines abutting public streets, except where curb cuts are permitted. Said buffer shall be planted with staggered mixture of evergreens, deciduous shade trees and shrubs. When planted, evergreens shall be a minimum of four (4) feet in height and deciduous trees shall be a minimum of three (3) inches in caliper and shrubs shall be a minimum of three (3) feet in height.
(f) Service areas and parking areas shall be screened from abutting properties. A minimum of a six (6) foot high, architecturally solid fence shall be erected to screen adjacent properties.

B. Permitted Accessory Uses and Structures:
1. Off-street parking and loading facilities.

2. Fences and walls.

3. Dumpsters and dumpster enclosures.

4. Roof-mounted solar panels, in accordance with the Borough Code standards.

5. Street furnishings, including benches, planters, street lights, etc.

6. Sidewalk cafes associated with a restaurant.

7. Signage.

C. Bulk Regulations: All Permitted Principal Uses, Except for Automotive Gasoline and/or Service Stations:
1. Minimum lot area – seven thousand five hundred (7,500) square feet

2. Minimum lot width – seventy-five (75) feet

3. Minimum lot depth – one hundred (100) feet

4. Maximum height:
(a) Principal Structures – four (4) stories and fifty (50) feet
(b) Accessory Structures – one (1) story and fifteen (15) feet
(c) Fences and Walls – three (3) feet in the front yard area, six (6) feet in the side and rear yard area

5. Maximum lot coverage: ninety (90%) percent

6. Setbacks:

(a) Front: twenty –three (23) feet **maximum**
(b) Side: fifteen (15) feet **maximum**
(c) Rear: thirty (30) feet **minimum**

D. Bulk Regulations: Automotive Gasoline and/or Service Stations
1. Minimum lot area: fifteen thousand (15,000) square feet

2. Minimum lot frontage: one hundred (100) feet

3. Maximum height:
(a) Principal Structures –one (1) story and twenty (20) feet
(b) Fences and Walls –three (3) feet in the front yard area, six (6) feet in the side and rear yard area

4. Maximum lot coverage: eighty (80%) percent

5. Minimum Setbacks:
(a) Front: forty (40) feet
(b) Side: twenty-five (25) feet
(c) Rear: twenty-five (25) feet

E. Buffers: Commercial uses shall provide a buffer along any property line shared with a property containing a one (1) or two (2) family residential use or zoned for one (1) or two (2) family residential development. Said buffer shall be at least fifteen (15) feet wide; with a six (6) foot high board on board fence, or approved equivalent fence, constructed along the property line. The buffer strip shall be planted with dense evergreen trees not less than six (6) feet tall at the time of planting and spaced not less than ten (10) feet on center; along with flowering deciduous and broadleaf evergreen material to create a visual barrier and aesthetically appealing appearance.

F. Off-Street Parking Requirements.
1. The minimum number of off-street parking spaces with proper access from a street or driveway for each use in all districts shall be as follows:
(a) Retail stores - one (1) space per five hundred (500) square feet.
(b) Business and professional offices – one (1) space per four hundred (400) square feet.
(c) Restaurants – one (1) space per four (4) seats and one (1) space for every three (3) employees.
(d) Personal service establishments – one (1) space for each four hundred (400) square feet of floor area.
(e) Banks and fiduciary institutions – one (1) space per five hundred (500) square feet.
(f) Medical and health services – one (1) space for each three hundred (300) square feet of floor area.
(g) Studios – one (1) space for each four hundred (400) square feet of gross public area.
(h) Child care centers – one (1) space for each employee plus two (2) spaces for drop-off and pick-up.
(i) Residential uses – RSIS standards.

(j) Automotive Gasoline and/or Service Stations – two (2) square feet of space for each square foot of floor area in the primary building.

(k) Hotels – one (1) space for each hotel room.

(l) Hotels with banquet facilities, meeting and/or conference rooms – one (1) space for each hotel room; however, additional parking may be required by the Planning Board based on a parking study.

2. Shared parking. Nothing in the above requirements or in this subsection shall be construed to prevent the employment of shared parking, which may be implemented in one of two manners:

(a) On-site shared parking. For parcels containing a mixed-use building, on-site shared parking may be implemented.

i. A fifty (50%) percent shared parking allowance shall be permitted for combining weekday uses with evening/weekend uses in the same building. Office and retail uses are considered to be weekday uses, while residential and restaurant uses are considered to be evening/weekend uses.

ii. Fifty (50%) percent of the parking requirement of the evening/weekend use of the building may be met through parking already provided for the weekday use. For example, a building contains office space that requires thirty (30) parking spaces and residential units that require sixteen (16) parking spaces. The residential parking is permitted to be reduced by fifty (50%) percent or eight (8) parking spaces. Therefore, the development would only be required to construct thirty-eight (38) parking spaces instead of forty-six (46).

(b) Off-site shared parking. For parcels that cannot accommodate all or a portion of their required parking spaces, the differential parking requirement is exempted if there is a Borough-owned public parking lot within the Study Area and the property owner contributes $2,500 per space to a fund dedicated by the Borough for the purpose of maintaining and constructing public parking facilities.

G. Bicycle Parking & Storage Requirements:

1. Residential development.

(a) Provide at least one (1) secured, enclosed bicycle storage space for every two (2) residential units.

(b) Bike racks shall be provided for visitors so that at least one (1) bicycle space per ten (10) dwelling units is available and located within two hundred (200) feet of building entrances.

2. Nonresidential development.

(a) For retail uses, provide at least one (1) secured, enclosed bicycle storage space per every ten (10) new retail workers and at least one (1) bicycle rack for visitor-customer equal to one (1) bicycle space per five thousand (5,000) square feet of retail space not less than four (4) bicycle spaces per project site.

(b) For nonresidential uses other than retail, provide at least one (1) secured, enclosed bicycle storage space per ten (10) new employees and at least one (1) bicycle rack for visitors equal to one (1) bicycle space per ten thousand (10,000) square feet of space not less than four (4) bicycle spaces per building. Provide at least one (1) on-site shower with changing facility for any development with one hundred (100) or more new workers.

H. Loading Requirements: Facilities for loading and unloading shall be provided on the property in other than the front yard. Each development shall demonstrate the adequacy of the proposed loading areas to meet the requirements of the proposed use.

THIRD AVENUE RESIDENTIAL STABLIZATION ZONE

Third Avenue Residential Stabilization Zone - The purpose of this district is to establish a zone, which will allow the preservation of the existing residential homes currently found along Third Avenue.

A. Permitted Principal Uses and Structures:
   1. One (1) family dwelling.

   2. Two (2) family dwelling.

   3. Community residence.

B. Permitted Accessory Uses and Structures:
   1. Private garages not in excess of seven hundred and fifty (750) square feet, including attached and detached garages.

   2. Residential professional offices, provided that:
      (a) The residence must be owner-occupied, with the residential professional office being incidental and accessory to the dwelling unit.
      (b) Not more than two (2) employees, be they other professionals or staff employees, may be employed in the premises other than the residential professional.
      (c) The site must provide at least one (1) off-street parking space for each professional and employee in addition to the required RSIS parking.
      (d) There shall be no display of goods.
      (e) Not more than twenty-five (25%) percent of the gross floor area of the principal building, excluding cellar area, shall be permitted to be used for a professional's office.
      (f) The professional may display a nameplate or sign, not exceeding seventy-two (72) square inches in area, indicating his or her name and the professional practice or use. Such nameplate sign shall be affixed to the door or wall adjacent to the entrance to the premises where such use is conducted or maintained.

   3. Home occupations, provided that:
      (a) The residence must be owner-occupied, with the home occupation being incidental and accessory to the dwelling unit.
      (b) There shall be no display of goods.
      (c) Not more than thirty (30%) percent of a single story shall be permitted to be used for a home occupation. A home occupation shall not be conducted within an accessory building.
      (d) No employee other than the resident members of the household shall be permitted.
      (e) No signs shall be permitted.

4. Family daycare home.

5. Customary residential storage buildings not in excess of two hundred (200) square feet of building area.

6. Shelters for domestic pets not in excess of fifty (50) square feet of building area, exclusive of runs.

7. Roof-mounted solar panels, in accordance with the Borough of Roselle Code.

8. Other customary residential accessory structures, such as private swimming pools, fireplaces, trellises, fences and the like.

C. Bulk Regulations: Permitted Principal Uses.

1. All permitted principal uses.
   - (a) Minimum lot area – five thousand (5,000) square feet
   - (b) Minimum lot width and lot frontage – fifty (50) feet
   - (c) Minimum lot depth – one hundred (100) feet
   - (d) Minimum front yard setback – twenty (20) feet
   - (e) Minimum side yard setback – five (5) feet
   - (f) Minimum rear yard setback – twenty-five (25) feet
   - (g) Maximum permitted impervious coverage – forty (40%) percent
   - (h) Maximum permitted building height:
     - i. Principal building – forty (40) feet and two and a half (2.5) stories
     - ii. Accessory structure – fifteen (15) feet and one (1) story
     - iii. Fences and Walls – three (3) feet in the front yard and six (6) feet in the side and rear yard

D. Off-Street Parking Requirements: Residential Site Improvement Standards (RSIS)

XI. ACQUISITION PLAN

The North Chestnut Street Redevelopment Area is comprised of a compact and defined area within the Borough of Roselle. This Area is important to the community as the central business district and focal point of the Borough. It is important as an area of commercial development and the potential development of higher density residential land uses compatible with its role as the central business district, the Master Plan and the underlying zoning. Incompatible land uses, vacant land, dilapidated buildings and other impediments to proper development must be removed in an orderly, planned and phased manner.

At this time, redevelopment activities are expected to be primarily carried out by private development interests within the Study Area in order to create properly planned and developable parcels of land. Public acquisition through eminent domain is not proposed for any property within the North Chestnut Street Redevelopment Area.

XII. RELOCATION PLAN

There is not expected to be any required relocation of persons or businesses to implement the Redevelopment Plan. This is the result of the fact that acquisition is proposed to be carried out by private means. Nevertheless,

should there be relocation of persons or businesses, the process of relocating the affected persons and businesses will receive the careful attention of local officials and be conducted in accordance with the requirements of all applicable Federal, State and Local laws.

XIII. DEFINITIONS

Definitions contained herein shall prevail within the Study Area. For definitions not contained herein, the definitions contained in the Borough of Roselle Zoning Ordinance shall prevail.

ACCESSORY USE: A use or structure subordinate to and customarily incidental to the principal use or structure on the same lot. When an accessory building is attached in a substantial manner by a wall or roof to a principal building or structure, it shall be considered a part thereof.

BUILDING COVERAGE: That portion of a lot or site that is occupied or proposed to be occupied by a building.

CHILD CARE CENTER: Any facility which is maintained for the care, development or supervision of six (6) or more children under six (6) years of age who attend for less than twenty-four (24) hours per day and which is licensed by the New Jersey Department of Human Services.

COMMUNITY RESIDENCE: Facility licensed pursuant to P.L. 1977, c.448(C.30:11B-1 *et seq.*) providing food, shelter and personal guidance under such supervision as required, to no more than fifteen (15) developmentally disabled or mentally ill persons, who require assistance, temporarily or permanently, in order to live in the community, and shall include, but not be limited to group homes, halfway houses, intermediate care facilities, supervised apartment living arrangements, and hostels. Such a residence shall not be considered a health care facility within the meaning of Health Care Facilities Planning Act, P.L. 1971, c.136 (C.26:2H-1 *et al.)*

DENSITY: The permitted number of dwelling units per gross area of land to be developed.

DISTRICT: Zone. These terms may be used interchangeably.

DWELLING, ONE-FAMILY: A building containing one (1) dwelling unit for one (1) family or one (1) housekeeping unit.

DWELLING, TWO- FAMILY: A building containing two (2) dwelling units for not more than two (2) families or two (2) housekeeping units that are vertically or horizontally separated.

FAMILY DAYCARE HOME: Any private residence approved by the Division of Youth and Family Services or an organization with which the Division contracts for family day-care in which child-care services are regularly provided to no more than five (5) children for no less than fifteen (15) hours per week. Family day-care services shall be considered an accessory use. A child that is legally related to the provider shall not be included in the total number of children receiving child-care services.

HOME OCCUPATION: Any use conducted entirely within a dwelling and carried on by the occupants thereof, which use is clearly incidental and accessory to the use of the dwelling for dwelling purposes and in connection with which there is no display, no stock in trade nor commodities sold upon the premises, unless the commodities sold is clearly secondary to and identified with the permitted occupation.

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

LOT COVERAGE: That portion of a lot or site that is occupied, or proposed to be occupied, by buildings, structures, pavement, etc.; including but not limited to driveways, parking lots, sidewalks and curbs, signs and other man-made improvements on the ground surface which are more impervious than the natural surface.

MIXED-USE: A lot or structure containing more than one (1) zoning use, such as residential mixed with commercial, or office mixed with retail.

NON-CONFORMING BUILDING: A building, which in its location upon a lot or in its size, does not conform to the regulations of this Redevelopment Plan for the district in which it is located.

NON-CONFORMING LOT: A lot of record which does not have the minimum dimension or location of which was lawful prior to the adoption of this ordinance, but which fails to conform to the requirements of the district in which it is located by reason of such adoption.

NON-CONFORMING STRUCTURE: A structure the size, dimension or location of which was lawful prior to the adoption of this ordinance, but which fails to conform to the requirements of the district in which it is located by reason of such adoption.

NON-CONFORMING USE: A use or activity which was lawful prior to the adoption of this ordinance but which fails to conform to the requirements of the district in which it is located by reason of such adoption.

OPEN SPACE: Any sidewalk, park, public plaza or courtyard, which is open and unobstructed from its lowest level to the sky.

PARKING, SHARED: Joint use of a parking space for more than one (1) use, where parking spaces are used at different times by different uses.

PARKING SPACE: An area measuring nine (9) feet in width by eighteen (18) feet in depth, either within a parking structure or a surface lot, for the parking of motor vehicles, exclusive of driveways, access drives, fire lanes and public rights-of-way.

PERSONAL SERVICE ESTABLISHMENT: Any business use that provides services to an individual, or group of individuals, such as barbershops, dry cleaning establishments, beauty salons, travel agencies and substantially similar type uses, and does not provide goods for retail sale or consumption.

REHABILITATION: The act or process of returning a building to a usable state using selective corrective measures as mentioned in the architectural guideline section.

RESIDENTIAL PROFESSIONAL OFFICE: A room or group of rooms within a privately owned residence that are used for conducting the affairs of the homeowner's licensed profession. Licensed professions include, but are not limited to, accountants, architects, attorneys, doctors and engineers.

RESTAURANT: A place where the primary activity is the serving of meals to the public, which are consumed primarily within the principal building. No drive through pick-up windows shall be permitted.

RETAIL SALES: An establishment where goods are sold directly to the consumer for personal household use, with or without processing on the premises for such retail sale, but excluding the processing, repair or renovating of furniture, bedding or fixtures. In no instance shall bars, service stations, or drug rehabilitation centers be considered retail sales.

SETBACK: Yard. These terms may be used interchangeably.

SIGN: Any structure or part thereof or any device attached to a building or painted or represented thereon which shall display or include any letter, word, model, banner, pennant, insignia, device, trade flag, symbol or representation which is in the nature of or which is used as an announcement, direction or advertisement, for commercial purposes or otherwise. A sign includes any message, neon tube, string of lights or similar device outlining, hung, painted upon or attached to a part of a building or lot, but does not include the flag or insignia of any nation or group of nations or of any governmental agency or of any political, educational, charitable, philanthropic, civic, professional, religious or like campaign, drive, movement, organization or event.

SIGN AREA: The entire space within a single continuous perimeter enclosing the extreme limits of a sign or, when a sign consists of individual letters or logos, the space bounded by the largest vertical height or the lettering/logo by the largest horizontal width. For double-sided identical signs, only one (1) side constitutes total sign area.

SIGN, DIRECTORY: A sign of permanent character that is attached directly to the building and is parallel to the building, but may have interchangeable letters, words or numerals, indicating the names of persons associated with or businesses upon the premises whereon a sign is maintained.

SIGN, HANGING: A sign that is wholly or partly dependent upon a building for support and that projects more than twelve (12) inches from such building.

SIGN, NAMEPLATE: A sign indicating the name, address and/or profession or occupation of a person, which is attached parallel to a wall or door.

SIGN, TEMPORARY: A sign which is designed to advertise or announce, for a limited period, a particular event or series of events, to solicit political support or to announce the availability for sale of a particular item or items. Temporary signs are not permanently mounted and are displayed for a maximum of sixty (60) days.

SIGN, WALL: A sign which is attached directly to the building and is parallel to the building.

SIGN, WINDOW: Any sign, pictures, symbol or combination thereof displayed in a window.

SITE PLAN REVIEW: The examination of the specific development plans for a lot. Whenever the term "site plan approval" is used in this Redevelopment Plan it shall be understood to mean a requirement that the site plan be approved by the Planning Board.

UPPER FLOOR: This includes the second floor and higher in a building. Ground floors shall not be considered upper floors.

XIV. RELATIONSHIP TO THE ZONING ORDINANCE

SUPERSEDING PROVISIONS

EFFECT OF PLAN

The North Chestnut Street Redevelopment Plan shall supersede the applicable provisions of the Borough of Roselle's Zoning and Land Development Ordinance, as is specifically provided in the development standards section of this document. The document also incorporates design guidelines, which shall not change regardless of subsequent amendments, revision, additions or deletions to the Borough of Roselle's Zoning and Land Development Ordinance.

TERMS & DEFINITIONS

Any terms or definitions not addressed within this North Chestnut Street Redevelopment Plan shall rely on the applicable terms and conditions set forth in the Land Development Ordinance of the Borough of Roselle.

OTHER APPLICABLE DESIGN

Any design or performance standards not addressed within this North Chestnut Street Redevelopment Plan shall rely on the applicable design and performance standards set for in the Land Development Ordinance of the Borough of Roselle.

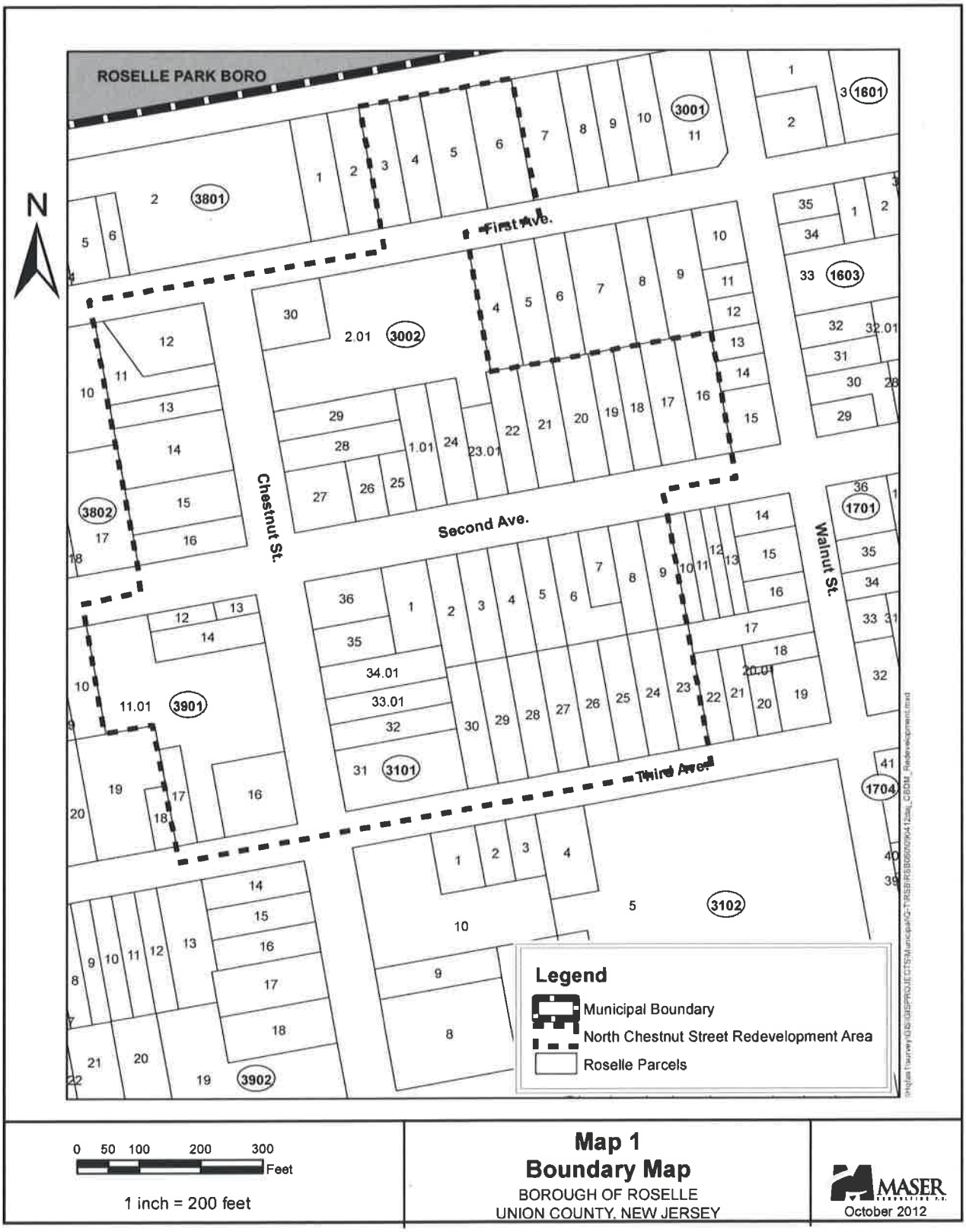
CONFLICT

Any word, phrase, clause, section or provision of this plan, found by a court or other jurisdiction to be invalid, illegal or unconstitutional, such word, phrase, section or provision shall be deemed severable and the remainder of the North Chestnut Street Redevelopment Plan shall remain in full force and effect.

ZONING MAP REVISION

The Official Zoning Map of the Borough of Roselle is hereby amended to designate Block 3001, Lots 3 through 6; Block 3002, Lots 1.01, 2.01, 16 through 22, 23.01 and 24 through 30; Block 3101, Lots 1 through 9, 31, 32, 33.01, 34.01, 35 and 36; Block 3802, Lots 11 through 16 and Block 3901, Lots 11.01, 12 through 14, 16 and 17 as the "North Chestnut Street Redevelopment Zone". The Official Zoning Map is also amended to designate Block 3101, Lots 23 through 30 as the "Third Avenue Residential Stabilization Zone".

XV. APPENDIX: MAPS



0 50 100 200 300 Feet

1 inch = 200 feet

Map 1
Boundary Map
BOROUGH OF ROSELLE
UNION COUNTY, NEW JERSEY

MASER CONSULTING P.A.
October 2012

0 50 100 200 300 Feet

1 inch = 200 feet

Map 2
Proposed Land Use

BOROUGH OF ROSELLE
UNION COUNTY, NEW JERSEY

MASER CONSULTING P.A.
October 2012