

# **JERNEE MILL ROAD REDEVELOPMENT PLAN**

**Borough of Sayreville  
Middlesex County, New Jersey**

**Adopted  
July 7, 1999**

# **Jernee Mill Road Redevelopment Plan**

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## **INTRODUCTION**

In April 1999, a portion of the Jernee Mill Road corridor was deemed "an area in need of redevelopment" by the Borough Mayor and Council, in accordance with the State Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.). In the Borough's 1998 Master Plan, utilization of the State redevelopment law was recognized as a potential way to spur appropriate development in the Jernee Mill Road Corridor. There has been preliminary developer interest in one of the Redevelopment Area properties, namely the Forest View Industrial Park property to the east of the Conrail rail line, which AES Corp. has identified as potentially meeting its siting needs for an electrical power generating facility. This Redevelopment Plan takes such a potential facility into account, and outlines appropriate land uses and zoning and design standards for all properties in the Redevelopment Area.

## **STATUTORY REQUIREMENTS**

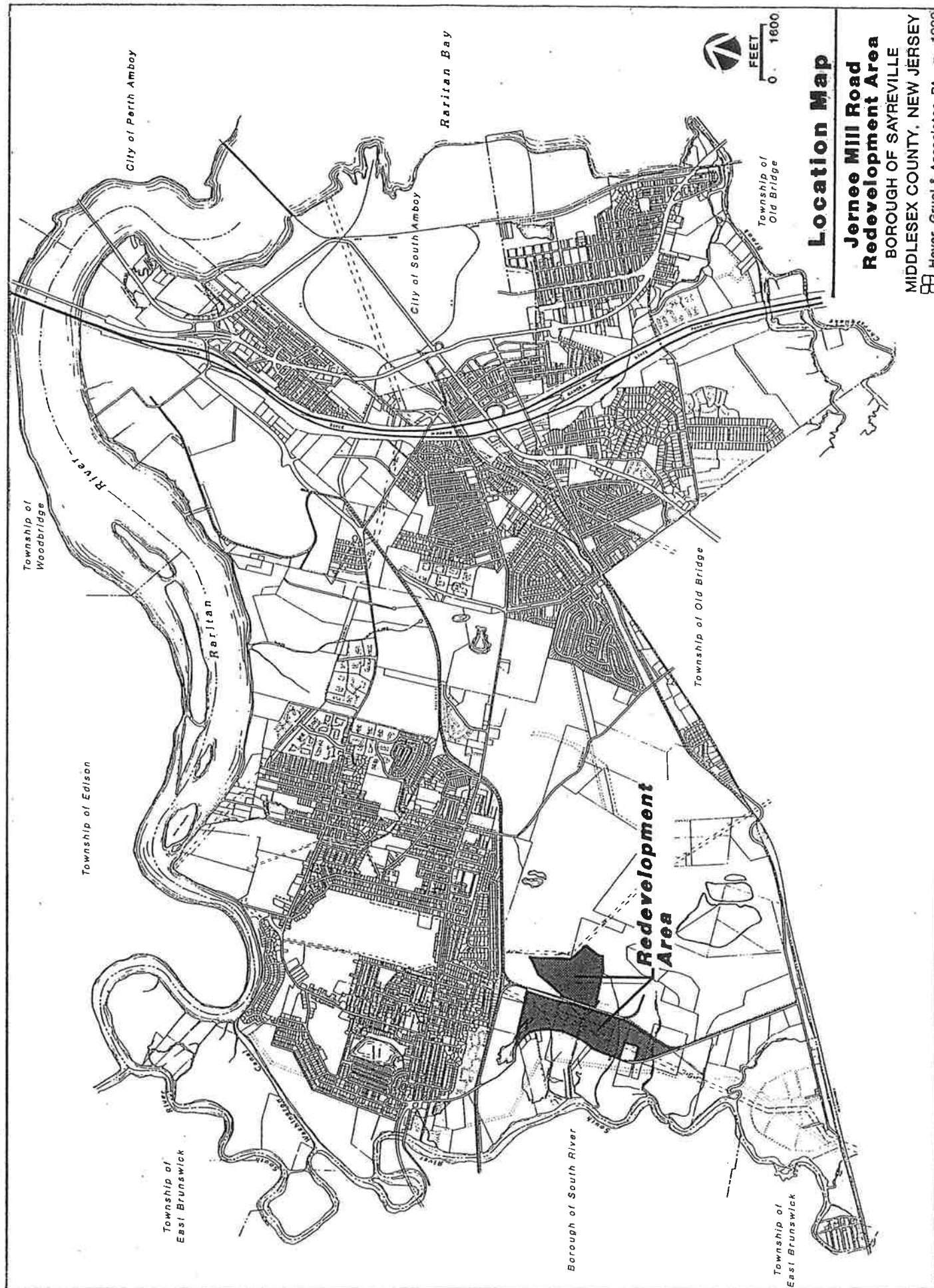
According to State statute, the Redevelopment Plan shall include an outline for the planning, development, redevelopment or rehabilitation of the project area sufficient to indicate:

1. Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.
2. Proposed land uses and building requirements in the project area.
3. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
4. An identification of any property within the Redevelopment Area which is proposed to be acquired in accordance with the Redevelopment Plan.
5. Any significant relationship of the Redevelopment Plan to:
  - the Master Plans of contiguous municipalities;
  - the Master Plan of the County in which the municipality is located; and
  - the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" PL 1985, C398 (C52:18A-196 et al.).

## **AREA DESCRIPTION**

### **Location and Existing Land Use**

The 156+-acre Jernee Mill Road Redevelopment Area is located on the eastern side of Jernee Mill Road, north of Bordentown Avenue, in the vicinity of the VFW hall. The Conrail Raritan River rail line traverses the Area (see Location Map). This rail line is not within the Redevelopment Area. All of the land in the



## Location Map

**Jernee Mill Road  
Redevelopment Area**  
BOROUGH OF SAYREVILLE  
MIDDLESEX COUNTY, NEW JERSEY  
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Area is currently vacant, and a majority of the land is wooded. The Area is surrounded by industrial land to the east, commercial land to the north, and mixed vacant and commercial land to the west.

### **Wetlands and Floodplains**

The Redevelopment Area is nearly level in topography, and is located immediately adjacent to/within the floodplain associated with the South River (see Floodplains Map). Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (1987) covering the Area indicate that Slovers Creek (on Block 53, Lot 1) and the unnamed tributary to the South River (on Block 52, Lot 1) have associated floodplain in the Area.

The level topography and presence of tributaries in the Area has resulted in the creation of wetlands throughout the Area. Current New Jersey Department of Environmental Protection (NJDEP) Freshwater Wetlands (1986) and Coastal Wetlands (1983) mapping reveal that a portion of the Area is located within mapped wetland areas. This mapping is an indication of the potential presence of wetlands on-site; definitive locations of wetlands must be determined via site-specific field reconnaissance.

### **PLAN GOALS**

The primary goal of the Plan is to enhance the Borough's economic base by creating locations for new uses that are particularly suited to certain properties that will provide job opportunities and tax revenues to the Borough. Additionally, due to the undeveloped, wooded nature of the Redevelopment Area and its proximity to potential Borough open space lands, the conservation of wooded areas throughout the Area is strongly encouraged. The specific goals of the Plan are as follows:

1. To recognize the particular suitability of new uses to certain properties in the Borough and to maximize the appropriate utilization of such properties.
2. To promote the effective use of all the Redevelopment Area property through redevelopment and land assembly, and to increase the property tax base of the Borough.
3. To incorporate the goals and plans of the property owners, to the greatest extent possible, in a manner consistent with the Plan.
4. To promote the creation of job opportunities in the Borough that will provide opportunities for both existing residents and as well as for others in the region.
5. To improve business opportunities through promotion of new and diverse economic activities.
6. To maximize the leveraging of public and private funds to accomplish comprehensive redevelopment of the area.
7. To balance environmental considerations with development opportunities.

8. To acknowledge the proximity of the Area to potential open space parcels along the South River and the opportunities they present for open space planning.

## **INFRASTRUCTURE**

### **Circulation Plan**

Jernee Mill road, a County owned and maintained roadway, serves as the access for the Redevelopment Area. Jernee Mill Road has a 50' to 72' right-of-way width, and connects Washington Road to the north with Bordentown-Amboy Turnpike to the south; all three roadways are classified as minor arterials. Except for the Forest View Industrial Park lot which has access via an unpaved right-of-way, and a parcel owned by Hercules, Inc., all the other parcels in the Area have frontage along Jernee Mill Road.

The 1998 Borough Master Plan's Circulation Plan depicts a realignment of the winding portion of Jernee Mill Road to the north of the Area. This realignment is proposed to soften the curve that now exists and to improve safety conditions. Another roadway improvement that is contemplated in the Master Plan is the proposed Washington Road by-pass just north of the Redevelopment Area, immediately south of the Conrail rail line, running east/west between Jernee Mill Road and Cheesequake Road.

It is anticipated that improvements to Jernee Mill Road in conjunction with redevelopment of the Area would be installed in accordance with the applicable land development ordinance of the County of Middlesex to ensure safe ingress and egress from this County Road.

### **Utilities Plan**

#### Water

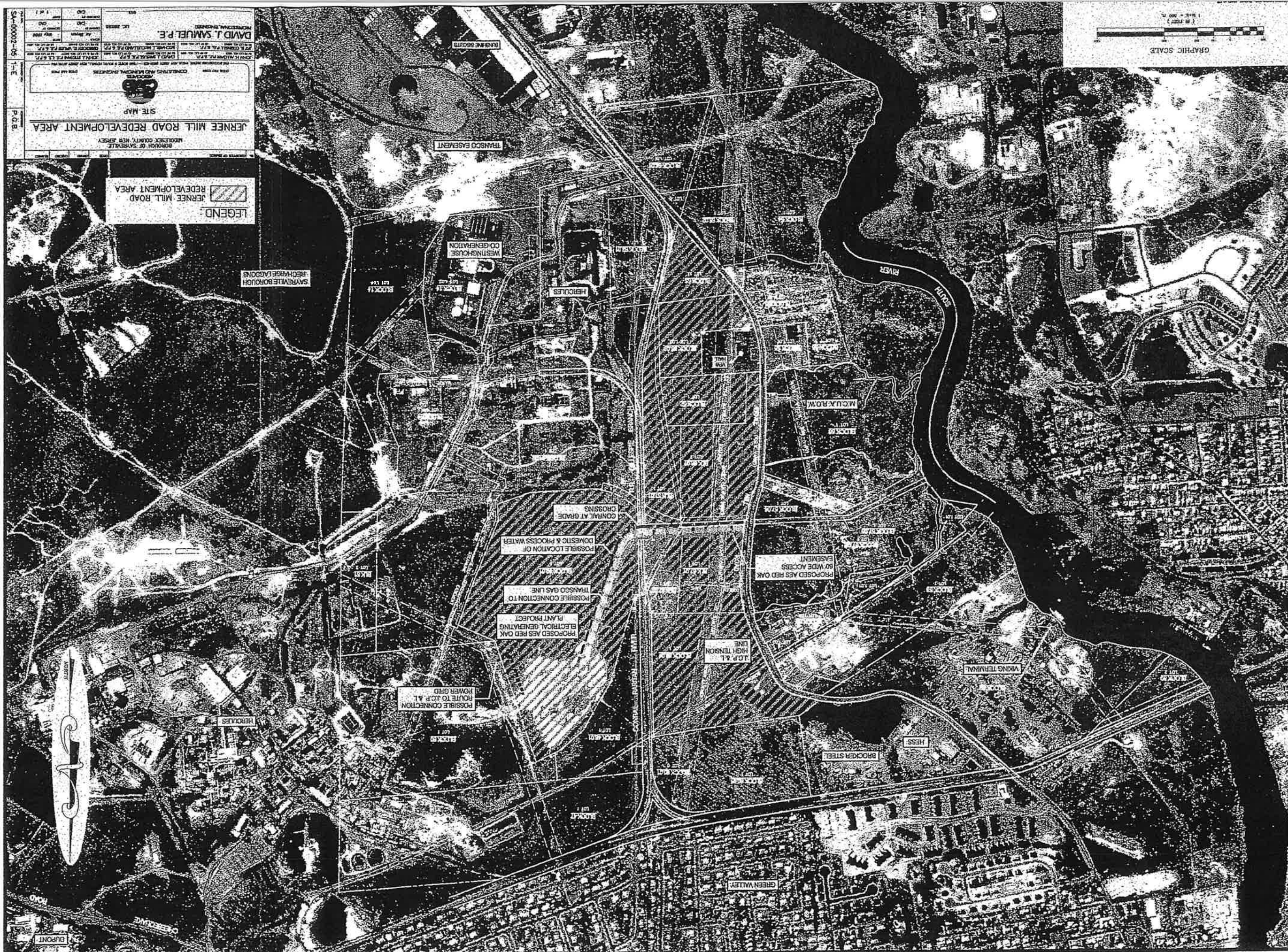
Within the right-of-way of Jernee Mill Road are two Borough-owned water lines; one is 10" and the other is 16" in diameter. These lines emanate from the nearby Bordentown Avenue Water Treatment Plant. This configuration also feeds the Westinghouse Cogeneration Plant on Jernee Mill Road, just south of the Redevelopment Area.

The Borough has raw water facilities at its Bordentown Avenue Water Treatment Plant, as well as a 30" Duhermal raw water line along the north-south Conrail rail line.

#### Sanitary Sewerage

An 18" sanitary sewer line in the Jernee Mill Road right-of-way carries effluent through the Borough-owned and operated wastewater collection system to the Middlesex County Utilities Authority (MCUA) Treatment Facility located at the north end of the Borough.



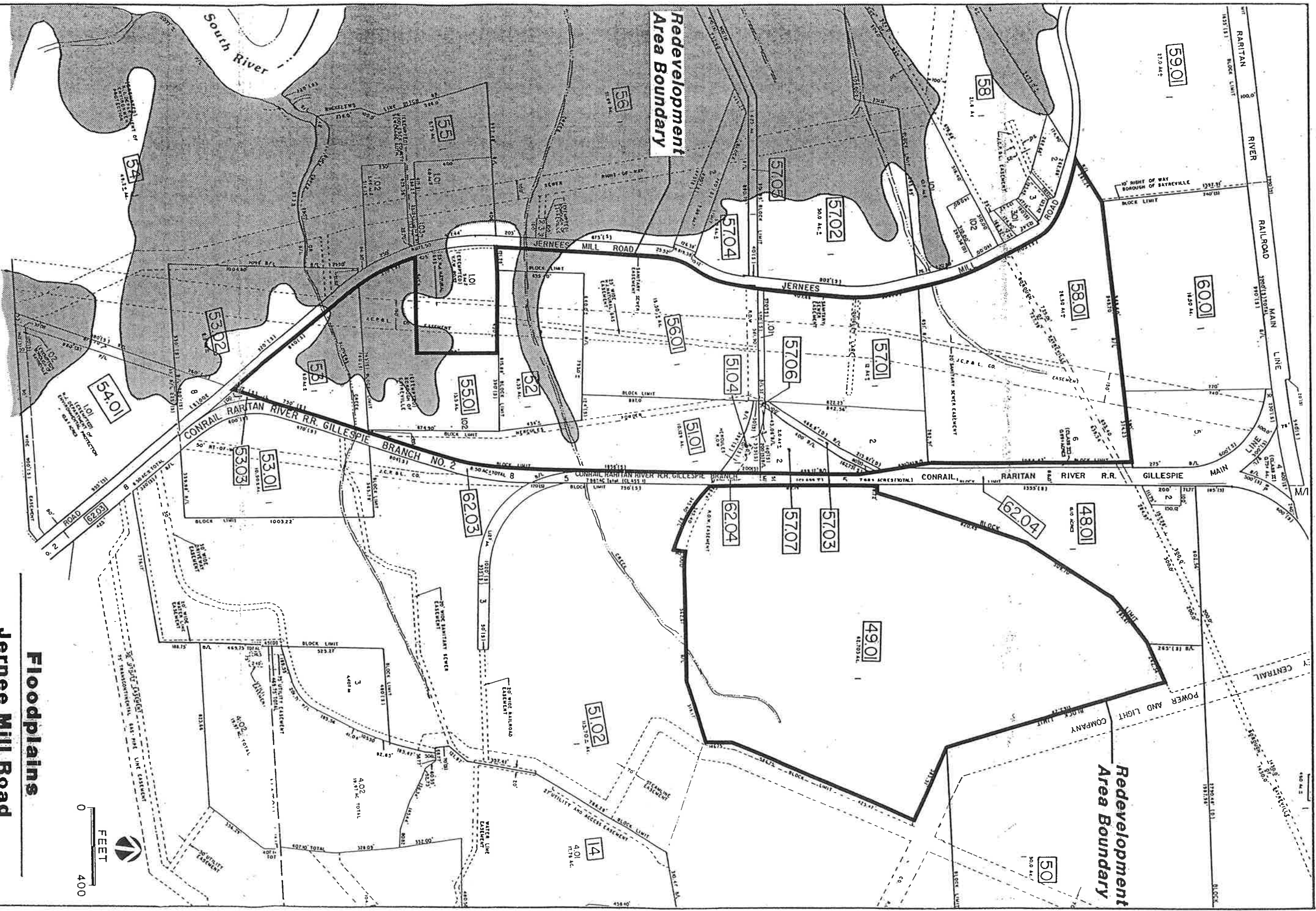


LEGEND  
JERNEE MILL ROAD  
REDEVELOPMENT AREA

GRAPHIC SCALE  
1" = 100'

DAVID J. SAMUEL, P.E.  
SITE MAP  
JERNEE MILL ROAD REDEVELOPMENT AREA  
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PHONE 908-251-1000  
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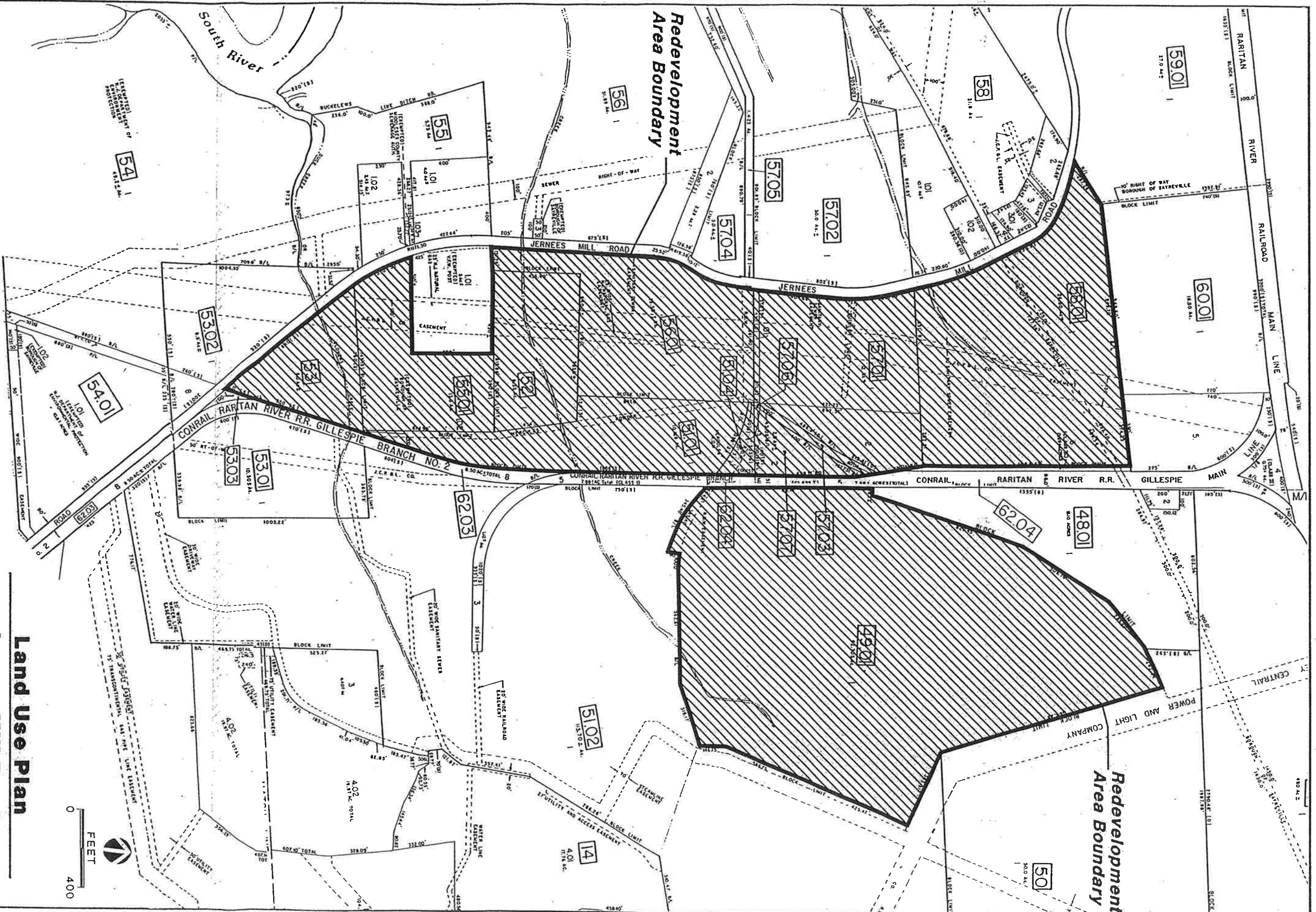




**Legend**  
100 YEAR FLOOD LIMIT  
Source: - FEMA Maps, 1987.

**Floodplains**  
**Jernee Mill Road**  
**Redevelopment Area**  
BOROUGH OF SAYREVILLE  
MIDDLESEX COUNTY, NEW JERSEY  
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Redevelopment  
Area Boundary

Redevelopment  
Area Boundary

**Legend**  
[Hatched Box] JERNEE MILL ROAD REDEVELOPMENT DISTRICT

**Land Use Plan**

**Jernee Mill Road  
Redevelopment Area**  
BOROUGH OF SAYREVILLE  
MIDDLESEX COUNTY, NEW JERSEY  
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### Electricity

Power is provided to the Redevelopment Area by Jersey Central Power & Light, a GPU entity. High tension transmission lines run through those lots abutting Jernee Mill Road, and a second line runs immediately along side Block 49.01, Lot 1 thus accommodating any potential cogeneration supplier within the Redevelopment Area.

### Natural Gas

Natural gas in the immediate vicinity is available from both Transco and New Jersey Natural Gas to accommodate the types of land uses permitted in the Area.

## **OPEN SPACE**

The Redevelopment Area is located directly east of a planned open space area along the South River; a 50+ acre former land fill area (Blocks 56 and 57) to the north of Hunka Bunka Ballroom that is capped and will be improved for public recreation purposes. This open space/recreation area may be doubled in size by donations of privately held adjacent lands to the south of the capped area, and potentially within the Redevelopment Area itself. The open space/green area is anticipated to stretch from the South River to the Hercules, Inc. industrial facility.

## **LAND USE PLAN**

Based upon preliminary redeveloper interest and analyses of Area opportunities and constraints in their entirety, a land use plan was created to take advantage of existing and potential opportunities in the Area and to achieve the goals and objectives of the Plan. One land use district has been created for the Area (see Land Use Plan Map). The specific permitted uses and design standards within the Jernee Mill Road Redevelopment District are detailed in the following District Standards and General Design Standards sections.

### **Relationship Of Plan To The Borough Land Development Regulations**

The Area shall be redeveloped in accordance with the standards detailed in this Redevelopment Plan. In order to implement the Redevelopment Plan consistent with the goals and objectives herein, the Plan supersedes the use, bulk and design standards provisions of the Borough Land Development Regulations. Other Borough regulations affecting development that are in conflict are superseded by this Plan, however, existing engineering design standards and the Tree Save ordinance shall be complied with. Deviations from both the District Standards and the General Design Standards shall be granted via "c" variance relief pursuant to section NJSA 40:55D-70c, except where otherwise specified.

Any deviation from standards of this Plan that result in a "d" variance pursuant to NJSA 40:55D-70d shall be addressed as an amendment to the Plan rather than via variance relief through the Borough Zoning Board of Adjustment. "C" variance relief pursuant to section NJSA 40:55D-70c may be addressed by the Planning Board through the development application process. All development must be approved by the Borough Planning Board and shall be submitted through the normal site plan and subdivision procedures as identified by NJSA 40:55D, et seq.

### **District Standards**

The following District Standards contain information pertaining to the redevelopment objective of the Area, the permitted and accessory uses therein, and use-specific design standards. The redevelopment objective serves to guide the prospective redeveloper(s) to achieve what the Borough envisions for the Redevelopment Area. The permitted uses in the Area are contained in the Use Schedule. The manufacturing uses in the schedule are based upon the North American Industry Classification System (NAICS). Potential developer(s) can, through this method, see if their particular industry is permitted by use of their respective NAICS industry code. The bulk and specific design standards for permitted uses are set forth as follows:

#### *Jernee Mill Road Redevelopment District*

*Redevelopment Objective:* To capitalize on the proximity of major utility transmission lines by permitting principal uses that utilize the utilities to the greatest extent possible, and to encourage the assembly of parcels owned by different private entities, in order to maximize use of potentially constrained land to the greatest extent possible.

*Principal Permitted and Accessory Uses:* See Use Schedule.

#### *Standards for Electrical Power Generating Facility:*

1. Minimum lot size: 30 acres
2. Minimum setbacks: 50-foot minimum perimeter setbacks; where a property line abuts an off-site utility easement greater than 100 feet in width, a minimum 40-foot setback may be provided.
3. Minimum setback from Jernee Mill Road: 900 feet
4. Maximum lot coverage by site elements<sup>1</sup>: 35 percent
5. Maximum area of lot disturbance: 60 percent of lot
6. Maximum building height: 75 feet
7. Maximum building height including rooftop equipment and accessory structures, exclusive of stacks for power generation facilities: 100 feet
8. Maximum stack height for power generation facilities: 160 feet

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<sup>1</sup> Site elements include buildings, parking lots and pavement associated with site improvements. Maximum coverage limitations are not meant to include any site capping or cover that is necessary to remediate contaminated areas.

9. The location of structures shall be concentrated and shall be located toward the interior of the buildable area of the site to the extent possible.
10. Stacks over 75 feet in height shall be as visually unobtrusive as possible. Stack design shall be subject to Board approval.
11. All lots shall have access to either a public roadway, or, in the alternative, a private roadway with a cartway width of at least 30 feet, and shall be designed to accommodate emergency vehicles. Such a roadway may be held, by the property owner of the lot requiring access, in either easement or fee-simple ownership, however must be accessible to adjacent property owners. Railway crossing of such a roadway may be by license agreement with the owner of said railway. Such roadways shall be subject to Board approval.
12. The removal of mature trees shall be subject to Board approval.
13. Performance standards: Uses shall meet the performance standards for noise, vibration and disposal, emission or handling of hazardous materials as required by the New Jersey Administrative Code as amended from time to time. Glare, dust and odors shall not be discernible at any property line.

*Standards for Off-Site Construction Staging and Storage Within the Redevelopment Area:*

1. Maximum area of disturbance: 4 acres
2. The area and equipment shall not be visible from any public right-of-way.
3. The area shall be used for construction staging and storage only during the time of construction. If construction is halted, for any reason, for a period of more than 6 months, all construction equipment shall be removed from the area until construction commences again.
4. The area shall be returned to its original condition, or a finished appearance, after construction is completed.
5. The removal of mature trees shall be subject to Board approval.
6. Construction staging shall not occur in any area where natural buffers adjacent to residential areas would be disturbed.
7. Performance standards: Uses shall meet the performance standards for noise, vibration and disposal, emission or handling of hazardous materials as required by the New Jersey Administrative Code as amended from time to time. Glare, dust and odors shall not be discernible at any property line.
8. The General Design Standards herein shall not apply.

*Standards for All Other Uses:*

1. Minimum lot size: 5 acres
2. Minimum lot width and lot depth: 150 feet
3. Minimum setbacks: 50 foot perimeter setbacks from property lines
4. Maximum lot coverage by site elements<sup>2</sup>: 80 percent
5. Maximum area of lot disturbance: 90 percent of lot
6. Maximum building height, including rooftop equipment: 50 feet

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<sup>2</sup> Site elements include buildings, parking lots and pavement associated with site improvements. Maximum coverage limitations are not meant to include any site capping or cover that is necessary to remediate potentially contaminated areas.

7. Maximum accessory structures height: 100 feet
8. All lots shall have access to either a public roadway, or, in the alternative, a private roadway with a cartway width of at least 30 feet, and shall be designed to accommodate emergency vehicles. Such a roadway may be held, by the property owner of the lot requiring access, in either easement or fee-simple ownership, however must be accessible to adjacent property owners. Such roadways shall be subject to Board approval.
9. The removal of mature trees shall be subject to Board approval.
10. Storage, service and loading areas shall not be located between the building line and Jernee Mill Road.
11. Performance standards: Uses shall meet the performance standards for noise, vibration and disposal, emission or handling of hazardous materials as required by the New Jersey Administrative Code as amended from time to time. Glare, dust and odors shall not be discernible at any property line.

Use Schedule Jernee Mill Road Redevelopment District Jernee Mill Road Redevelopment Area		
Use		
Automotive, electronic and precision equipment and personal, commercial and industrial machinery and equipment and household goods repair and maintenance, excluding truck maintenance facilities		P
Child care centers		P
Customary accessory uses		A
Electrical power generating facility		P
Essential services		P
Fitness and recreation sports centers		P
Information services and products/communications industries, excluding cellular (wireless) communications facilities		P
Institutional and public uses		P
Manufacturing*		
311	Food manufacturing, excluding animal processing and slaughtering (3116) and seafood preparation and packaging (3117)	P
312	Beverage and tobacco product manufacturing	P
313 and 314	Textile mills and textile product mills	P
315	Apparel manufacturing	P
316	Leather and allied product manufacturing	P
321	Wood product manufacturing	P
322	Paper manufacturing	P
323	Printing and related support activities	P
3254	Pharmaceutical and medicine manufacturing	P
326	Plastics and rubber products manufacturing	P

Use Schedule Jernee Mill Road Redevelopment District Jernee Mill Road Redevelopment Area		
Use		
327	Non-metallic mineral product manufacturing	P
332	Fabricated metal product manufacturing, excluding ammunition, small arms and ordnance manufacturing (332992 - 332995)	P
333	Machinery manufacturing	P
334	Computer and electronic product manufacturing	P
335	Electrical equipment, appliance and component manufacturing	P
336	Transportation equipment manufacturing	P
337	Furniture and related product manufacturing	P
339	Miscellaneous manufacturing	P
Office, including medical office and research lab		P
Outdoor storage		A
Parking facility/public parking garage or lot, excluding freight trucking and motor vehicle towing		P
Parking for principal use		A
Restaurant (excluding drive-in, bar and nightclub)		P
Retail and wholesale sales and services, excluding transportables sales or rentals, livestock or used motor vehicle parts sales, junk and scrap yards and fuel dealers		A
Signs		A
Temporary construction staging and storage		P
Warehousing and indoor storage, excluding bulk fuel storage		P
P = Permitted use A = Accessory use		
* Uses are based on the uses classified under the North American Industry Classification System.		

## GENERAL DESIGN STANDARDS

This section details the overall design standards for the Area in terms of open space and landscaping design, building design and off-street parking and circulation. These standards are to be used in conjunction with the District Standards. Any deviation from these standards should be considered by the Planning Board and may be granted as a design waiver, except where otherwise indicated.

### Open Space Design and Landscaping

The goal of the open space design standards is to mitigate any visually obtrusive elements of new development through landscaping and other amenities. The following standards have been created to achieve this goal.



1. Streetscape requirement: Deciduous street trees should be planted 50-foot on-center. Trees shall be over 12 feet in height; a minimum 3-inch caliper (dbh) and shall be planted within 10 feet of the property line.
2. All areas not covered by building, pavement or other impervious surface shall be landscaped by a mix of evergreen and deciduous trees, shrubbery and herbaceous plants, including grass.
3. All unimproved open space left in its natural state for purposes of preservation of natural systems such as wetlands, floodplain or significant wildlife habitat shall be maintained and planted with supplemental plantings where appropriate, and where permitted by NJDEP regulations. Open spaces shall be so located as to provide for maximum usability and to create a harmonious relationship between buildings and the open space throughout the Area.
4. All improved open space shall incorporate elements such as shrubbery, attractive paving materials, street furniture, lighting, low walls and other architectural and artistic amenities so as to produce and provide a pleasant environment at all levels.
5. All plantings shall be with species proven to resist the urban environment in this area. Evergreen screen planting shall be a minimum of four (4) feet in height. Deciduous planting shall be a minimum of three (3) feet in height. Material shall be planted, balled, and burlapped and be of specimen quality as established by the American Association of Nurserymen. At initial planting said material shall provide a screen from the top of the planting to within six (6) inches of grade. Other plant materials shall be dense and of specimen quality as determined above. All deciduous trees shall be a minimum of three (3) inches in caliper.
6. Adequate, appropriate lighting shall be provided to promote a sense of security in the open space.
7. All trash receptacles, including dumpsters, shall be adequately secured, enclosed, and screened on all sides by landscaping or other type of attractive materials and shall be positioned for efficient emptying.
8. All fences and walls shall be designed as integrated parts of the overall architectural and site design. All materials shall be durable and finished in textures and colors complementary to the overall architectural design.
9. Fencing shall be subject to Board approval. The use of barbed or razor wire shall be prohibited.
10. All essential utilities which provide service to the site shall be located underground.

### **Building Design**

Buildings should be constructed of durable, attractive materials and should have architectural interest. The following standards have been created to achieve such goals:

1. Groups of related buildings shall be designed to present a harmonious appearance in terms of building silhouette, architectural style and scale; massing of building form; surface material, finish, and texture; decorative features; window and doorway proportions, entry way placement and location, signage, and landscaping.
2. Buildings shall be designed so as to have attractive, finished appearances. Building facades in excess of 100 horizontal feet in length shall incorporate recesses, projections, variations in roof lines and other techniques to diminish massive building appearance and to add visual interest.

### **Screening of Exterior Mechanical Equipment**

1. In areas where rooftops can be viewed from adjacent roadways, **rooftop equipment** shall be screened to the greatest extent possible, and/or shall be painted to match the roof. If such rooftop equipment is visible from the public road, it shall be finished to match the facade of the building.
2. Conventional mechanical and electrical equipment which is part of the building space, heating, ventilating and air conditioning system and lighting and general power, where ground mounted shall be screened from view with evergreen landscaping.
3. Electrical equipment shall be mounted on the interior of a building wherever possible. When interior mounting is not practical, electrical equipment shall be mounted in a location where it is substantially screened from public view. In no case shall exterior electrical equipment be mounted on the street side or primary exposure side of any building.
4. Process equipment such as stacks, hoppers, bins, storage vessels, blowers, compressors, piping, ducting, conveyors and the like, which are ground mounted, shall be enclosed with screen walls to match the principal building. Rooftop process equipment shall be painted to match the roof. Where such equipment is visible from the public road, it shall be screened with screening devices or walls to match the walls and facade of the building.
5. Transformers that may be visible shall be screened with either plantings or a durable noncombustible enclosure. Transformer enclosures should be designed of durable materials with finishes and colors which are unified and harmonious with the overall architectural theme.

### **Off-Street Parking and Circulation**

Off-street parking is encouraged to be as inconspicuous as possible and to incorporate landscaping and screening to the greatest extent possible to minimize its physical and visual impact.

1. **Minimum Off-Street Parking Standards.** Each parcel and use is required to provide minimum off-street parking in accordance with the following schedule:
  - Electrical power generating facility: 1 space per employee at the maximum shift plus two additional spaces. A minimum of 10 spaces shall be provided.
  - Indoor recreation: 4.5 per 1,000 square feet of building area.
  - Laboratory, research use, pilot plant: 1 per each 800 square feet of building area.
  - Manufacturing: 1 space per 1,000 square feet of building area.
  - Office: 4 spaces per 1,000 square feet of building area.
  - Outdoor recreation: As approved on site plan.
  - Places of worship, community building, social halls and places of public assembly: 1 for each 3 seats. Where the specific amount of seating is undetermined, then 1 parking space shall be required for each 250 square feet of assemblage area.
  - Restaurant: 1 space for each 3 seats.
  - Warehousing and indoor storage: 1 space per 5,000 square feet of building area.

2. Not more than 50 percent of off-street parking shall be located between the front building line and the roadway.
3. A minimum of ten (10) percent of any surface parking facility shall be landscaped and shall include one (1) shade tree for every twenty (20) parking spaces. The perimeter of the parking area shall be landscaped. Large concentrations of surface parking shall be avoided whenever possible.
4. All parking and loading areas shall be landscaped about their periphery with shrubs, trees, and/or ground cover.
5. All ninety (90) degree parking spaces that are long-term in usage shall be a minimum of nine (9) feet in width by eighteen (18) feet in depth. Aisles shall be a minimum of twenty-four (24) feet in width.
6. Circulation:
  - The relationship between truck delivery, vehicular traffic, and pedestrian circulation shall be considered when designing service entries, roadways, walkways, and pedestrian entrances.
  - Service entrances and loading areas between adjacent buildings shall be consolidated and separated from walkways and pedestrian entrances to the extent possible.
  - Sidewalks shall be a minimum of four (4) feet in width, exclusive of car overhang areas, and shall be set back a minimum of five (5) feet from all buildings.

#### **Storage, Service, and Loading Areas**

Storage, service, maintenance, and loading areas shall be constructed, maintained, and used in accordance with the following conditions:

1. A minimum of one (1) loading space for each ten thousand (10,000) square feet of gross floor area is required.
2. Loading areas are permitted in rear yards, centralized courtyards, or side yard areas, provided that they are screened from public view.
3. No loading, storage or service area shall be located between the building line and the roadway line.
4. No materials, supplies, or equipment, including trucks or other motor vehicles, shall be stored upon a site except inside a closed building or behind a durable material wall not less than six (6) feet in height screening such materials, supplies, or vehicles from adjacent sites so as not to be visible from neighboring properties and streets. Any outdoor storage areas shall be located within the rear portions of a site. No storage areas may extend into a setback area. Temporary storage transportables shall not be permitted.
5. Provisions shall be made on each site for any necessary vehicle loading, and no on-street vehicle loading or idling shall be permitted.

#### **Signage**

The following standards apply to signs throughout the Area:

1. Building signs.
  - Size: One square foot for each linear foot of front facade or 50 square feet, whichever is less, shall be permitted. Sign area shall include signage on any building canopies or awnings. Window signs shall not be permitted. Building signs shall not exceed 10 percent of the first story portion of wall to which affixed.

2. Freestanding signs.

- Number: One freestanding sign shall be permitted.
- Size: 50 square feet maximum.
- Height: 10 feet maximum.
- Setback: 25 feet.

3. Signs shall be restricted to tenant identification and directional signs, either wall-mounted or freestanding.
4. Signage shall be oriented toward the roadway that directly accesses the property.
5. Signs visible from the exterior of any building, if illuminated, shall be internally illuminated without a halo, but no signs or any other contrivances shall be devised or constructed so as to rotate, gyrate, blink, move or appear to move in any fashion.
6. The following permanent signs shall be prohibited: Exposed neon, searchlights, or any derivative thereof; inflatable signs or devices, fixed or airborne; rooftop signs; and mobile signs, both lighted and static, self-propelled, towed or parked.
7. Directional signage shall be sized as per industry standard and shall be consistent with the standards in this section.
8. All other standards pertaining to signage in the Borough Land Development Regulations not specifically iterated herein shall apply.

## **PLAN RELATIONSHIP TO DEFINITIVE LOCAL OBJECTIVES**

### **Local Objectives**

The objectives of the Plan seek to achieve the goals and objectives contained within the 1998 Borough Master Plan. The following goals of the 1998 Master Plan of the Borough of Sayreville are met by the Redevelopment Plan:

- To promote a balanced variety of residential, commercial, industrial, recreational, public and conservation land uses.
- To promote aesthetic and site improvements in the Borough's major commercial and industrial areas.
- To guide the redevelopment and development of the remaining large parcels and scattered vacant sites within neighborhoods to ensure proposed uses support existing uses without adverse impacts in terms of land use compatibility, traffic, economic, and aesthetic impacts.
- To maintain a balance between residential and nonresidential uses to ensure a stable and sound community tax base and local employment opportunities.
- To reclaim underutilized and/or constrained parcels for productive use.
- To promote the preservation of natural systems and environmentally sensitive areas, particularly wetland, flood hazard and aquifer recharge areas.
- To provide for additional open space and maintain and enhance existing parkland.

- To ensure that the Borough's Land Use Plan is compatible with those of adjacent municipalities, the County, and State.

The following objectives of the 1998 Master Plan are met by the Redevelopment Plan:

Land Use Plan Element

- To enhance the existing entranceways to the Borough by upgrading existing design standards and promoting aesthetic improvements.

Circulation Plan Element

- To ensure that traffic demand generated by new development does not exceed the existing and planned capacity of the Borough circulation system.

Park, Recreation and Open Space Plan Element

- To provide a network of publicly owned park areas and permanently preserved open space.
- To create linkages among existing recreation, public open space/recreation areas and greenway connections along natural corridors and pathways, including major stream corridors and abandoned railroad rights-of-way.
- To acquire and retain passive open space as development occurs by encouraging planned residential development, conservation easements and other preservation methods.

Economic Plan

- To promote an appropriate balance of land uses to ensure the economic well-being of the Borough.
- To promote an expansion of the industrial base by providing for the location of new technology industries.
- To promote the upgrade and full utilization of existing industrial sites which are vacant or underutilized.
- To promote the Borough as a destination for employment and economic development.

The 1998 Land Use Plan of the Master Plan designates the portion of the Redevelopment Area to the west of the Conrail rail line for Special Economic Development use. The corresponding zoning district for this land use is proposed to permit a wide variety of land uses that promote economic development within the district. The area to the east of the rail line is designated in the Master Plan for Heavy Industrial use, which is generally consistent with the electrical power generating use in the Redevelopment Plan.

**Relationship To Master Plans**

The proposed Redevelopment Plan is substantially consistent with the Master Plans of adjacent municipalities, Middlesex County and the State Development and Redevelopment Plan (SDRP).

### Adjacent Municipalities

Sayreville lies adjacent to the Borough of South River, the City of South Amboy, and the Townships of Woodbridge, Old Bridge and East Brunswick. The Redevelopment Area is only contiguous to South River; however, the Master Plans of East Brunswick, Woodbridge, Old Bridge, Perth Amboy and South Amboy were reviewed and they do not conflict with the Plan.

The Master Plans of adjacent South River is consistent with the Redevelopment Plan as follows:

- **South River** - South River is located to the west of the Redevelopment Area, across the South River. The Land Use Plan of the current 1997 Master Plan for the Borough depicts the land adjacent to Sayreville and the Redevelopment Area, along the River, as Industrial. This designation is compatible with the planned uses in the Redevelopment Area.

### Middlesex County

The following Middlesex County planning documents were analyzed for consistency of plans with those set forth in this Redevelopment Plan: Middlesex County Growth Management/Strategy Plan, 1990 to 1995; Middlesex County Bicycle-Pedestrian Plan, March 1995; Middlesex County Open Space and Recreation Plan, October 1995; and the Middlesex County State Development and Redevelopment Plan Cross-Acceptance document, 1998.

1. *Growth Management/Strategy Plan*: The Redevelopment Area is not one of the targeted five (5) study areas within this plan.
2. *Bicycle-Pedestrian Plan*: There are no bikeway or pedestrian improvement plans within the Redevelopment Area.
3. *Open Space and Recreation Plan*: This Plan addresses the future need for public recreation and open space conservation in the County. The Plan provides an inventory of major remaining open space areas in the County which are not dedicated public open space, and recommends potential public uses for the sites, as well as a system of greenways. Within the Redevelopment Area, one such potential greenway is identified along South River on the Sayreville side, which would continue south through Old Bridge, and would connect to the Raritan River greenway to the north. The objective of the greenway would be conservation of natural systems along the river.
4. *County Cross-Acceptance document*: As part of the County-Municipal SDRP Cross-Acceptance process, Sayreville requested a redesignation of the Planning Area in which the Redevelopment Area is located, from the Suburban Planning Area (Planning Area 2) to the Metropolitan Planning Area, (Planning Area 1). The County has supported this change, and the State has preliminarily accepted the change, as well. The objectives of Planning Area 1, as related to redevelopment, are to reutilize

abandoned or underutilized properties that are currently served by roadway and utility infrastructure in order to reduce suburban sprawl. The Land Use Plan of this Redevelopment Plan is consistent with the objectives of the Planning Area in which it is located.

#### State Development and Redevelopment Plan

As previously discussed, the Redevelopment Area is located in an area that is slated to become part of the Metropolitan Planning Area (Planning Area 1). The proposed Redevelopment Plan is consistent with the planning goals and objectives of the SDRP as a whole and of Planning Area 1 in particular. In terms of Land Use, the proposed Plan emphasizes the efficient use of infrastructure and public facilities. Public/private partnerships are a priority for the Borough when considering the redevelopment program.

### **PLAN IMPLEMENTATION AND PROCEDURAL REQUIREMENTS**

#### **Recommended Amendment to M-2 Zoning District**

In order to accommodate potential off-site construction staging and storage beyond the Redevelopment Area, it is recommended that amending the M-2 zoning district to allow such a use be considered. The M-2, Heavy Industrial, district lies immediately adjacent to the Redevelopment Area, to the east of Jernee Mill Road. The standards contained herein for off-site construction staging and storage could be utilized.

#### **Property To Be Acquired**

The intent of this Redevelopment Plan is to facilitate private property redevelopment and ownership. However, a public-private joint venture between a governmental agency and the redeveloper(s) may be possible. The Local Redevelopment and Housing Law and the Plan, however, authorize the Borough, either directly or through the Sayreville Economic and Redevelopment Agency (SERA), to use its powers to acquire property or to eliminate any restrictive covenants, easements or similar property interests which may undermine the implementation of the Plan on all properties in the Redevelopment Area.

#### **Relocation**

- All of the properties in the Redevelopment Area are currently vacant. No relocation is necessary to implement the Redevelopment Plan.

#### **Conveyance Of Land**

The intent of this Redevelopment Plan is to facilitate private property redevelopment and ownership. The Mayor and Council or SERA may sell, lease, or otherwise convey to a redeveloper(s) for redevelopment, subject to the restrictions, controls and requirements of this Redevelopment Plan, all or any portion of the land within the Redevelopment Area which becomes available to disposal by the municipality as a result of public action under this Plan. The Borough reserves the right to formulate an agreement under any of the above-referenced arrangements and to enforce resale covenants.

### **Redeveloper(s) Selection**

The Borough has created SERA, which has been approved by the Local Finance Board. SERA will assist the Borough in implementing elements of the Plan. It is anticipated that SERA will designate a redeveloper(s) for Redevelopment Area projects and the Council will formalize the designation through execution of a redevelopment agreement(s).

### **Redeveloper(s) Agreements**

All agreements with redeveloper(s) shall contain the following provisions:

1. The redeveloper(s) will be obligated to carry out the specified improvements in accordance with the Redevelopment Plan.
2. The redeveloper(s), its successors or assigns shall devote land within the Redevelopment Area to the uses specified in this Redevelopment Plan.
3. The redeveloper(s) shall begin and complete the development of said land for the use(s) required in this Redevelopment Plan within a period of time which the Mayor and Council fixes as reasonable.
4. The redeveloper(s) will not be permitted to sell, lease, or otherwise transfer or dispose of property within the Redevelopment Area without prior written consent of the Mayor and Council.
5. Upon completion of the required improvements, the conditions determined to exist at the time the Redevelopment Area was determined to be in need of redevelopment shall be deemed to no longer exist, and the land and improvements thereon shall no longer be subject to eminent domain as a result of those determinations.
6. No covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the redeveloper(s), the Mayor and Council, or the successors, lessees, or assigns of either of them, by which land in the Redevelopment Area is restricted as to sale, lease, or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, sex or marital status.
7. Neither the redeveloper(s) nor the Mayor and Council, nor the successors, lessees, or assigns or either of them shall discriminate upon the basis of race, creed, religion, ancestry, national origin, sex or marital status in the sale, lease or rental or in the use and occupancy of land or improvements erected or to be erected thereon, or any part thereof, in the Redevelopment Area.
8. Any other provisions as may be deemed necessary to effectuate the purposes of the Local Redevelopment and Housing Law.

### **Incentives And Project Funding**

The success of implementing the Redevelopment Plan will be the establishment of collaborative partnerships. The Borough will rely on these partnerships to provide the technical expertise and financial



incentives to construct the public infrastructure improvements and to redevelop the individual projects. To the extent that public incentives are available, the Borough will consider the utilization of incentives such as low-interest financing instruments, grants and Payments-In-Lieu-Of-Taxes (PILOTS). A list of potential funding sources for redeveloper(s) is attached as Appendix I.

#### **Amending The Redevelopment Plan**

Upon compliance with the requirements of applicable law, the Mayor and Council of the Borough of Sayreville may amend, revise or modify this Redevelopment Plan as circumstances may make such changes appropriate.

#### **Duration Of Redevelopment Plan**

The Redevelopment Plan, as amended, shall be in full force and effect for a period of thirty (30) years from the date of approval of this Plan by the Mayor and Council.

## APPENDIX I

### Redevelopment Incentives and Potential Funding Sources

The following entities have been identified which can potentially provide technical expertise and/or financial incentives. This list highlights the key resources which can be coordinated to maximize the leveraging of private investment.

- **New Jersey Economic Development Authority** - NJ EDA offers an array of programs and services for businesses seeking to locate, expand and remain in New Jersey.
  - The Investment Banking Division offers long-term, lower interest rate bond financing of \$750,000 and greater for a wide range of businesses and not-for-profit organizations. Tax-exempt bond financing is available for qualified borrowers such as manufacturing facilities and certain non-profit (501)(c)(3) organizations.
  - The Community Development and Small Business Lending Division offers financial assistance and technical assistance (including training programs and consultations) for start-up and micro-businesses.
  - The Commercial Lending Division offers loans and loan guarantees from \$50,000 to \$3 million targeted to small and middle-market businesses. Programs offered include, in conjunction with NJDEP, assistance to companies involved in hazardous discharge site investigation and clean-up with loans up to \$1 million for up to 10 years. Municipalities may apply for grants and loans up to \$2 million per year.
  - The Real Estate Development Division provides assistance with land assembly, site improvements, construction and renovations for projects of significant economic impact.
  - NJ EDA also offers tax exempt bonds, the Business Employment Incentive Program, financing through the Urban Development Corporation (UDC) and administers the Local Development Financing Fund.
- **US Economic Development Authority** - US EDA also offers a variety of programs and services including infrastructure financing.
- **US Small Business Administration** - US SBA offers the 504 Loan Program.
- **New Jersey Office of Sustainability** - NJOS has been given the authority by the State to provide low interest loan funds to qualified sustainable businesses, to encourage the state's procurement of environmentally preferable products and to act as an advocate for sustainable firms.
- **Middlesex County Improvement Authority** - Under New Jersey law, Improvement Authorities provide a variety of services:
  - Developer of public facilities for any type of governmental agency.
  - Developer of facilities for recreation and tourism, convention halls, hotels and similar facilities; developer of public transportation.
  - Provision of financial assistance and/or development of housing for low- and moderate-income families.
  - Provision of financial assistance for the acquisition of capital equipment, or for acquisition or construction of capital facilities by public or non-profit entities.

Specifically, MCIA offers the Waterfront Redevelopment Initiative and Assistance Program and its Taxable and Tax Exempt Bond Financing Program.

- **Transportation Improvement Funds** - The New Jersey Department of Transportation and New Jersey Transit, under the federal Transportation Equity Act for the 21<sup>st</sup> Century, provide grants for

various transportation projects that improve safety, increase intermodality, protect the environment and create economic opportunity. These programs include:

- **Transportation Enhancement grants** for transportation projects that improve communities' cultural, aesthetic and environmental qualities.
- The **Sustainable Communities program** establishes a pilot program to help state and local governments plan environmentally-friendly development.
- **Bicycle and Pedestrian Paths programs** expand funding provisions to make bicycling and walking safer and more viable ways of travel.
- **NJDEP Green Acres Program** - This program is administered by the NJDEP Bureau of Green Trust Management, and provides low interest (2 percent) loans and grants to municipal and County governments to acquire open space, develop outdoor recreation facilities and to finance conservation, including historic preservation, efforts.
- **US Department of Housing and Urban Development** - HUD provides Community Development Block Grant (CDBG) monies which can be used in a number of different ways, and has recently developed an Economic Development Initiative Program.
- **Payments in Lieu of Taxes (PILOTs)** - PILOT incentives for developers can be considered by the municipality.
- **NJDEP Brownfields Program** - This program is run through the Site Remediation Program and was created to promote reuse of contaminated properties by providing guidance for conducting investigations and clean-ups, funding for municipalities and businesses to conduct the work through the Hazardous Discharge Site Remediation Fund and by clarifying liability issues for local officials, developers and the lending community. NJ EDA administers the financial aspect of the site remediation in connection with the Hazardous Discharge Site Remediation Fund, while NJDEP administers the site remediation aspects of applications to the fund.
- **US EPA Brownfields Program** - This program is currently in its Pilot Projects stage, and has given grant money for assessment projects, such as the one in Hudson County, and has also given grant money for remedial work in federal Urban Empowerment Zones, such as the City of Newark and the City of Camden. Additionally, federal legislation is pending that will allow federal income tax credits for reclamation costs of Brownfields areas.
- **NJDEP Environmental Opportunity Zones** - A statute enacted in January 1996 allows municipalities to create "Environmental Opportunity Zones" where local property tax incentives will be provided during a 10-year period to developers of contaminated properties within the designated areas.
- **PSE&G** - PSE&G offers a variety of programs for qualified projects that generate employment and promote sustainable business practices. PSE&G sponsors the following programs:
  - PSE&G Employment Development Service Credits
  - PSE&G Building Utilization Credits
  - PSE&G Off-Peak Employment Credits
- The following entities offer guidance and technical support for eligible businesses:
  - NJ Department of Commerce and Economic Development (NJDCED) Office of Small Business Advocacy
  - NJ Department of Labor (NJDOL) Customized Workforce Training Program
  - Rutgers Small Business Development Center
  - Minority Business Development Center
  - The Institute at Middlesex County College for Workforce Development

- Middlesex County Department of Planning and Economic Development
- Middlesex County Economic Development Corporation