

1997 Master Plan

Borough of Roselle Park
Union County, New Jersey

Prepared by

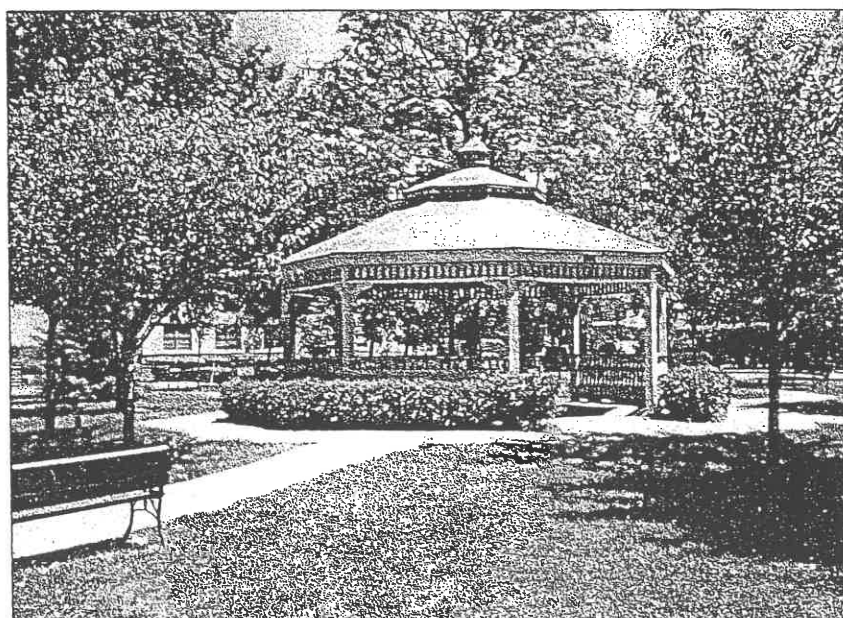
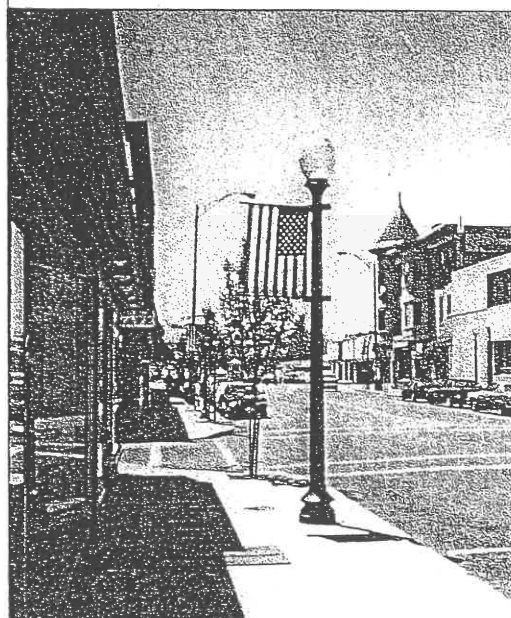
Moskowitz, Heyer & Gruel, PA
Community Planning Consultants

and

Wallace, Roberts & Todd

*Environmental Planning, Urban Design,
Landscape Architecture, Architecture*

June 1997



1997 MASTER PLAN

Roselle Park Borough
Union County, New Jersey

Adopted by the Planning Board
on
October 20, 1997

Prepared by

Moskowitz, Heyer & Gruel, PA

Community Planning Consultants

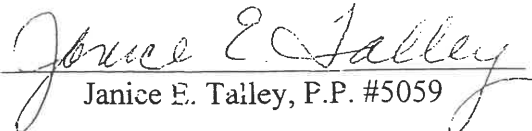
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The original of this report was signed and
sealed in accordance with N.J.S.A. 45:14A-12.


Janice E. Talley, P.P. #5059

**RESOLUTION OF THE PLANNING BOARD OF
THE BOROUGH OF ROSELLE PARK, NEW JERSEY**

ADOPTION OF MASTER PLAN

WHEREAS, the Planning Board of the Borough of Roselle Park ("the Board"), pursuant to **N.J.S.A. 40:55D-28**, prepared a revised Master Plan of the Borough of Roselle Park ("Master Plan"); and

WHEREAS, the Board, pursuant to **N.J.S.A. 40:55D-13(1)**, published a notice of hearing in the October 9, 1997 edition of the Roselle Park Leader, one of the official newspapers of the Borough of Roselle Park, for the October 20, 1997 hearing date on the proposed Master Plan; and

WHEREAS, notice of the October 20, 1997 hearing on the proposed Master Plan was served by certified mail upon, pursuant to **N.J.S.A. 40:55D-13(2)**, to the Clerks of all adjoining municipalities, including: the Borough of Kenilworth, City of Elizabeth, Township of Union, Borough of Roselle and Township of Cranford; and

WHEREAS, notice of the October 20, 1997 hearing on the proposed Master Plan was served by certified mail, pursuant to **N.J.S.A. 40:55D-13(3)**, upon the Union County Planning Board; and

WHEREAS, a public hearing on the adoption of the Master Plan was conducted by the Board on October 20, 1997; and

WHEREAS, a motion to approve the Master Plan was made, seconded and voted upon unanimously by the Board.

NOW, THEREFORE, BE IT RESOLVED that the Planning Board of the Borough of Roselle Park hereby adopts the revised Master Plan of the Borough of Roselle Park dated October 20, 1997.

A motion to approve the application was made by _____

seconded by _____ and voted upon as follows:

AYES

NAYS

ABSTAINED

ABSENT

Piacentini

Kirste

Mayor DeIorio

Lawrence

Milici

Caliendo

Ryan

MOVED BY: _____

SECONDED BY: _____

THOSE IN FAVOR: 7

THOSE OPPOSED: 0

ABSTENTIONS: 0

I hereby certify that the foregoing Resolution was adopted by the Planning Board of Roselle Park at its meeting of November 17, 1997 and that said Resolution memorializes the action of the Planning Board taken at its meeting held on October 20, 1997, approving said adoption of the revised Master Plan of the Borough of Roselle Park by a vote of 7 in favor; 0 against and 0 abstentions.

RICHARD PIACENTINI, Chairman

NANCY CALIENDO, Secretary

LIST OF OFFICIALS

Borough Officials

Joseph DeIorio, Mayor
Bob Milici, Council Pres.
Gregory J. Kinloch
Sam V. D'Errico
Nannette Derillo
Melanie Selk
Pat Vertorano

Arlene Triano, Clerk
James Heimlich, Esq., Attorney

Planning Board

Richard Piacentini, Chairman
Joseph DeIorio, Mayor
Bob Milici, Council
Charles A. Lawrence, Jr.
Sean Ryan
Terry Kirste
Arthur Reuben (Alt II)
Diane Kurz (Alt I)

Nancy Caliendo, Secretary
Kathy Vail, Clerk
Michael Tripodi, Esq., Attorney

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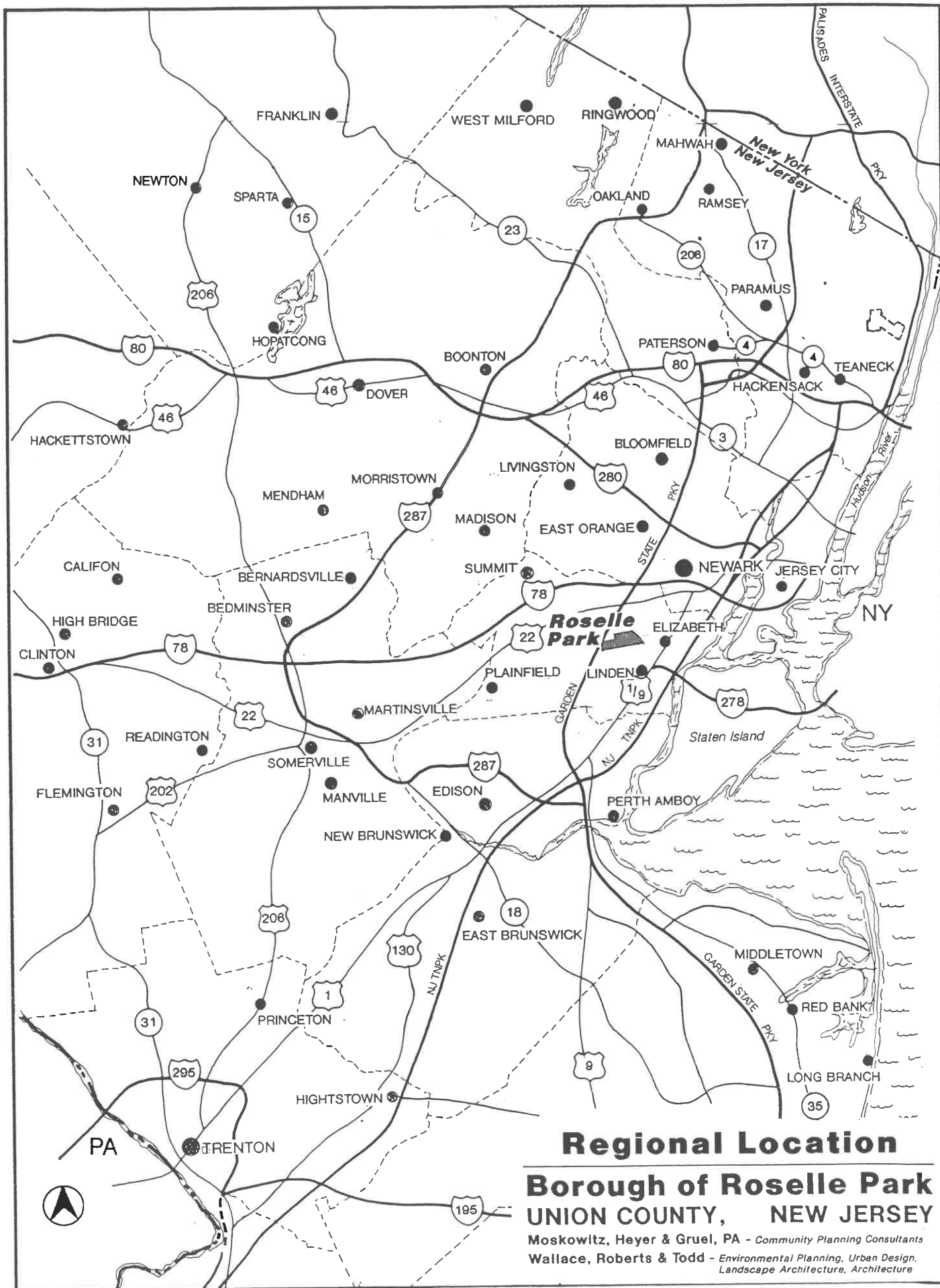
INTRODUCTION

Roselle Park is a 1.2 square mile municipality located in the heart of Union County, as shown on the attached location map. The Borough is bordered to the east by the City of Elizabeth, to the north by Union Township and the Borough of Kenilworth, to the west by Cranford Township and to the south by the Borough of Roselle. The Borough is traversed by three separate railroad lines including New Jersey Transit's Raritan Valley passenger line and two freight lines.

Roselle Park's development pattern has been largely influenced by the three railroad lines that traverse the community. In 1839 the Central Railroad of New Jersey started operation of its railroad line along the southern border of what is now Roselle Park and provided rail access from Elizabeth to Somerville. The Raritan Valley line, which extends from the southwest corner to the northeast corner of the Borough, started operation at approximately the same time and provided access from New Brunswick to Newark. In 1867 a railroad stop was established at Chestnut Street and named Roselle in honor of John Pierre Roselle, a close friend of President Johnston. The station building was erected in 1902. Roselle Park, which now had railroad access to New York, quickly became a settlement of New York City commuters.

In 1901, the Borough of Roselle Park was created as a separate governmental unit from portions of Cranford and Union Township. At that time the Borough was comprised of approximately 1,000 homes, three schools, three fire stations and two railroad stations. Westfield Avenue and Chestnut Street formed the Borough's business center, and light industrial uses were located along Westfield Avenue.

Roselle Park, while largely a residential enclave, also supported a number of technologically advanced industries. Thomas Edison located the first electric generating plant in the United States at the corner of First Avenue and Locust Street and provided electrical service to the Borough. In 1912 the Marconi Wireless Telegraph Company of America built a manufacturing plant at the intersection of Westfield Avenue and Gordon Street to manufacture wireless



communication equipment. The facility was subsequently taken over by General Electric and RCA for radio broadcasting, and eventually housed the WDY radio station.

This Master Plan strives to maintain the positive characteristics of Roselle Park and provide a framework to meet the challenges of the next millennium without sacrificing the diversity and amenities which are essential to the Borough's viability. Potential redevelopment areas are identified to help improve the viability of the Central Business District. Specific community design standards are proposed to enhance the visual quality of the entire Borough, especially its gateway entrances. New pedestrian connections are proposed along the Raritan Valley railroad line to link existing and proposed parks.

MASTER PLAN PROCESS

A Master Plan provides a comprehensive guide for the future development and preservation of key areas of a community. The key element in defining the difference between a Master Plan and other planning studies is the Master Plan's comprehensive approach to planning issues. The Master Plan considers many factors having an impact on community life, with the focus on its physical, social, economic and aesthetic needs. Each of these many aspects are considered with respect to the entire community, and in forming final proposals, all planning considerations are adjusted to each other.

Requirements For Planning

The New Jersey Land Use Law (c.291, N.J. 1975) establishes the legal criteria for a Master Plan and each community must be certain that its plans comply with the legal requirements of the law. The following is a summary of these requirements:

Preparation And Adoption

The responsibility for the preparation of a Master Plan rests with the local Planning Board. A plan may be adopted (or amended) only by the Planning Board and only after a public hearing. The Plan must be reviewed at least once every six years.

Content

The Master Plan must include a statement of objectives upon which the Plan is based. It must include a land use plan indicating: natural conditions, extent and intensity of land to be used for varying types of future development, the location of existing or proposed airports and airport hazard areas and a statement of recommended population density and development intensity. A specific policy statement indicating the relationship of Plan proposals to the Plans of neighboring communities, the County, and other appropriate jurisdictions must also be included. A housing

plan element to the Master Plan is also required under section N.J.S.A. 40:55D-62 if the Borough zoning is to be held valid. A Master Plan may also include the following elements: circulation plan; utility service plan; recreation plan; conservation plan; economic plan; historic preservation plan; recycling plan. The Municipal Land Use Law does not limit the number of plan elements in a Master Plan and a community is free to develop additional subplan elements to meet its particular needs.

Enforcement And Implementation

The Master Plan, after adoption by the Planning Board, gives the community the legal basis for control over future development. The major means of implementation are as follows:

- All of the provisions of a zoning ordinance, or any amendment or revision thereto shall either be substantially consistent with the Land Use Element of the Master Plan or designed to effectuate such plan element (N.J.S.A. 40:55d-62).
- The location and design of new streets created through the process of land subdivision or site plan approval may be required to conform to the provisions of the circulation plan element of the Master Plan (N.J.S.A. 40:55D-38b(2)).
- Where the Master Plan provides for the reservation of designated streets, public drainageways, flood control basins, or public areas, the Planning Board may require that such facilities be shown and reserved in subdivisions and site plans in locations and sizes suitable for their intended use. The reservation powers are effective for a period of one year after approval of a final plan. The municipality must compensate the owner for such action (N.J.S.A. 40:55d-44).
- Whenever the governing body or other public agency proposes to spend public funds, incidental to the location, character or extent of a capital project, such proposal must be referred to the Planning Board for review and recommendation. No action shall be taken without such recommendation or until 45 days have elapsed (N.J.S.A. 40:55d-31).

I. GOALS AND OBJECTIVES

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INTRODUCTION

The New Jersey Municipal Land Use Law requires that municipal master plans contain a statement of the goals, objectives, principles, assumptions, policies and standards upon which a comprehensive master plan is to be based. The goal provides the overall vision for Roselle Park and the objectives provide more specific guidance in achieving the desired vision.

The overall goal of the Master Plan is to maintain and enhance the quality of life for the residents and businesses in Roselle Park. The objectives represent an evaluation and refinement of the objectives of past master plans and new objectives suggested in response to current concerns. These objectives have been established through discussions at planning board meetings, meetings with concerned individuals and groups active in the Borough and research and analysis of the planning issues unique to Roselle Park. The objectives are general and are intended to provide an overall framework for development and preservation in the Borough.

Specific objectives of the Master Plan include the following:

Land Use

Residential

1. Preserve and protect the integrity of Roselle Park's residential neighborhoods to maintain them as desirable living environments.
2. Reduce housing turnover by encouraging home ownership opportunities and discouraging the creation of illegal rental apartments in existing homes.
3. Provide opportunities for the creation of senior citizen housing.

4. Rezone underutilized properties to capitalize on the Borough's existing resources, such as access to mass transit and highway accessibility.

Commercial

1. Preserve the present business areas of the Borough, maintaining sufficient retail, service and office facilities to meet the needs of Roselle Park's residents.
2. Enhance and support the Central Business District (CBD) by encouraging the redevelopment of underutilized properties adjacent to the CBD and providing additional areas for parking.
3. Improve the appearance of the CBD through implementation of a streetscape improvement program, support for facade improvements and the adoption of design standards.
4. Revise the zoning for commercial districts to differentiate between uses permitted in the CBD and uses permitted along arterial roadways.

Industrial

1. Upgrade the older industrial areas of the Borough in order to maintain jobs and preserve the nonresidential tax base.

Community Design

1. Ensure that new development is visually and functionally compatible with the physical character and desired image of the Borough.
2. Improve the visual and physical appearance of all nonresidential areas, while protecting residential neighborhoods from nonresidential encroachment.

3. Ensure that all development is designed with respect to architectural heritage, including buildings, streetscape and landscape.

Circulation

1. Provide for the safe and efficient movement of persons and goods throughout the Borough.
2. Provide an ongoing street maintenance program to prevent disrepair.
3. Rehabilitate the train station by coordinating with New Jersey Transit and seeking federal/state funding.
4. Improve public transportation services by providing shelters for public bus stops in appropriate locations.

Community Facilities

1. Maintain a high level of municipal services to Roselle Park residents and nonresidential taxpayers.
2. Provide community facilities that meet local needs and respond to the varying demands of different demographic groups.
3. Maintain and improve existing Borough resources rather than constructing or acquiring major new facilities;

Parks And Recreation

1. Provide additional space to support the increasing recreational demands of Borough residents.

2. Provide pedestrian connections between existing and proposed recreational facilities, where possible.

Compatibility Of Planning Efforts

1. Cooperate with adjacent municipalities and the County in reviewing planning proposals that have regional influence or are located along Roselle Park's boundaries.

II. DEMOGRAPHIC PROFILE

II. DEMOGRAPHIC PROFILE

INTRODUCTION

This element presents general demographic, housing and economic trends experienced by the Borough of Roselle Park over the past ten years. While it is difficult to generalize about the "average resident of Roselle Park," it is important to understand demographic and economic conditions and population trends in an effort to comprehensively plan for the Borough. Although past trends do not necessarily guarantee those of the future, they do provide an historic sense of direction and call attention to emerging trends.

SUMMARY OF DEMOGRAPHIC CHARACTERISTICS

The Borough of Roselle Park is a suburban community located in Union County, one of the State's urban counties. Major demographic trends in Roselle Park include the following:

Population

- Roselle Park has experienced a population pattern typical of older suburban areas, with a sharp increase in population between 1940 and 1970 after which the population began to decline.
- The population, however, is projected to stabilize and start to increase as more families with young children and ethnic households move into the Borough.
- The number of senior citizens is projected to increase as the baby boom generation approaches retirement age.
- The population is also becoming more ethnically diverse, a pattern which should continue to increase in the future as the New York metropolitan region as a whole becomes more diverse.

Housing

- The size of households in Roselle Park, as well as nationwide, has declined steadily since 1970.

- With less than 60 percent of the Borough's housing units being owner-occupied, Roselle Park has a relatively high number of rental housing units.
- Housing in Roselle Park has a fairly high turnover ratio, caused in large part by the number of rental units in the Borough. As of April 1990, almost 50 percent of the households in the Borough had moved into their residence within the last five years.
- The Borough's housing stock consists of many older homes. Almost 40 percent of the housing stock was built before 1940.
- Housing in Roselle Park is relatively affordable. While the Borough's 1990 median household income was \$1,600 higher than the County median, the Borough's 1990 median housing value was \$20,400 less than the County median.
- Little new residential development is expected in Roselle Park. Since 1990, only 14 dwelling units have been issued in the Borough.

Income And Employment

- Roselle Park is a solid, middle-class community. Over 60 percent of the households in Roselle Park have annual incomes of between \$25,000 and \$75,000.
- The Borough functions as a bedroom community, with a population to job ratio of 4.77 compared to Union County's ratio of 2.28 to 1.
- Roselle Park's employment base has remained fairly stable over the past ten years, ranging from a high of 3,076 in 1989 to a low of 1,969 in 1993.

POPULATION

Population Trends

The population of Roselle Park grew steadily from 1930 to 1970 and then declined from 1970 to 1990. The greatest growth period was between 1940 and 1950 when the population increased from 9,661 to 11,537 persons or 19.4 percent. The Borough's population reached a peak of 14,277 persons in 1970. From 1970 to 1990, the population decreased from 14,277 to 12,805 persons, a loss of almost 1,500 persons or 10.3 percent.

The population trends experienced by the Borough are similar to those of Union County as a whole, also shown in Table II-1. From 1970 to 1990 the County's population decreased from 543,116 to 493,819 or 9.1 percent. The County's population increased steadily from 1930 to 1970 and reached a peak of 543,116 persons in 1970.

Table II-1
POPULATION CHANGE, 1930 to 1990
Borough of Roselle Park and
Union County

Borough of Roselle Park

Year	Population	Population Change	
		Difference	Percent
1930	8,969		
1940	9,661	692	7.7
1950	11,537	1,876	19.4
1960	12,546	1,009	8.8
1970	14,277	1,731	13.8
1980	13,377	-900	-6.3
1990	12,805	-572	-4.3
1994*	12,907	102	1.0

Union County

Year	Population	Population Change	
		Difference	Percent
1930	305,209		
1940	328,344	23,135	7.6
1950	398,138	69,794	21.3
1960	504,255	106,117	26.7
1970	543,116	38,861	7.7
1980	504,094	-39,022	-7.2
1990	493,819	-10,275	-2.0
1994*	496,230	2,411	0.5

* 1994 Estimate from New Jersey Department of Labor

Source: New Jersey State Data Center, April 1991

Population Composition By Age

The population by age groups for 1980 and 1990 for the Borough is shown on Table II-2. As indicated, over the ten year period there were shifts in almost all the age cohorts. The most significant decreases were in people under 24 years of age and people between 45 and 64 years of age. The major increases occurred in the 35 to 44 age group with a percentage rise of almost 34 percent or 499 persons, and the 65 and over age group with an increase of 15.4 percent or 247 persons.

These changes are local manifestations of national trends. The increase in the 35 to 44 age cohort represents the aging of the baby boom generation; those born between 1945 and 1964. Rutgers University Center for Urban Policy Research identifies this group and the process as "middle aging". This group will constitute a fairly affluent stable market. The growth of this age group in the child rearing stage also translates to an increase in young children (under 5 years old). This trend will most likely result in increasing school enrollments in the 1990's. Although Roselle Park experienced a decline of 32 persons or 4.5 percent in the under 5 age cohort, the percentage of the population comprised of children under 5 remained constant (5.3 percent) from 1980 to 1990.

The decline of the 5 to 24 age group also reflects national trends. This is the baby bust generation reflecting the low national birth rate experienced between 1965 through 1976. As this group ages, they will constitute a smaller market for those goods and services that serve young adults.

Finally, the increase in the 65+ category really has two components. Those 75 and over will increase and indeed may require significantly high public expenditures in terms of specialized housing and services. The 65 to 74 age group will probably decline during the coming decades. They are the products of the low birth rates of the late 1920's and depression years.

Table II-2
POPULATION BY AGE
1980 and 1990
Borough of Roselle Park

	1980		1990		Change 1980-90	
	No. of Persons	Percent	No. of Persons	Percent	Difference	Percent
Under 5	715	5.3	683	5.3	-32	-4.5
5-14	1,688	12.6	1,400	10.9	-288	-17.1
15-24	2,261	16.9	1,700	13.3	-561	-24.8
25-34	2,528	18.9	2,629	20.5	101	4.0
35-44	1,472	11.0	1,971	15.4	499	33.9
45-54	1,426	10.7	1,333	10.4	-93	-6.5
55-64	1,686	12.6	1,241	9.7	-445	-26.4
65 and Over	1,601	12.0	1,848	14.4	247	15.4
Totals:	13,377	100.0	12,805	100.0	-572	-4.3

Source: U.S. Bureau of the Census, 1980 and 1990

The age cohort distribution for 1980 and 1990 is shown in Table II-3 for the Borough and for Union County. The table reveals that the Borough's under 5 age category remained constant from 1980 to 1990 while the County's under 5 age group increased. The Borough and the County experienced decreases in the 5 to 14 and 15 to 24 year old groups. The Borough experienced growth in the 25 to 34, 35 to 44 and 65 and over age cohort as did the County.

The median age in the Borough increased from 32.8 years in 1980 to 35 years in 1990, while the County median age of 34.7 in 1980 also increased to 35.8 years in 1990.

Table II-3
PERCENTAGE POPULATION DISTRIBUTION
1980 and 1990

Borough of Roselle Park and Union County

	1980		1990	
	Borough	County	Borough	County
Under 5	5.3	5.6	5.3	6.9
5-14	12.6	13.6	10.9	12.6
15-24	16.9	16.8	13.3	13.9
25-34	18.9	14.5	20.5	17.6
35-44	11.0	11.6	15.4	15.5
45-54	10.7	12.2	10.4	10.9
55-64	12.6	12.9	9.7	9.3
65 and Over	12.0	12.8	14.4	13.4
Totals:	100.0	100.0	99.9	100.1
Median Age:	32.8	34.7	35.0	35.8

Source: U.S. Bureau of the Census, 1980 and 1990

Population Projections

Roselle Park's population is projected to increase in the future, as shown in Table II-4. The population in 2010 is expected to increase to 13,050, a two percent increase. This projection, however, may be lower than actuality since the population projection for the year 2000 was achieved in 1994. It is based on County population projections prepared by the State Department of Labor and Demographics in 1994 and modified to reflect Roselle Park's proportionate share of the County's population base.

In terms of age distribution, the number of school age children is expected to peak at about year 2000, after which the number of young children will begin to decline. As shown in Table II-5, the largest population component in year 2000 will be those aged 35 to 44, compared to the 45 to 54 age cohort in 2010 and the 25 to 34 age cohort in 1990. Again, this trend is attributable to the aging of the baby boom generation.

Table II-4
POPULATION PROJECTIONS
1990 TO 2010

Borough of Roselle Park and Union County

	<u>Roselle Park</u>	<u>Union County</u>
1990	12,805	493,819
2000	12,900	496,200
2010	13,050	502,300

Source: New Jersey Department of Labor, Population Projections, 1990-2010,
January 1994.

Table II-5
POPULATION PROJECTIONS
2000 TO 2010

Borough of Roselle Park

<u>Age Group</u>	<u>1990</u>	<u>2000</u>	<u>2010</u>
Under 5	683	920	760
5-14	1,400	1,770	1,730
15-24	1,700	1,460	1,730
25-34	2,629	1,710	1,550
35-44	1,971	2,150	1,720
45-54	1,333	1,820	2,110
55-64	1,241	1,310	1,730
65 and Over	<u>1,848</u>	<u>1,760</u>	<u>1,720</u>
Totals:	12,805	12,900	13,050

Source: New Jersey Department of Labor Population Projections, 1990-2010, January 1994.

Race And Gender

Roselle Park remains a predominantly white community with small but growing percentages of minorities. As shown in Table II-6 whites comprised over 92 percent and minorities comprised almost 8 percent of the Borough's 1990 population. From 1980 to 1990 Asians and Pacific Islanders experienced the largest growth of 499 persons. In 1990, 48.6 percent of Roselle Park's population was male and 51.4 percent was female.

Table II-6
RACE AND GENDER, 1980 AND 1990
Borough of Roselle Park

	1980		1990		Number Change	
	Number	Percent of Total Population	Number	Percent of Total Population	Number	Percent
<u>RACE</u>						
White	13,080	97.8	11,797	92.1	-1,283	-9.8
Black	32	0.2	137	1.1	105	328.1
American Indian, Eskimo, Aleut	9	0.1	6	0.0	-3	-33.3
Asian or Pacific Islander	180	1.3	679	5.3	499	277.2
Other Race	76	0.6	186	1.5	110	144.7
Total	13,377	100.0	12,805	100.0	-572	-4.3
<u>GENDER</u>						
Male	6,477	48.4	6,219	48.6	-258	-4.0
Female	6,900	51.6	6,586	51.4	-314	-4.6
Total	13,377	100.0	12,805	100.0	-572	-4.3

Source: 1980 and 1990 Census

EXISTING HOUSING CHARACTERISTICS

Household Size

A household is defined as one or more persons, whether related or not, living together in a dwelling unit. Households by number of persons for 1990 in the Borough of Roselle Park and Union County are shown in Table II-7. The number of households in the Borough increased by less than one percent from 1980 to 1990. The County experienced a slightly higher increase of 1.2 percent during the same time period.

As indicated in Table II-7, the average 1990 household size in the Borough was 2.53 persons, down from 2.66 in 1980. The County household size also declined from 2.81 in 1980 to 2.71 in 1990.

Various trends during the late 1970's and 1980's have continued and have contributed to smaller household sizes. The tendency to marry at later ages, increases in divorce rates, increases in the number of elderly living alone, and the desire by single working persons to have their own housing units all served to decrease household sizes. The increase in the number of persons in the child bearing age categories (i.e., 25 to 34 and 35 to 44), a leveling of divorce rates, the increased cost of housing and job losses have slowed the household size decrease somewhat.

The household characteristics of Roselle Park and Union County follow this national trend. From 1980 to 1990 the number of one person households increased by 11.7 percent in the Borough and 12.1 percent in the County. Both the Borough and County experienced declines in the 5 person and 6 or more person households during this time period.

Table II-7
HOUSEHOLD CHARACTERISTICS
1980 and 1990
Borough of Roselle Park and Union County

Borough of Roselle Park

Household Size	1980		1990		Change, 1980-90	
	Number	Percent	Number	Percent	Number	Percent
1 person	1,210	24.0	1,351	26.7	141	11.7
2 persons	1,632	32.4	1,641	32.4	9	0.6
3 persons	850	16.9	866	17.1	16	1.9
4 persons	736	14.6	716	14.1	-20	-2.7
5 persons	376	7.5	337	6.7	-39	-10.4
6 or more persons	234	4.6	159	3.1	-75	-32.1
Totals:	5,038	100.0	5,070	100.0	32	0.6
Persons Per Household:	2.66		2.53		-0.13	

Union County

Household Size	1980		1990		Change, 1980-90	
	Number	Percent	Number	Percent	Number	Percent
1 person	36,985	20.8	41,475	23.0	4,490	12.1
2 persons	54,592	30.7	54,869	30.5	277	0.5
3 persons	33,314	18.7	33,677	18.7	363	1.1
4 persons	28,495	16.0	28,911	16.1	416	1.5
5 persons	14,507	8.2	13,101	7.3	-1,406	-9.7
6 or more persons	10,080	5.7	8,043	4.5	-2,037	-20.2
Totals:	177,973	100.0	180,076	100.0	2,103	1.2
Persons Per Household:	2.81		2.71		-0.1	

Source: U.S. Bureau of the Census, 1980 & 1990

Household Types

As indicated in Table II-8, there were 5,070 households in the Borough of Roselle Park in 1990. One-person households represented 26.6 percent of the total households, or 1,351 households. Persons aged 65 and over comprised 1,381 households, or over 27 percent of the total number of households.

Table II-8
TYPES OF HOUSEHOLDS
Borough of Roselle Park

Type of Household	1990 Total	Number in Subgroup	Percent Of Total
Total Households:	5,070		
One Person:		1,351	26.6
Male Householder	564		11.1
Female Householder	787		15.5
Two or More Persons:		3,719	73.4
Married Couple Family:	2,761	2,761	54.5
w/related children	1,183		23.3
w/no related children	1,578		31.1
Other Family:		713	14.1
Male Householder, No Wife Present:	181		3.6
w/related children	51		1.0
w/no related children	130		2.6
Female Householder, No Husband:	532		10.5
w/related children	200		3.9
w/no related children	332		6.5
Non-Family*		245	4.8
Male Householder	135		2.7
Female Householder	110		2.2
One or More Persons, 65 Years or Over	1,381		27.2

* Not a member of a family; roomers, boarders, resident employees, foster children, etc.

Source: U. S. Bureau of the Census, 1990

Income

As shown in Table II-9, the 1989 per capita income for the Borough of Roselle Park was \$19,197. The Borough's per capita income was \$463 less than the County's per capita income of \$19,660 and \$483 more than the State's per capita income of \$18,714.

The Borough's per capita income posted a 127.3 percent increase over the ten year period from 1979 to 1989. During the same ten year period, the County's and the State's per capita income grew 118 percent and 129 percent, respectively. These figures represent a significant income increase for Roselle Park, the County and the State since 1979. Household income data is consistent with per capita income, although there was a smaller increase in household income. The Borough's median household income increased by 102 percent in the same ten year period, while the County's and the State's grew by 93 percent 107 percent respectively.

Table II-9

PER CAPITA AND HOUSEHOLD INCOME, 1979 and 1989
Borough of Roselle Park, Union County and State of New Jersey

	1979 Median Household Income	1979 Per Capita Money Income	1989 Median Household Income	1989 Per Capita Money Income
Borough	\$21,476.00	\$8,445.00	\$43,365.00	\$19,197.00
County	\$21,625.00	\$9,031.00	\$41,791.00	\$19,660.00
State	\$19,800.00	\$8,183.00	\$40,927.00	\$18,714.00

Source: U.S. Bureau of the Census, 1980 & 1990

The household income for 1989 is shown on Table II-10. Approximately 40.2 percent of the households in the Borough had incomes of \$50,000 or more. Similarly, the County had 40.6 percent earning \$50,000 or more.

Table II-10
HOUSEHOLD INCOME DISTRIBUTION 1989
Borough of Roselle Park and Union County

Income	Borough		County	
	Number of Households	Percent	Number of Households	Percent
Less than \$5,000	92	1.8	6,655	3.7
\$5,000 - \$9,999	187	3.7	11,233	6.2
\$10,000 - \$14,999	285	5.6	10,542	5.9
\$15,000 - \$24,999	592	11.6	21,905	12.2
\$25,000 - \$34,999	743	14.6	23,853	13.3
\$35,000 - \$49,999	1,145	22.5	32,678	18.2
\$50,000 - \$74,999	1,230	24.2	37,455	20.8
\$75,000 - \$99,999	458	9.0	17,400	9.7
\$100,000 - \$149,999	304	6.0	12,115	6.7
\$150,000 or more	50	1.0	6,130	3.4
Totals:	5,086	100.0	179,966	100.0

Source: U.S. Bureau of the Census, 1990

Housing Unit Data

As shown in Table II-11, in 1990 there were 5,231 housing units in the Borough, of which 96.9 percent or 5,070 units were occupied year-round. This is virtually the same as for the County as a whole, which had a reported 96.3 percent of its housing being occupied year-round.

Over one-half of the homes in the Borough (59 percent) were owner occupied in 1990. This is lower than the County which listed 62.5 percent of homes being owner occupied.

Table II-11

HOUSING UNIT DATA - 1990
Borough of Roselle Park and Union County

<i>Unit Type:</i>	Borough of Roselle Park		Union County	
	Number	Percent	Number	Percent
Year Round	5,070	96.9	180,076	96.3
Vacant, Seasonal & Migratory	161	3.1	6,957	3.7
Total:	5,231	100.0	187,033	100.0
<i>Tenure of Occupied Units:</i>				
Owner Occupied	2,990	59.0	112,508	62.5
Renter Occupied	2,080	41.0	67,568	37.5
Total:	5,070	100.0	180,076	100.0

Source: U.S. Bureau of the Census, 1990

Tenure Of Households

The breakdown of units in the Borough of Roselle Park and Union County by tenure (the year the current householder moved into the unit) is shown in Table II-12. Over half (58.9 percent) of the households in the Borough moved into their current residence after 1980 and over 45 percent since 1985. This represents a relatively high turnover between 1980 and 1990.

Union County as a whole experienced lower turnover between 1980 and 1990. Almost 53 percent of the householders in Union County moved into their current residence since 1980, of which 38.7 percent moved since 1985.

Table II-12

OCCUPIED HOUSING UNITS BY TENURE
Borough of Roselle Park and Union County

Year Householder Moved Into Unit	Borough of Roselle Park		Union County	
	Number	Percent	Number	Percent
1989 - March 1990	964	19.0	25,504	14.2
1985 - 1988	1,353	26.7	44,040	24.5
1980 - 1984	669	13.2	25,570	14.2
1970 - 1979	710	14.0	35,128	19.5
1960 - 1969	566	11.2	23,495	13.1
1959 or earlier	808	15.9	26,339	14.6
Totals:	5,070	100.0	180,076	100.0

Source: U.S. Bureau of the Census, 1990

EXISTING HOUSING CHARACTERISTICS

Housing Unit Type And Size Characteristics

Slightly over half of the majority of the housing stock of the Borough of Roselle Park consists of single-family detached housing. As shown in Table II-13, there were 2,712 single-family detached homes in 1990 which represents approximately 52 percent of the housing stock. Single-family attached homes consist of 83 units or about 1.6 percent of the housing stock. A total of 2,338 units or 44.7 percent of the housing stock consisted of two or more units. The remaining 98 units (19 percent) were mobile homes, trailers or other units. The County's housing stock is similar although it has a greater percentage of single-family units and fewer two-family units.

The year the structure was built is also included in Table II-13. Roselle Park's housing stock is older than that of the County as a whole. As shown, over half or 55.2 percent of the units in the Borough were constructed before 1950. In Union County, however, only 47.6 percent of the

structures were built in that period. The County experienced its most active housing construction decade during the 1950's when 24.5 percent of its housing stock was built. Only 14.4 percent of the Borough's housing stock was constructed during this time.

Housing units by the number of rooms are also detailed. In 1990 only 23.9 percent of the dwelling units in Roselle Park had seven or more rooms. In contrast, 34.1 percent of the County's housing stock contained 7 or more rooms. This reflects the predominance of older residences in the Borough as older homes contain fewer rooms than new homes.

The number of bedrooms per structure are also shown in Table II-13. As shown, only 52.7 percent of the Borough's housing stock and 57 percent of the County's housing stock contained 3 or more bedrooms. Again, this reflects the Borough and County older housing stock as newer homes tend to be bigger and contain more bedrooms.

Table II-13
HOUSING UNIT DATA - 1990
Borough of Roselle Park and Union County

<i>Characteristics:</i>	Borough of Roselle Park		Union County	
	Number	Percent	Number	Percent
Total Units	5,231		187,033	
<i>Year Structure Built:</i>				
1989-March 90	19	0.4	1,091	0.6
1985-1988	104	2.0	4,500	2.4
1980-1984	22	0.4	3,888	2.1
1970-1979	506	9.7	13,478	7.2
1960-1969	938	17.9	29,124	15.6
1950-1959	754	14.4	45,804	24.5
1940-1949	831	15.9	32,424	17.3
1939 or earlier	2,057	39.3	56,724	30.3
<i>Units in Structure:</i>				
One (Single Family Detached)	2,712	51.8	100,345	53.7
One (Single Family Attached)	83	1.6	5,980	3.2
Two or more Units	2,338	44.7	78,001	41.7
Mobile Home, Trailer, Other	98	1.9	2,707	1.5
<i>Number of Rooms:</i>				
1 room	101	1.9	3,884	2.1
2 rooms	237	4.5	5,999	3.2
3 rooms	858	16.4	21,496	11.5
4 rooms	806	15.4	27,732	14.8
5 rooms	745	14.2	29,446	15.7
6 rooms	1,232	23.6	34,840	18.6
7 rooms	722	13.8	28,713	15.4
8 rooms	325	6.2	18,482	9.9
9+ rooms	205	3.9	16,441	8.8
<i>Number of Bedrooms:</i>				
No bedroom	138	2.6	4,146	2.2
1 bedroom	1,335	25.5	30,339	16.2
2 bedrooms	1,002	19.2	46,404	24.8
3 bedrooms	1,989	38.0	68,064	36.4
4 bedrooms	675	12.9	29,994	16.0
5+ bedrooms	92	1.8	8,086	4.3

Source: U.S. Bureau of the Census, 1990

Housing Conditions

Housing conditions in Roselle Park are excellent as demonstrated by those factors used in determining housing deficiency. As Table II-14 indicates, there are no units that lack complete kitchen facilities and only 41 units or 0.8 percent that lack complete plumbing facilities. In comparison, Union County is reported as having 0.7 percent or 1,192 units lacking complete kitchen facilities, and 0.5 percent or 952 units lacking plumbing facilities.

Only 148 units or 2.9 percent of the occupied units have more than 1 person per room. These factors are utilized in determining housing deficiency. The majority of the units have less than 0.50 persons per room. There were 90 units which had 1.01 to 1.50 persons per room, 43 which had 1.51 to 2 persons per room and 15 units which had over 2.01 persons per room. The housing deficiency is lower than the County as approximately 4.6 percent of its occupied units have more than 1 person per room.

Table II-14
INDICATORS OF HOUSING CONDITIONS - 1990
Borough of Roselle Park and Union County

	Borough of Roselle Park		Union County	
	Number	Percent	Number	Percent
Number of Occupied Units:	5,070		180,076	
Lacking complete plumbing facilities	41	0.8	952	0.5
Lacking complete kitchen facilities	0	0.0	1,192	0.7
Occupied Units By Persons Per Room:				
0.50 or less	3,209	63.3	117,490	65.2
0.51 to 1.00	1,713	33.8	54,288	30.2
1.01 to 1.50	90	1.8	5,289	2.9
1.51 to 2.00	43	0.9	2,089	1.2
2.01 or more	15	0.3	920	0.5
Total	5,070	100.8	180,076	101.2

Source: U.S. Bureau of the Census, 1990

Housing Values

Housing values for both Roselle Park and Union County in 1990 are indicated on Table II-15. As shown, less than 12 percent of homes in the Borough are valued at or over \$200,000. This is in contrast to housing values in the County where about 38 percent are valued at or over \$200,000. The table also show that the median housing value for the Borough is over \$20,000 less than that of the County, (\$160,100 vs. \$180,500, respectively).

Table II-15
SPECIFIED OWNER OCCUPIED HOUSING VALUES - 1990
Borough of Roselle Park and Union County

Value	Borough of Roselle Park		Union County	
	Number	Percent	Number	Percent
Less than \$75,000	73	2.9	2,429	2.7
\$75,000-\$99,999	119	4.8	4,222	4.6
\$100,000-\$124,999	201	8.1	7,097	7.7
\$125,000-\$149,999	513	20.6	11,912	13.0
\$150,000-\$174,999	841	33.8	17,035	18.6
\$175,000-\$199,999	457	18.4	14,644	16.0
\$200,000-\$249,999	232	9.3	15,500	16.9
\$250,000-\$299,999	45	1.8	7,923	8.6
\$300,000-\$399,999	8	0.3	6,475	7.1
\$400,000-\$499,999	0	0.0	2,311	2.5
\$500,000 or more	1	0.0	2,229	2.4
Total:	2,490	100.0	91,777	100.0
Median Value:	\$160,100.00		\$180,500.00	

Source: U.S. Bureau of the Census, 1990

Contract Rents

Gross contract rents for renter occupied units in Roselle Park and Union County are shown in Table II-16. Over one-half (60.8 percent) of the renter occupied units in Roselle Park for 1990 had contract rents at or over \$600 per month and median monthly rent was \$621. Union County had a median rent of \$530, and 37 percent of the total rental units had rents at or over \$600.

Table II-16
CONTRACT RENTS - 1990
Borough of Roselle Park and Union County

Value	Borough of Roselle Park		Union County	
	Number	Percent	Number	Percent
Less than \$200	9	0.4	4,323	6.4
\$200-\$299	14	0.7	4,354	6.5
\$300-\$399	50	2.4	7,631	11.4
\$400-\$499	181	8.7	11,748	17.5
\$500-\$599	558	26.9	14,313	21.3
\$600-\$699	770	37.1	11,178	16.6
\$700-\$999	430	20.7	9,750	14.5
\$1,000 or more ¹	22	1.1	2,406	3.6
No Cash Rent	39	1.9	1,525	2.3
Total:	2,073	100.0	67,228	100.0
Median Rent:	\$621.00		\$530.00	

¹ Rents in this category are assumed to be for detached single-family units.

Source: U.S. Bureau of the Census, 1990

Housing Sales

During the 1965-1980 period, the increase in sales prices in the State of New Jersey followed that of the nation as a whole. However, sales prices during 1980-1988 in New Jersey far exceeded that of the nation by three and one half times. Sales prices were influenced by the increased housing demand caused by an immigration of new corporations and a booming economy.

Median housing sales prices for the Borough of Roselle Park increased from \$19,750 in 1965 to \$155,000 in 1988, as shown in Table II-17. This represents about a 685 percent increase (including inflation) within the 23 year period. In comparison, median housing sales prices in New Jersey increased approximately 700 percent from \$17,750 in 1965, to \$141,900 in 1988. Median sales prices in Union County increased by 660 percent from \$22,250 in 1965 to \$169,000 in 1988. As shown in Table II-15, the 1988 median sales price of housing in the Borough was \$14,000 less than that of the County.

Table II-17

MEDIAN HOUSING SALES PRICES

Borough of Roselle Park, Union County & New Jersey

Year	Borough of Roselle Park		Union County		New Jersey	
	Median Sales Price	Percent Change	Median Sales Price	Percent Change	Median Sales Price	Percent Change
1965	\$19,750.00		\$22,250.00		\$17,750.00	
1970	\$25,500.00	29.1	\$28,275.00	27.1	\$23,000.00	29.6
1975	\$40,000.00	56.9	\$45,900.00	62.3	\$39,500.00	71.7
1980	\$57,000.00	42.5	\$67,000.00	46.0	\$59,500.00	50.6
1985	\$80,902.00	41.9	\$94,007.00	40.3	\$84,004.00	41.2
1988	\$155,000.00	91.6	\$169,000.00	79.8	\$141,900.00	68.9

Source: Rutgers Regional Report, Vol. II; New Jersey Home Prices, Sternlieb & Hughes, 1990

Dwelling Units Authorized

Table II-18 details the dwelling units authorized by building permits since 1990 and the number of units which were demolished. During the 6 year period between 1990 and 1995, there were a total of 16 dwelling units authorized. Approximately 88 percent, or 14 of the units authorized were single-family units. The remaining 2 units were 2-4 family dwellings. During the same time period there were 5 residential units demolished.

Table II-18
DWELLING UNITS AUTHORIZED BY BUILDING PERMITS
1990-1995

Borough of Roselle Park

Year	Total	Single-Family	2-4 Family	5+ Family	Demolitions
1990	2	0	2	0	1
1991	4	4	0	0	1
1992	2	2	0	0	2
1993	3	3	0	0	1
1994	3	3	0	0	0
1995	2	2	0	0	0
Totals:	16	14	2	0	5

Source: Summary of Residential Building Permits, 1983-1993, NJ Department of Labor

EMPLOYMENT DATA

Jobs In Roselle Park

Covered employment in the Borough of Roselle Park decreased by 425 jobs, or 16 percent, between 1985 and 1994, as shown in Table II-19. Employment in the Borough peaked in 1989 with 3,076 jobs and has fluctuated up and down since then. By comparison, the County started to lose jobs in 1988 and this decline continued to 1993.

Table II-19
COVERED PRIVATE SECTOR EMPLOYMENT
1982-1994
Borough of Roselle Park and Union County

Year	Borough of Roselle Park			Union County		
	Number of Jobs	Annual Change		Number of Jobs	Annual Change	
		Number	Percent		Number	Percent
1985	2,599			237,250		
1986	2,866	267	10.3	237,029	-221	-0.1
1987	2,951	85	3.0	237,954	925	0.4
1988	2,955	4	0.1	235,545	-2,409	-1.0
1989	3,076	121	4.1	232,149	-3,396	-1.4
1990	2,687	-389	-12.6	216,691	-15,458	-6.7
1991	2,182	-505	-18.8	206,091	-10,600	-4.9
1992	2,237	55	2.5	199,345	-6,746	-3.3
1993	1,969	-268	-12.0	198,925	-420	-0.2
1994	2,174	205	10.4	203,968	5,043	2.5
Employment Change, 1985 to 1994		-425	-16.4		-33,282	-14.0

Source: NJ Department of Labor, Covered Employment Trends, 1982-1994

Population To Jobs Ratio

The population to jobs ratio for the Northwest Housing Region is depicted in Table II-20. The population to job ratio compares the number of persons for each job. The 4.77 to 1 ratio for Roselle Park means that for each job in the Borough, there are over 4 residents. This ratio indicates that the Borough is largely residential in nature and an exporter of employees. In comparison, Union County had a 2.28 to 1 ratio, Essex County had a 2.49 to 1 ratio, Morris County had a 2.02 ratio and Warren County had a 3.25 to 1 ratio. Compared to all of Union County and the other counties in the Northwest Housing Region, Roselle Park has the lowest population to job ratio.

Table II-20

POPULATION TO JOB RATIO North West Housing Region

Area	1990 Population	1990 Employment	Population to Jobs Ratio
Borough of Roselle Park	12,805	2,687	4.77 to 1
Union County	493,819	216,691	2.28 to 1
Essex County	778,206	312,331	2.49 to 1
Morris County	421,353	208,635	2.02 to 1
Warren County	91,607	28,212	3.25 to 1

Source: NJ Department of Labor, Covered Employment Trends, 1980-1992

Comparative Employment Data

How residents in the Borough of Roselle Park and Union County earn their living and their place of employment are shown in Table II-21. The largest occupational category in the Borough is Administrative, Support and Clerical which represents 20.2 percent of resident employment followed by Professional Specialty at 14.1 percent. The occupational group covering Executive, Administrative and Managerial also included a significant amount of the Borough's work force at 13.3 percent. Union County's largest occupational category is Administrative, Support, Clerical which accounts for 19.9 percent of the resident employment. The second largest occupation group in the County is Professional Specialty which represents 14.4 percent of all occupational categories.

Class Of Worker

Also identified in Table II-21 is the class of workers found in the Borough of Roselle Park and Union County. As expected, the largest sector of workers for both the Borough and County are private wage and salary, representing 84.5 and 82.5 percent, respectively. Self-employed made up the second largest class of workers in the Borough at 8.5 percent, and for the County at 8.1 percent.

Commuting To Work

Table II-21 shows that 76.4 percent of the workers from the Borough drove to work alone in 1990. This is slightly higher than the 72.3 percent reported by the County as a whole. Of the remaining workers in the Borough, 9 percent carpooled and 6.7 percent utilized public transportation. A much higher percentage of workers in the County, 12.5 percent, utilized public transportation.

Table II-21
OCCUPATION CHARACTERISTICS 1990
Borough of Roselle Park and Union County

Occupation Group:	Borough of Roselle Park		Union County	
	Number	Percent	Number	Percent
Executive, administrative and managerial	955	13.3	36,250	14.3
Professional specialty	1,014	14.1	36,406	14.4
Technicians and related support	321	4.5	9,380	3.7
Sales	779	10.8	27,570	10.9
Administrative, support, clerical	1,453	20.2	50,235	19.9
Private households	20	0.3	899	0.4
Protective services	137	1.9	5,422	2.2
Service	528	7.3	21,210	8.4
Farming, forestry & fishing	47	0.7	1,474	0.6
Precision production, craft & repair	926	12.9	24,144	9.6
Machine operators, assemblers & inspectors	455	6.3	18,453	7.3
Transportation & material moving	299	4.2	10,506	4.2
Handlers, equipment cleaners, helpers and laborers	274	3.8	10,266	4.1
Total:	7,208	100.0	252,215	100.0
Class of Worker:				
Private wage & salary	6,093	84.5	207,957	82.5
Local Government	616	8.5	20,481	8.1
State Government	123	1.7	6,520	2.6
Federal Government	115	1.6	5,852	2.3
Self-employed	261	3.6	10,672	4.2
Unpaid family	0	0.0	733	0.3
Total:	7,208	100.0	252,215	100.0
Commuting to Work:				
Drove alone	5,418	76.4	178,828	72.3
Carpool	640	9.0	31,000	12.5
Public transportation	474	6.7	20,666	8.4
Other means	55	0.8	2,447	1.0
Walked or work at home	502	7.1	14,264	5.8
Total:	7,089	100.0	247,205	100.0
Mean travel time (minutes)	22.85		24.33	

Source: U.S. Bureau of the Census, STF-3 Data, 199

III. LAND USE PLAN

III. LAND USE ELEMENT

INTRODUCTION

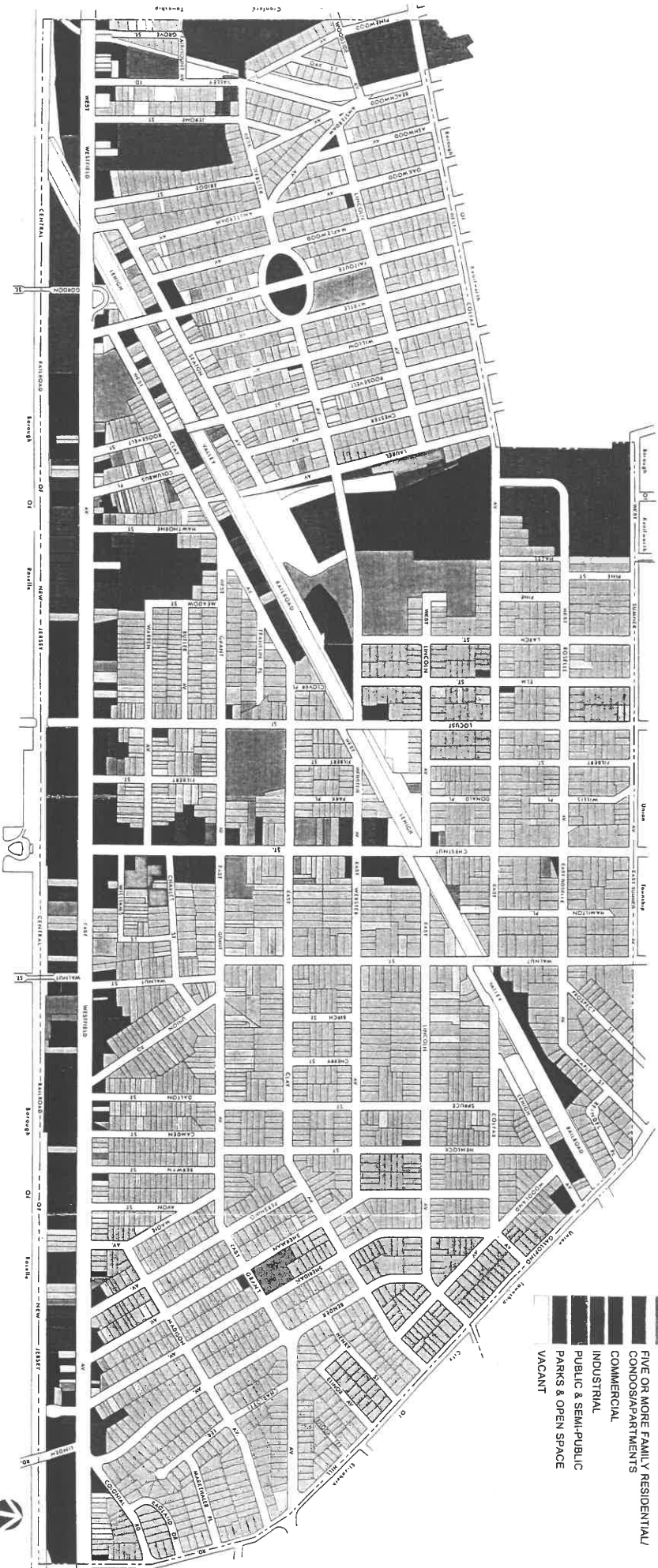
The Land Use Element is intended to act as a guide towards the future development of Roselle Park, consistent with the goals and objectives of this Master Plan. The Land Use Plan divides the lands of the Borough into categories based on both type and intensity of use and establishes a pattern of development for the Borough considering such factors as: existing land use pattern; environmental characteristics, availability and capacity of infrastructure and roads, compatibility with planning efforts in adjacent municipalities and the current and future land use needs of the Borough.

LAND USE TRENDS

Overall, the land use pattern in Roselle Park has not changed significantly since it was originally developed in the early 20th century. The 1996 existing land use inventory is based on an analysis of the Borough's tax assessment records, an aerial survey of the Borough and spot windshield surveys. As shown in Table III-1, the 1996 land use pattern is primarily residential, with lesser amounts of commercial, industrial and public uses.

Existing Land Use - 1996

- Legend**
- SINGLE-FAMILY RESIDENTIAL
 - TWO-FAMILY RESIDENTIAL
 - THREE & FOUR-FAMILY RESIDENTIAL
 - FIVE OR MORE FAMILY RESIDENTIAL/ CONDO/APARTMENTS
 - COMMERCIAL
 - INDUSTRIAL
 - PUBLIC & SEMI-PUBLIC
 - PARKS & OPEN SPACE
 - VACANT



Borough of Roselle Park
UNION COUNTY, NEW JERSEY
 Moskowitz, Heyer & Gruel, PA - Community Planning Consultants
 Wallace, Roberts & Todd - Environmental Planning, Urban Design, Landscape Architecture, Architecture

BASE MAP PREPARED BY: UNION COUNTY 9/7/69
 REVISED BY: MOSKOWITZ, HEYER & GRUEL, PA - JULY 1996

Table III-1: 1996 LAND USE ANALYSIS
Borough of Roselle Park, Union County, New Jersey

<u>Land Use</u>	<u>Acres</u>	<u>Percent (1996)</u>	<u>Percent (1989)¹</u>
Single-Family Residential	348	44.6	57.3
Two-Family Residential	36	4.6	
Three & Four-Family Residential	4	0.5	
Five or More Family Residential	38	4.9	
Commercial	43	5.5	4.6
Industrial	13	1.7	2.4
Public & Quasi-Public	26	3.3	3.1
Parks and Open Space	28	3.6	1.4
Vacant	6	0.8	5.9
Streets ²	238	30.5	25.2
TOTAL	780	100.0	100.0

¹ Specific residential land use categories were not evaluated in the 1989 plan.

² Includes railroad properties

Residential

Roselle Park is comprised mostly of older, well-preserved residential homes which cover over 56 percent of the Borough's land area. The majority of these properties are single-family homes which comprise almost 45 percent of the Borough. Two-family homes make up almost 5 percent of the Borough's land area, 3- and 4-family homes comprise .5 percent of the Borough and 5- or more family homes comprise 5 percent of the Borough. The residential areas are generally coterminous with the Borough's four residential zones which permit residential dwellings on lot sizes ranging between 5,000 and 10,000 square feet.

Commercial

The Borough's commercial areas are characterized by smaller, local commercial and office uses. Commercial uses total approximately 43 acres, or 5.5 percent of the Borough's land area. These commercial uses include the Central Business District (CBD) retail node at the southern end of

Chestnut Street, retail and office uses located along Chestnut Street between Grant Avenue and Lincoln Avenue, and commercial uses located along Westfield Avenue. Additional retail and service uses are located in isolated spots on Locust Street, Faitoute Street and Seaton Street. This represents a slight increase since 1989 when commercial uses totaled only 4.6 percent of the Borough's land area.

Industrial

The industrial area is characterized by older, somewhat obsolete buildings located on relatively shallow lots adjacent to railroad lines. Industrial uses occupy only 13 acres, or 1.7 percent of total Borough land. These uses are located along Westfield Avenue near the Gordon Street and Hawthorne Street intersections, along West Clay Avenue and along Valley Road near Fairmont Avenue. Many of the older industrial buildings along Westfield Avenue have been converted to commercial uses. This represents a slight decrease since 1989 when approximately 2.4 percent of the Borough's land area was industrial.

Public And Quasi-Public

Public and quasi-public uses comprise approximately 26 acres or 3 percent of the total land area in Roselle Park. These uses include municipal facilities, schools, religious institutions and facilities for other charitable and non-profit institutions. The total amount of public and quasi-public land in the Borough has not changed significantly since 1989.

Parks And Open Space

The total land area for parks and open space in Roselle Park is 28 acres, or 3.6 percent of the Borough. This land use category includes all public parks and open space within the Borough, including detention basins. This represents a significant increase since 1989, when parks and open space totaled only 1.4 percent of Borough land. The difference is caused by the inclusion of the detention basins and the Green Acres Complex on West Webster Road in the parks and open space category.

Vacant

There are only 6 acres of vacant land remaining in the Borough, representing a significant decrease since 1989. The remaining vacant lots include the New Jersey Transit property located on West Webster Road and the property adjacent to Locust Street near the railroad station. Both of these properties represent the only areas available for of any significant new development in the Borough.

LAND USE ISSUES

Neighborhood Preservation

Roselle Park is primarily residential. However, as is the case in any older developed community, problems exist at the edges of existing residential neighborhoods where houses abut commercial and/or industrial uses. Increased buffer requirements and the use of transitional zones help minimize the impact of conflicting uses and protect the integrity of residential neighborhoods. In addition, the zoning map should be updated to recognize existing nonresidential areas to minimize potential support for granting future use variances at the edges of residential neighborhoods.

Housing Turnover

Roselle Park has a relatively high number of rental housing units, with less than 60 percent of the Borough's housing units being owner-occupied. As a result, housing in Roselle Park has a fairly high turnover ratio. As of April 1990, almost 50 percent of the households in the Borough had moved into their residence within the last five years. Future illegal conversions should be discouraged to reduce the number of rental units ion the Borough. In addition, increased opportunities for homeownership should be encouraged.

Central Business District

Roselle Park's Central Business District (CBD) is relatively small and does not provide much variety in stores. The main goal for the CBD is to enhance its image and function to attract new

retail stores and customers. As discussed in the 1989 plan, the Borough captures very little local consumption spending. At least 50 percent of local consumer expenditures are made outside of the Borough.¹

Part of the problem is that there is not a large enough critical mass to create a vital business district and more stores are needed to become a destination location. An additional problem is the relatively small size of the properties in the CBD, especially in light of the superstore trend in the retail industry. It is suggested that the CBD be expanded to include underutilized properties on Westfield Avenue to encourage future redevelopment of commercial uses in area. In addition a comprehensive streetscape improvement program and an expanded promotional program is needed to help improve the image of the CBD. The Community Design Element includes a comprehensive streetscape plan for the CBD defining street furnishings, street trees, signage and banners.

Senior Citizen Housing

The number of senior citizens in the Borough is anticipated to start to increase in about ten years. This trend is anticipated as the "baby boom" generation, defined as those individuals born between 1946 and 1964, move into the retirement age bracket. Associated with this trend will be an increase in demand for senior citizen housing. In order to provide opportunities for senior citizens to remain within the Borough after retirement, it is suggested that the Borough identify an appropriate location for construction of senior citizen housing.

LAND USE PLAN

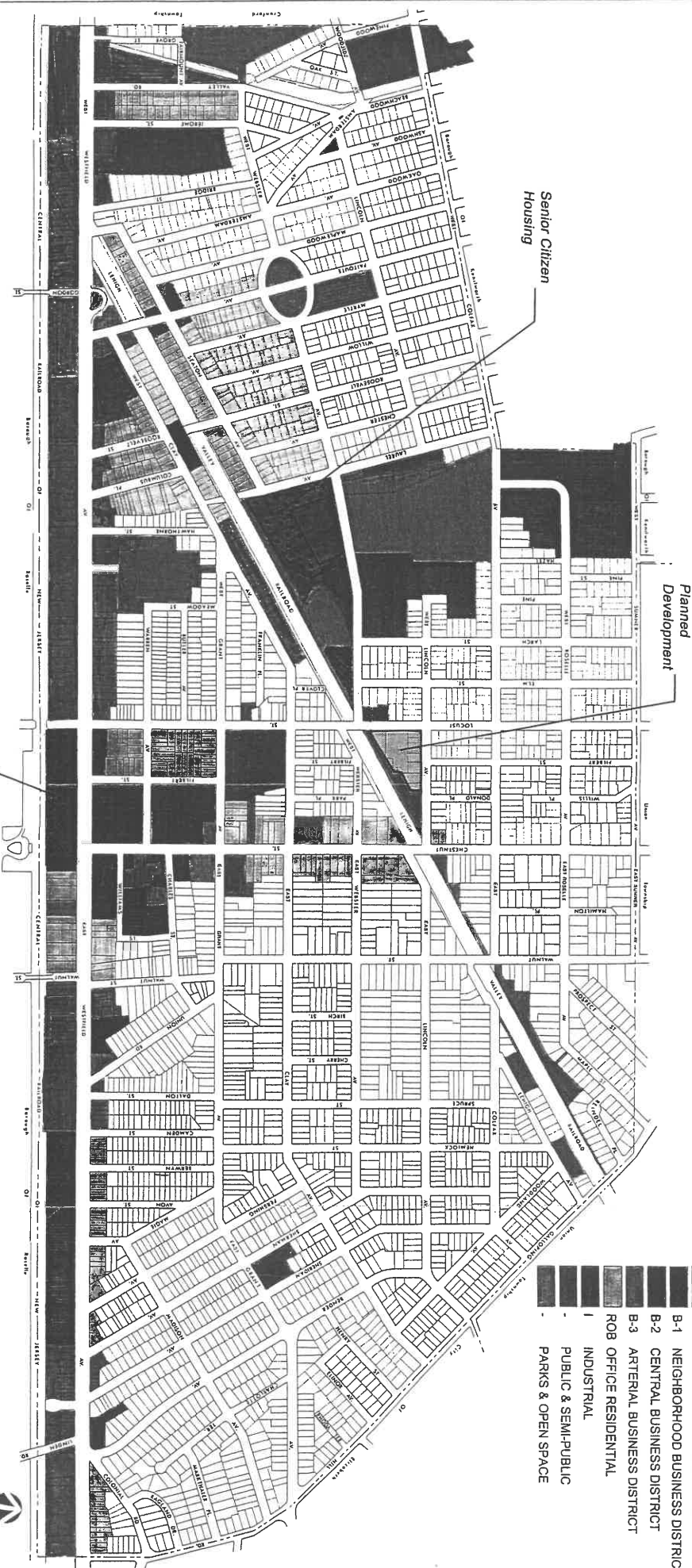
In a mature developed community such as Roselle Park, future development will occur primarily through redevelopment and/or revitalization of existing properties. The land use plan identifies areas where redevelopment should be encouraged. These areas include portion of Westfield Avenue, the Central Business District and the area surrounding the New Jersey Transit train station. It is also important to evaluate the zoning map in relation to the existing land use pattern

¹ 1989 Master Plan of the Borough of Roselle Park, p. 92.

Land Use Plan

Legend

- R-1 SINGLE-FAMILY RESIDENTIAL
- R-2 TWO-FAMILY RESIDENTIAL
- R-3 THREE & FOUR-FAMILY RESIDENTIAL
- R-4 MULTI-FAMILY RESIDENTIAL
- B-1 NEIGHBORHOOD BUSINESS DISTRICT
- B-2 CENTRAL BUSINESS DISTRICT
- B-3 ARTERIAL BUSINESS DISTRICT
- ROB OFFICE RESIDENTIAL
- I INDUSTRIAL
- P PUBLIC & SEMI-PUBLIC
- PO PARKS & OPEN SPACE



Potential
Redevelopment
Area

Borough of Roselle Park

UNION COUNTY, NEW JERSEY

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to identify inconsistencies. The land use plan recommends several changes to the zoning map to reflect the existing land use pattern.

Residential Districts

The Land Use Plan includes four residential districts, each of which is generally coterminous with the Borough's existing residential zone districts. After reviewing the general regulations for each residential district, it is recommended that family day care facilities be added as a principal permitted use in all residential zones. In addition, professional offices in dwelling should be deleted from the list of uses permitted in residential zones and handled in the Borough's Home Occupation Ordinance.

Single-Family Residential (R-1)

The Single-Family Residential area is generally coterminous with the R-1 zone. The R-1 zone is the lowest density residential zone in the Borough and permits single-family detached homes on 5,000 square foot lots. The majority of the Borough's land is located in the R-1, Residential district. An important objective of the R-1 is to maintain the detached single-family residential character of the area. For the most part, the R-1 zone has maintained the single-family residential character. There have been relatively few conversions to two-family homes in this zone. Additional conversions to two-family residences in the R-1 zone should be strongly discouraged to maintain the integrity of the area.

One- And Two-Family Residential (R-2)

The One- and Two-Family Residential area is generally coterminous with the R-2 zone located southeast of Lincoln Park. This area has a greater number of two-family homes than other properties in the R-1 zone. The R-2 zone permits single-family residences as regulated in the R-1 zone, plus two-family homes on 7,500 square foot lots. There have been very few conversions to three- and four-family homes in this area. Future conversions to three- and four-family residences in the R-2 zone should be discouraged to preserve the lower density residential character of the R-2 area.

One- to Four-Family Residential (R-3)

The One- to Four-Family Residential area is generally coterminous with the R-3 zone. The R-3 zone permits one- and two-family residences as permitted in the R-2 zone. Three-family residences are also permitted on 7,500 square foot lots and four-family homes are permitted on 10,000 square foot lots. The R-3 Residential zone is comprised largely of one- and two-family residences, although there are several four-family and garden apartment uses scattered throughout the district. There are five areas of the Borough that are zoned R-3, including one area between Valley Road and Jerome Street; a second area just south of Seaton Avenue; a third area between Roosevelt Street and Columbus Place; a fourth area adjacent to the CBD between Locust Street and Filbert Street, and a fifth area along the north side of East Westfield Avenue between Camden Street and Magie Avenue.

One change is recommended to the R-3 zone. The area along East Westfield Avenue is recommended to be changed to the Residential Office Business (ROB) zone to permit some of these homes to be used for various office purposes. Westfield Avenue is not a suitable location for residences because of the traffic activity along the corridor. Office uses are a good transition between the activity along Westfield Avenue and the adjacent residential neighborhoods.

Multi-Family Residential (R-4)

The Multi-Family Residential district is generally coterminous with the R-4 zone which permits garden apartments on 20,000 square foot lots. There are several areas that are recommended to be changed to the R-4 zone to reflect the existing development pattern. One area is located on the south side of East Westfield Avenue between Pershing and Sherman Avenues. This property, which currently contains a garden apartment project, is located in the B-2 zone. It is recommended that the adjacent R-4 zone be extended east to include this property. Another property, located on the north side of East Westfield Avenue between Sheridan and Bender Avenues, is also recommended to be rezoned to R-4. This property currently contains a garden apartment project and is located in the R-3 zone.

Commercial Districts

There are four commercial districts in the Land Use Plan, including the Residential Office Business District, the Neighborhood Business District, the Central Business District and the Arterial Business District. It is recommended that the list of permitted uses in commercial districts be refined to reflect current development trends and to eliminate inconsistencies in the ordinance.

Residential Office Business (ROB)

The Residential Office Business (ROB) district includes both the existing ROB district and the Office Building (OB) district. The two districts have been combined into one category because the uses and issues for each area are similar. Both districts permit one-, two-, three- and four-family residences and general business or professional offices, except that the ROB district also permits limited retail and service uses (restaurants, newsstands, cigar stores, drug stores and barbershops).

This area contains a variety of municipal properties and older residential homes, many of which have been converted to office use. The purpose of the ROB district is to permit larger residential dwellings located on the outskirts of the Borough's business districts to be utilized for residential, office and limited retail and service uses. This district forms the transition between the activity of the business districts and the residential neighborhoods. Presently, the zone permits 6-story office buildings. It is recommended that the maximum height permitted be reduced to 3 stories so that future development reflects the scale of existing residential uses in the area. In addition, the district should permit multi-family structures (4+ families) as a conditional use since several already exist in the ROB district.

The ROB district along Chestnut Street between Grant Avenue and Lincoln Avenue is an important link between the CBD located to the south and the New Jersey Transit station located to the north. The streetscape improvements planned for the CBD should be continued in this area, but on a more limited basis to reflect the residential character of the area. Parking for

structures that have converted to mixed uses should be provided in the back yards and screened from view of adjacent neighbors.

Neighborhood Business (B-1)

The Neighborhood Business district includes several neighborhood commercial nodes. One node currently exists at the corner of West Webster Avenue and Locust Street. This area is currently located in the Central Business district zone which is more applicable to the area surrounding the intersection of Chestnut Street and West Westfield Avenue. The new Neighborhood Business district would be very similar to the Central Business district zone, but would permit offices on the first floor and would have to meet all parking requirements.

A second Neighborhood Commercial district is proposed at the corner of Seaton Avenue and Faitoute Street where several commercial uses already exist.

Central Business District (B-2)

The Central Business District (CBD) for Roselle Park is concentrated along the southern end of Chestnut Street near the intersection with Westfield Avenue. Any new development in the CBD will be either redevelopment or infill development. It is anticipated that infill development along parking lot frontages will increase the amount of leasable space within the CBD.

The CBD is located in the B-1 zone. The B-1 zone permits a variety of retail uses and office and residential uses only on the second-floor. As discussed previously, the B-1 district should be expanded to provide a larger critical mass and larger properties within the CBD. The new B-1 district should include larger properties along Westfield Avenue which may be a good location for a grocery store or other large users. The Borough may also want to consider permitting outdoor dining to further enhance the sense of activity in the CBD. Other recommendations for the CBD include:

1. Provide additional parking where feasible, particularly along the west side of Chestnut Street.

2. Encourage the creation of a business persons organization to work as a marketing and lobbying group for the entire CBD.
3. Adopt new signage standards to improve the quality of signs in the area.
4. Permitting multi-family structures (4+ families) as a conditional use in this district because several already exist in the area.

It had been suggested that the B-1 zone be expanded to include the adjacent R-3 zone to the west. This area, however, is a residential neighborhood and rezoning the area to B-1 would make every single property a non-permitted use since residential structures are not permitted in the B-1 district. In addition, any redevelopment of this area would require acquisition of property by the Borough since this area will not likely develop under private means because of the number of lots involved and the developed nature of the area.

Arterial Business (B-3)

The Arterial Business district is generally coterminous with the B-2 zone which is located along Westfield Avenue. Westfield Avenue is a State highway (Route 28) and is the primary thoroughfare through Roselle Park providing the "gateway" into the community. The area between Locust Street and Walnut Street is especially important because it provides the "gateway" into the Central Business District (CBD) and is the most logical place for the expansion of the CBD. This area has already been improved through the addition of pedestrian-scale streetlights and banners. A comprehensive streetscape improvement program for this area is planned as part of the Community Design Element of the Master Plan in order to improve the visual appearance of the area. The Borough should consider applying for funding from the Intermodal Surface Transportation Enhancement Act (ISTEA) since gateway improvements may be eligible.

The B-2 Arterial Commercial District permits any use permitted in the ROB and B-1 district, plus professional offices on the first-floor, fast food restaurants, parking lots, laundromats,

theaters, and professional arts centers. This area is an arterial corridor and should include uses that rely on roadway visibility such as automobile sales and other automobile oriented uses. In addition, the B-2 zone should be amended to permit multi-family structures (4+ families) as a conditional use since several already exist in B-2 district. Other recommendations to improve the integrity of this commercial area include the following:

1. Petitioning the New Jersey Department of Transportation to reduce the speed limit along Westfield Avenue from 35 miles per hour to 25 miles per hour.
2. Providing on-site parking as required for all development applications since parking has been identified as a problem in this area along Westfield Avenue.

Industrial District

The Land Use Plan includes one General Industrial district which encompasses the historical industrial area of the Borough and is characterized by older industrial buildings on relatively narrow lots adjacent to railroads. As in most older towns, the Borough's industrial sector is suffering from economic demise of manufacturing, and is slowly being replaced by commercial and service uses.

The Industrial zone permits a wide variety of industrial uses and specifically prohibits a series of more noxious uses. The zoning should be amended to encourage the adaptive reuse of obsolete older industrial buildings for other commercial purposes.

SPECIAL DEVELOPMENT AREAS

Senior Citizen Housing

Because there is very little vacant land remaining in the Borough, it is recommended that the Borough rezone the New Jersey Transit property located at the intersection of Laurel Avenue and West Webster Avenue for Senior Citizen Housing. This 3 acre property is especially suitable for senior citizen housing because it is within walking distance to the train station and is located near

several parks. Development of senior citizen housing at this location will have minimal impact on surrounding properties which consist of a garden apartment complex, public land and the New Jersey Transit railroad line. The zoning ordinance should be amended to permit senior citizen housing at this site.

Planned Development

The area surrounding the train station is comprised of mostly single-family dwellings, with a convenience store located at the corner of Locust Street and West Webster Avenue. There is approximately two acres of vacant and underutilized land located northwest of the train station which is available for development. A variety of uses are appropriate for this site, including townhouse residential and commercial retail. In addition, with the present demand for housing alternatives for senior citizens, the site is appropriate for an assisted living facility or senior citizen housing.

This property is the largest vacant property remaining in Roselle Park. Design of the site is critical because of its proximity to the train station, the railroad tracts, a stable residential neighborhood and a convenience store. Planned development provides the opportunity for the entire site to be developed as a single project with required common areas providing open space, pedestrian amenities and other special improvements required by ordinance. The Planned Development zone would have a minimum area of two acres and would include specific design standards applicable to the site.

Potential Redevelopment Area

While the Borough has very little vacant land available for development, there are a number of properties that are currently underutilized. One such area is the Firestone car service center and the Chevrolet dealership located on Westfield Avenue. These properties, which occupy over 4.5 acres of land, are greatly underutilized since the majority of the property is used for automobile storage. In addition, these uses provide an unattractive entrance or gateway into the CBD. These properties could be redeveloped for larger scale retail uses that complement the CBD, such as a

supermarket or a home improvement store. Possibilities exist for significant development if the proposed light rail line to Elizabeth is realized and a stop is provided at this location. Additional off-street parking could also be provided.

It is unlikely, however, that these uses will redevelop under private means. It is suggested that the Borough consider designating these properties as a redevelopment area to provide additional incentives and leverage to encourage redevelopment. Some of the development incentives available through the redevelopment process include tax abatement and property acquisition. This technique has been successfully used in similar towns such as South Orange in Essex County.

IV. COMMUNITY DESIGN PLAN

IV. COMMUNITY DESIGN ELEMENT

INTRODUCTION

Summary Of Objectives

In general terms, the Community Design Plan has been developed to improve the built environment, preserve neighborhood character, minimize the visual impact of new development and redevelopment, and maintain the quality of life that attracts and retains residents and businesses.

Roselle Park is defined by quite, close-knit neighborhoods adjacent to a busy and viable commercial corridor known as Westfield Avenue (State Route 28), penetrated by a small and active Central Business District and bisected by a regional transit line and station. It is the juxtaposition and meshing of these three different elements within the regional context that contribute to the character and appeal of Roselle Park. Although distinct, in many ways Roselle Park is similar and indistinguishable from some of the neighboring communities. This Community Design Element seeks to distinguish Roselle Park from its neighbors by creating attractive gateway entrances and enhancing the streetscape of the entire Borough.

The intent of the Community Design Plan is to preserve and enhance the characteristics that define and distinguish this community by providing design guidelines which protect, support and promote these features as the community experiences change. The Community Design Plan is divided into two sections: "General Design Guidelines" and "Special Use Areas." These include a set of general guidelines from which specific standards can be established in the Borough's zoning ordinances.

GENERAL DESIGN GUIDELINES

Design Guidelines are intended to assist property owners, design professionals, engineers, applicants, planning board members, zoning board of adjustment members, various advisory committees and professional staff in preparing and reviewing site plans. These guidelines will be used in conjunction with the Borough's existing site plan and subdivision requirements. Some existing requirements, however, will be replaced with new standards. Graphic examples have been provided to illustrate how the design guidelines should be applied.

Site Design Guidelines

The following site design guidelines are applicable to the entire Borough, regardless of land use category.

1. *Building Placement* A building may be close to the street or further back, parallel to the street or at an angle, and to one side or in the middle of the lot. In Roselle Park, structures are placed close to the street, as shown in Figure 1. For both new construction and additions, the predominant setback of properties surrounding a building within the same zone should be maintained.

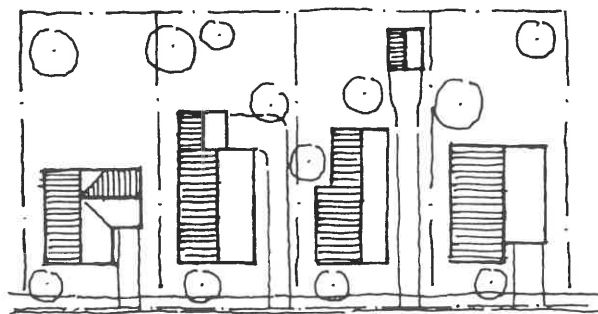


Figure 1 . *Smaller Yards and Shallow Building Setbacks Reflect the Traditional Character*

2. Natural Features Natural features (i.e., streams, steep slopes, ponds, woodlands, unique vegetation, etc.) should be integrated into the site plan wherever possible. Building placement should preserve existing vegetation and the character of the site.
3. Buffer A landscape buffer should be provided as a transition where residential development adjoins higher density residential uses, commercial uses, industrial uses, parking, or public open space. As appropriate, site improvements such as trash receptacles and HVAC units should be buffered from view with the use of fencing and/or landscaping.
4. Site Elements Associated site improvements and features such as planters, walls, refuse collections facilities, and signs should be compatible with the primary use and adjacent uses.

Parking Design Guidelines

1. On-site Parking or Public Off-street Parking Parking should **not** be located in the front yard of a lot and should be accessed by either an alley from the side streets or a driveway. Side yard parking should be minimized in favor of more efficient rear yard parking. (Figure 2.)

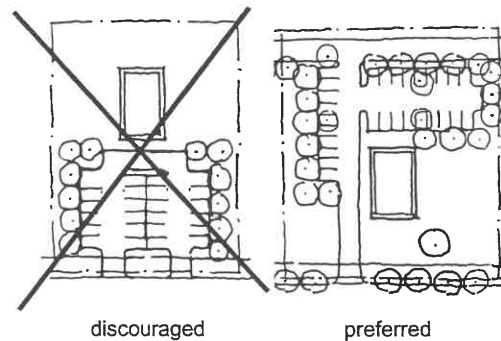


Figure 2. **Parking Layouts**

2. Landscaping A minimum landscaped buffer area of five feet from any property line should be provided around the parking areas. Where possible, landscaped “islands” should be used to provide shade within larger parking areas. (Figure 3.) The Borough should develop a standard relating to the number of trees and number of parking spaces in a new or renovated parking lot and the placement of those trees to break up long rows of parked cars.

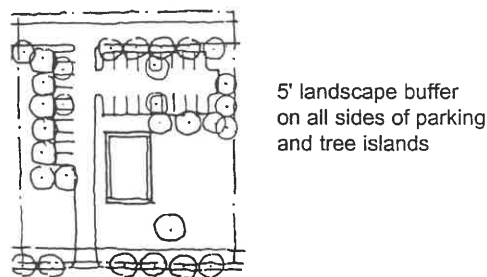


Figure 3. **Landscaping of Parking Areas**

3. Shared Parking To the maximum extent possible, parking areas for commercial uses should be designed to permit sharing of access driveways and to facilitate use by patrons of adjacent commercial uses. (Figure 4.)

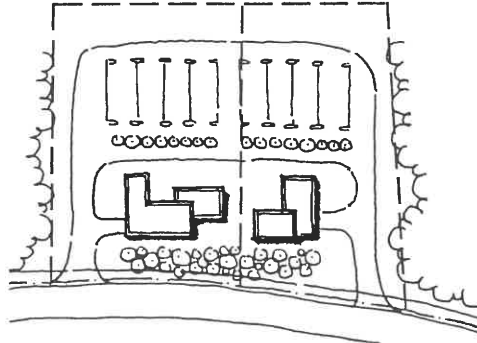


Figure 4 . **Parking Lot Connections**

4. Design Standards All parking lots should be designed so that the area is defined by curbing and all parking movements occur on-site, to the maximum extent possible. Gravel as surfacing for parking lots is discouraged.

Building Design Guidelines

1. Roof Shape Additions and renovations to existing buildings should not add to or eliminate original stories or alter roof shapes, particularly in areas exposed to public view.
2. Directional Expression The directional expression of a building is shown by the footprint of the building and the roofline, as shown in Figure 5. A building may have a narrow front and deep sides, a wide front and shallow sides, or it could be roughly square. A wide building can be placed within an area of narrow buildings by breaking the facade into smaller masses which match the existing buildings. Any additions or expansions of buildings should reflect the directional expression of the original structure.

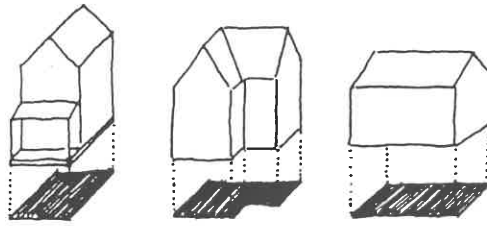


Figure 5 . *Directional Expression of Buildings*

3. *Proportion and Scale* Proportion deals with the relationship of the height to the width of the building and with the relationship of each part to the whole, as shown in Figure 6. Scale deals with the relationship of each building to the other buildings in the area. For example, a five-story building would be out of scale in an area of two-story buildings. Similarly, a long, low structure would not fit in with a group of narrow buildings. Additions should maintain the original scale and proportion and be built at the same height as the existing building.

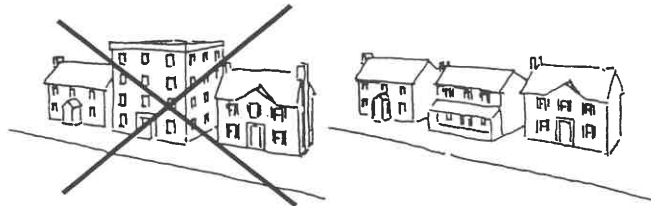


Figure 6 . *Properties and Scale of Buildings*

4. *Rhythm of Openings* Rhythm of openings refers to the number and spacing of windows and doors in a facade, as shown in Figure 7. Most buildings in Roselle Park are Colonial and contain a symmetrical or visually balanced facade with equally spaced openings. Any new construction should show this rhythm of openings. Likewise, additions should maintain the original rhythm of openings.

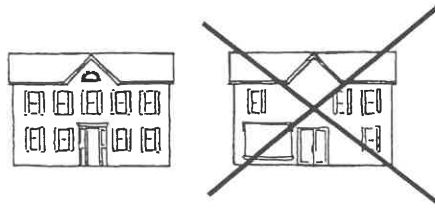


Figure 7 . *Rhythm of Openings in Building Facades*

5. Massing Massing deals with the volume created by sections of a building. For example, a simple Colonial-style structure may be one mass, but a Victorian-style structure with porch, turret, wings, etc. may have varied massing. (See Figure 8.) New construction should complement the massing of adjacent buildings.



Figure 8 . **Building Masses**

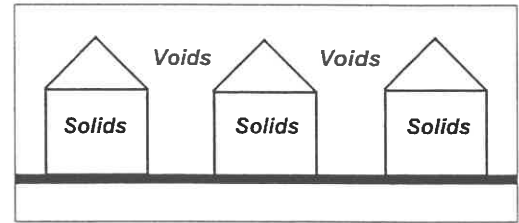


Figure 9 . **Solids and Voids**

6. Voids and Solid As illustrated in Figure 9, above, the voids between the buildings should be limited so that the existing rhythm of voids and solids is maintained. New construction should be limited in side yard areas.
7. Sense of Entry Every building has an entry but each may be articulated differently. The entry may be a pedimented door, steps and a door, a porch, portico, or other prominent architectural feature, as shown in Figure 10. A strong sense of entry through porches, steps and pediments contributes to an interesting streetscape. Porches and pediments should not be removed from or enclosed on existing buildings. The front facade of new construction should contain elements which emphasize a sense of entry, including porches, steps and pediments.

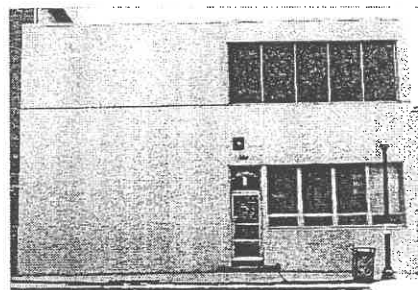


Figure 10 . **Sense of Entry**

8. **Building Details** The materials and architectural details used on a building form an important part of a building's style and character. Materials used on the walls and roof of any new building or addition should have a similar appearance and texture to those of existing buildings and should have low maintenance characteristics. Figure 11 illustrates good and poor building alterations and construction. Existing details such as cornices, trim, shutters and gingerbread should not be removed, altered or obscured.



traditional building details



"modern" facade lacking detail

Figure 11 . *Examples of good and poor building details*

Streetscape Area Landscape

1. **Streetscape** The streetscape is the primary image-setting area and includes all public and private streets. The first 10 feet inward from the curbs are designated streetscape landscape areas, with the remaining distance to the edge of parking or building face variable depending on type of street and building height. An attempt should be made to create an attractive streetscape using street trees, landscaping plants, and street furnishings as appropriate and as shown in Figure 12. Street trees should be selected from the list included below.

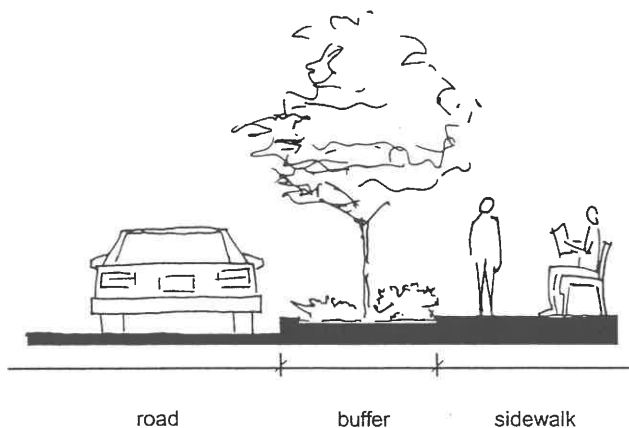


Figure 12a . *Typical Streetscape - Urban*

2. Shade Trees Using several varieties of trees provide more interest and visual diversity, and it reduces the risk of disease or insects damaging the entire streetscape.

With respect to residential areas, there are three varieties of lindens that are good choices: silver, little leaf, and greenspire linden (*Tilia cordata* 'Greenspire'). These lindens grow quite tall and provide the appropriate quality of shade. In the maple family, the Crimson King maple should not be used because it has a shallow root system that can damage sidewalks and its heavy shading characteristic limits planting under its canopy. Among the varieties of maples that are good choices are: October Glory maple (*Acer rubrum* 'October Glory') and Bonfire Sugar maple (*Acer saccharum* 'bonfire'). The October Glory is best **not** planted in the Fall, although the Bonfire Sugar maple does not have the Fall planting hazard. For additional variety in leaf color and texture, the Patmore Ash (*Fraxinus lanceolata* 'patmore') is a good choice.

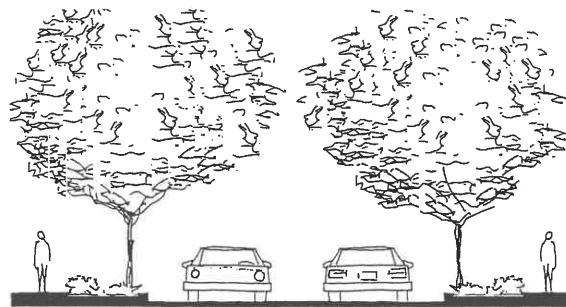


Figure 12b . **Typical Streetscape - Residential**

3. Street Tree Planting Wherever possible, street trees in the right-of-way line shall be planted not more than 50 feet apart and located. The street trees shall not be closer than 15 feet from any existing or proposed street light or street intersection. Street trees should be selected and planted so at maturity the trees form a continuous canopy over the street and adjacent sidewalk. The trees shall be planted so as not to interfere with utilities, roadways or sidewalks. Trees should be nursery-grown stock and installed at no less than 2-1/2 inches in caliper.

Private Property Area Landscape

1. The Private Property This area encompasses all site features from the building or structure to the property lines of each parcel, excluding the streetscape area. This zone is subject to the needs of each individual use and thus is meant to have a greater degree of flexibility than the streetscape area. Landscaping in this area should be focused on parking areas, accent planting around buildings, screening or buffering incompatible uses, as a buffer for storage, loading, and refuse collection areas, and any additional area between the streetscape area and building frontages.
2. Native Species Where landscaping is proposed, native species shall be included in the design.
3. Vines and Climbing Plants Plants of this type shall be considered for installation along large expanses of wall.
4. Ground Cover Cover vegetation shall be used to stabilize bare earth and to prevent erosion especially on steeply sloping areas.
5. Trees Certain species of trees shall be avoided or used in limited quantities under specific conditions because of inherent problems. For example, deciduous species that have large leaves should not be used where they would clog stormwater collection systems. Other species have fruits and seeds that are unattractive and create maintenance problems such as female ginkgos. Willows have shallow roots and are subject to toppling in high winds. Good quality trees with calipers over five inches should be preserved wherever possible, especially where they enhance the landscape. Grading and installation of impervious coverage should be limited to beyond the “drip line” of trees.

6. *Landscaped Buffers* These features include open space areas, plant clusters of various heights and types, and earthen berms. Buffers should include a variety of local species and have low maintenance requirements. Buffers for refuse and recycling areas should be structures such as fences and walls which may be installed with landscaping to minimize their visual impact.

Graphics And Signage Design Guidelines

Signage

The existing sign ordinance does not include any general regulations, design standards, or application procedures related to signs. Standards for projecting signs, canopies, marquees, sandwich boards, and multi-use projects should be added. In order to reduce the profusion of signs in the Borough, the list of prohibited signs should be increased to include roof signs, banners, signs posted on fences and trees, and signs painted directly on structures (other than window signs). In addition, the maximum size of a temporary sign should be reduced from 16 square feet to 6 square feet with a maximum height of 4 feet. Separate design standards for temporary signs in commercial districts should be drafted to control the quantity, location, and design of these signs.

It is suggested that the following general design standards for signs be included within the Ordinance.

- 1) Signs shall be in harmony and consistent with the architecture of the building and relate to the features of the building in terms of location, scale, color, lettering, materials, texture, and depth. Signs shall not be dominant but shall be proportionate and shall complement the building, existing signs, and surroundings.

- 2) Building signs shall not obscure, conflict with or cover any architectural element and must be aligned with major building elements such as windows, trim, and structure lines.
- 3) Freestanding and ground signs shall be integrated with the landscaping on site.
- 4) Illuminated signs
 - a. Internally illuminated signs shall have characters, letters, figures and designs which are illuminated by electric lights as part of the sign proper with dark or translucent background.
 - b. Signs lit by external sources shall be allowed but shall be located in such a manner so as to avoid any glare on property. Sources of sign illumination shall be completely shielded from the view of vehicular traffic using the road or roads abutting the lot on which a sign is located.
 - c. External lights used for the illumination of any sign on a building, whether or not such light fixtures are attached to or separate from the building, shall not extend above the highest elevation of the front wall of the building or more than 18 feet above the street level of the premises, whichever is less.

Lighting Design Standards

Site lighting should provide security and visual interest without projecting glare onto adjacent properties or roadways. A lighting plan showing the type, location, intensity (in footcandles) at ground level, effective radius and the manufacturer's specifications for all light sources shall be provided with every site plan application. The following design standards shall be followed:

1. Lighting shall be located along streets, parking areas, at intersections, where various types of circulation systems merge, intersect or split, sloping or rising paths and building entrances and exits.
2. Where lights will be visible from adjacent residents, the lights shall be appropriately shielded, as shown in Figure 13.
3. The style of the light and light standard shall be consistent with the architectural style of the principal building.
4. Service area lighting shall be contained within the service yard's boundaries and enclosure walls. No light spillover should occur outside the service area. The light source should not be visible from the street.

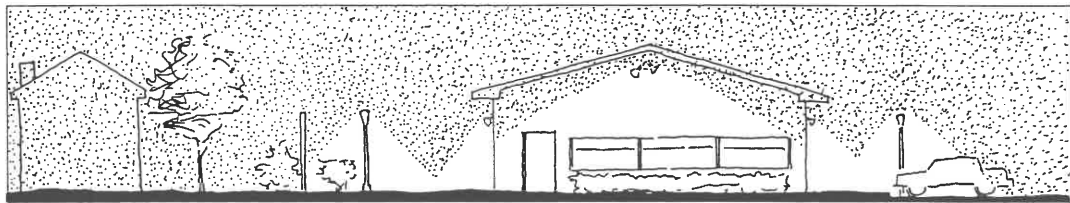


Figure 13. *Lighting in Mixed-Use Areas*

5. The following intensity in footcandles shall be maintained:

(a) Parking lots: an average of five-tenths (.5) footcandle throughout

(b) Intersections: not less than three-tenths (.3) footcandle.

(c) At property lines: not more than one-tenth (.1) footcandle.

(d) In residential areas: an average of one-tenth (.1) footcandle.

6. For all residential zones, lighting shall only be provided where site specific safety conditions warrant. Where street lighting is required, its location and intensity shall be subject to the review of the Board.

SPECIAL USE AREA DESIGN GUIDELINES

The design of these areas contribute significantly to the overall character of Roselle Park as a community in which to live, work, shop, and get services. Each area has particular use and design characteristics that must be addressed separately. This section, therefore, is divided into four sections by Special Use Area as listed below and illustrated in Figure 14.

Special Use Areas

1. Central Business District (CBD)
2. Upper Chestnut Street
3. Westfield Avenue Corridor
4. New Jersey Transit Station Area

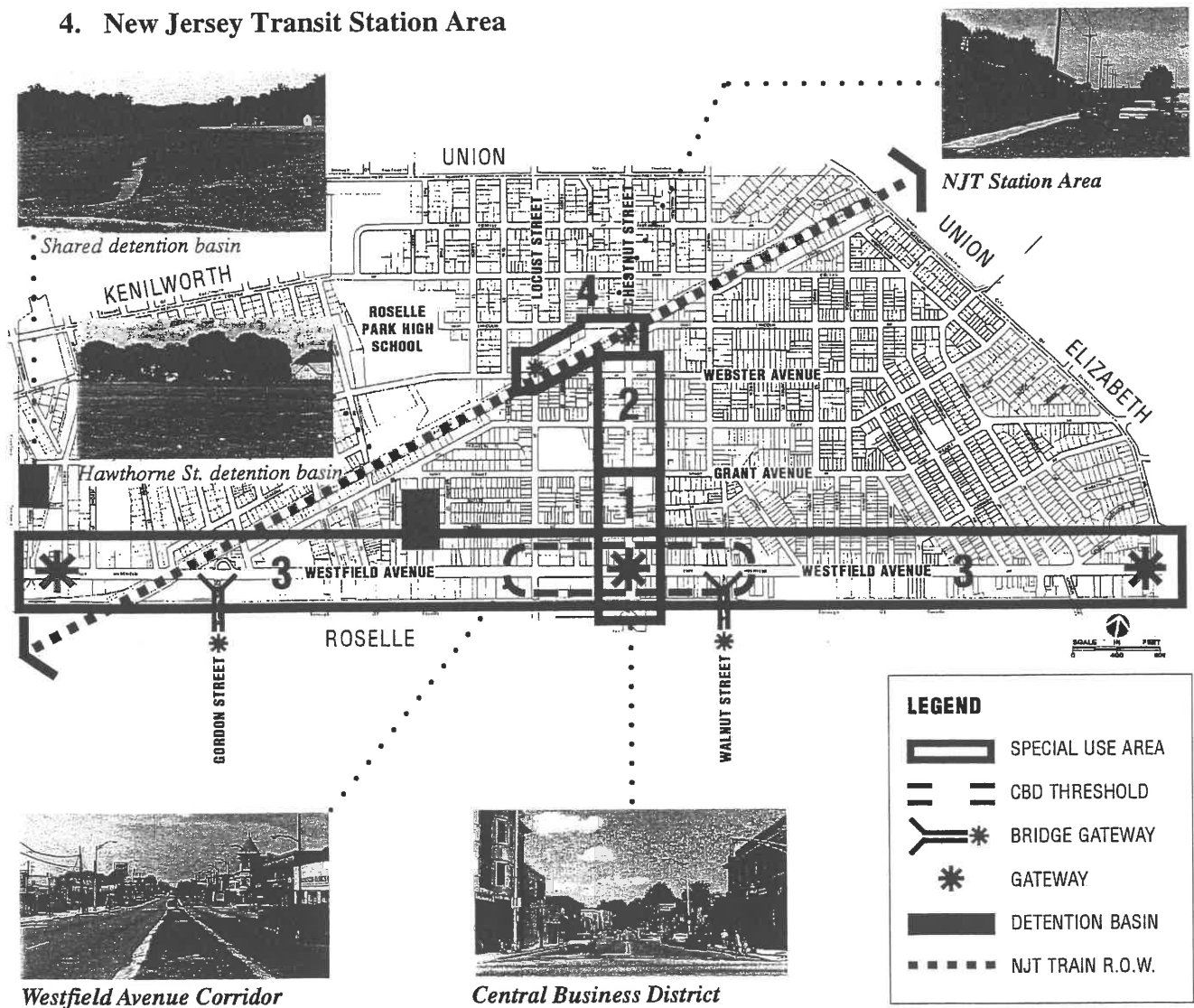


Figure 14 . *Special Use Areas*

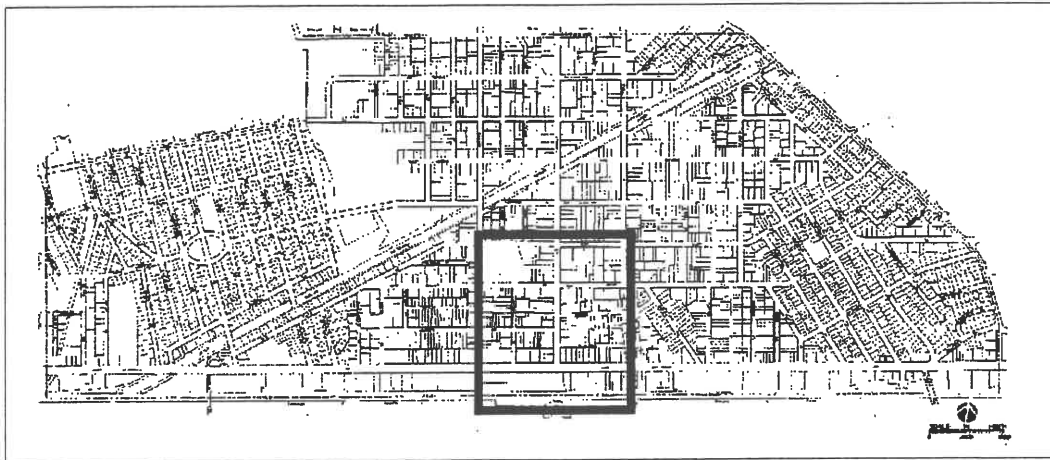


Figure 15 . *Context Diagram*

Central Business District (CBD)

Goal: Enhance the image and function of the CBD to attract new office, retail and consumers.

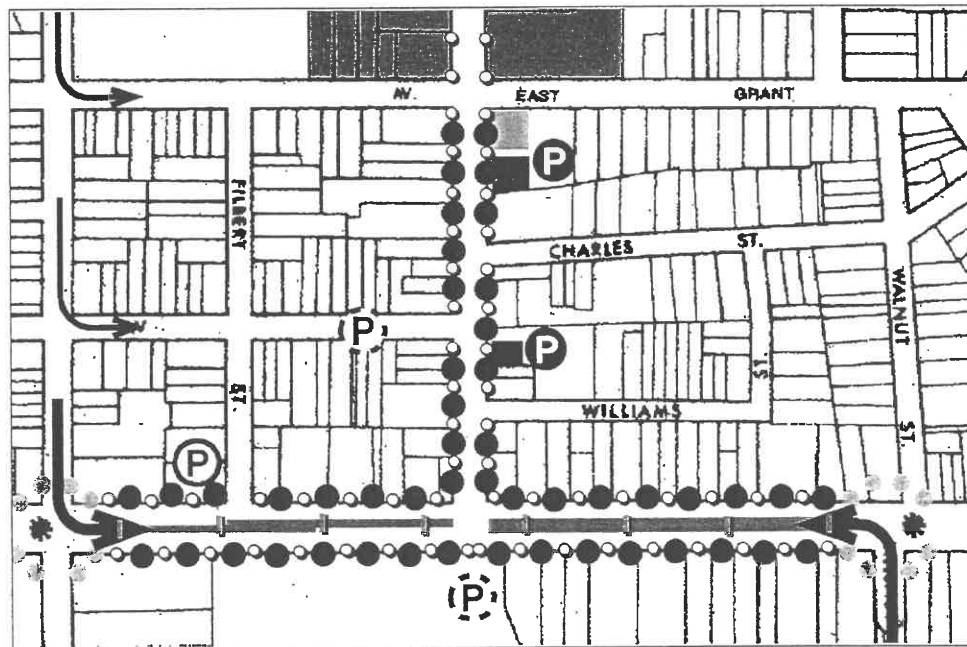


Figure 16 . *CBD Improvement Strategy*

1. New development with the CBD corridor should be consistent with the comprehensive streetscape plan for the CBD (street furnishings, street trees, signage, banners, etc.). (See Figures 16, 17, and 18.)

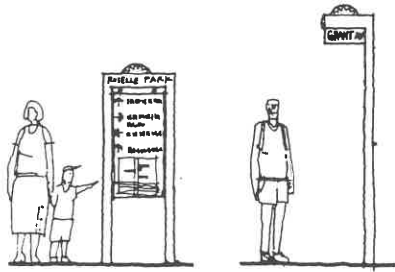


Figure 17 . *Typical Signage family*

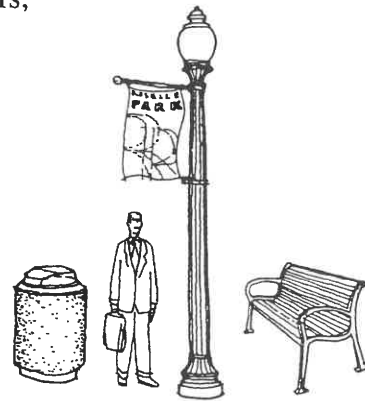


Figure 18 . *Streetscape Elements*

2. New trees installed within the CBD corridor should create some shade and color but not visually block the businesses and their identification signs. The species should not have a crown that is too dense and should be able to thrive given the tree pit size and the urban setting. The two basic choices are either shade trees which are green most of the growing season and give some bright colors in Fall, or flowering trees which provide interesting Spring and Fall color. New trees should be at least 10' -12' tall or be a minimum of 2-1/2" caliper. The following are candidate species:

- Shade Trees:
- Armstrong red maple (*Acer rubrum* 'Armstrong')
 - Upright green ash (*Fraxinus Americana* 'Greenspire')
 - Green mountain sugar maple (*Acer saccharum* 'Green Mountain' (upright))
- Flowering Trees:
- Chanticleer pear (upright callery pear) (*Pyrus calleryana* 'Chanticleer')
 - Velvet pillar crab (*Malus* 'Velvet Pillar') - pink flower
 - Pink spire crab (*Malus* 'Pink Spire') -pink flower, upright
 - Columnar Siberian crab (*Malus* 'Siberian') - white flower

3. Prepare an infill development plan that increase the available leaseable space in the CBD. Infill sites are currently the parking lot frontages which get built upon with displaced parking relocated from the street front age to parking lots behind the buildings. Buildings should be a minimum of two-stories with regulatory control (zoning) and incentives. Major investment should not be made to encourage CBD-type retail to extend along Westfield Avenue.

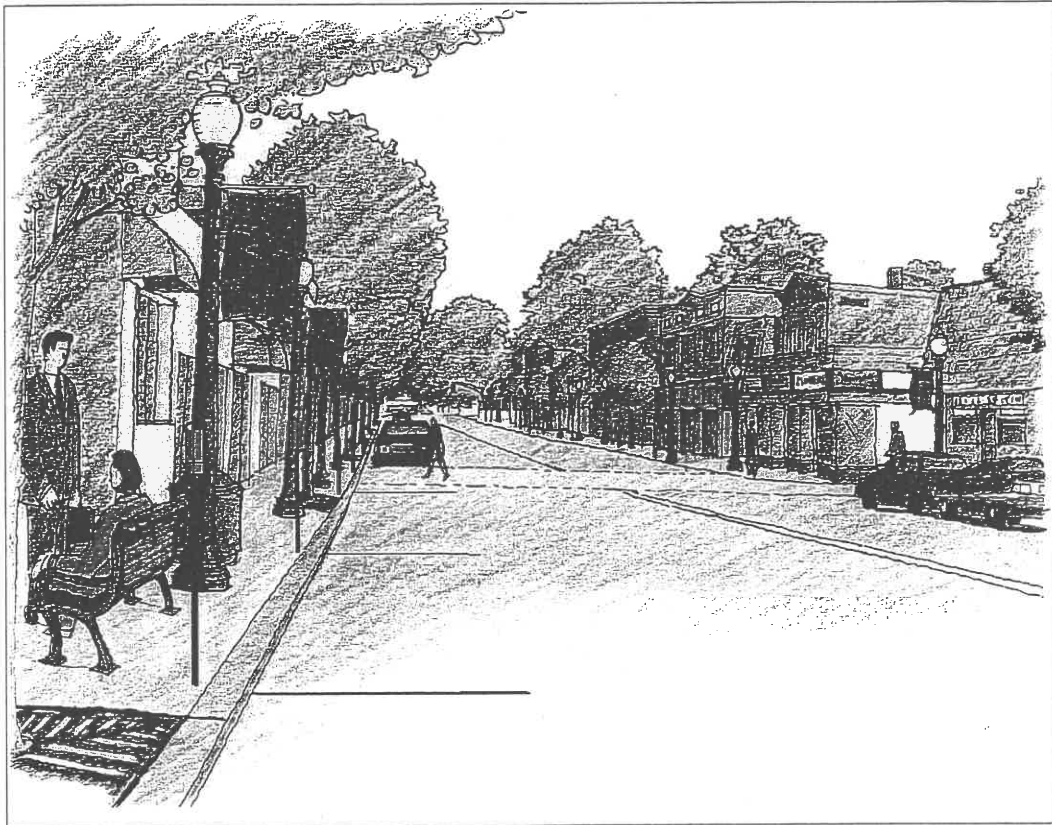


Figure 19 . *New CBD Streetscape with Infill Projects on East Side of Chestnut Street*

4. Infill development should offer flexible spaces for retail on the first floor and require the upper floor(s) to be office and/or residential.

5. Long-term parking with access off Chestnut Street should provide a landscaped buffer at the sidewalk / building line (shrubs, planters, or a planted wall - minimum of 3 foot high). (See Figure 20.)

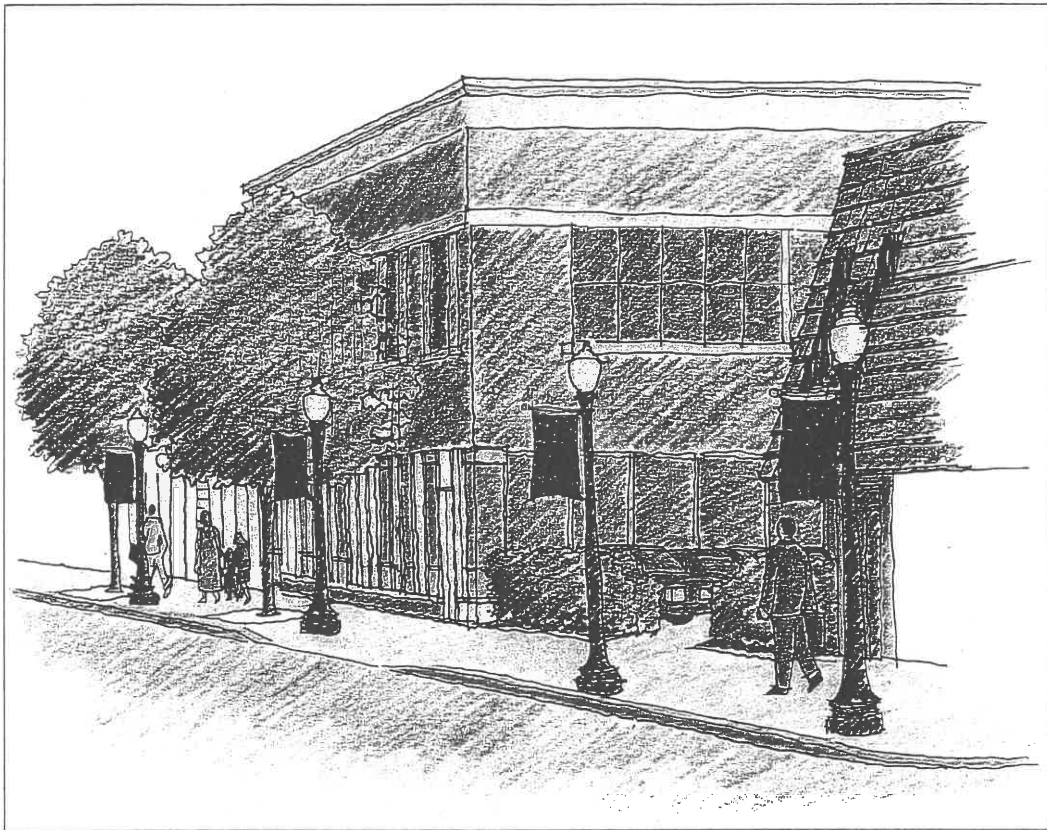


Figure 20 . *View of Streetscape and Landscape Program to Visually Screen Parking*

6. Some short-term parking should be created on Chestnut Street and in portions of the parking lots close to the store entrances to encourage stop-in purchasers. Such parking needs to be available and convenient to the shopper.
7. Develop a new signage program with implementation procedures for directional and advertising signage. The latter should include guidelines for advertising signs (replacement and new) and temporary (sale) signs that will be implemented over time as owners and tenants changes or stores are significantly renovated.

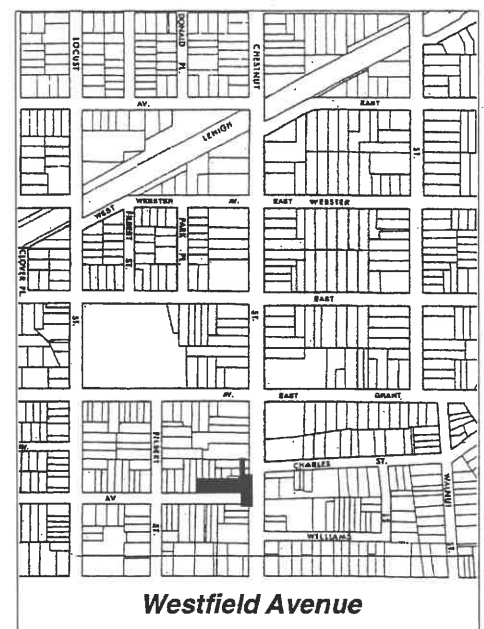


Figure 21 . *Planned location of new parking west of Chestnut Street*

8. Additional parking should be added west of Chestnut Street to provide more spaces closer to the demand. New parking should be behind the retail wherever possible.

9. Projecting signage should be permitted in the CBD if they meet the following criteria as illustrated in Figure 22:

- a. Does not exceed 4 square feet in area.
- b. Does not exceed 15 feet above ground level or the height of the building from which it is hung, whichever is the lesser.
- c. A minimum of 8 feet above ground level.
- d. Does not project more than 3 feet from the face of the building.
- d. Does not have internal illumination or applied neon lighting.

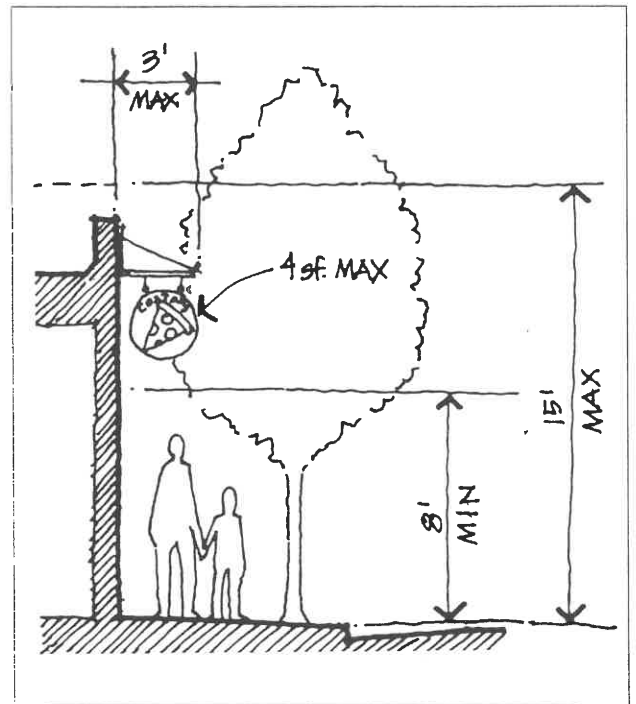


Figure 22 . *Section illustrating projecting sign*

- e. Lighting of such sign does produce glare for motorists or pedestrian.
- f. The content of the sign should be primarily graphic with a simple name.

10. Awning and/or projecting canopies should be made of either permanent materials, such as wood framing with roofing materials (asphalt shingles, tile, slate, painted sheet metal), or be retractable canvas awnings, historically found in older "Main Streets." Awnings and/or canopies made of metal frames with vinyl covering, that are not retractable, are prohibited. Backlighting of any canopy and/or awning is strictly prohibited. Colors should be subdued and in keeping with the style of the building to which they belong.

11. Signage on retractable awnings should be limited to the name of the business located on the vertical portion of the awning. (See Figure 23.)

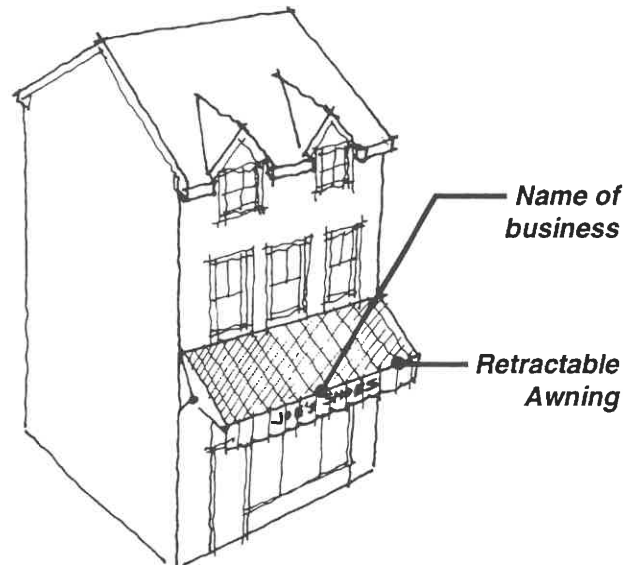


Figure 23 . **Retractable Awning with location of the name of business (ex. JOE'S SHOES)**

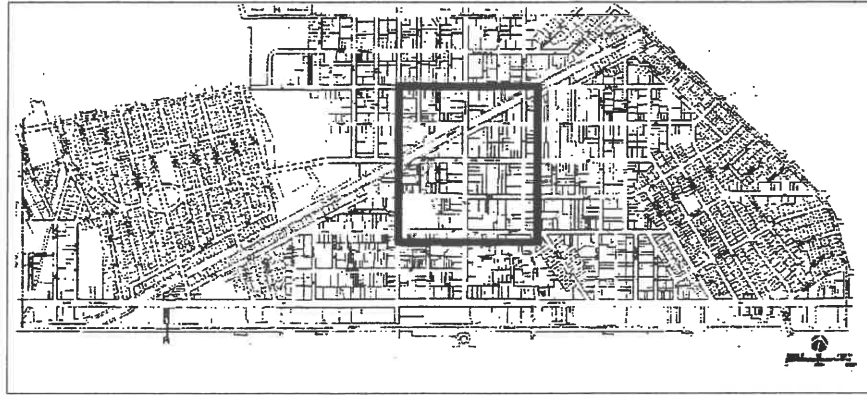


Figure 24. **Context Diagram**

Upper Chestnut Street

Goal: Preserve the residential character of Chestnut Street currently zoned Residential/ Office while integrating its image into the CBD.

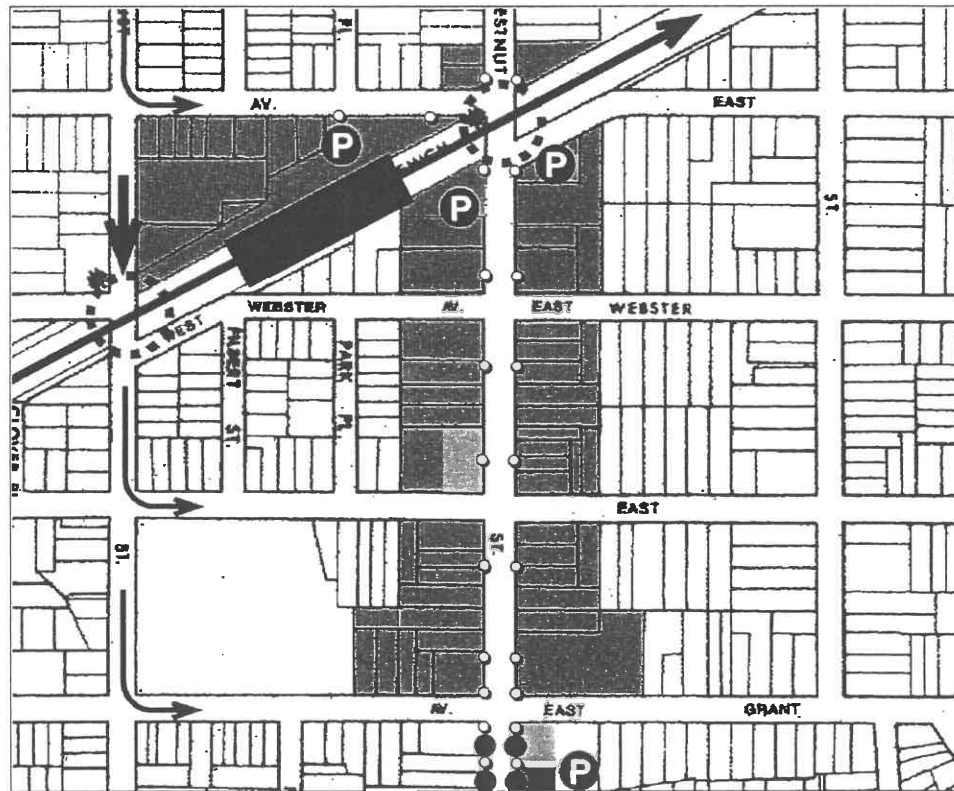


Figure 25 . **Improvement Strategy** (shaded area is zoned for Office/Residential)

1. Conversion of residential structures to mixed-use buildings (residential/professional office) should retain the residential image and scale. (See Figure 25.) Conversion requirements should include at least one residential (apartment) unit.

2. Parking in the front yards should be limited to that permitted for residential use. All other dedicated parking should be behind the office/residential use. (See Figure 26.) On-street parking would continue per current practice.

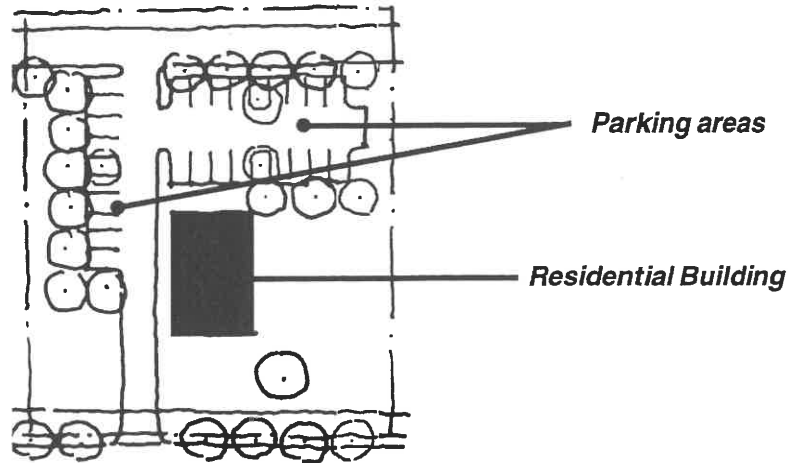


Figure 26 . *Off-street Parking for office use of residential buildings*

3. Landscape treatment should be continued to the corner of West Lincoln Street using similar street furnishings but less intensely than in the CBD and more residential in scale. This treatment would typically include infill of the acorn type lighting fixtures installed in the CBD, directional signage, and secondary gateway improvements.
4. Retain the existing exterior gathering places as inviting public spaces along the street such as the library park and the park at Chestnut and Grant. (See Figure 27.)
5. Directional signage should be used that is easily recognized and distinctive for major municipal features and facilities including the CBD, community center, municipal parking lots, Borough offices, and library.

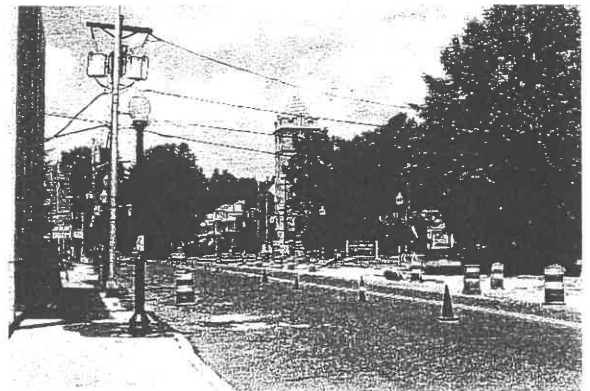


Figure 27. *View of park at Chestnut and Grant*

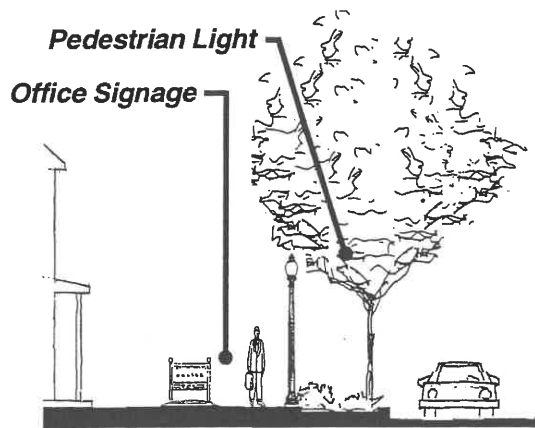


Figure 28 . **Signage and Streetscape Standards for Residential/Office District**

6. Signage describing the business or businesses should be made of painted and/or stained wood erected between two wood posts, not to exceed 4 feet in overall height. (See Figure 28.) Signs applied directly to buildings are prohibited.
7. Lighting of signage should be external only (internal illumination is prohibited) and should not produce glare for motorists, pedestrians, or adjacent property owner. Down-lighting is the preferred.

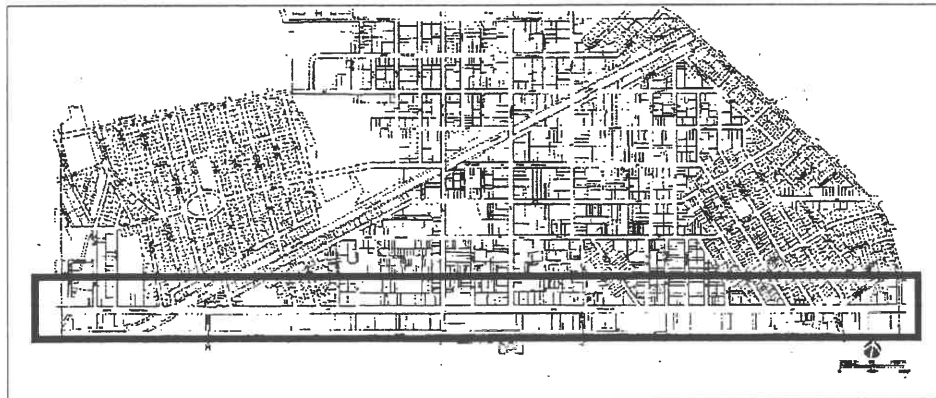


Figure 29 . **Context Diagram**

Westfield Avenue Corridor

Goal: To make streetscape improvements along Westfield Avenue that provide a more attractive entrance to and corridor through the Borough and create a more distinctive appearance from the neighboring communities.

1. Three alternative approaches have been developed which show, in concept, options for street tree plantings, lighting, banners, median surface treatment. The preferred alternative concept is shown on Figure 30. Street trees will not screen views of retail but provide visual accents and some relief

from bare pavement. Better lighting as recently installed in and near the CBD is a high priority for safety and visibility.

2. Improvements to Westfield Avenue should be developed as part of a community-wide initiative seeking broad based support and a theme of "Pride in Roselle Park". The intent is to make this stretch of Westfield Avenue more distinctive and appealing to consumers and more attractive to the business community to open, own, and operate businesses. Improvements to the median strip, street edges, and gateways have been proposed to provide a more attractive appearance and to heighten motorist awareness. Among them are flag poles, banners, entrance signage, landscaping/gardens. (See Figure 31.) Consistency should be sought in the use of materials, colors, logo, lights, etc. State guidelines and standards shall apply (Design Manual -Roadways, NJ DOT, Adopt-A-Highway Landscape Program) and will include for example, breakaway flagpoles and signs, low maintenance vegetation, and adequate sightlines at intersections.

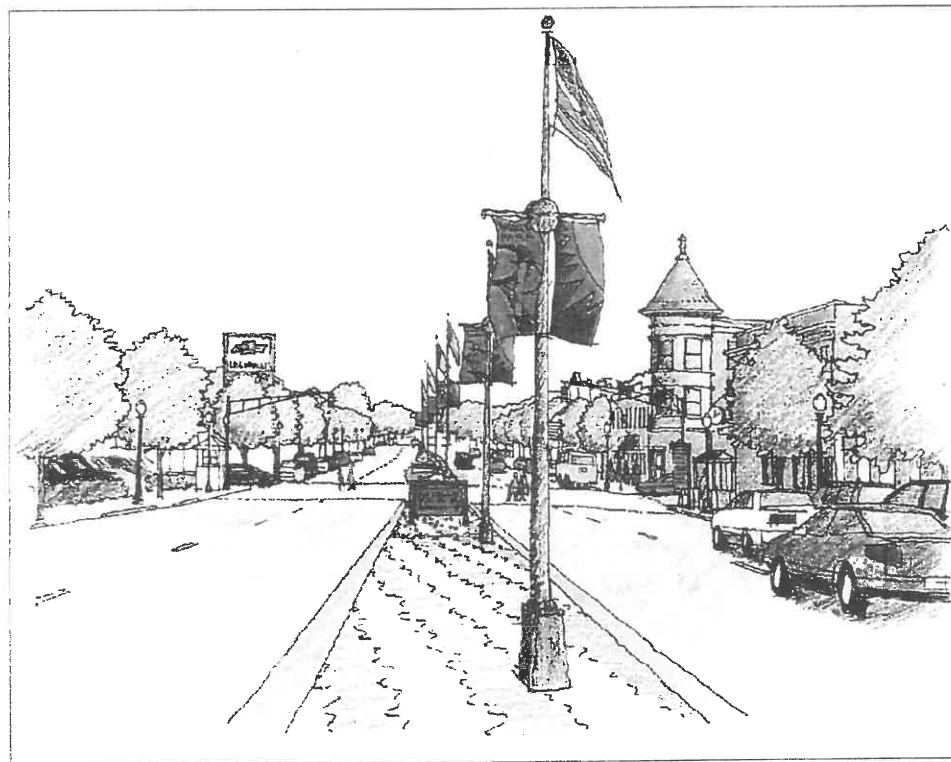


Figure 31. *Median Improvements at CBD Threshold*

3. The primary improvements will be in specific locations at the municipal borders - Cranford and Elizabeth (gateways to the community) and the blocks adjacent to the entrance to Chestnut Street - the CBD. (See Figure 32.)

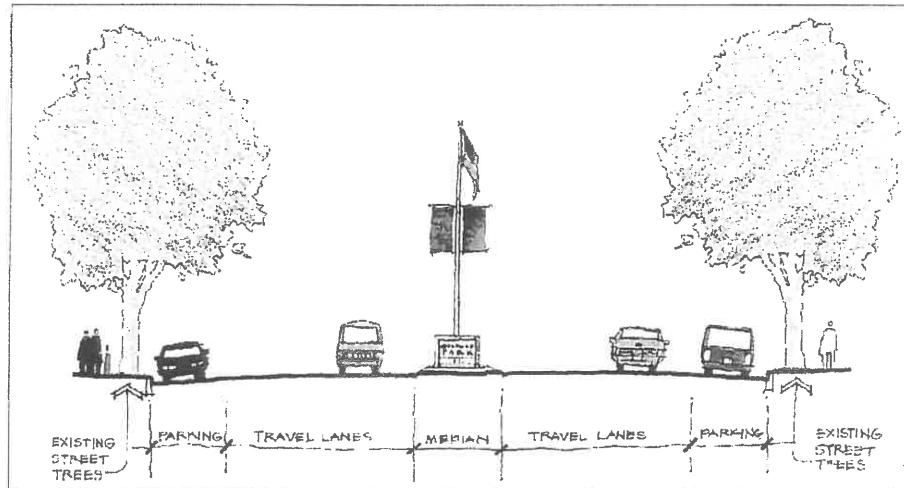


Figure 32. *East-West Gateway Treatment*

4. The gateways at the opposite ends of Westfield Avenue and the secondary gateways from the south (Gordon and Walnut Streets) and the north (Locust and Chestnut Streets) need to give a recognizable and consistent visual image and direct traffic flow. (See Figure 33.) Guidelines for banners need to be developed (colorful, seasonal, community/corporate sponsorship, special events/holidays). Community involvement in the design, purchase and maintenance is recommended.

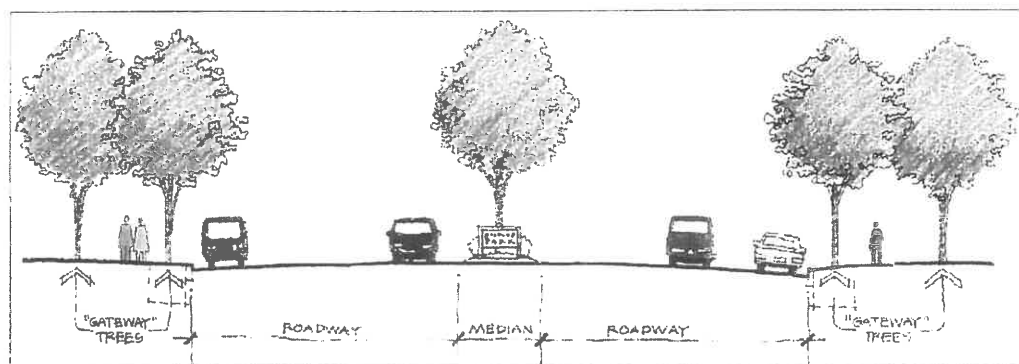


Figure 33. *North-South Gateway Treatment*

5. The Borough should petition the State Department of Transportation to review the speed limit along Westfield Avenue in the context of typical travel by vehicles on this roadway. The purpose of such a request is to reduce the speed limit and the perception that travel speeds are excessive and detract from the uses along Westfield Avenue.

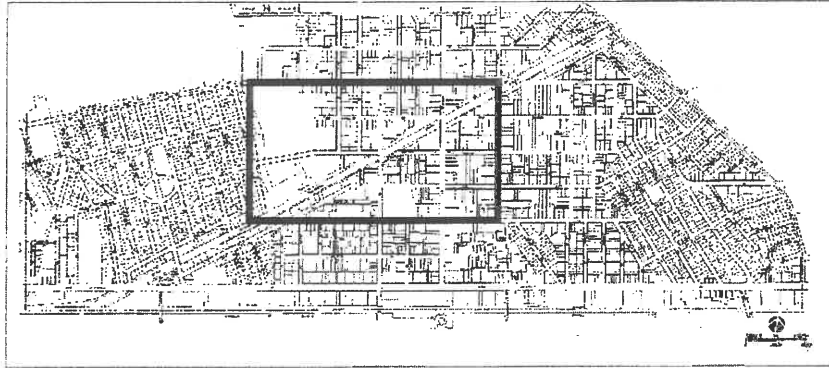


Figure 34 . *Context Diagram*

NJ Transit Area

Goal: To better incorporate the transit station and large parking lots into the existing neighborhoods and reduce the impact of transit parking on neighborhood streets.

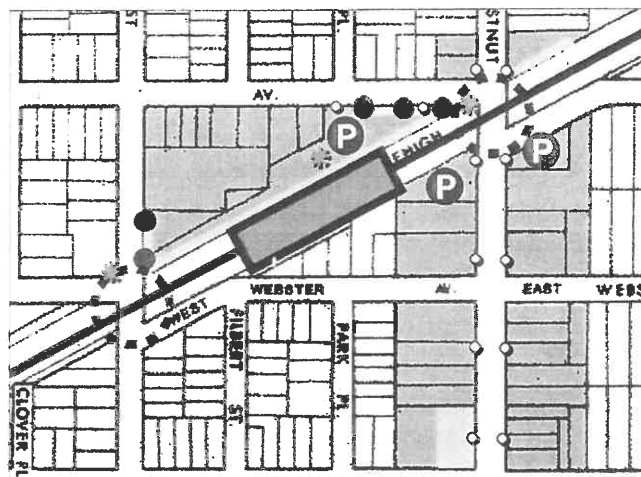


Figure 35 . *Station Area Improvements*

1. Reduce the hostile and sterile nature of the transit station on the surround neighborhood by working with NJ Transit on parking lot upgrades to include landscaping. (See Figure 35.) This should be done with the current plans by NJ Transit to upgrade the station and parking lot and station changes proposed inbound of Roselle Park.

2. Develop a landscape plan for edges of the existing parking lots to buffer the impact of the parked car especially on the adjacent neighborhoods and to introduce more shade. (See Figure 36.)

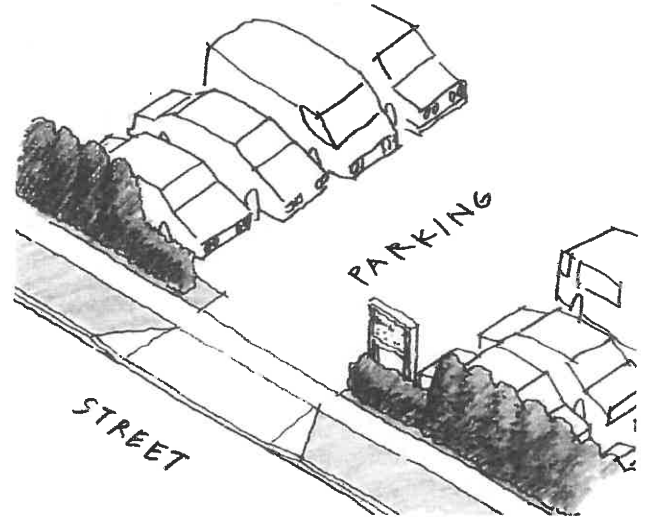


Figure 36 . ***Landscape Standards for edges of existing station parking lots***

4. Address the existing remote parking situation and its minimal use. Consider the need for more parking close to the station and the use of creative means of augmenting it such as land swap.
5. Incorporate directional signage into the CBD and Chestnut Street district as part of the secondary gateway treatment at Locust and Chestnut Streets and for passengers leaving the train station. The former would include use of the existing bridge signifying entrance to Roselle Park (See Figure 35).

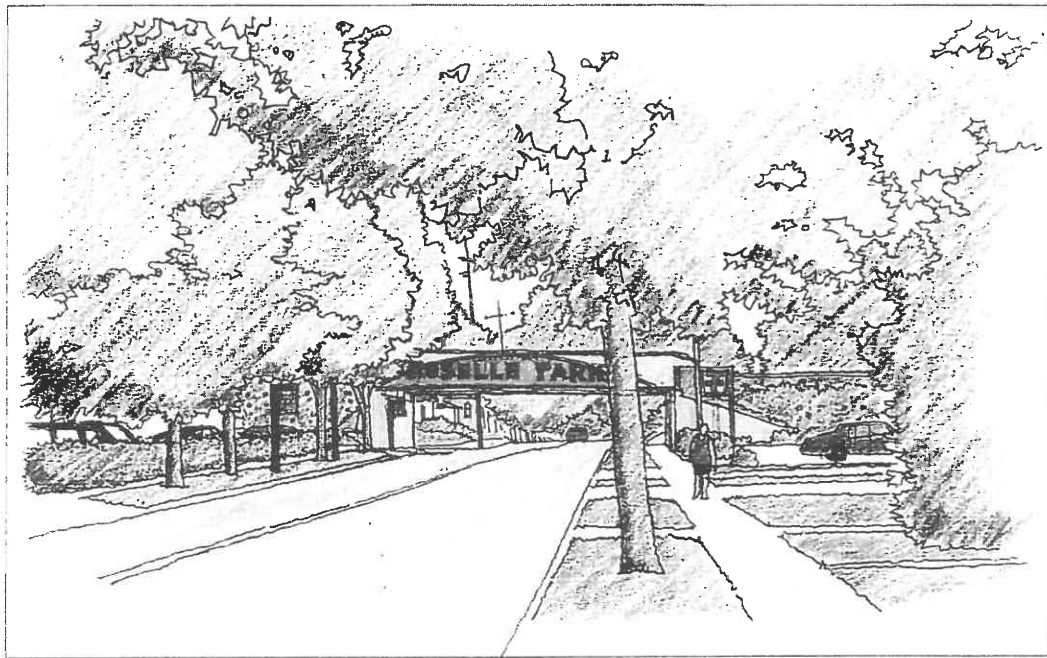


Figure 37 . ***Locust Street Gateway View from the North Using Existing Bridge***

6. Reassess on-street parking to supplement the transit ridership in selected location with long-term metered parking.

V. CIRCULATION PLAN

V. CIRCULATION ELEMENT

INTRODUCTION

Roselle Park is well served by a variety of transportation facilities. State Highway 28 (Westfield Avenue) traverses the Borough while the Garden State Parkway and U.S. Route 22 are several miles away. The New Jersey Transit Raritan Valley line provides frequent commuter service throughout the day with connections to Newark and New York City. Local and express bus service is provided from Roselle Park to Elizabeth, Newark, New York City and other points both east and west. Air transportation to a variety of national and international destinations is available from Newark National Airport which is approximately 6 miles away.

This report contains a review of previous circulation plans, an inventory of existing Borough roads, Borough roadway classifications, planned road improvements and a discussion of circulation issues.

STREET HIERARCHY

The streets in Roselle Park are classified according to their function which falls into the following three categories: arterial roads, collector roads and local roads. Arterial streets generally have an average daily traffic volume of 5,000 vehicles or greater. Desirable traffic volumes per collector streets are in the range of 2,000 to 5,000 vehicles per day. Local streets have average daily traffic volumes of up to 2,000 vehicles per day.

The method used to classify Borough streets is primarily based upon two factors: 1) function of the roadway (type of traffic served); and 2) physical roadway characteristics. Roselle Park's development pattern along major thoroughfares has existed for many years and the character and function of the roadways has not changed significantly.

The following section contains roadway classifications for streets in Roselle Park. A brief description of the function and present traffic conditions of each roadway is also included. The roadway classifications are illustrated on the Street Classification map.

Arterials

Westfield Avenue is the only street in Roselle Park which is classified as an arterial road. Westfield Avenue is a four lane State highway divided by a median. Land uses along this road include a variety of commercial, high density residential and industrial uses.

Collector Roads

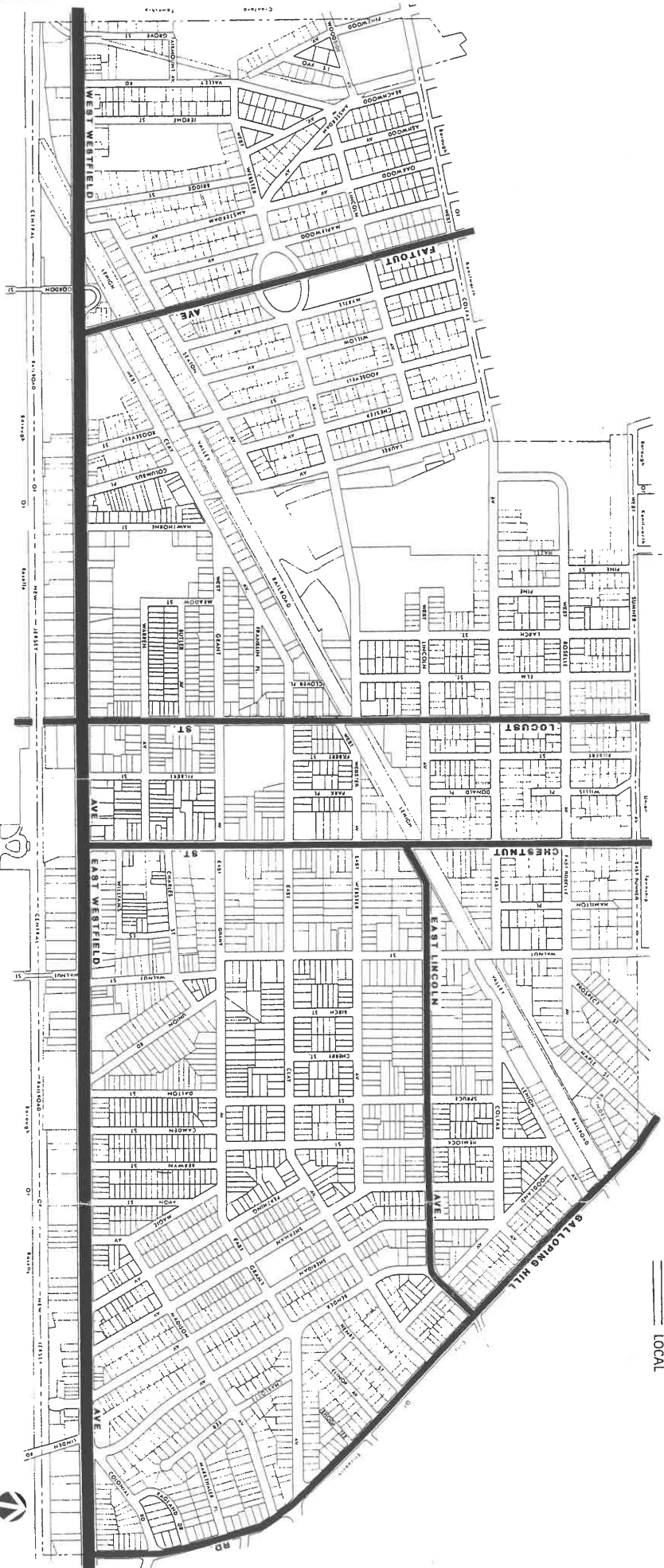
There are a number of Borough roads which function as collectors. As mentioned previously, collector roadways provide frontage for access to lots, and carry traffic of adjoining residential access streets. Collector roadways should not carry regional through traffic and generally have average daily traffic volumes between 2,000 and 5,000 vehicles. Collector roadways in Roselle Park include the following:

1. Faitoute Avenue
2. Locust Street
3. Chestnut Street
4. Galloping Hill Road
5. East Lincoln Avenue (East of Chestnut Street)
6. Colfax Avenue (West of Walnut Street)
7. Clay Avenue
8. Grant Avenue
9. Roselle Avenue

Roadway Jurisdiction

Legend

- STATE
- COUNTY
- LOCAL



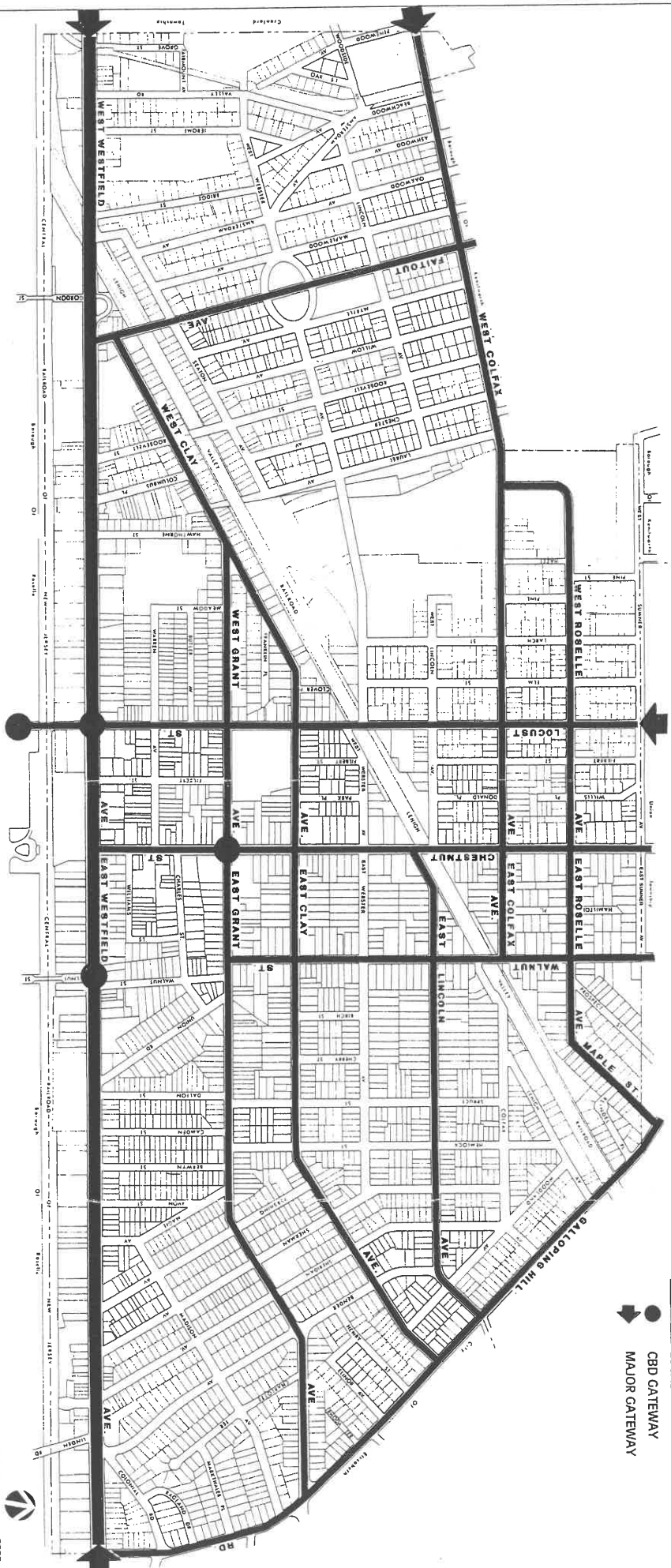
SCALE IN FEET
0 400 800

Borough of Roselle Park
UNION COUNTY, NEW JERSEY
Moskowitz, Heyer & Gruel, PA - Community Planning Consultants
Wallace, Roberts & Todd - Environmental Planning, Urban Design,
Landscape Architecture, Architecture

Street Classification

Legend

- ARTERIAL
- COLLECTOR
- LOCAL
- CBD GATEWAY
- ➔ MAJOR GATEWAY



Borough of Roselle Park
UNION COUNTY,
NEW JERSEY
 Moskowitz, Heyer & Gruel, PA - Community Planning Consultants
 Wallace, Roberts & Todd - Environmental Planning, Urban Design,
 Landscape Architecture, Architecture

BASE MAP PREPARED BY UNION COUNTY - 9/7/69
 REVISED BY MOSKOWITZ, HEYER & GRUEL, PA - JULY 1988

Local Access (Minors)

The remaining Borough roads are classified as local access streets and generally carry low traffic volumes. Average traffic volumes should not exceed 2,000 vehicles daily. Through traffic should be discouraged on local access streets. There are a number of techniques available to reduce through traffic. Streets with significant through traffic can be designated one way or speed limits may be lowered. While there are a number of strategies to discourage through traffic, these must be balanced with the inconvenience imposed on local residents.

PUBLIC TRANSPORTATION

Public transportation in Roselle Park consists of bus and rail service with connections to Newark, Elizabeth and New York City. This section contains an inventory of public transportation including service availability, frequency of operation and ridership.

Rail Service

New Jersey Transit provides passenger rail services to Newark (with connections to New York City) from the Roselle Park train station, located on the corner of Chestnut Street and West Lincoln Avenue. The Roselle Park station is located on NJ Transit's Raritan Valley Line and is the last stop before Newark. Twenty-three eastbound trains and twenty-four westbound trains per weekday stop at the Roselle Park train station, with more frequent service provided during the peak morning and evening hours, with hourly off-peak service.

Annual weekday ridership at the Roselle Park train station has increased over the last four years, as shown in Table V-1. Presently, approximately 851 people per day on average board the train at Roselle Park. This represents an increase of almost 250 riders per day since 1992 and may be attributable to improved parking conditions in Roselle Park. Parking for commuters is provided in close proximity to the train station in two parking lots, with overflow parking available on municipally owned land located at a remote lot. Many commuters park on neighborhood streets, causing congestion and headaches for neighborhood residents. New Jersey Transit has proposed

Public Transportation

Legend

BUS ROUTES

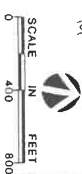
Train Station

Raritan Valley Line

Proposed Freight Line

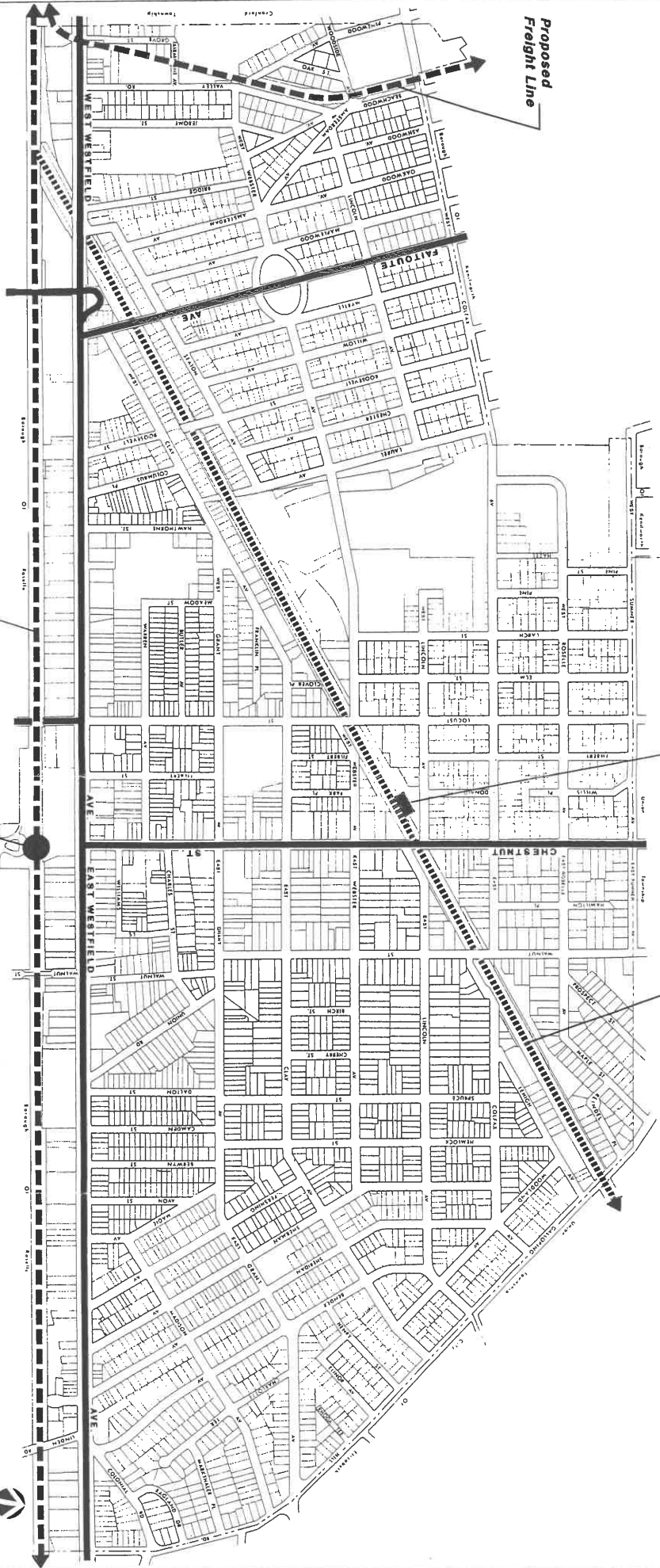
Proposed Light Rail Line to Elizabeth

Proposed Light Rail Station/Stop



Borough of Roselle Park
UNION COUNTY, NEW JERSEY
 Moskowitz, Hayer & Gruel, PA - Community Planning Consultants
 Wallace, Roberts & Todd - Environmental Planning, Urban Design, Landscape Architecture, Architecture

BASE MAP PREPARED BY UNION COUNTY - 9/7/08
 REVISED BY MOSKOWITZ, HAYER & GRUEL, PA - JULY 1996



creating another station between Roselle Park and Newark in the vicinity of Kean College (Townley). This proposed station should reduce the number of commuters who use the Roselle Park station.

Table V-1
WEEKDAY AVERAGE TRIPS -
RARITAN VALLEY LINE
Roselle Park Station

<u>Year</u>	<u>Passengers Boarding</u>
1992	590
1993	756
1995	761
1996	851

Source: New Jersey Transit, Average Passenger Trips Weekday Report

The capacity of the lots is sufficient to meet present commuter demand, especially since the addition of a new station should reduce the number of commuters who park at the Roselle Park station. The station, however, is in need of improvements to the station facade, better signage and landscaping improvements. It is recommended that the Borough submit a station improvement plan for funding from the State under the Intermodal Surface Transportation Efficiency Act, which provides funds for station improvements. In addition, the station does not provide storage for transit patrons using bicycles to commute to the station. It is recommended that a bicycle storage area be provided at the train station, preferably secure bicycle storage lockers, to encourage transit patrons to use alternative modes of transportation.

Bus Service

Local and express bus transportation in Roselle Park is provided by New Jersey Transit. Currently three New Jersey bus lines service Roselle Park including #58, #94 and #113. The

#113 line provides direct service to New York and runs along Westfield Avenue and Chestnut Street. The #58 line provides service between Cranford and Elizabeth and runs along Westfield Avenue and Faitoute Avenue. The #94 provides service between Linden and Bloomfield and runs along Locust Street and Chestnut Street. Express bus service to New York City is available nearby at the Garden State Parkway entrance ramp in Cranford.

ISSUES AND RECOMMENDATIONS

Central Business District

The Roselle Park Central Business District (CBD) extends along Chestnut Streets and Westfield Avenue. Circulation issues in the CBD include parking (both on and off street), vehicular circulation and pedestrian circulation. Both on and off-street parking is provided for shoppers in the CBD. The largest off-street parking lot is located along the east side of Chestnut Street. An additional off-street parking area is proposed for the west side of Chestnut Street in the Community Design Plan Element. On-street parking should be continued since it provides convenient access to CBD uses and prevents streets from taking on the character of a "speedway". Pedestrian circulation in CBD could be improved with crosswalks and signalized pedestrian crossings which provide more efficient and safe pedestrian flows.

Gateways

The Street Classification map lists several gateways which have been delineated as important focal points for people traveling to and through Roselle Park. Specialized gateway treatments into communities and neighborhoods are becoming an increasingly popular method of defining community character. A gateway is an entrance corridor that heralds the approach of a new landscape and defines the arrival point as a destination. The goal of gateway planning is to arrange this landscape so that it rewards the viewer with a sense of arrival and a positive image of the place. Specific gateway treatments are included in the Community Design Plan Element of the Master Plan.

Pedestrian Paths

Pedestrian circulation is an important component of the circulation network of any municipality. A well planned and maintained system facilitates movement between neighborhoods, between residential neighborhoods and in a downtown and within a downtown area. An attractive and safe pedestrian network offers residences an alternative to the automobile and may reduce the vehicular trips.

Important pedestrian planning goals include safety, security, convenient continuity, comfort and attractiveness. The primary concern of pedestrian safety is the reduction of the pedestrian vehicle conflict. Pedestrian attractiveness encompasses the aesthetic design and vitality of a given urban space and can be approved with streetscape materials and the creation of plazas or vistas.

Pedestrian circulation in Roselle Park is primarily via a network of sidewalks available on almost all streets. This network links most of the Boroughs residential neighborhoods with recreational facilities, schools and the downtown. Pedestrian environment in the downtown area is currently being enhanced through textured sidewalks, street trees and decorative street furniture and lamps.

Primary pedestrian concerns in Roselle Park are related to pedestrian vehicle conflicts, heavy traffic volume and pedestrian movements across busy roadway (if no traffic signals are present) imposes a safety problem. The noise and pollution associated with heavy traffic also detracts from the pedestrian environment. Presently, these conditions exist along the Westfield Avenue portion of the Roselle Park Central Business District. It is suggested that the Borough actively pursue a reduction of the speed limit along this stretch of Westfield Avenue to 35 MPH.

The North Jersey Transportation Planning Authority

The North Jersey Transportation Planning Authority (NJTPA) is the federally-sanctioned Metropolitan Planning Organization (MPO) for northern New Jersey. Its jurisdiction includes thirteen counties: Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean,

Passaic, Somerset, Sussex, Union and Warren. The NJTPA region consists of 4,200 square miles and contains 5.7 million people. It is home to 75 percent of the state's population and is the fourth largest MPO in the nation. The NJTPO oversees the mechanisms for insuring that federal transportation funding is applied in a cost-effective and coordinated manner to the most pressing regional transportation needs. It provides a forum for public input into transportation funding decisions and for cooperation among the numerous transportation planning agencies in the region.

The NJTPA has federally-mandated responsibilities for planning and capital programming. As a condition of receiving federal funding, capital projects proposed in the northern New Jersey region must be approved by the NJTPA Board for inclusion in its five-year capital program, called the Transportation Improvement Program (TIP). The Regional Transportation Plan for Northern New Jersey provides the long-range framework for the annual updates to the TIP and for the planning studies and programs undertaken to assess future capital needs in the region.

The Regional Transportation Plan for Northern New Jersey represents NJTPA's vision for the future of transportation in the region. Over the next two decades, the Regional Transportation Plan will help guide the region by investing approximately \$27 billion to improve the condition and operation of roads, bridges, transit systems and freight facilities and to provide strategic capacity enhancements to better meet current and future travel demand.

The Regional Transportation Plan for Northern New Jersey fulfills the requirements of the federal Intermodal Surface Transportation Efficiency Act (ISTEA). Enacted in 1991, ISTEA initiated a new approach to meeting transportation needs. It has redirected federal policy to better address the interdependence among major components of the national transportation system. Federal administrative rules implementing ISTEA require each MPO to provide a transportation plan that will lead to the achievement of an integrated intermodal transportation system which will allow for the effective movement of people and goods. The Regional Transportation Plan for Northern New Jersey, is the first update of the NJTPA's long-range plan

since the enactment of ISTEA. NJTPA's original plan was adopted in 1986 and certified each year thereafter as part of the MPO certification process.

For purposes of the Regional Transportation Plan, the northern New Jersey region was divided into 18 transportation corridors. Roselle Park is located within the U.S. 1&9/NJ Turnpike corridor which includes portions of Union, Essex and Hudson counties. This corridor extends from the southern end of Union County to the terminus of the New Jersey Turnpike in Ridgefield. According to the report, mobility issues focus around the need to redevelop a once vibrant manufacturing center. Transportation investments will be measured by the degree to which they liberate redevelopment potential. Transportation improvements that increase the use of transit in the area will be prioritized.

The only rail proposal in the Regional Transportation Plan affecting Roselle Park is the planned reactivation of the Rahway Valley line for freight. A new light rail line is proposed to connect Cranford to Elizabethport using the former Central Railroad line that runs along the southern boundary of Roselle Park. This project has not yet been included in NJTPO's long-range capital plan, although New Jersey Transit has prepared an initial study of the project. Part of the purpose of the project is to provide access to and the "Elizabeth Industrial tract" which is planned to be redeveloped. It is recommended that Roselle Park support plans for this improvement and lobby for the creation of a transit stop near Chestnut Street to support plans for the future redevelopment of this area.

VI. COMMUNITY FACILITIES PLAN

VI. COMMUNITY FACILITIES ELEMENT

INTRODUCTION

The adequacy and realized expectation of community services, such as schools and police protection is an important component of the quality of life in a community. The Community Facilities Plan provides an evaluation of the public service and facility needs of the Borough of Roselle Park in areas such as schools, fire protection, police, and first aid. This plan evaluates municipal resources, existing service levels and potential deficiencies and considers future community facility and service needs based on the Borough's present and future population and demographic composition.

SUMMARY OF ISSUES AND RECOMMENDATIONS

The primary issues relating to community facilities in Roselle Park are neighborhood preservation, commercial revitalization, economic development and maintaining quality of life. Neighborhood preservation is dependent upon the different services and amenities which the community offers. These factors should be utilized to their fullest capacity as they form the backbone of residential life. If the quality of community services and amenities are adequate, then the town will provide a good environment for the residents.

Roselle Park is a stable, developed community whose population is expected to increase to 13,050 by the year 2010, a 2 percent increase.¹ In terms of age distribution, the number of school age children will peak at about 2,000 students in the year 2005. The number of senior citizens (aged 65 and over) will decline until about 2005, after which it will start to increase. Thus, there is no need for more school facilities and no significant short-term need for additional senior citizen services. There is, however, a need for additional First Aid volunteers.

¹ New Jersey Department of Labor, *Projections 2005*, January 1994.

COMMUNITY FACILITIES INVENTORY

The location of current and proposed community facilities is shown on the Community Facilities map and detailed in Table VI-1. There is a total of approximately 54 acres of public and quasi-public land in the Borough distributed as follows: 5.5 acres for Borough facilities, 27 acres for parks and open space, 14.9 acres for public schools, 5.6 acres for quasi-public facilities (i.e. places of worship and private schools) and .67 acres for vacant Borough-owned land.

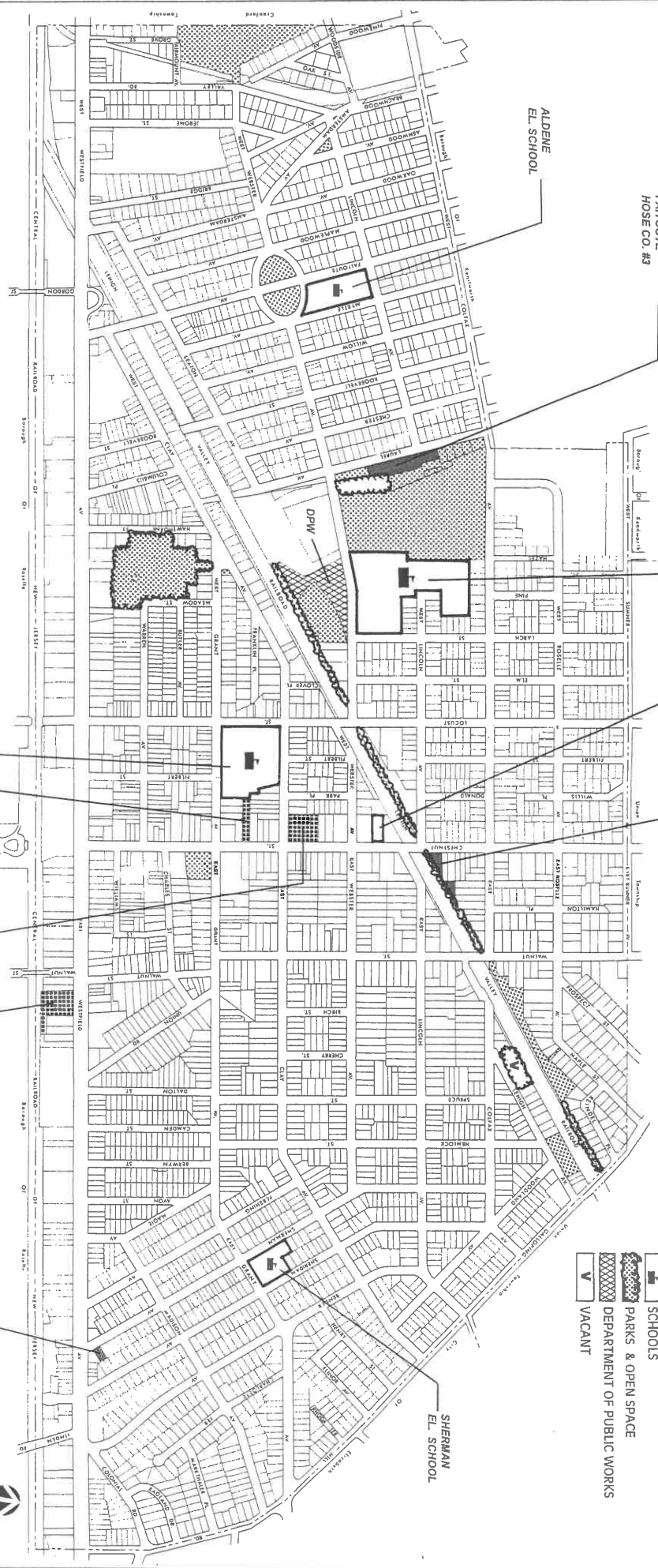
Table VI-1
COMMUNITY FACILITIES INVENTORY
Borough of Roselle Park, Union County, New Jersey

<u>Facility</u>	<u>Block</u>	<u>Lot</u>	<u>Lot Area</u>
BOROUGH FACILITIES			
<i>Borough Hall/Police Department</i>	913	3.01 & 5.01	0.94
<i>Public Library</i>	511	12 & 13	0.89
<i>Community Center</i>	513	12	0.34
<i>Lorraine Hose Company #1</i>	1,108	2	0.21
<i>Central Engine Company #2</i>	708	19	0.34
<i>Faitoute Hose Company #3</i>	424	1 (portion)	1.18
<i>First Aid Squad</i>	424	1 (portion)	
<i>DPW Property</i>	506	1 (portion)	1.6
Subtotal			5.5
SCHOOLS			
<i>Aldene Elementary School</i>	126	--	1.97
<i>Sherman Elementary School</i>	1013	1	1.21
<i>Robert Gordon Elementary School</i>	513	1 (portion)	4.53
<i>Roselle Park Middle School</i>	513	1 (portion)	
<i>Roselle Park High School</i>	416	2 (portion)	7.2
Subtotal			14.91
PARKS AND OPEN SPACE			27.18
QUASI-PUBLIC FACILITIES			5.6
VACANT LAND	709	4	0.67
TOTAL			53.9

Community Facilities Plan

Legend

- PUBLIC BUILDINGS
- FIRE STATION & RESCUE SQUAD
- SCHOOLS
- PARKS & OPEN SPACE
- DEPARTMENT OF PUBLIC WORKS
- VACANT



BASE MAP PREPARED BY: UNION COUNTY - 9/7/88.
REVISED BY: MOSKOWITZ, HEYER & GRUEL, PA - JULY 1988

Borough of Roselle Park
UNION COUNTY, NEW JERSEY
Moskowitz, Heyer & Gruel, PA - Community Planning Consultants
Wallace, Roberts & Todd - Environmental Planning, Urban Design,
Landscape Architecture, Architecture

COMMUNITY NEEDS ANALYSIS

Education

The formal education system in Roselle Park consists of three elementary schools, one middle school, and one high school for a total of five public school buildings located on four sites. The Sherman School, a facility with a 372 student capacity located on a half-block site fronting on Grant Avenue between Sherman and Sheridan Avenues, serves the elementary school-age population from the eastern section of the Borough. The Aldene School, a 325 student capacity building fronting the Webster Avenue circle between Myrtle and Faitoute Avenues, serves the children of the western portion of Roselle Park. The Robert Gordon School, which serves the central section of the Borough, and its annex, shares its centrally-located site with the Roselle Park Middle School, which is located on Grant Avenue between Chestnut and Locust Streets. Roselle Park High School, located on Webster Avenue, Laurel and Larch Streets, accommodates grades 8 through 12, is the location of the major athletic fields in the Borough. The Board of Education Administrative Offices and the Office of Pupil Services were recently relocated to a building located on Chestnut Street between Webster Avenue and Lincoln Avenue.

Enrollment And Attainment

For the 1996-1997 school year, approximately 1,881 children were enrolled in the elementary, middle, and high schools. This represents an increase from past years, as shown on Table VI-2. Public school enrollment in Roselle Park has been cyclical over the past 15 years with enrollments steadily declining until the 1992-1993 school year when enrollments began to steadily increase. By the 1997-1998 school year, enrollment in the public schools had risen from 1,560 students in 1990-1991 to 1,866 students; a 20 percent increase. Enrollments are projected to increase steadily, (an average of 2 percent annually) through 2006.

Table VI-2
SCHOOL ENROLLMENT PROJECTIONS*: GRADES K-12
Borough of Roselle Park, Union County, New Jersey

<u>School year</u>	<u>Total</u>	<u>Elementary</u>	<u>Middle School</u>	<u>High School</u>
1974-1975	2,505	1,056	616	833
1984-1985	1,713	730	233	750
1986-1987	1,674	715	232	727
1987-1988	1,625	716	258	651
1988-1989	1,616	732	260	624
1989-1990	1,589	700	258	631
1990-1991	1,560	670	275	615
1991-1992	1,587	684	253	650
1992-1993	1,675	725	242	708
1993-1994	1,758	765	271	722
1994-1995	1,820	838	257	725
1995-1996	1,870	891	247	732
1996-1997	1,881	905	260	716
1997-1998	1,866	903	297	666
1998-1999	1,914	913	312	689
1999-2000	1,951	907	325	719
2000-2001	1,980	882	356	742
2005-2006	2,084	865	330	889

*Projections based on 10-year database

Source: Roselle Park Board of Education, December 1996.

Physical Conditions And Capacity

All of the Borough's school facilities are more than 30 years old. The newest building is the high school, which was built in 1964. Over the past years, repairs and renovations have been ongoing in the schools. Significant financial resources were allocated for building new roofs, painting, renovating bathroom facilities and dividing classrooms. In terms of codes and regulations, the facilities of the public schools are in excellent condition.²

² Conversation with Robert L. Zeglarski, School Business Administrator

Analysis And Projection

As discussed previously, since an enrollment low in the 1990-1991 school year, enrollment has been steadily increasing and is projected to increase through 2006. A recent study (March 1996) commissioned by the Roselle Park Board of Education reexamined the capacities of the various school buildings in the Borough to determine the buildings' adequacy for current and projected enrollments.

As seen by Table VI-3, capacity within the school buildings is currently adequate, although by 2006 the high school, as currently configured, will be inadequate to serve projected enrollments. The capacity study commissioned by the Board of Education presented several alternatives to address the impending capacity deficit. The recommended alternative entails moving Grade 5 up to the Middle School and minor modifications to the Sherman School and the Middle School. The small capacity deficit at the High School is not significant and the construction of a new school is not necessary.

Table VI-3
FUNCTIONAL CAPACITY OF BOROUGH SCHOOLS AND ENROLLMENT
Borough of Roselle Park, Union County, New Jersey

<u>School</u>	<u>Enrollment</u>			<u>Functional Capacity</u>	<u>Excess Capacity</u>		
	<u>1996-1997</u>	<u>1999-2000</u>	<u>2005-2006</u>		<u>1996-1997</u>	<u>1999-2000</u>	<u>2005-2006</u>
Elementary	905	907	865	1,043	138	136	178
Middle School	260	325	330	417	157	92	87
High School	716	719	889	860	144	141	(29)
Total	1,881	1,951	2,084	2,320	439	369	236

Source: Roselle Park Board of Education, "A Study of School Building Needs." March 1996

POLICE

Since the writing of the 1989 Borough Master Plan, the Police Department has been moved to a modern facility at the Municipal Building. This facility is adequate for the present and future foreseeable need.³

The Police Department is comprised of 33 police officers, four civilian dispatchers, and two civilian administrative clerks. The police force utilizes 10 police vehicles, 8 marked (one four-wheel drive vehicle) and 2 unmarked. The Police Department, in conjunction with the Emergency Management Team, keeps records of all hazardous materials contained/utilized in the Borough as part of the community "Right to Know" legislation. This information, as well as spill incident information, is shared with the Fire Department as well. Additionally, the Police Department continues to administer local implementation of the national D.A.R.E. drug awareness program, which includes periodic visits to Borough schools.

Public Safety

One of the greatest public concerns is Roselle Park, or in any municipality for that matter, is the threat to security posed by crime. The occurrence of crime directly or indirectly affects the life of every person residing in the town. Statistics furnished by the NJ Uniform Crime Report and presented in Table VI-4 indicate that the reported rate of many crimes has been relatively stable for the past 15 years. The number of non-violent crimes per 1,000 population peaked in 1982 at 37.9; by 1985 that figure was down to 21.8. The recent trend shows a decrease in non-violent crime. The incidence of each of the four types of violent infractions - murder, rape, robbery, and aggravated assault - shows significant stability.

³ Conversation with John Bialas, Roselle Park Police Chief.

Table VI-4
MUNICIPAL CRIME RATE AND CRIME OCCURRENCES BY TYPE, 1978 - 1994
Borough of Roselle Park, Union County, New Jersey

<u>Year</u>	Non-Violent			Non-Violent Crime Occurrences			Violent Crime Occurrences				
	<u>Crime Rate Per 1,000</u>	<u>Crime Rate Per 1,000</u>	<u>Crime Rate Per 1,000</u>	<u>Burglary</u>	<u>Larceny</u>	<u>Motor Vehicle Theft</u>	<u>Violent Crime Rate Per 1,000</u>	<u>Murder</u>	<u>Rape</u>	<u>Robbery</u>	<u>Aggravated Assault</u>
1978	27.2	25.8	74	237	34	1.3	-	-	1	6	11
1982	39.6	37.9	56	123	34	1.2	-	-	-	1	15
1986	27.0	25.9	66	220	57	1.1	-	-	2	9	4
1992	25.5	24.9	90	165	64	0.5	-	-	2	1	4
1994	22.9	21.8	86	139	54	1.1	-	-	1	8	5

Source: Uniform Crime Report: Crime in New Jersey for representative years. State of New Jersey, Division of State Police, Uniform Crime Reporting Unit.

Comparing the crime statistics of Roselle Park with those of its neighboring communities (Table VI-5) indicates that the Borough has the third lowest overall crime rate, the lowest violent crime rate, and the second lowest non-violent crime rate in the region.

Table VI-5
COMPARATIVE CRIME DATA, 1994
Borough of Roselle Park, Union County, New Jersey

<u>Municipality</u>	<u>Crime Rate Per 1,000</u>	<u>Violent Crime Rate per 1,000</u>	<u>Non-Violent Crime Rate per 1,000</u>
Roselle Park Borough	22.9	1.1	21.8
Roselle Borough	36.4	3.4	32.9
Cranford Township	22.7	1.2	21.5
Kenilworth Borough	25.6	1.3	24.3
Union Township	56.8	4.7	52.2
Elizabeth City	84	12.4	71.6

Source: Uniform Crime Report: Crime in New Jersey 1994. State of New Jersey, Division of State Police, Uniform Crime Reporting Unit.

FIRST AID SQUAD

The First Aid Squad is comprised of 24 active and 16 inactive members. The squad responds to approximately 1,000 calls annually, about 20 calls per week. The First Aid Squad house is staffed nightly from 7-11pm, Sunday through Friday. The First Aid Squad tries to maintain a presence at sporting events and activities at the municipal schools. They also conduct first aid courses for interested Borough residents.

The most pressing need of First Aid Squad is for additional volunteers. There is currently a membership drive within the Borough for volunteers. The First Aid Squad currently has a mutual aid agreement with surrounding municipalities. The squad pools its resources, both volunteers and equipment, to serve regional needs. The First Aid Squad currently meets State and Federal standards in equipment and training.

FIRE DEPARTMENT

The Roselle Park Volunteer Fire Department was originally organized as Bender Hose Co. of Lorraine, under the auspices of the Union Township Fire Department, Fire District No. 1. On September 21, 1901, Ordinance No. 8 established a Fire Department and divided the Borough into three parts with a fire company for each one. The Borough is currently served by three separate fire stations including Lorraine Hose Company #1, Central Engine Company #2 and Faitoute Hose Company #3.

The volunteer fire department is structured to have 66 members under the leadership of one chief. The department currently has 58 volunteers and 2 additional applications are pending at this time. The volunteers spend their own time learning the latest techniques in fire-fighting and rescue procedures. The Borough's equipment includes three engines, a mini-pumper, an aerial truck, a cascade system, a utility van, and a chief's car. Firefighters are equipped with pagers and a municipal electronic horn is used as a back-up device. The combination of volunteer technical proficiency and modern equipment has reduced the cost of homeowner's insurance for every homeowner in the Borough.⁴

⁴ Conversation with Chief Bob Delarosa.

VII. PARKS AND OPEN SPACE

VII. PARKS AND OPEN SPACE ELEMENT

INTRODUCTION

Parks, open space and recreation facilities are important components of the quality of life within a community. The Borough of Roselle Park is served by a network of small neighborhood parks and schools. The Parks and Recreation Element evaluates the existing park and recreation inventory in relation to existing and anticipated demand. In addition, the Plan evaluates the demographic profile of the community in relation to the recreation facilities needs, since recreational preferences shift with time and changing demographics.

PARKS AND OPEN SPACE INVENTORY

The Borough of Roselle Park has almost 30 acres of land devoted to parks and open space, as shown in Table VII-1. All of these parks are owned and maintained by either the Borough or the Board of Education. Almost 18 acres are used for active recreational use including ballfields and playgrounds. A total of 1.6 acres are developed as passive open space and almost 10.5 acres are used as detention basins.

The inventory includes both Borough-owned parkland and Board of Education property because the combination provides a accurate depiction of the park and recreation facilities currently utilized by Borough residents. School district properties are increasingly being recognized as an integral component of the neighborhood park network, particularly in urban areas.

Recent park improvements have focused on the creation of passive park areas including Mike Mauri Park, Girl Scout Park and Lamongo/Perry Memorial Park. Significant landscaping improvements have been made to these parks to create quality passive open space areas for Borough residents. Additional improvements are planned for the western half of Lincoln Park to create an attractive passive recreational area.

Table VII-1
INVENTORY OF PARKS AND OPEN SPACE
Roselle Park, Union County, New Jersey

<u>Park</u>	<u>Block</u>	<u>Lot</u>	<u>Size</u>
PARKS - ACTIVE USE			
Acker Park	709	11	0.73
Adam Field	506	1 (portion)	1.76
Aldene Elementary School			0.68
Green Acres Complex	416	2 (portion)	11.8
Lincoln Park	117/118	1/1	1.54
Roselle Park Middle School			2
Subtotal			17.78
PARKS - PASSIVE USE			
Echo Forest	122	1	0.13
Girl Scout Park	512	1	0.05
Lamonco/Perry Memorial Park	5000	1	0.66
Mike Mauri Park	901	2	0.75
Subtotal			1.59
OPEN SPACE			
Walnut Street Detention Basin	707	1 & 37	2.02
Hawthorne Street Detention Basin	312/313/601/606	9-12/4-7/1&7/2&3	5.31
Carpenter Street Detention Basin	114/201	1&2/11	3.16
Subtotal			10.49
TOTAL			29.86

RECREATION FACILITIES

The Borough's parks contain playground equipment (Lincoln Park); ½-court basketball courts (4 at Lincoln Park and 2 at Acker Park); a football field/track at the Green Acres Complex, and 9

assorted baseball/softball fields that are shared with Borough schools. Recreation activities in Roselle Park are coordinated by the Recreation Committee, which is made up of seven members appointed by the Mayor and Council to oversee the recreation and leisure needs of the residents. The Committee is geared primarily towards resident children, but activities are also planned for senior citizens and adults of the community. Activities range from social events (i.e. concerts and dances) to sporting events (i.e. skating, wrestling, and sport clinics for soccer and basketball). The Recreation Committee works with the Board of Education to coordinate usage of the sports facilities located at the individual schools.

PARK AND RECREATION NEEDS ASSESSMENT

The New Jersey Statewide Comprehensive Outdoor Recreation Plan, prepared by the Department of Environmental Protection (DEP), recommends that 3 percent of the developed and developable area of a municipality be utilized for recreation purposes. This translates into 23.4 acres in Roselle Park. Thus, the Borough has a recreation area shortfall of approximately 6 acres.



In terms of recreation facility needs, the demand for recreational facilities has increased markedly over the past eight years. For example, the soccer program in Roselle Park has increased from less than one hundred participants in 1989 to over 400 participants in 1997. This increase in participation has not been met by an increase in recreational facilities. Soccer space is currently leased from the youth baseball fields to accommodate demand. The lot on the west side of Faitoute Avenue near Lincoln Street Park that had been utilized by children as an impromptu football/soccer field has received municipal funding to be turned into a passive-use park with benches and plantings, further decreasing the amount of active recreation space in the Borough.

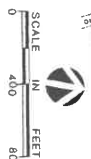
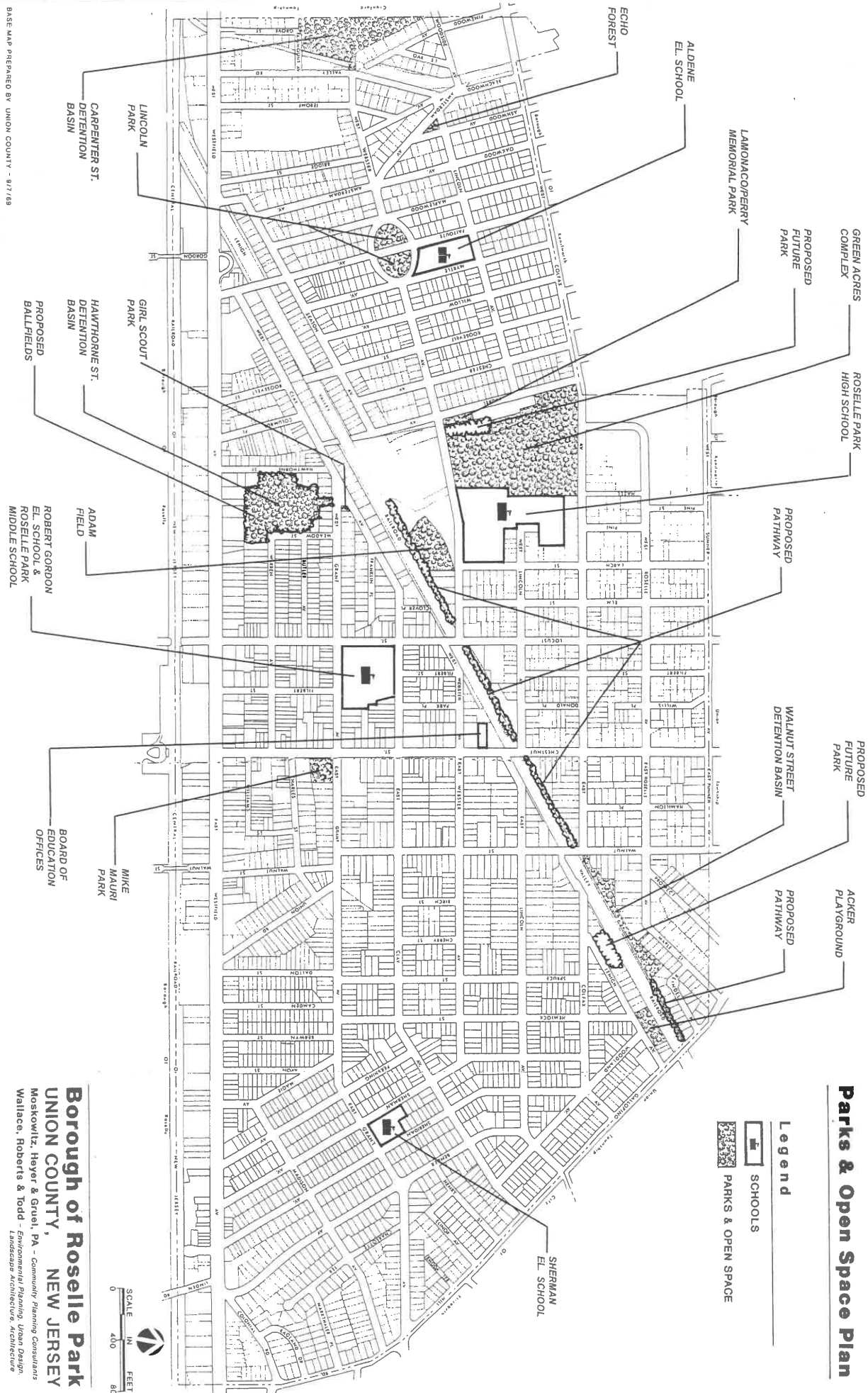
PARKS AND OPEN SPACE PLAN

Developed communities such as Roselle Park quite often do not meet the minimum recreation area standards set by the State DEP. The Parks and Open Space Plan includes a number of recommendations to improve both the quantity and quality of park and recreation facilities in the

Parks & Open Space Plan

Legend

-  SCHOOLS
-  PARKS & OPEN SPACE



Borough of Roselle Park
UNION COUNTY, NEW JERSEY
 Moskowitz, Hayer & Gruel, PA - Community Planning Consultants
 Wallace, Roberts & Todd - Landscape Architecture, Architecture

BASE MAP PREPARED BY UNION COUNTY - 9/7/79
 REVISED BY MOSKOWITZ, HAYER & GRUEL, PA - JULY 1986

Borough. Implementation of the plan would bring the total amount of park and recreation space in the Borough to approximately 26.35 acres, which meets the State recommended minimum requirement for municipal parkland.

1. The 5.31 acre Hawthorne Street detention basin should be retrofitted for use as soccer fields. The detention basin, which has been unused for sporting activities since 1990, has been tested for health safety and has been deemed safe for human use. This basin could be used as an outdoor soccer field if the basin is leveled, with consultation from a hydraulic /hydrologic engineer.
2. The Borough should consider upgrading the existing playgrounds to meet the barrier-free standards established in the Americans with Disabilities Act (ADA). These types of projects are eligible for Community Development Block Grant (CDBG) funds.
3. A playground is proposed on a 1 acre parcel located between the Green Acres complex and the Lamonco/Perry Memorial Park.
4. The construction of a 24-foot aluminum canopy at the High School to protect visitors year-round during inclement weather. This would enable children to stay in the park and participate in educational activities during rainy weather.¹
5. The Borough owns a .67 acre vacant piece of property on Lehigh Avenue which can be utilized for recreation purposes.
6. A greenway/pathway is proposed along the north side of the Raritan Valley railroad line to connect Adam Field with additional open space located behind the Chestnut Street fire station and passive open space at the Walnut Street detention basin.

¹ Conversation with Carl Hokanson, Chairman of the Recreation Committee.

VIII. COMPARISON WITH OTHER PLANS

VIII. COMPARISON WITH OTHER PLANS

INTRODUCTION

The Municipal Land Use Law requires that all municipal master plans consider the relationship of the master plan to plans of contiguous municipalities, county plans and the New Jersey State Development and Redevelopment Plan (SDRP). The intent is to coordinate planning and land use activities among communities and to reduce potential conflicts. This section reviews the plans and zoning ordinances of the municipalities bordering Roselle Park Borough, as well as the Union County Land Use Plan and the SDRP.

ADJACENT MUNICIPALITIES

The Roselle Park Land Use Plan is substantially consistent with the land use patterns in adjacent municipalities. The zoning of these municipalities is discussed below and illustrated on the Adjacent Zoning map.

Cranford Township

The zoning and land use in Cranford Township is consistent with the Roselle Park Master Plan. The land bordering Roselle Park in Cranford is zoned for Selected Research, Office and Industrial (ROI-2) and One-Family Detached Residence District (R-4). The ROI-2 zone permits business, administrative, executive and professional offices, industrial and manufacturing uses, hotels and motels, research laboratories and warehouses on 10,000 square foot minimum lots. This land is bordered in Roselle Park by the Arterial Business District (B-2) which primarily permits office uses, restaurants, and retailing. The permitted uses in Cranford are more intense than those permitted in Roselle Park, and appear to take advantage of the Garden State Parkway interchange in the immediate area. The ROI-2 zone does not extend for any great distance along E. Westfield Avenue, and is bordered to the north by an R-3 residential zone and to its west by an office zone, which makes the area more consistent with zoning and land uses in Roselle Park.

Adjacent Zoning

Legend

Residential Zones

MINIMUM LOT SIZE-6,000-6,000 SF

SENIOR HOUSING

Non-Residential Zones

COMMERCIAL

INDUSTRIAL

RB

BB

SCALE
0 400 800
FEET

Borough of Roselle Park
UNION COUNTY, NEW JERSEY
Moskowitz, Hoyer & Gruel, PA - Community Planning Consultants
Wallace, Roberts & Todd - Environmental Planning, Urban Design,
Landscape Architecture, Architecture

BASE MAP PREPARED BY UNION COUNTY - 9/7/88
REVISED BY MOSKOWITZ, HOYER & GRUEL, PA - JULY 1986

ROI-2

CB

R-4

R-2

LI

HI

HI

RD

RA

R-1

M-1

The R-4 zone in Cranford Township permits single-family residences on minimum 6,000 square foot lots. This zone is adjacent to the R-1 Single-Family Residential zone and the R-4 Multi-Family Residential (Garden Apartment) zone in Roselle Park. The R-1 zone in Roselle Park requires minimum 5,000 square foot lots, which is consistent with the 6,000 square foot lots in Cranford.

City Of Elizabeth

The zoning and land use in the City of Elizabeth is consistent with the Roselle Park Master Plan. The land bordering Roselle Park in Elizabeth is zoned Single-Residential (R-1) north of East Westfield Avenue and Light Industrial (M-1) south of East Westfield Avenue. The R-1 zone in Elizabeth, which abuts the R-1 Single-Family Residential zone and a piece of the Office Residential (ROB) zone in Roselle Park Borough, permits single-family development on minimum 5,000 square foot lots, which is consistent with the land use pattern in Roselle Park.

The M-1 zone in Elizabeth permits auto-related services, selected commercial and light manufacture, wholesaling and storage, distribution and trucking, and light manufacture. This zone is adjacent to the Arterial Business District (B-2) in Roselle Park, which permits retailing, restaurants, and office uses. The M-1 zone in Elizabeth is small in area, and is flanked to its east by a higher density residential zone. The small area of the M-1 zone makes it more compatible with the B-2 zone in Roselle Park than a larger M-1 zone would.

Kenilworth Borough

Zoning and land use in Kenilworth Borough is partially consistent with the Roselle Park Master Plan. Along the municipal border in Roselle Park, land is zoned Single-Family Residential (R-1) along West Colfax Avenue, and Multi-Family Residential (R-4) between West Sumner Avenue and East Colfax Avenue. In Kenilworth, the border is zoned Residential 2 (R-2), Light Industrial (LI), and Heavy Industrial (HI) adjacent to the R-1 zone in Roselle Park, and is zoned HI adjacent to the R-4 zone in Roselle Park.

The R-2 zone in Kenilworth is a compatible neighbor to the R-1 zone in Roselle Park in that it allows single-family dwellings and professional offices on minimum 5,000 square foot lots. The LI and HI zones in Kenilworth are less compatible in that they allow office buildings, warehouses, and research laboratories. The zoning in Kenilworth reflects existing land uses. The conflict created by these uses are reduced somewhat because they are separated from the residential areas by streets. It is strongly recommended that Roselle Park pay close attention to development activity in Kenilworth and request developers to provide appropriate buffers. This can be accomplished through participation at public hearings of these matters in Kenilworth.

Roselle Borough

Zoning and land use in Roselle Borough along East Westfield Avenue is partially consistent with adjacent land uses in Roselle Park. The majority of the Roselle border is zoned Industrial, except for a small portion of land on either side of Chestnut Street that is zoned Central Business (CB). A portion of the Roselle Park border is zoned Industrial on either side of Gordon Street, but for the most part is zoned Arterial Business District (B-2) and Multi-Family Residential (Garden Apartments) (R-4). The Industrial district in Roselle permits such uses as selected scientific and research labs, fabrication of wood products and metal products, manufacturing of light machinery, wholesale sales and distribution, and contractors' storage yards. The minimum required lot size is 1,000 square feet.

Although the adjacent zoning in Roselle is not substantially consistent with land use and zoning in Roselle Park, the Industrial and Arterial Business zones are not conflicting designations. Further, the differing zones are separated physically by a railroad line which is proposed to be reactivated. Roselle Park should coordinate with Roselle in the creation of a transit stop near Chestnut Street, since this area is proposed to be redeveloped in Roselle Park and is zoned CB in Roselle Borough.

Union Township

The zoning and land use in Union Township is consistent with the Roselle Park Borough Master Plan. The land bordering Union Township in Roselle Park is predominantly R-1 Single-Family Residential with a small area of R-4 Multi-Family Residential (Garden Apartments) south of West Sumner Avenue between the Kenilworth municipal boundary and Pine Street. To the north of the Multi-Family Residence zone in Roselle Park, there is a small area of Residence D - Senior Citizen zoning district in Union Township. This district permits high density (40 units per acre) residential development on minimum 2 acre lots. Moving eastward along the Roselle Park/Union Township boundary, the zoning district in Union Township becomes the Residence A - One Family district, which permits single-family residences on minimum 5,000 square foot lots. These districts are compatible with the R-1 district in Roselle Park.

The area between Reindel Place and the Lehigh Valley railroad tracts in Union Township is zoned for industry; this area in Roselle Park is zoned R-1 Single-Family Residential and is mapped on the Land Use Plan as an area for parkland and open space. The Industrial district in Union Township permits such uses as manufacturing, research labs, car washes, wholesale distribution, animal hospitals, and the like. These uses are not compatible with the R-1 district in Roselle Park, however this Industrial district does radiate away from the Borough and is not a significant presence at the municipal boundary.

South of the Lehigh Valley railroad tracks in Union Township, the area of Gates Terrace is zoned Residence B - Two Family. The Residence B zone permits single-family and two-family units on minimum 5,000 square foot lots. Just south of this district lies a Business B - Retail district along Magie Avenue which permits retail uses such as restaurants, movie theaters, laundries, and the like. These uses are consistent with zoning and land use in this area of the Borough.

UNION COUNTY MASTER PLAN

The most recent Union County Land Use Plan was prepared by the County Planning Board in 1974. This Plan was one of a series of Master Plan reports prepared between 1967 and 1974. This Land Use Plan is currently in the process of being updated. The County Land Use Plan is intended to serve as a guide and framework for planning at all levels of government. It is a general guide, not intended to be precise with respect to the location and extent of land use activities, but is intended to represent basic goals for the County's future growth and to ensure that the County will grow in an orderly fashion.

The County Plan, considering that the County was already approximately 85 percent developed in 1974, was based upon the development pattern already established in the County. The Plan proposed to maintain the existing density pattern, avoiding development of low density residential areas at higher densities. Increased commercial development was proposed in the Plan, relying to the greatest extent possible on more intensive uses of land currently in commercial usage.

Land use in Roselle Park is consistent with the County's Land Use Plan. The majority of the low-density residential zoning is planned to remain at its current density. Also, infill of the existing commercial and industrial areas is encouraged as is the preservation of open space.

NEW JERSEY STATE DEVELOPMENT AND REDEVELOPMENT PLAN

The New Jersey State Development and Redevelopment Plan (SDRP) was adopted on June 12, 1992. The Plan's preparation process compared the planning policies among various government levels with the purpose of attaining compatibility among local, county and State plans.

Planning Areas

The SDRP divides land into five different categories called Planning Areas. Roselle Park Borough is located entirely in the Metropolitan Planning Area (PA1). The intent of the PA1

Metropolitan Planning Area is to create cooperative regional programs and processes that empower municipalities to act jointly in replacing aging infrastructure, hold onto and expand employment opportunities, upgrade housing to attract a balanced residential population, stabilize a threatened environmental base, protect the existing community character, manage traffic effectively and create greater opportunities for intrametropolitan public transportation. The SDRP makes public and private investment and reinvestment in the Metropolitan Planning Area a principal priority of State, regional and local programs.

The Roselle Park Borough Master Plan is substantially consistent with the SDRP. The objectives and policies of the Master Plan, particularly those involving maintaining and expanding the Borough's employment base, protecting the community character, improving traffic circulation and encouraging public transportation use are consistent with the intent of the Metropolitan Planning Area.

Centers

The SDRP emphasizes center oriented development patterns that create "communities of place". The Borough of Roselle Park is designated as an Existing Town in the SDRP. Existing Towns are located in the State's major highway corridors and are designed to organize growth that otherwise would sprawl throughout the corridor and create unserviceable demands. Development projects in Existing Towns receive priority for State funding over development projects not located in centers. The Borough should seek official designation as a Town by submitting a Centers Designation Report to the Office of State Planning to be consistent with the SDRP and to receive priority for various development projects within the area.