



LIBERTY  
VILLAGE

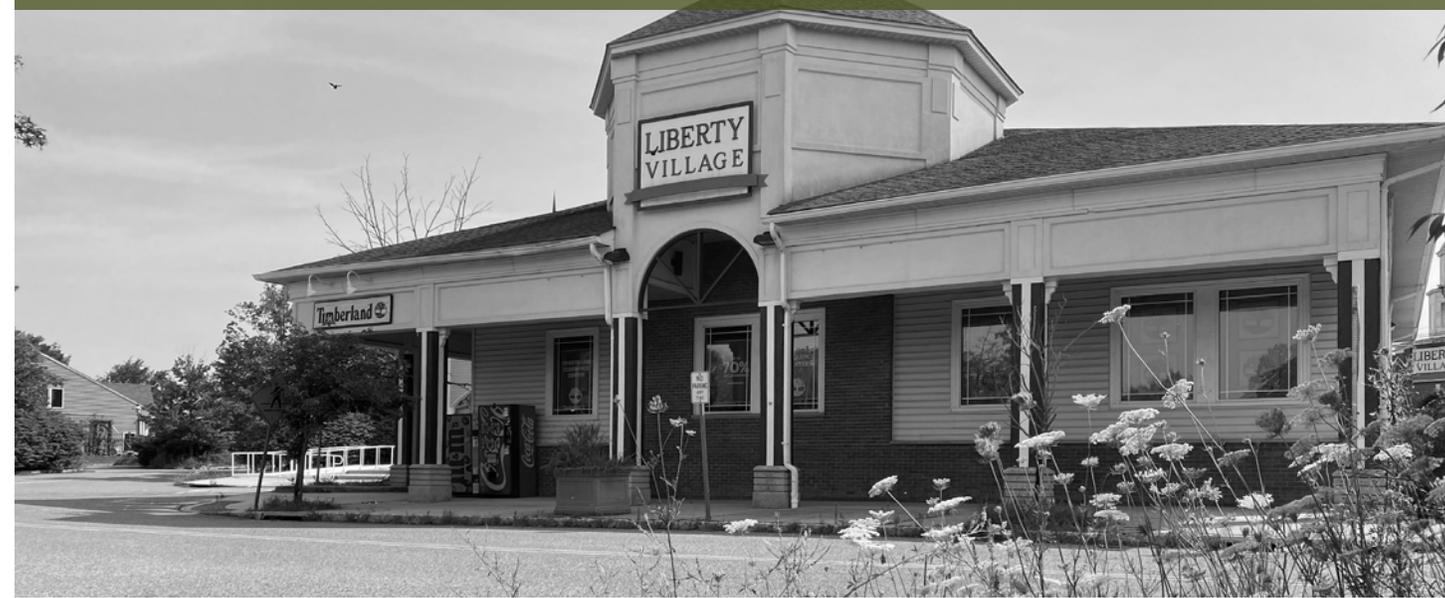
**THE LIBERTY VILLAGE  
REDEVELOPMENT PLAN  
FLEMINGTON BOROUGH NJ  
December 5, 2021**



Sunglass Hut  
Luxury Beauty Store  
Ann Taylor Factory Store  
PERFUROMA  
Tommy Hilfger  
Michael Kors  
Van Heusen

ANN TAYLOR  
FACTORY STORE

**BLOCK 35; LOTS 22, 23, 24, 25, 31, 53, 54, 69, 70, & 71**



LIBERTY  
VILLAGE

Timberland

**THE LIBERTY VILLAGE REDEVELOPMENT PLAN**  
**BOROUGH OF FLEMINGTON, HUNTERDON COUNTY**

Adopted \_\_\_\_\_

**BOROUGH OF FLEMINGTON MAYOR AND COUNCIL**

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Caitlin Giles-McCormick, Council President  
Jeremy Long, Council Vice President  
Chris Runion, Councilman  
Kimberly A. Tilly, Councilwoman  
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## **INTRODUCTION**

The Liberty Village Redevelopment Area was designated as a “Non-Condemnation” Redevelopment Area, on October 12, 2021, through Resolution 2021-15 by the Borough Council. The following Redevelopment Plan address all lots in the Liberty Village Redevelopment Area.

The Redevelopment Area consists of 10 lots, approximately 23-acres, located generally at the intersection of NJ Route 12, Stangl Road, and Church Street. The Redevelopment Area is bisected by the Black River & Western Railroad.

The Redevelopment Plan provides the policy and regulation for revitalization of the Liberty Village Redevelopment Area. The Redevelopment Area is envisioned as a new residential neighborhood that is integrated with the surrounding neighborhood in terms of access, as well as a complementary scale and character. The Area will create a sense of place that promotes a high quality of life, as well as providing economic support to the Borough’s downtown.

The Redevelopment Area is developed with the Liberty Village retail shopping center. The shopping center, whose retail stores are located on Lots 31 and 71, opened in 1981 as the Country’s first outlet shopping center. The shopping center enjoyed enormous success and expanded in the late 1990’s. However, in the years since, the shopping center has struggled to maintain tenants and vibrancy. These changes can be attributed toward significant new construction of retail space in Raritan Township in particular, but also the larger region. Additionally, the center suffered from changing national retail trends away from “brick and mortar” shopping, and away from middle-ground retailers, such as outlets. In contrast, current retail trends best support online shopping and the “barbell” retailers of luxury and discount shopping.

The 10 lots in the Redevelopment Area consist of the retail stores, associated parking, and supporting lots. Historically, the 10 lots have functioned as a single use, with the exception that Lot 22, the westernmost parking area, also provides commuter parking.

Block 35 Lot 22 contains large surface parking lots used as a commuter parking lot for Trans-Bridge Lines, which provides bus service to/from New York City, as well as overflow parking for the Liberty Village retail use. This bus service was temporarily discontinued during the COVID-19 Pandemic but is planned to continue in August 2021.

Block 35 Lots 23, 24, and 25 are vacant undeveloped land, except for a dilapidated garage on Lot 24. According to tax record data (MOD IV), Lot 23 is classified as commercial property, while Lots 24 and 25 are classified as vacant lots.

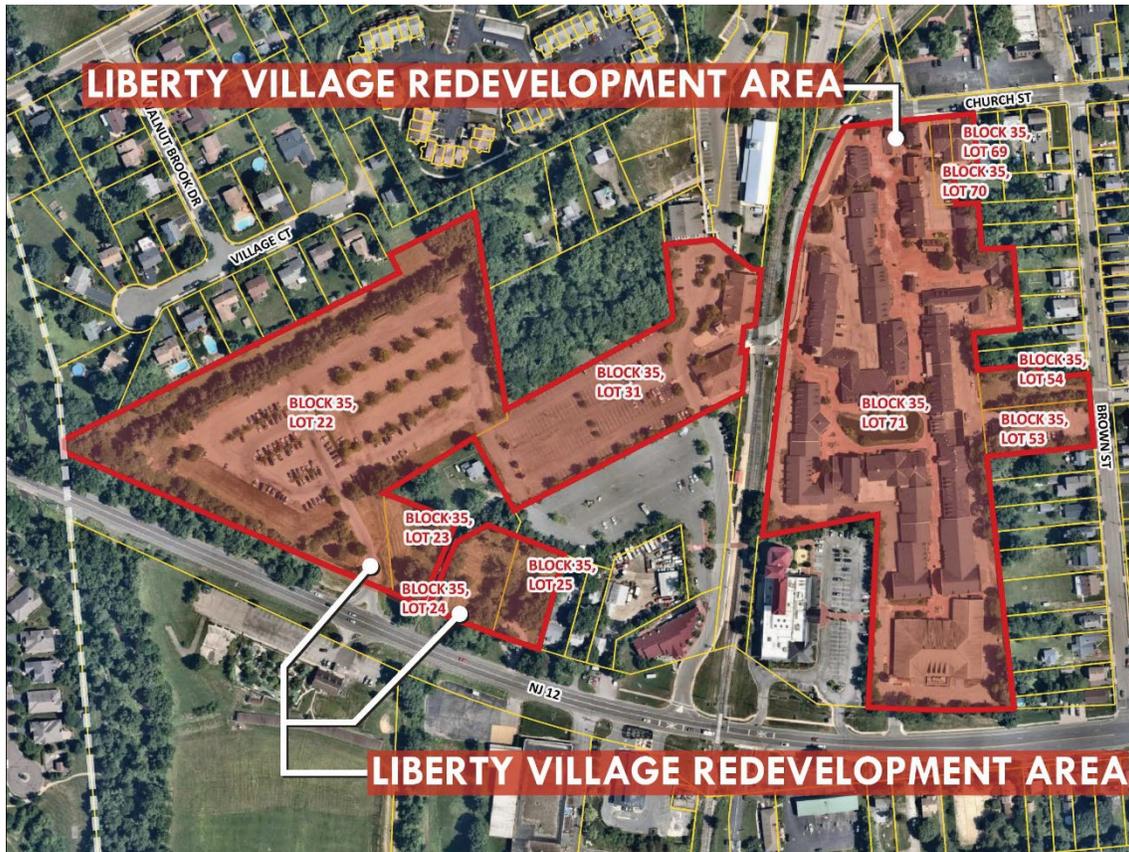
Block 35, Lots 69, 70, and 71 are home to most of the retail stores. Block 35, Lot 31 provides parking for the retail stores and hosts two retail buildings. Block 35 Lot 53, adjacent to the retail stores and also fronts on Brown Street, contains a parking lot and

caretaker/property manager office associated with Liberty Village. Block 35, Lot 54, also adjacent to the retail stores and fronts on Brown Street, is vacant undeveloped land. The gross leasable commercial space is 161,694 square feet.

The Redevelopment Area serves as an important transition area between a wide variety of adjacent uses. Residential uses, including single and multi-family units are located to the northwest of the Redevelopment Area. To the north and northeast are Turn Table Junction, Stangl Road and the downtown, which include a mix of commercial uses including restaurants, retail stores, and offices. To the east are predominantly single-family homes. Adjacent to the Redevelopment Area, to the south and along Route 12, is a mix of commercial uses including an office building, restaurants, light industrial, an auto repair shop, and a few single-family homes are also located in this area. West of the Redevelopment Area are single-family homes and a driving range along and proximate to Route 12.

It appears there may be minor environmental issues associated with the Redevelopment Area. The site was historically used for industrial purposes, with a metal foundry use dating back the 1800s. A Transaction Screen Report, prepared by Salem Environmental LLC in 2019, states “there is a high risk for groundwater to be impacted the Site”. Additionally, the report recommends the collection of an analysis of soil and groundwater samples.

## THE LIBERTY VILLAGE REDEVELOPMENT AREA



### STATUTORY AUTHORITY AND PROCESS

Under New Jersey's LRHL, municipalities are empowered to determine whether an area is in need of redevelopment, to adopt a redevelopment plan, and to implement redevelopment projects. The statute requires a multi-step process that must be adhered to in order for the municipal governing body and planning board to exercise these powers lawfully. This process is summarized below:

1. The governing body must authorize the planning board, by resolution, to undertake an investigation of the delineated area to determine whether it meets the criteria set forth in section 5 of the LRHL.
2. The planning board must then prepare a map showing the boundaries of the Redevelopment Area and the location of the various parcels therein.
3. The planning board must conduct a preliminary investigation and hold a duly noticed public hearing in order to discuss the findings of the investigation and to hear persons who are interested in or would be affected by the contemplated action. The results and recommendations of the hearing are then referred to the governing body in the form of a planning board resolution.

4. Upon receipt of the recommendation from the planning board, the governing body may act to adopt a resolution designating the area in question, or any part thereof, as an area in need of redevelopment.
5. Upon designation, the planning board or governing body then authorizes preparation of a redevelopment plan, which establishes the land development goals and objectives of the municipality and outlines the actions to be taken to accomplish these goals and objectives.
6. The redevelopment plan is adopted by the Governing Body by ordinance after introduction, referral to the Planning Board, and a public hearing. The adopted redevelopment plan may supersede the municipality's zoning district map and zoning ordinance or may be treated as an overlay to existing zoning.

This report meets the requirement listed under step 5, above, for a Redevelopment Plan and provides the Planning Board and Township Council the framework for the land development of the area.

Only after completion of this public process is a municipality able to exercise the powers granted under the LRHL for areas in need of redevelopment. These powers include but are not limited to:

- Acquire land or building identified for redevelopment acquisition in the redevelopment plan through lease, purchase, or eminent domain.
- Offer long-term tax abatements and exemptions for a period of up to 30 years from the completion of the project, or not more than 35 years from the execution of the financial agreement between the municipality and the urban renewal entity.
- Clearing an area, install, construct, or reconstruct streets, facilities, utilities, and site improvements.
- Negotiating and entering into contracts with private redevelopers or public agencies for the undertaking of any project or redevelopment work.
- Making loans to redevelopers to finance any project or redevelopment work.
- Entering buildings or property to conduct investigations or make surveys; contracting with public agencies for relocation of residents, industry, or commerce.
- Enforcing laws, codes and regulations relating to use and occupancy; repairing, rehabilitating, demolishing, or removing buildings.
- Exercising other powers, including the power to do all things necessary or convenient to carry out its plans.

## **REDEVELOPMENT PLAN OBJECTIVES**

The Liberty Village Redevelopment Plan is intended to provide a framework for the redevelopment of the area. This Redevelopment Plan is guided by the following objectives:

1. Redevelop the area consistent with the Borough's overall economic goals and regional market forces to ensure any proposed redevelopment is economically feasible.
2. Promote economic development and growth for the Borough through the promotion of residential development.
3. Create diverse housing opportunities in the form of multi-family residential and/or townhouse units that accommodate a mix of incomes and household sizes.
4. Enhance the built environment of the area by creating a cohesive residential land use and circulation pattern that is integrated into the existing residential neighborhoods to the east and northwest.
5. Provide appropriate site design and performance standards to guide and facilitate redevelopment that serves as a transition between the auto-oriented commercial nature of Route 12 to the pedestrian friendly nature of Main Street.
6. Create resilient site design and building standards that respond to climate change and address flooding in the area.
7. Ensure a unique sense of place is established that relates to the historical character and scale of the Borough.
8. Encourage sustainable practices including the use of green infrastructure and green building techniques.

## **APPLICABILITY & RELATIONSHIP TO THE LAND USE ORDINANCE**

The Redevelopment Plan envisions the creation of a revitalized area at the Liberty Village site. The Liberty Village Redevelopment Area is envisioned as a new residential neighborhood that matches the character and scale of the Borough, creating a cohesive built environment, while providing a variety of housing types and attracting a mix of incomes. An integrated residential development creates the opportunity for economic growth and development for the Borough while supporting existing businesses. Additionally, the vision of the area is to encourage development that addresses climate change and flooding in the Borough.

The standards of this Redevelopment Plan shall supersede the zoning provisions of the Borough of Flemington Land Development Ordinance. However, where the regulations

and standards of the Redevelopment Plan are silent, the standards of the Land Development Ordinance shall apply to the redevelopment areas as permitted by N.J.S.A. 40A:12A-7.a(2).

The zoning map of the Borough of Flemington shall be amended upon the adoption of this Plan in accordance with N.J.S.A. 40A:12A-7.c to reflect this new classification.

## **GENERAL PROVISIONS**

### **REDEVELOPMENT AUTHORITY**

The Borough Mayor and Council shall act as the “Redevelopment Entity” pursuant to *N.J.S.A. 40A:12A-4.c* for purposes of implementing this Redevelopment Plan and carrying out redevelopment projects. In doing so, the Borough Council shall have the powers set forth in *N.J.S.A. 40A:12A-8* to effectuate all its duties and responsibilities in the execution and implementation of this Redevelopment Plan. Acquisition of any land or building which is necessary for the redevelopment project, pursuant to the provisions of the “Eminent Domain Act of 1971,” P.L. 1971, c.361 (C.20:3-1 et seq.), is not permitted for the area as these properties were declared a “non-condemnation” area in need of redevelopment.

### **EFFECT OF REDEVELOPMENT AGREEMENT**

The execution of the Redevelopment Agreement shall convey the right to prepare a site plan or subdivision application for development to the Flemington Planning Board in accordance with the terms of a Redevelopment Agreement and Redevelopment Plan, among other rights that may be granted by the Borough Council. Nothing herein shall prevent the Borough Council from amending the Redevelopment Plan as it sees fit.

### **ACQUISITION OF PROPERTY**

No property is proposed to be acquired by public entities in the Liberty Village Redevelopment Area as part of this Redevelopment Plan.

### **RELOCATION PROVISIONS**

The Redevelopment Area does not include any housing units. Any relocation obligation will be borne by the Designated Redeveloper through the terms of the Redevelopment Agreement.

## APPLICATION FOR DEVELOPMENT

The application for development shall include a major site plan that includes the entirety of the Redevelopment Area. An applicant shall seek preliminary site plan approval for the entirety of the Redevelopment Area; however, final site plan approval may be granted, at the approving authority's discretion, for individual phases of the project. The application shall be submitted in such form, and accompanied by such maps, documents, and materials as are prescribed in the Borough Land Development Ordinance. The order in which final site plan approval is sought and redevelopment occurs shall not be limited by this Plan. Notwithstanding, no building shall be demolished prior to the lot which it sits being subject to a preliminary site plan approval, unless required for public safety, as determined by the Borough of Flemington.

Only a party designated by the Borough of Flemington as the designated redeveloper shall be permitted to develop and/or redevelop the Property, which designation shall be accomplished with a Redevelopment Agreement between the Borough and the redeveloper. No party may seek or obtain site plan or subdivision approval related to any portion of the Redevelopment Area without first having been designated as the designated redeveloper by the Borough. The Planning Board may not consider an application for site plan or subdivision approval nor grant site plan or subdivision approval for the Redevelopment Area unless the Applicant is the designated redeveloper as designated by the Borough.

## DEVIATION REQUESTS

Any application for a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the requirements of public notice as set forth in the Local Redevelopment and Housing Law (*N.J.S.A. 40:55D-12a* and *b.*) and the Municipal Land Use Law (*N.J.S.A. 40:55D.*) The Flemington Borough Planning Board may grant deviations from the regulations contained within this Redevelopment Plan that are "c" variances pursuant to the Municipal Land Use Law (*N.J.S.A. 40:55D-70c*). Any deviation that constitutes a "d" variance pursuant to the Municipal Land Use Law (*N.J.S.A. 40:55D-70d*) from the Redevelopment Plan shall be permitted only by means of an amendment of the Redevelopment Plan by the Borough Mayor and Council.

## **REDEVELOPMENT REGULATIONS**

The Redevelopment Plan provides the policy framework and regulation for the revitalization of the Liberty Village Site. The Redevelopment Area aims to ameliorate the vacant, substandard, dilapidated, and obsolete conditions that currently exist on the site. The Liberty Village Redevelopment Area is envisioned as a new diverse residential neighborhood that provides economic support to the Borough's downtown, while complementing the scale and character of the Borough, creating an integrated and cohesive built environment.

### **A. PERMITTED USES**

1. Townhouse dwellings.
2. Stacked townhouse dwellings.
3. Multi-family dwellings.
4. Municipal uses.
5. Open space and recreation.
6. Flood control and stormwater management facilities and infrastructure.
7. Off-street parking, including surface, and structured parking. This includes but is not limited to commuter parking uses.

### **B. ACCESSORY USES**

1. Off-street parking, including surface, and structured parking.
2. Home occupations.
3. Fences and walls.
4. Solar facilities.
5. Electric vehicle charging stations and make-ready infrastructure.
6. Signs.
7. Community gardening.
8. Clubhouse and related community amenities, such as but not limited to swimming pool, tennis court, co-working spaces, fitness space, outdoor cooking and eating facilities, and walking trails.
9. Maintenance buildings.

10. Open space and recreation.
11. Flood control and stormwater management facilities and infrastructure.
12. Other uses which are customary and incidental to a principal permitted use.

#### C. CONDITIONAL USES

1. The location of conditional uses shall have frontage on Stangl Road, Church Street, or State Highway Route 12, and are limited to the following:
  - a. Performing arts center.
  - b. Office.
  - c. Museum.
  - d. Retail sales and services.
  - e. Restaurant.
  - f. Indoor recreation.
  - g. Distillery.
  - h. Cannabis retail.

#### D. AFFORDABLE HOUSING

1. An affordable housing set-aside shall be provided. The set-aside shall be 15% should the affordable housing units be for-rent; the set-aside shall be 20% should the affordable housing units be for-sale.
2. The affordable units shall meet the Borough's Affordable Housing Procedural Requirements, pursuant to Section 2632 as may be amended, as well as the substantive rules of the Council on Affordable Housing (*N.J.A.C. 5:93*), and the NJ Fair Housing Act (*N.J.S.A. 52:27D-301 et seq.*). This shall include, but not be limited to, reservation of at least 50% of the affordable units for low-income households (including 13% of the units as very low income), bedroom distribution, and affordability controls of not less than 30 years.
3. The affordable housing units shall be distributed and integrated throughout the development. Integration may be amended in the Redevelopment Agreement at the discretion of the Borough, to the extent that all affordable units may be located in the rental component of the project should there be mix of sale and rental units and not more than 45% of any building shall consist

of affordable housing units. Exterior finishes of affordable units shall be indistinguishable from market rate units.

4. All affordable housing units shall be “family” units, defined as not being limited to any particular population (i.e., senior or special needs affordable units).

#### E. DEFINITIONS

1. Publicly accessible area: A public or private area consisting of a street, sidewalk, pedestrian path, or open space or plaza used as passive or active recreation.
2. Reverse frontage lot: A through lot with frontage on two parallel streets with vehicular access restricted to only one of the streets and where the rear yard abuts a street.

#### F. GENERAL DISTRICT REGULATIONS

1. Perimeter buffer. A planted buffer of not less than 30-feet in width shall be located along the perimeter of the Redevelopment Area, with the exception of along Route 12. Buffers shall not be required along Church Street or Stangl Road where buildings are oriented toward, and the primary frontage faces, these streets. The buffer shall be planted in compliance with Section 1632A6a.
2. Maximum tract density: 20 du/ac
3. Stormwater detention basins shall not be located between a building and a publicly accessible area, except for lands along Route 12 (and any associated site access) and where the detention basin is naturalized with plantings.
4. Any portion of the site that is not permitted to be developed with residential or nonresidential buildings pursuant to NJDEP regulations are encouraged to be reserved for public open space and/or recreation.

#### G. BUILDING HEIGHT

1. Maximum building height: 55 feet.
  - a. Buildings, or portions thereof, located within 150 feet of a lot developed with a attached or detached dwelling unit shall not exceed a height of 40 feet.

## H. SITE DESIGN AND BULK REGULATIONS

1. Reverse frontage building and site design is prohibited, with the exception of along Stangl Road.
2. Minimum setback to the Redevelopment Area perimeter for all improvements: 30 feet, unless otherwise specified
  - a. Route 12: 75 feet.
  - b. All other existing public streets: 25 feet.
3. Minimum lot width: 400 feet.
4. Minimum lot depth: 400 feet.
5. Buildings shall be oriented, with one or more building entrances, toward the public street to which the front yard setback is measured.
6. Townhouse and Stacked Townhouse units.
  - a. Minimum townhouse unit width: 24 feet. This shall not apply to the access of a stacked townhouse unit.
  - b. Minimum front yard setback: 5 feet.
  - c. Maximum front yard setback: 10 feet.
  - d. Minimum distance of buildings side to side: 25 feet.
  - e. Minimum distance of buildings rear to rear: 50 feet.
  - f. Minimum distance buildings front to front: 50 feet
  - g. The front façade, which includes the primary building entrance, shall not include vehicle access and shall be oriented toward a publicly accessible area. Townhouses shall provide on-site parking by an enclosed garage located in the rear yard, which shall not include the primary building entrance, with access from a lane, alley or surface parking lot. Parking may occur within the driveway leading to the garage, in which case said garage shall be set back no less than 18 feet from the lot line to accommodate a car without projecting into the right-of-way.
  - h. Maximum units per building: 16.
  - i. Maximum impervious cover: 75%. Section 2637 shall not be applicable.
  - j. Each townhouse unit shall have private outdoor amenity space, which may consist of a balcony, above-grade terrace, below-grade terrace, or roof top deck.

- k. A row of townhouses and any parallel row of townhouses (front façade to front façade only) consisting of between three (3) and 10 townhouses shall be developed with the minimum of three (3) different townhouse styles. Blocks consisting of more than 10 townhouses shall be developed with a minimum of four (4) townhouse styles. Furthermore, no two (2) townhomes with the same style shall be constructed adjacent and attached to one another. Different townhouse styles shall be defined as units that do not share two (2) or more of the following building characteristics.
- Porch configuration.
  - Window configuration.
  - Roof style.
  - Variation of exterior materials of at least 50% of the front façade of the homes.
  - The width of townhouse varies by not less than 5 feet.

7. Multifamily units.

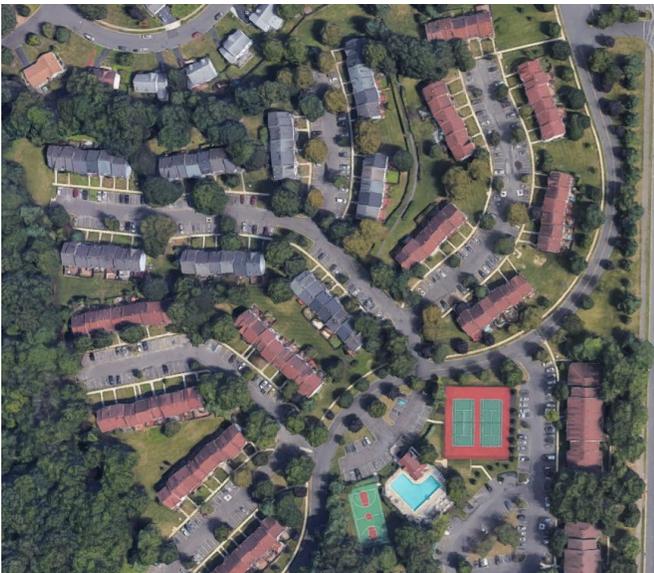
- a. Minimum lot size: 1 acre
- b. Minimum distance of buildings side to side: 50 feet
- c. Minimum distance of buildings rear to rear: 50 feet
- d. Minimum distance of buildings front to front: 50 feet
- e. Maximum units per building: 80 units
- f. Maximum impervious cover: 75% Section 2637 shall not be applicable
- g. Multifamily units shall have shared indoor and/or outdoor amenity space that equates to not less than 5 square feet per unit. The amenity space may be shared with townhouse / stacked townhouse units but shall not be calculated based on the townhouse / stacked townhouse units. The amenity space may be open to the public, at the discretion of the redeveloper.

8. Nonresidential uses.

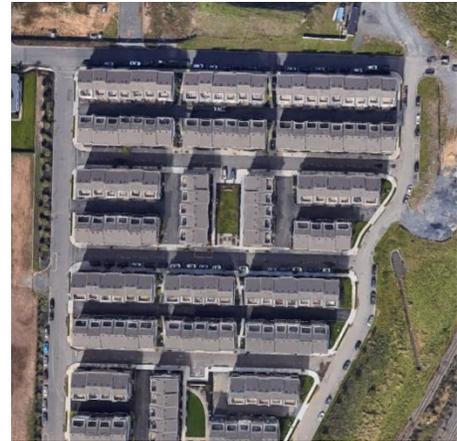
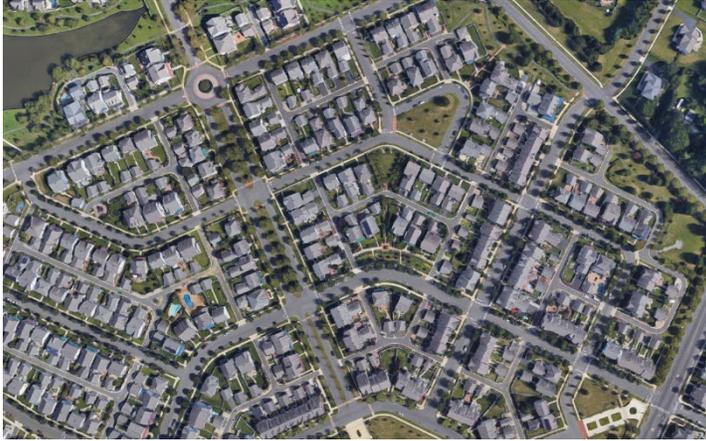
- a. Nonresidential uses shall be developed consistent with the DB district standards.

## I. PARKING AND CIRCULATION

1. The development shall provide a grid style circulation system that connects to abutting Borough streets, excluding Brown Street. Cul-de-sacs and other forms of “dead-end” streets are strongly discouraged. Pedestrian pathways may be utilized in lieu of vehicular drives and roads where providing for such vehicular drives or roads in a grid style circulation system is impractical.
2. A pedestrian circulation plan that details the pedestrian circulation system shall be provided. The circulation plan shall utilize sidewalks, streets, drive aisles, and walking paths throughout the project to create a circulation system that is integrated with the Borough’s existing circulation network. Special attention is encouraged at abutting Borough streets, to create a seamless transition between existing and proposed development.
3. Parking shall not be located between a building and a public or private street, with the exception of lanes or alleys providing access to rear access townhouses.



Example residential development that does *not* include a grid style circulation system



Example residential development that does include a grid style circulation system (right: Robbinsville Township; left: North Brunswick Township)

4. Shared parking is encouraged. Where an applicant persuasively demonstrates that two or more parking generators have complementary parking demand peaks or a ride share service is provided, the approving authority may permit a reduction in the required total number of parking spaces.
5. Required parking spaces shall be located within 250 feet of the building in which it serves.
6. Driveway and garage parking for townhouse units shall not face or access an existing public street.
7. Multi-family buildings shall have a minimum of one (1) loading space per building.
8. Parking structures serving multi-family units shall meet the following:
  - a. Where located on the ground floor, a parking structure shall not face a public street or other publicly accessible area with the exception of an entrance that does not exceed a width of 35 feet.
  - b. Where first floor living space is prohibited due to Flood Hazard Area regulations, parking structures may face a public street or other publicly accessible area, subject to the following: Parking or other exterior areas provided beneath a building shall be screened by structural elements that are compatible with the materials and design of the front and side building facades. The intent of such screening shall be to mitigate the effects of headlights, minimize the view of parked vehicles and pavement, and to provide for a unified architectural design.

## J. ARCHITECTURAL DESIGN

1. Building facades are strongly encouraged to use red brick as a primary component where a building faces a publicly accessible area. Building facades should be finished in stone veneer, brick, fiber cement panel and/or cast stone. Metal and stucco should be used only for minor accentuation of other elements of the façade. EIFS (exterior insulated finish system) shall not be used on first-floor facades. Vinyl siding is prohibited.
2. Building facades shall present a cohesive design and shall utilize regular patterns to create architectural interest. Such architectural interest may be created through use of vertical recesses/projections, material changes, or a tripartite structure (three distinct vertical components - a "base," a "middle," and a "top" distinguished with building materials, projections, or other architectural features). Blank walls are prohibited.
3. The front façade building materials and architectural features, to the extent appropriate for the building design, shall continue to any façade which faces a publicly accessible area.
4. Building entrances shall be easily identifiable by visitors and to provide architectural interest. Examples of special features of entrances include, but are not limited to, awnings, architectural treatments, recesses, projections, etc. Service doors shall be integrated with the building design.
5. Windows shall be recessed, or project as bays from the main wall, a minimum of two inches from the façade so as to create texture and shadows on the façade for visual interest. Windows shall not be flush with the surrounding wall surface.
6. Building roofs should be flat, gabled, or mansard. Hipped roofs are discouraged.
7. The maximum length of any visible continuous roofline shall not exceed 100 feet. Visible roofline segments should vary in height by at least three (3) feet. Multi-family buildings shall use architectural features such as pitched roofs, varied rooflines, decorative cupolas, pediments, varied parapet heights and similar features designed to provide variety and reduce the visual impact of the building height.
8. Rooftop equipment such as mechanical units, vents, and flues should be located centrally on the building roof, to the extent practicable. Any equipment visible from publicly accessible areas, adjacent lots, and pedestrian corridors should be screened using parapets, pitched roof forms, or penthouses. Screening should be composed of materials that are the same or complementary to the building.

9. Ground-level mechanical equipment is discouraged. Where provided, it shall not be located between a building and a publicly accessible area and shall be screened with plantings or a solid fence.
10. Roof-top amenity space shall not overlook an existing residential use and shall not be located within 50 feet of the Redevelopment Area perimeter, with the exception of along Route 12.

#### K. STREETScape DESIGN

1. Street trees shall be provided along all public and private streets, consistent with §1632A2.
2. Sidewalks shall be provided along all public and private streets, including but not limited to Route 12.
3. Street furniture, minimally including trash receptacles, lighting, and benches, and mailboxes to the extent applicable shall be incorporated into the streetscape of public and private streets. This shall include alleys and lanes providing access to rear access townhouses. Street furniture shall be the same or substantially similar to those specified in the Main Street Streetscape Improvements.
4. All utilities shall be installed underground.

#### L. PLANTING AND LIGHTING DESIGN

1. All plantings and buffers shall meet the requirements in the Flemington Borough Land Development Ordinance. Pedestrian pathways and sidewalks shall be permitted in buffer area.
2. All lighting shall meet the requirements in Flemington Borough Land Development Ordinance. The street lighting shall be the same or substantially similar to those specified in the Main Street Streetscape Improvements.

#### M. SIGNAGE

1. Street signs shall be the same or substantially similar to those specified in the Main Street Streetscape Improvements.
2. Signage shall complement the style and materials of buildings to which it refers to.
3. Signage for non-residential uses shall be consistent with that permitted in the DB Zoning District.

4. Freestanding signs shall be permitted in accordance with the following.
  - a. Development identification signs
    - (1) One sign shall be permitted at each intersection of an existing and proposed road.
    - (2) The maximum sign area of each sign shall be 20 square feet.
    - (3) The maximum height shall be 5 feet.
    - (4) The minimum setback to all rights-of-way, lot lines and buildings shall be 10 feet.
    - (5) Internal illumination is prohibited.
  - b. Development subarea identification signs
    - (1) Development subareas shall include concentrations of contiguous permitted uses, such as a concentration of multi-family units, concentration of townhouses or concentration of recreation facilities.
    - (2) One sign per subarea entrance shall be permitted to identify each development subarea.
    - (3) Signs shall only bear the name of the development subarea or the recreation facility, as applicable.
    - (4) The maximum sign area of each sign shall be 15 square feet.
    - (5) The maximum height shall be 4 feet.
    - (6) The minimum setback to all rights-of-way, lot lines and buildings shall be 5 feet.
    - (7) To the extent reasonable and practical, development subarea identification signs shall not be visible from beyond the district boundaries.
    - (8) Internal illumination is prohibited.
5. Facade signs shall be permitted to the following.
  - a. One sign per multifamily building facade shall be permitted.
  - b. The maximum sign area of the façade sign shall be 10 square feet.
  - c. Internal illumination is prohibited.

6. Directional and safety signage shall be permitted to ensure ease of vehicular and pedestrian circulation throughout the site. Directional signs shall have a maximum area of 10 square feet.

## **RELATIONSHIP TO PLANNING & OBJECTIVES**

The 2010 Master Plan, as supplemented by the 2015 Master Plan Reexamination Report, outlines the vision for the future of Flemington Borough. The Master Plan outlines several goals and objectives related to commercial development within the Borough. The goals and objectives that are relevant to the Redevelopment Area are as follows:

*“Employ strategies to encourage community and economic development within the Borough.”*

*“Integrate residential and commercial segments of Flemington Borough to benefit the entire community.”*

*“Strengthen and enhance the commercial sector of the Borough, with an emphasis on attracting specialty retail and restaurants, and encouraging the redevelopment of underutilized properties particularly those within the Downtown Business District.”*

*“Concentrate retail, service, and entertainment uses which best contribute to creating a vibrant downtown and that will draw residents and visitors alike to the retail portion of Main Street (Downtown Business I and II) and nearby surrounding properties, and the Liberty Village and Turntable Junction Area.”*

*“Provide opportunities for appropriately scaled and located residential development to encourage redevelopment/revitalization of underutilized properties and to provide opportunity for additional market support for the retail, service, and entertainment portions of Main Street (Downtown Business I and II) and nearby surrounding properties, and the Liberty Village and Turntable Junction Area.”*

The Master Plan highlights the importance of strengthening, integrating, and encouraging commercial development within the Borough. Although the Master Plan goals emphasize commercial redevelopment in the Downton Business District, it also recognizes the importance of providing varying scales of commercial development. The Redevelopment Plan is consistent with goals and objectives outlined in the Master Plan.

Most of the parcels within the Redevelopment Area are located within the Village Artisan Shopping (VAS) Zoning District. Lots 53 and 54 are in the Transition Residential (TR) Zoning District. Lots 69 and 70 are in the Downtown Business (DBII) Zoning District.

The purpose of the VAS district is to attract destination oriented commercial uses such as retail outlet shopping or artisan produced arts and crafts. The full list of permitted principal and conditional uses can be found in section §2623 of the Borough's Land Development Ordinance, but example uses include retail sales, restaurants, art galleries and studios, and jewelry manufacturing.

The purpose of the TR district is to provide for medium density residential development between commercial areas and lower density residential areas. The full list of permitted principal and conditional uses can be found in section §2614 of the Borough's Land Development Ordinance, but example uses include single-family home, two-family homes, and houses of worship. The Redevelopment Plan is consistent with the purpose of the TR district and the permitted uses.

The purpose of the DBII district is to provide a mix of commercial and governmental uses while acting as a transition area between the Downtown Business Zone and Village Artisan Shopping Zone. The full list of permitted principal and conditional uses can be found in section §2621 of the Borough's Land Development Ordinance, but example uses include retail sales, upper-story apartments, restaurants, and offices.

The adjacent lands in the Township of Raritan are within the O-1 Professional Office and R-9 Age-Restricted Residential-Assisted Living Zoning Districts. The O-1 District permits a variety of professional offices uses including but not limited to, examination offices for veterinarians, general business office for real estate and insurance agencies, and offices of governmental and social service organizations. The R-9 District permits assisted living facilities, and single family detached dwelling for older persons (55 years of age and over).

The majority of the Redevelopment Area is not within the Borough's Historic District. Lots 53 and 54, both of which have frontage on Brown Street, are within the Historic District; however, there are no historic structures identified on the sites. Along Church Street there are three lots in the Historic District – a building at the northeast corner of Lot 71 is classified as Contributing and the building that spans Lots 69 and 70 is classified as Non-contributing.

The New Jersey State Development and Redevelopment Plan (SDRP) is a statewide policy document that is meant to act as a guide for public and private sector investments throughout the state. The Plan outlines and designates areas as various Planning Areas. The Redevelopment Area is within the Fringe Planning Area (PA-3). The Fringe Planning Area is meant to:

*“Accommodate growth in Centers; protect the Environs primarily as open lands; revitalize cities and towns; protect the character of existing stable communities; protect natural resources; provide a buffer between more developed Metropolitan and Suburban Planning Areas and less developed*

*Rural and Environmentally Sensitive Planning Areas; and confine - programmed sewers and public water services to Centers.”*

Additionally, the Borough of Flemington, including the Redevelopment Area, is a State Plan Designated Center. Designated Centers are areas that contain compact forms of development. In the Fringe Planning Area, it is the intent of the State Plan, that centers accommodate future growth since they are already served by municipal infrastructure. Redevelopment of the site with a residential use is consistent the State Plan and Center designation.