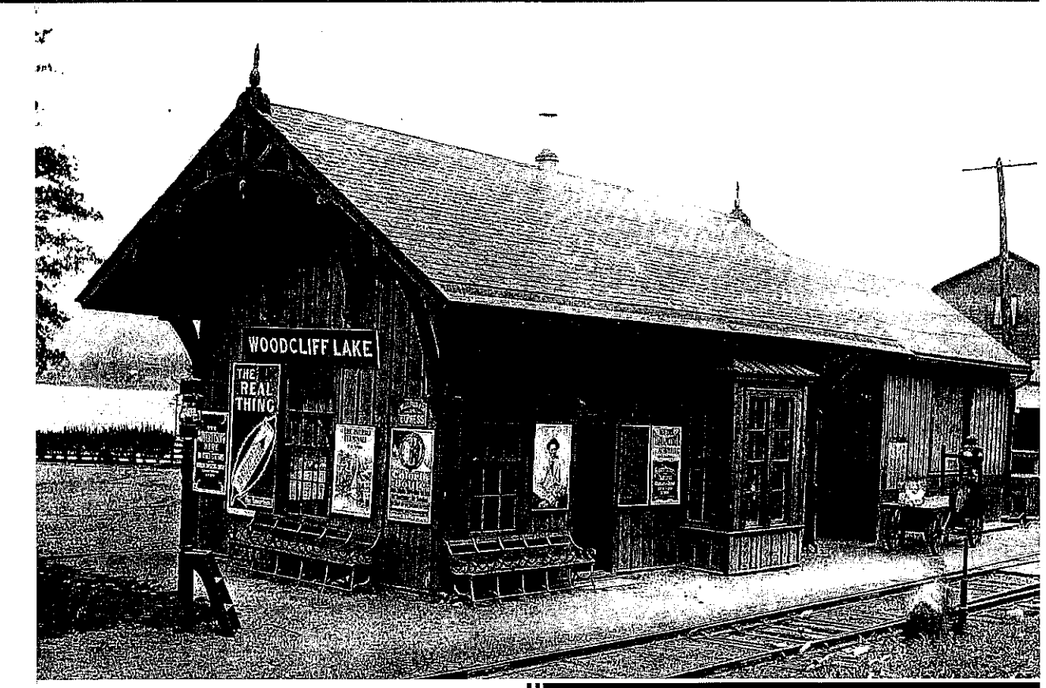
BROADWAY CORRIDOR PHASE 2 STUDY



BOROUGH OF WOODCLIFF LAKE

BERGEN COUNTY, NEW JERSEY

AUGUST 6, 2012

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INTRODUCTION

I. INTRODUCTION

The Borough completed Phase 1 of the Broadway Corridor Study in Fall 2010. A study entitled "Broadway Corridor Study" was prepared by Burgis Associates, Inc. detailing the existing conditions in the corridor, including existing land use, zoning, assessed value, an identification of key features and an analysis of existing physical conditions. The report also set forth goals and policies for consideration regarding future land use in the Broadway Corridor.

Among the key findings of the report are the following:

1. The total land area in the corridor consists of 30 acres.

2. The land use distribution in the Broadway Corridor is heavily residential. The land use analysis indicated that approximately 31% of the tax parcels in the study area were devoted to residential use. In contrast, mixed use development occupied only 3% of the properties. Office and commercial uses accounted for 14% and 22% of the properties, respectively.

3. The residential land uses in the study area consist of single family dwellings, affordable housing and a boarding/group home.

4. The study found a disparity between the amount of land and the ratable contribution. The most substantial ratables were the commercial and office properties. While the total combined equalized value of parcels in the study area was $32 million, the commercially zoned areas accounted for over 50% of this value.

5. The report identified the following land use issues in the study area:

    a. Lack of pedestrian linkage

    b. Train station parking and circulation

    c. Lack of uniformity for sidewalks and planted strips

    d. Segregation of land uses

    e. Inadequate separation of pedestrian and vehicle activity on-site

    f. No decorative light fixtures

6. The report identified several goals to guide land use policy in the Borough's Broadway Corridor. The following goals were set forth in the study:

    a. Promote redevelopment and reuse of sites in the Broadway Corridor for compact, pedestrian oriented land uses.

    b. Promote enhanced design along the Broadway Corridor and create a distinct image.

    c. Provide an inviting and improved streetscape that will welcome customers as well as businesses.

    d. Enhance pedestrian activity along the corridor and encourage streetscape design that is inviting and on a human scale.

    e. Encourage a diversity of uses and activities that bring vitality and increased pedestrian presence, which benefits the community.

    f. Encourage redevelopment of parcels in the corridor to be compatible with the principles of LEED ND although LEED certification is not mandatory.

    g. Initiate interaction with Bergen County and NJ Transit regarding circulation and parking improvement for the train station area.

II. LAND USE POLICY CHANGES

Subsequent to the completion of the first phase of the Broadway Corridor study, some land use and circulation changes have occurred. These changes impact future development and redevelopment in the Broadway Corridor and are described below.

A. LOCAL LEVEL

1. Site Plan Approval. The vacant site at 62 Broadway, formerly occupied as Matsu Restaurant (Block 2708 Lot 1), was approved by the Borough planning board in 2011 for a new development. The site contains 1.27 acres and is situated on the east side of Broadway, between Columbus and Lincoln Avenue. The resolution of approval, dated December 12, 2011, granted approval for HLM Group Inc. to construct a two story 13,808 sf building with ground floor/mezzanine retail use and upper floor office use. The building design incorporated sustainable elements such as a green terrace and a green wall. Photovoltaic cells could potentially be installed on the roof. It was anticipated that the building could contain as many as 5 retail tenants. Variances were granted for impervious coverage, building height, setbacks and parking. A rendering by the project architect is presented on the following page.

2. Traffic Signal. A traffic signal was installed in November 2011 at the intersection of Broadway and Woodcliff Avenue near the NJ Transit rail station. The following modifications were installed in conjunction with the signal improvement:

a. New ADA ramps and a crosswalk were installed at the south corner of Highview Avenue.

b. A new sidewalk provides access to the track crossing. The steps down to the tracks at the old location have been eliminated and a new fence has been installed along the westerly curbline of Broadway to direct pedestrians to the new crossing. A pedestrian gate on the west side of the tracks will be installed.

c. A northbound left turn lane from Broadway to Woodcliff Avenue was created to allow for an actuated northbound left and lead phase.

The signal was installed to manage the diversion of traffic anticipated by the detour from the closure of Church Street scheduled for 2012 as the dam is repaired.

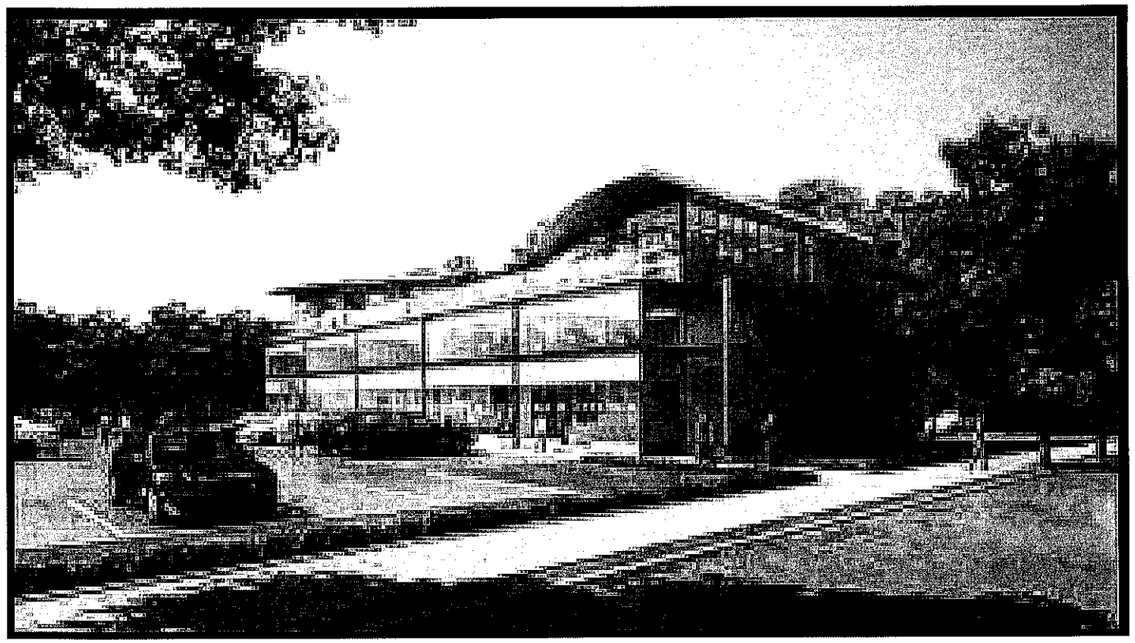
B. STATE LEVEL

1. Affordable Housing. The NJ Appellate Division invalidated portions of the third round methodology known as growth share. The court required that the rules be amended. Subsequently, all duties of COAH were transferred to the Department of Community Affairs. Prior to the court invalidating the third round rules, COAH assigned an affordable housing obligation of 154 units to the Borough. However, this number was subject to adjustment via COAH's rules.

2. State Plan. The State Strategic Plan: New Jersey's State Development and Redevelopment Plan was released in draft form on October 11, 2011. The state planning process started in 2004 but the original document was criticized as overly complex. The report is subject to revision following public hearings. The report was produced by the State Planning Commission and contains guiding principles for land use policy that include the following:

- Directing investment to places where infrastructure already exists, and;
- Encouraging municipalities to create compact, livable communities that meet the needs of companies and knowledge workers and efficiently use infrastructure.

Courtesy of Augusto Morporgo AIA, Morporgo Architects



Courtesy of Augusto Morporgo AIA, Morporgo Architects

The State Plan cites changing demographics and highlights the following trends:

a. The US Census Bureau found that 64% of college educated 25 to 34 year olds looked for a job after they chose the city they want to live in. They prefer walkable communities with a variety of activities and amenities. The millennial generation now outnumbers baby boomers.

b. Transit hubs are driving commercial leasing activity in the State and can spark development of new office/commercial space.

c. Transit village locations have lower vacancy rates and higher asking rents.

The plan supports redevelopment with infill that is compatible with surrounding land uses. Sustainable development is encouraged with green design techniques and renewable energy and efficiency. Community character and design are to be valued along with pedestrian friendly streetscapes and connections.

3. Energy Master Plan. The State's Energy Master Plan seeks to promote renewable energy, reward efficiency and conservation, and promote innovative energy technology. The state advocates generating energy for 22.5 % of needs from renewable sources by 2021.

4. Municipal Land Use Law. The MLUL was amended to define an inherently beneficial use as "one that is universally considered of value to the community" because it fundamentally serves the public good and general welfare. The amendment lists wind, solar or photovoltaic energy facilities as inherently beneficial uses, in addition to other uses.

Demographic changes, energy policies and the overall economic climate will impact the Borough's future land use policies.

Analysis of Study Area Sites

I. ENVIRONMENTAL CONSIDERATIONS

The first phase of the Broadway Corridor Study identified several key locations which are underutilized or could redevelop with more intense development than currently exists. The key sites are as follows:

1. Malek, Block 2703 Lot 1
2. Mayberry/Post Office Shopping Center, Block 2704 Lots 1-5
3. North of Highview, Block 2601 Lots 1-3 and Block 2602 Lot 15

Some of these properties are encumbered by environmental constraints. The constraints are steep slopes and the Category One buffer requirement. These environmental constraints are described as follows:

A. STEEP SLOPES

Steep slopes impacting land in the Broadway Corridor are generally located north of Highview Avenue. Steep slopes situated south of Highview Avenue do not encroach onto the study area properties. The sites fronting on Broadway, north of Highview Avenue are the most impacted by steep slopes. A map depicting the slopes and topographic elevations in this area is included later in this report.

The Borough regulates the amount of disturbance allowed in a steep slope area. The community's land use ordinance contains restrictions on the disturbance of steep sloped lands. The code defines steep slopes as the deviation of a surface from horizontal of 15 percent or greater. The requirements limiting disturbance are in Table 1.

Exceptions are provided in the ordinance for disturbing 2,000 sf of steep slopes in the R-15 zone district. There are also exceptions for 3,000 sf of disturbance in commercial zones.

Table 1
Slope Classifications
and Allowed Disturbance
Borough of Woodcliff Lake, New Jersey

Slope	Allowed Disturbance
15-19.99%	35% disturbance
20-24.99%	25% disturbance
24% or greater	15% disturbance

B. Category One Buffer

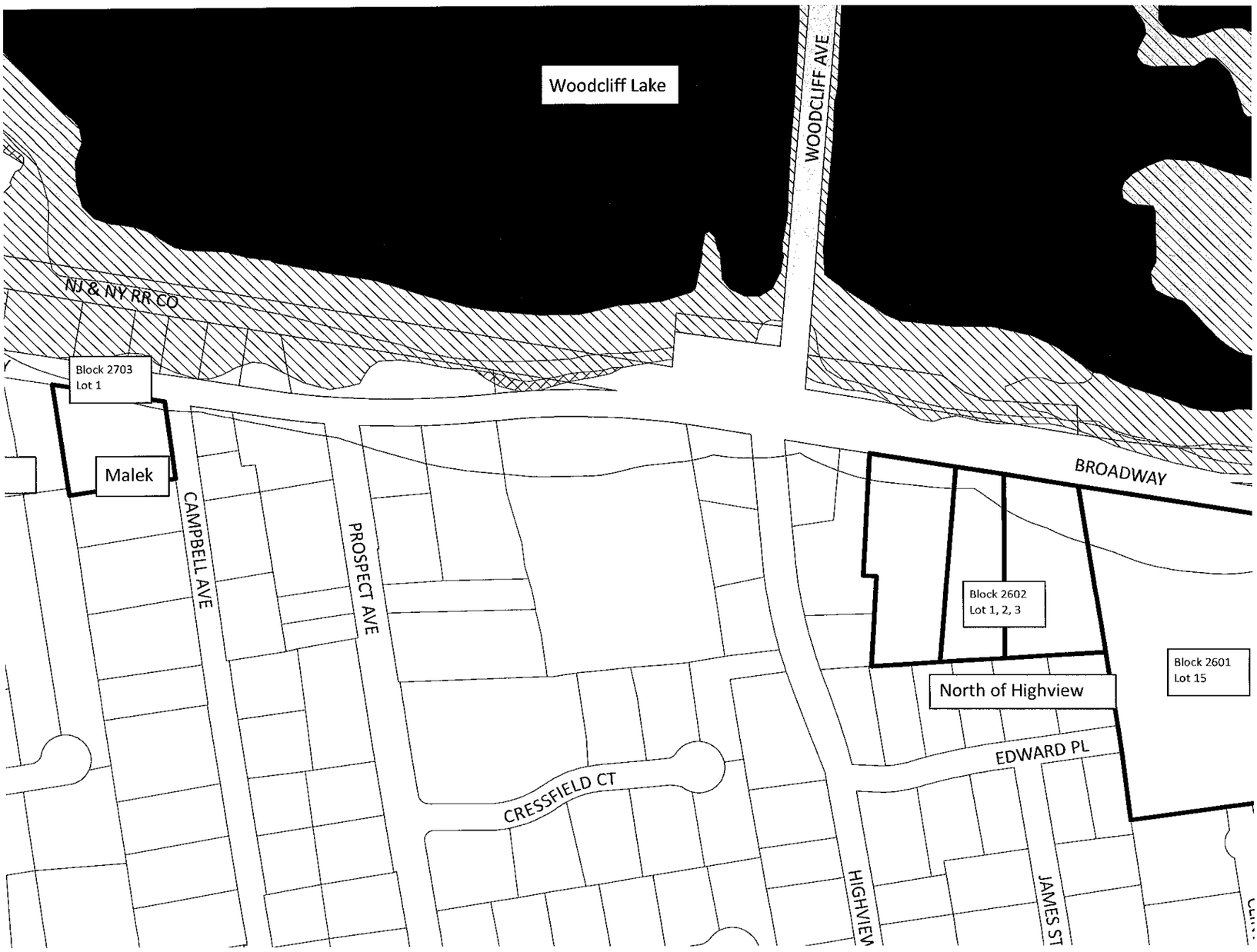
An additional environmental constraint, known as the Category One (C-1) buffer, encumbers a substantial portion of the Broadway Corridor. However, it should be noted that this buffer, established to preserve water quality, expands across the NJ Transit parking lot, railroad right of way and Broadway. It occupies a very small area at the northwest corner of the Malek Property and the westerly portion of the lots north of Highview.

A 300 ft buffer, referred to as a C-1 Buffer, is required adjacent to waterways that provide protection to New Jersey's water quality. They are mandated by the Stormwater Management Act and the Flood Hazard Area Control Act rules for certain activities proposed adjacent to waters designated in the Surface Water Quality Standards as C1 or their upstream tributaries in the same subwatershed (HUC 14).

The 300 ft buffer is also known as a Special Water Resource Protection Area (SWERPA) and is required for major development. The rules define major development as a ¼ acre increase in impervious surface or 1 acre of disturbance. The disturbance must be approved by the DEP's Department of Land Use Regulation. Development in the SWERPA is permitted under limited circumstances and also if it

involves a disturbance of the outer 150 ft of the SWERPA that is already disturbed if the functional value of the SWERPA is maintained. The accompanying map depicts the encroachment of the C-1 Buffer into the study area.

The SWERPA does not apply to the construction of a single family dwelling that is not part of a larger development. Encroachment may be allowed within the 150 ft of the 300 ft portion of the SWERPA where previous development or disturbance has occurred. However, in no case shall the SWERPA be less than 150 ft. All encroachments are subject to DEP review and approval.


Woodcliff Lake
WOODCLIFF AVE
NJ & NY RR CO
Block 2703
Lot 1
Malek
CAMPBELL AVE
PROSPECT AVE
BROADWAY
Block 2602
Lot 1, 2, 3
Block 2601
Lot 15
North of Highview
EDWARD PL
CRESSFIELD CT
HIGHVIEW
JAMES ST

A detailed description of the Malek, Mayberry/Post Office Shopping Center and North of Highview Areas is presented below.

II. STUDY AREA DESCRIPTIONS

A. MALEK PROPERTY

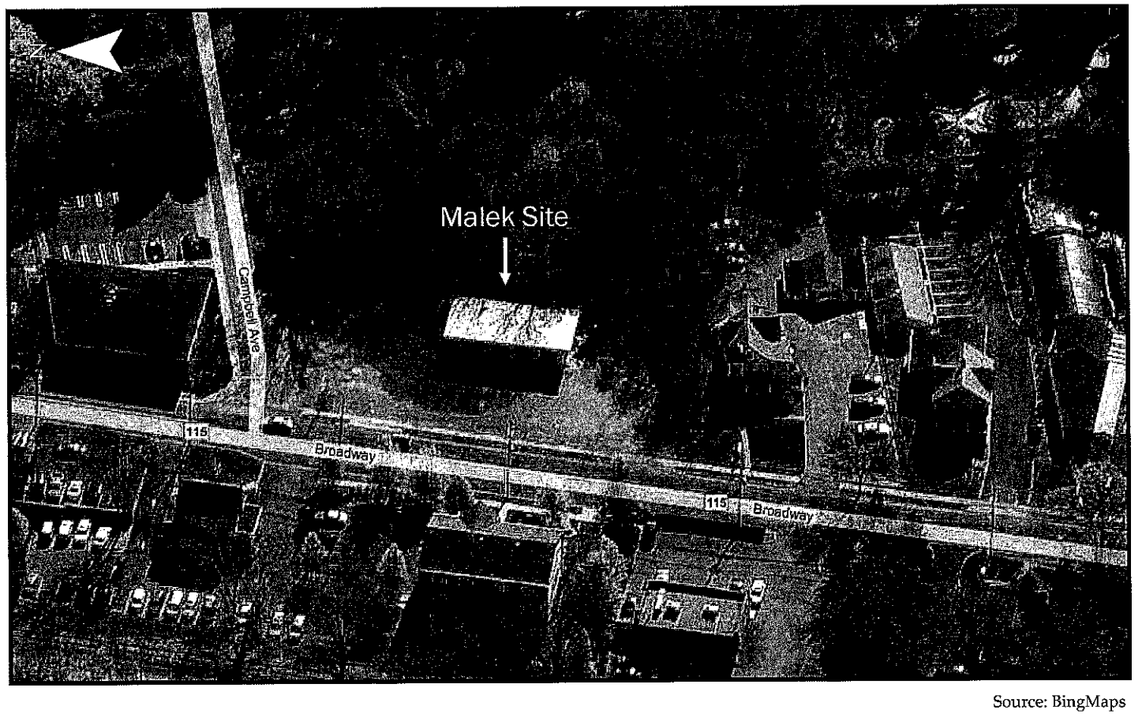
This site contains 0.8 acres and is situated on the south east corner of Broadway and Campbell Avenue. Campbell Avenue connects Broadway to Kinderkamack Road to the east. The property is somewhat irregular in shape and its dimensions include 209 ft. of frontage on Broadway and 132 ft. of frontage on Campbell Avenue.

The site was previously used as a Citgo Gas/Service station. The existing building on-site contains 1,540 sf and has been vacant for several years. The prior use was a nonconforming use because the zone prohibits automotive uses and the sale of fuel. The building is in a deteriorated state.

The property is situated in the B-1 Broadway Business District.

The site is not constrained by steep slopes. The C-1 300 ft buffer from the Woodcliff Lake Reservoir encroaches on a small portion of the site's frontage on Broadway. It is estimated that this buffer occupies approximately 1,200 sf.

The site is underutilized since the building accounts for less than 5% coverage and the zone currently allows for 40%.



Source: BingMaps

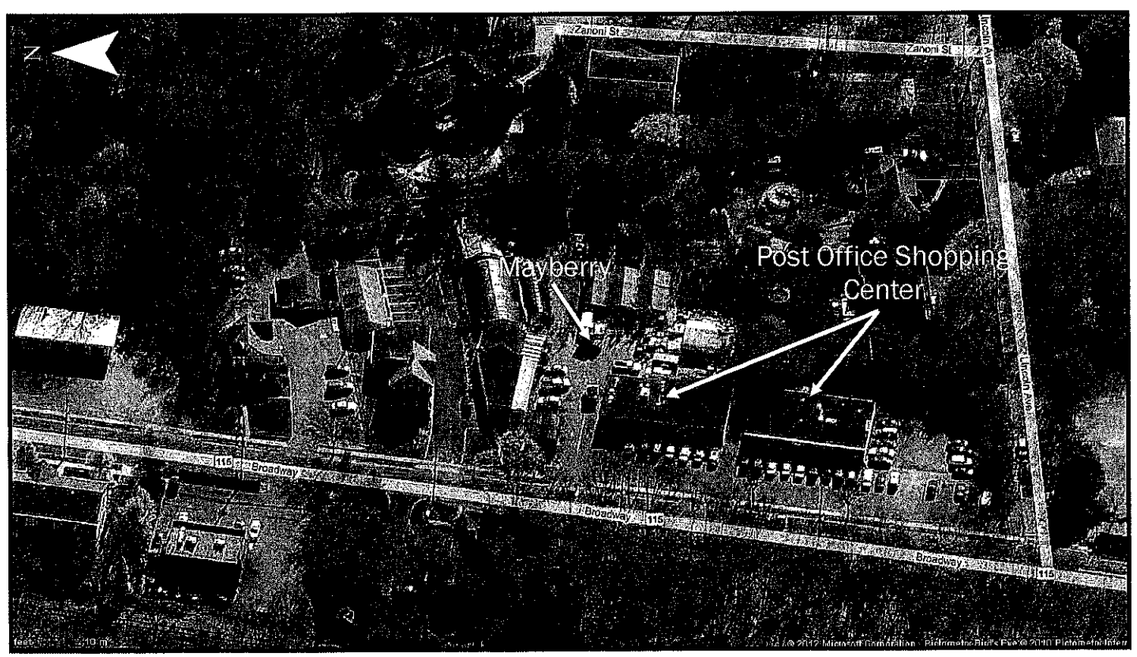
BROADWAY
Block 2703
Lot 1
CAMPBELL AVENUE

B. MAYBERRY/POST OFFICE SHOPPING CENTER

The site consists of five tax parcels identified as Block 2704 lots 1, 2, 3, 4 and 5. The site is situated on the northeast corner of Broadway and Lincoln Avenue. It contains 1.551 acres and is occupied by multiple buildings. One is the 3,192 sf Mayberry Garden Nursery Center, located in the north portion of the site, and the other buildings contain 6,916 sf devoted to the shopping center and post office. Other uses in the shopping center include a dry cleaner, salon and bagel shop. The site's dimensions include 325 ft of frontage on Broadway and an additional 128 ft of frontage on Lincoln Avenue.

The site has no known environmental constraints.

The property is in the B-1 District. The site exceeds the minimum required lot area for the zone district. The development on this property was constructed some time ago and there is no grass area along the site's Broadway frontage. There is also no separation of the sidewalk from on-site circulation.



Source: BingMaps

BROADWAY
LINCOLN AVENUE
Block 2704
Lot 1
Block 2704
Lot 2
Block 2704
Lot 3
Block 2704
Lot 4
Block 2704
Lot 5

C. AREA NORTH OF HIGHVIEW

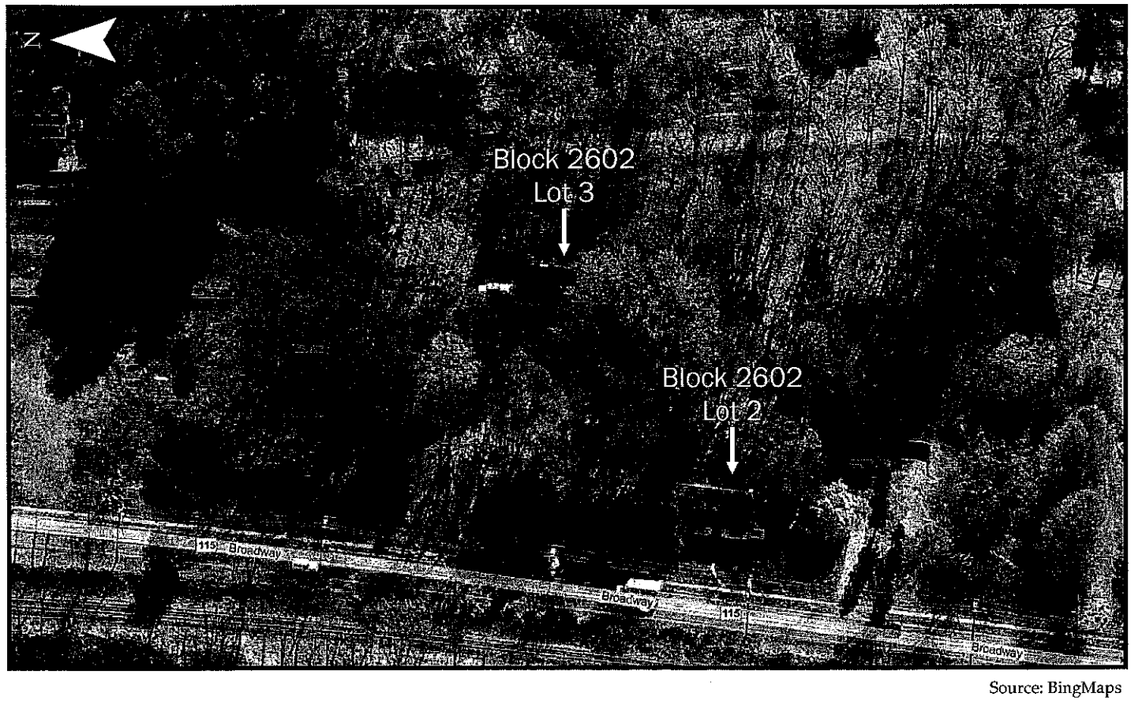
The portion of the Broadway Corridor under review in this study, referred to as North of Highview Avenue, consists of four parcels, two of which are owned by the Borough of Woodcliff Lake. The properties are identified as Block 2602 Lots 1, 2 and 3 and Block 2601 Lot 15 and are located in the R-15 District which permits single family dwellings.

The properties north of Highview are impacted by a ridge of steep slopes traversing the rear portion of the properties. The largest site, Lot 15, is the most constrained by the presence of steep sloped land.

Land elevations on the parcels range from about 115 ft in the southwest corner to 180 ft in the southeast corner. The elevations increase sharply to the east. For example, while elevations at the rear lot line of Lots 1-3 are about 165 to 180 ft, the rear of Lot 15 has a top elevation of 215 ft near Clinton Place.

The properties have the following characteristics:

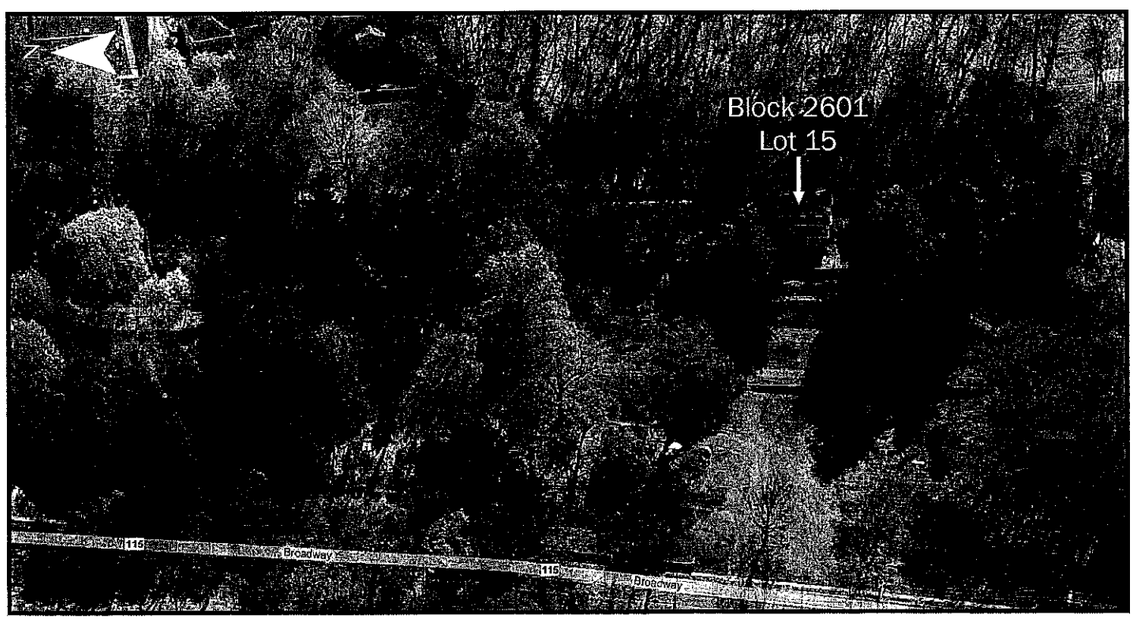
1. The properties owned by the Borough, Block 2602 Lot 1 and 2, occupy 2.1 acres and are currently vacant. The Borough purchased these properties in anticipation of complying with the State's affordable housing requirements. However, the State has yet to generate the third round obligation for the Borough due to ongoing litigation at the State level regarding the third round methodology. This site was purchased by the Borough using affordable housing trust fund money. The Borough anticipated working with CHIP to construct affordable units on site. Previously, the Borough and CHIP worked together during the second round of affordable housing to produce the Broadway Village development, a 100% affordable housing project situated farther south on the west side Broadway.



Source: BingMaps

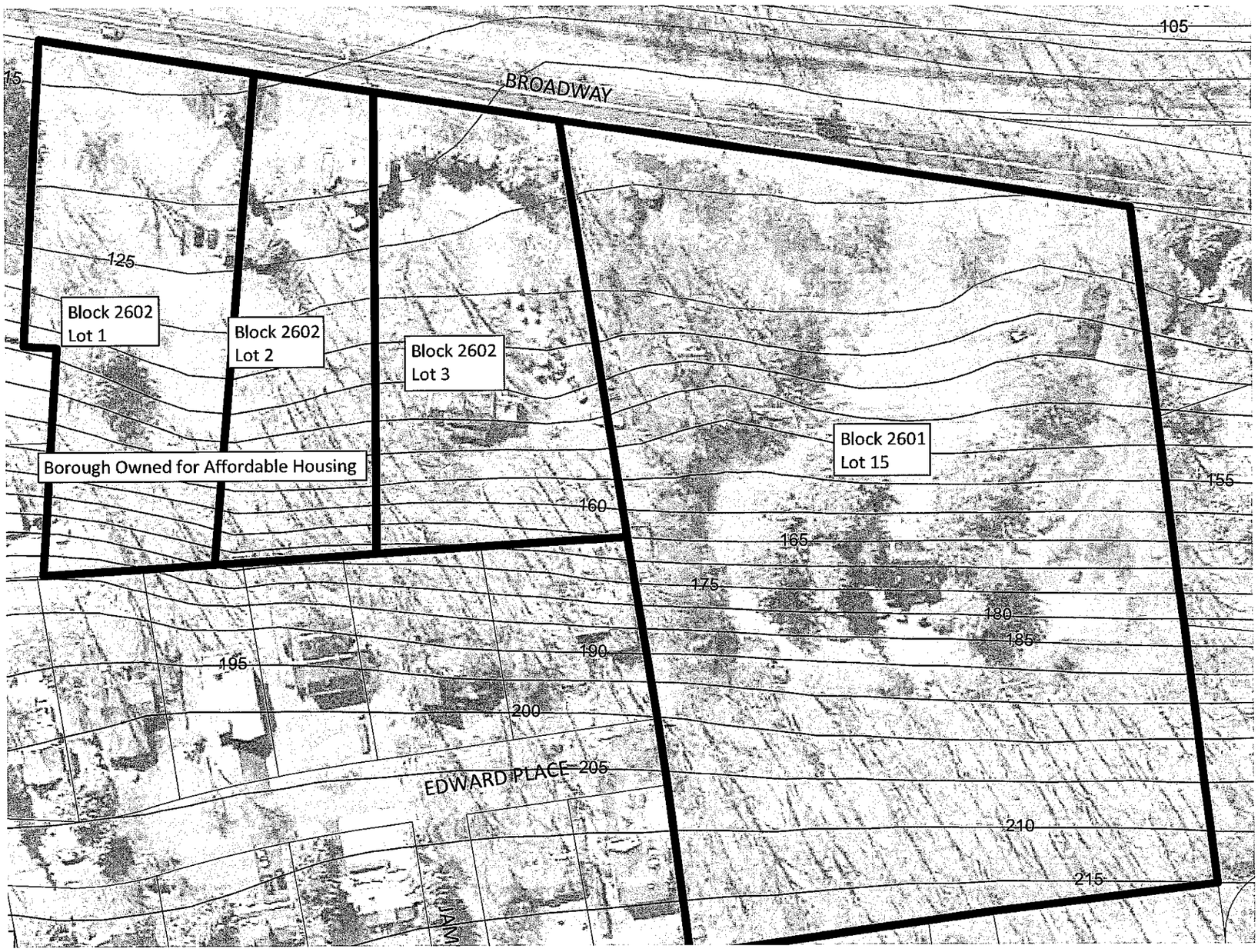
2. Block 2602 Lot 3 contains a viable residential use on a 1.1 acre parcel. This property has 137 ft. of frontage on Broadway. Its average depth is about 300 ft. The westernmost portion of the site, along Broadway, is encumbered by the C-1 buffer. It is estimated that this buffer encumbers approximately 11,900 sf. Steep slopes are located in the east portion of the site and occupy an additional 23,000 sf. It is estimated that the encumbered portions of the site occupy 70% of the property.

3. Block 2601 Lot 15 contains 5.15 acres. It has 420 ft. of frontage on Broadway and an average depth of 450 ft. The lot has unoccupied residential structures remaining on site. The property is encumbered by a C-1 buffer encroachment, occupying about 1 acre. Additionally, steep slopes occupy an additional 50% of the site. The unencumbered land area of the site totals only 1.2 acres of the total 5.15 acres.



Source: BingMaps

Block 2602
Lot 1
Block 2602
Lot 2
Block 2602
Lot 3
Borough Owned for Affordable Housing
Block 2601
Lot 15
EDWARD PLACE


105
BROADWAY
125
Block 2602
Lot 1
Block 2602
Lot 2
Block 2602
Lot 3
Block 2601
Lot 15
Borough Owned for Affordable Housing
155
160
165
175
180
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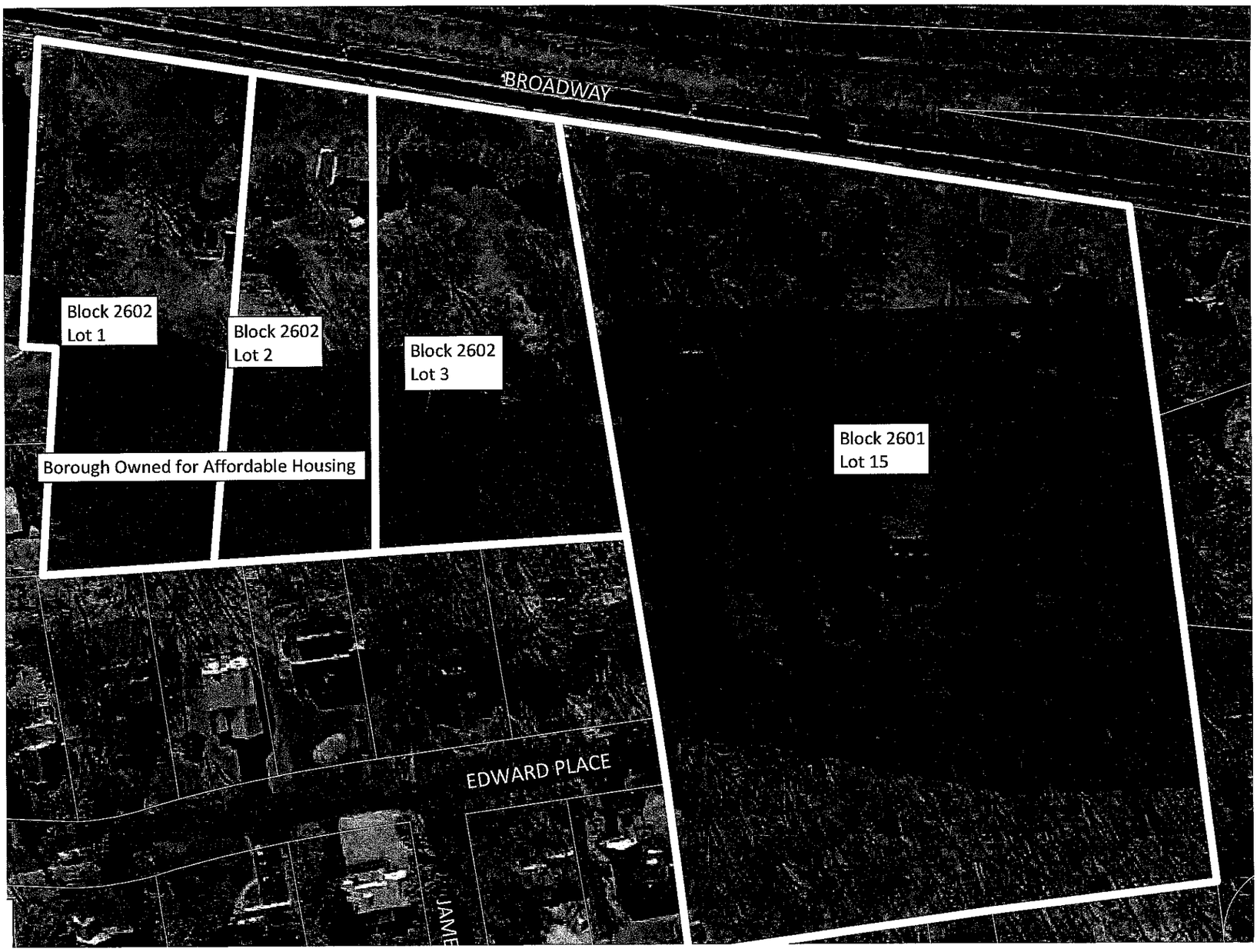
200
EDWARD PLACE
205
210
215


BROADWAY
Block 2602
Lot 1
Block 2602
Lot 2
Block 2602
Lot 3
Borough Owned for Affordable Housing
Block 2601
Lot 15
EDWARD PLACE

EXISTING ZONING CONSTRAINTS

I. EXISTING ZONING

The Malek and Mayberry/Post Office Shopping Center sites are located in the B-1 Broadway Business District. The properties north of Highview are located in the R-15 District.

The B-1 Broadway Business District permits retail sales and service uses, business and professional offices, banks, nursery schools and day care centers. Residential uses are not permitted and several other uses are specifically prohibited, including restaurants and gas stations.

The maximum surface coverage for the B-1 District is less than other commercial districts in the Borough. The building setback from the street line is somewhat large for a downtown area.

The area and bulk requirements for the B-1 District are shown in Table 2:

Table 2
B-1 Zoning Requirements
Borough of Woodcliff Lake, New Jersey

Bulk Requirement	Existing Standard
Minimum Lot Area	10,000 square feet
Minimum Side Yard	12 feet
Minimum Rear Yard	25 feet
Minimum Lot Frontage	100
Minimum Building Setback	70 feet from centerline of street
Maximum Lot Coverage	40%
Maximum Surface Coverage	50%
Maximum Building Height	2.5 stories/36 feet

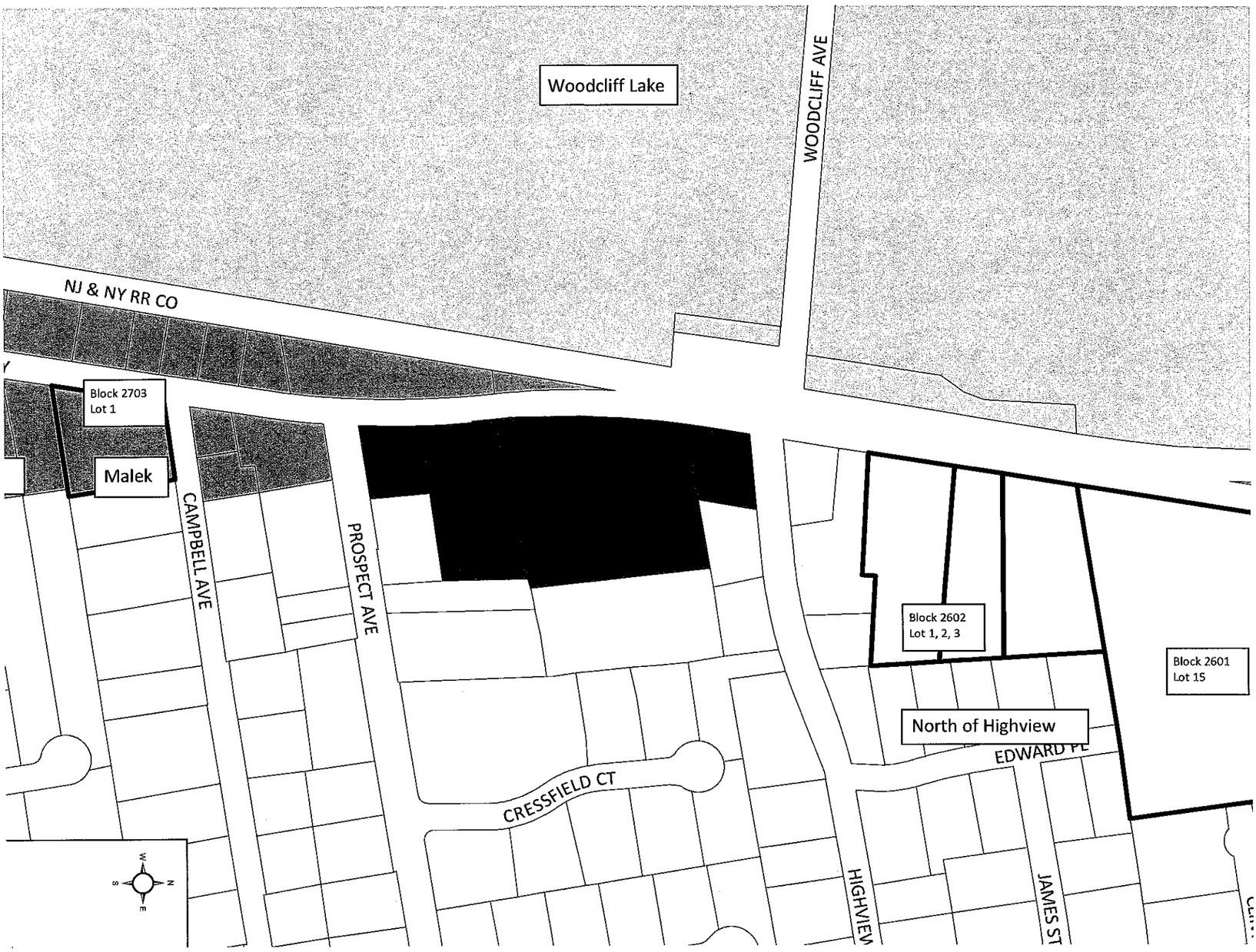
The area and bulk requirements for the R-15 District are shown in Table 3.

The R-15 One Family Residential District allows single family dwellings. Accessory uses are also permitted including greenhouses and swimming pools. Farms are permitted on minimum lot sizes of 5 acres.

The R-15 District allows development at a density of 2.9 dwelling units per acre.

Table 3
R-15 Zoning Requirements
Borough of Woodcliff Lake, New Jersey

Bulk Requirement	Existing Standard
Minimum Lot Area	15,000 square feet
Minimum Front Yard	35 feet
Minimum Side Yard	20 feet
Minimum Rear Yard	30 feet
Minimum Lot Frontage	100 feet
Minimum Lot Depth	100 feet
Maximum Lot Coverage	15%
Maximum Surface Coverage	40%
Maximum Building Height	2.5 stories/30 feet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Block 2602
Lot 1, 2, 3
Block 2601
Lot 15
North of Highview
EDWARD PL
CRESSFIELD CT
HIGHVIEW
JAMES ST
W
N
S
E

II. EXISTING ZONING CONSTRAINTS TO DEVELOPMENT

Existing zoning and site design standards applicable to development in the Broadway Corridor hinder development. The current setback regulations for the B-1 District require a substantial amount of land devoted to front yard setbacks and parking setbacks. Additionally, the parking ratio for retail activity is excessive. Based on an examination of the existing zoning in the Broadway Corridor, the following is noted for consideration:

1. Prohibited Uses. §380-42 prohibits residential development in the B-1 District. Downtown areas typically have mixed use development with office/retail on the ground floor and apartments on the upper floors. This configuration is not possible in the Broadway Corridor under the current zoning.

   The code also prohibits restaurants. This is another use commonly found near transit hubs and downtown areas.

   The Borough should consider the benefits associated with more diverse uses in the Broadway Corridor, such as mixed use commercial with residential and restaurants. Combinations of uses add vitality and pedestrian movement in downtown areas.

2. Front Yard Setback. The code requires a setback of 70 ft from the centerline of the roadway in the B-1 District. Assuming a 50 ft right of way for Broadway, this translates to a 45 ft. front yard building setback for properties in the corridor. Typically, downtown areas have very minimal front yard setbacks to keep street level pedestrian activity active, promote visual interest from store displays and confine parking to the rear of the lot. For corner lots in the corridor, this setback requirement results in a large area near the corner which may not be necessary given the context.

   The Borough should consider a reduction in the front yard setback for the B-1 District.

3. Lot Coverage/Surface Coverage. The current requirements in the B-1 District limit building coverage to 40% and total impervious coverage to 50%. For downtown areas, this is very restrictive. It is not uncommon for commercial business districts to have coverage requirements of about 50% for buildings and 70% for impervious coverage.

   In contrast, the area for Tice's Corner has an allowance of 80% impervious coverage and other commercial zones in the community allow 60% coverage. The affordable housing district on the west side of Broadway allows for 85% impervious coverage and 40% building coverage.

   Consideration should be given to allowing increased impervious coverage along the Broadway Corridor, perhaps between 60% and 70%.

4. Parking Setbacks. The code requires a 10 ft. setback to a side or rear lot line (§380-78) and not closer than 30 ft to any two intersecting streets.

   §292-26 conflicts slightly and while requiring the 30 ft setback from the street, only requires 8 ft from the side or rear lot line.

   The inconsistency should be revised. An 8 ft setback is suitable and allows adequate landscaping.

   Considerations should be given to the 30 ft street parking setback. A 10 to 15 ft. area is more than adequate for landscape screening of the parking area from the street.

5. Parking Requirement for Retail Use. §292-26 and Schedule A in the zoning code require a parking ratio for retail use of 1:150 sf where the floor area is up to 2,000 sf and 1:175 sf where the use exceeds 2,000 sf. This results in a substantial amount of parking required for retail uses. A common standard for retail parking is 4 spaces

per 1,000 sf or 1 space per 250 sf. This is the same ratio the Borough requires for office use.

The Woodcliff Lake standards require about 50% more parking than is likely to be needed for retail use. It is recommended the Borough consider revising the retail parking standard to one space per 250 sf of gross floor area.

Transit Oriented Development

I. OVERVIEW

Development near train stations is becoming more popular because vibrant, walkable downtowns and transit hubs promote sustainability. Areas within ½ mile of a train station are generally considered suitable for transit oriented development (TOD). TOD development fosters a concentration of population, services and housing in close proximity to a transit station. It contributes to a balance of economic growth, environmental preservation, social equity and employment opportunities in the community.

Statewide and nationwide, two demographic groups are increasingly representing a substantial share of home occupants. These prime demographic groups are comprised of aging baby boomers, known as empty nesters, who typically have grown children, and younger people in their 20's and 30's known as Millenials or Generation Y. These age cohorts are opting for housing in convenient locations and are not necessarily interested in home ownership. They tend to live in smaller households and rank convenience high in quality of life. In fact, by 2025, it is estimated that only 25% of NJ homebuyers will be families with children, while 50% will be single person households. Fully three quarters of the population in coming years is projected to be childless households.

II. DEMOGRAPHICS

The Borough's population has remained relatively stable between 2000 and 2010, decreasing slightly from 5,745 persons to 5,730 persons, while the population of Bergen County has increased by 2.4 percent. The Borough of Woodcliff Lake experienced its peak population in 2000. Interestingly, the decline in the Borough's population is approaching the population of 1980 and, as of 2010, the Borough has only 86 more residents than in 1980 when the population was 5,644 persons.

The median age of residents in Woodcliff Lake in 2010 was 44.8 years, while Bergen County residents had a lower median age of 41.2 years. Over the past 10 years the Borough's median age increased by 4.1 years, while that of Bergen County increased by 2.1 years. According to the 2010 US Census, the proportion of Woodcliff Lake residents aged 65 or older is 16.4% of the population.

These demographic factors support planning for transit oriented development in Woodcliff Lake. Train stations are assets paid for regionally which can increase the values, services and amenities in the Borough. As more development takes place near the train station, train station ridership increases. As ridership increases, local businesses have a more sizable customer base, and there is more incentive for the transit agency to improve service and infrastructure around the station. New development can have a revitalization effect as new investments increase property values immediately around the train station and generate expanded tax ratables for the community.

III. POLICY GUIDELINES

The successful characteristics of a TOD are:

1. Visible transit hub, focal point. Safe and comfortable place to wait and meet others.
2. Clear and direct access between neighborhood and transit station.
3. Mix of uses introducing activity interest by mixing essential services (grocery/food market/ dining and dry cleaning, etc. with housing).
4. Compact and walkable development pattern at a human scale which provides an easy and interesting route between origin and destination.
5. Connectivity through safe and pedestrian oriented, continuous sidewalks and paths, including bike access and storage.

ORCHARD ST
ACKERMAN AVE
WILL RD
CARRIAGE LN
EDGEHILL
NJ & NY RR CO
BROADWAY
BROADWAY
LINCOLN AVE
MAGNOLIA AVE
OAK AVE
CAMPBELL AVE
CRESSFIELD CT
EDWARD PL
CRICKET LN
EVERGREEN ST
LINDA TERR
HIGHVIEW AVE
JAMES ST
CLINTON ST
MARTHA ST
PROSPECT AVE
RENEE CT
KINDERKAMACK RD
MICHAEL ST
AMY CT
MALLARD AVE

REDEVELOPMENT DESCRIPTIONS

I. REDEVELOPMENT DESCRIPTIONS

Redevelopment scenarios for the study areas were developed assuming no changes to the zoning, minimal bulk amendments to zoning regulations in the B-1 District, and a multifamily alternative. The redevelopment scenarios are described below.

A. NO CHANGES TO ZONING

The following redevelopment scenarios can occur with no changes to the existing zoning of the study area sites.

1. North of Highview - R-15 Zone.

The area north of Highview could likely be redeveloped under the existing R-15 zoning standards with 10 single family dwellings. It is assumed that this redevelopment scenario would adhere to the Borough's regulations on the disturbance of steep slopes.

2. South of Highview - B-1 Zone.

a. Malek. Under the current B-1 District zoning, a larger development than the existing 1,540 sf building could be accommodated on the site. Preliminary analysis indicates that the site could yield a two story, 7,400 sf building containing 3,700 sf retail space on the ground floor and 3,700 sf office space on the second floor. The site would requires 36 parking spaces based on the current Borough's parking standards for retail and office use. A concept plan for this scenario is provided on the following page.

b. Mayberry/Post Office Shopping Center. Utilizing existing B-1 zoning standards, the combined site could contain approximately the same square footage as currently exists, but in a two story configuration and with the required amount of parking. The total building square footage would be approximately 10,000 sf and 69 parking spaces could be accommodated on site.

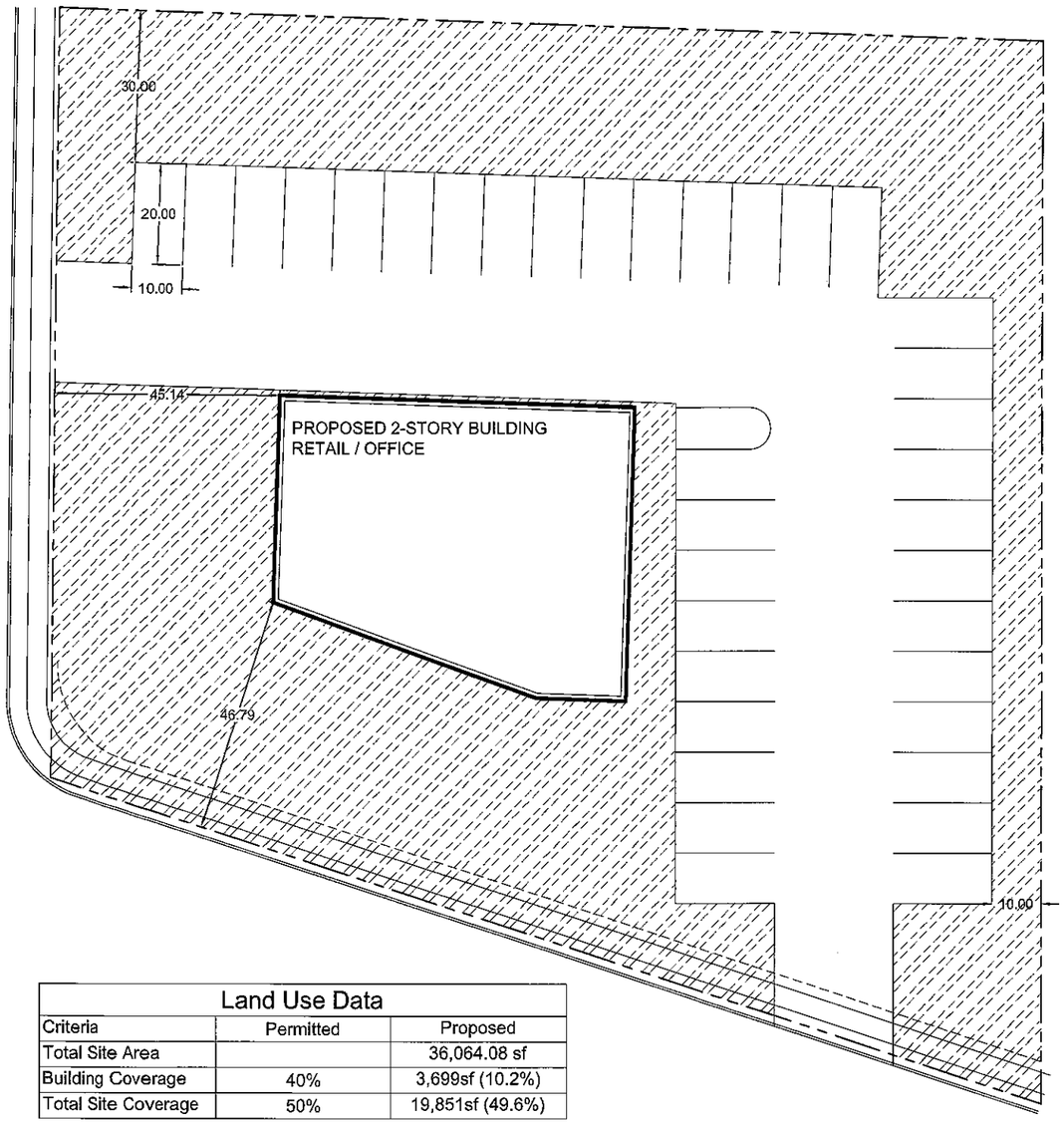
B. MODIFICATIONS TO EXISTING ZONING

1. South of Highview - Relax B-1 Standards.

If the bulk standards for the B-1 District were relaxed somewhat, the Malek and Mayberry/Post Office Shopping Center sites could accommodate a larger amount of development. As discussed in the section of this report entitled "Existing Zoning Constraints to Development", the zoning requirements result in restrictions which impede more traditional downtown design practices. For example, if the minimum required setbacks to roadways were reduced, the maximum allowable coverage was increased and the parking requirement for retail use was reduced, these sites could generate more substantial development as described below.

a. Malek. If the modifications discussed in the prior section were implemented, the Malek site could accommodate a two story building of approximately 12,500 sf. This would contains approximately 6,250 sf of retail development on the ground level and a similar amount of office space on the upper level. If restaurants were a permitted use in the zone, a portion of the retail space could be occupied as a restaurant. The site would require 53 parking spaces.

b. Mayberry/Post Office Shopping Center. Given the above noted design parameters, this site could be redeveloped with an approximately 20,000 sf building with two stories. About half the space could be ground floor retail and the other half could be second floor office. The site would require 80 parking spaces.



Land Use Data		
Criteria	Permitted	Proposed
Total Site Area		36,064.08 sf
Building Coverage	40%	3,699sf (10.2%)
Total Site Coverage	50%	19,851sf (49.6%)

Plan Data		
Use	Existing Zoing	Proposed Design
First Floor: Retail = 3,699 sf	21sp (1:175 sf)	21sp
Second Floor: Office = 3,699 sf	15sp (1:250 sf)	15sp
Parking Required =	36 sp	
Parking Provided =		36sp (10x20)

Drawing Name	Project No.	Drawing Date	Addendum No.
SITE #1- MALEK -EXISTING ZONING STUDY	2477.03	3/20/12	___ of ___

BURGIS ASSOCIATES, INC.
PROFESSIONAL PLANNERS / LANDSCAPE ARCHITECTS
25 WESTWOOD AVENUE
WESTWOOD, N.J. 07675
201-666-1811 FAX: 201-666-2599

Project Name	Drawing Scale	Sheet No.	Drawing No.
BROADWAY CORRIDOR PHASE 2 STUDY	1"=30'+/-	___ of ___	CFP1

C. MULTIFAMILY ALTERNATIVES

1. North of Highview – MultiFamily Zone

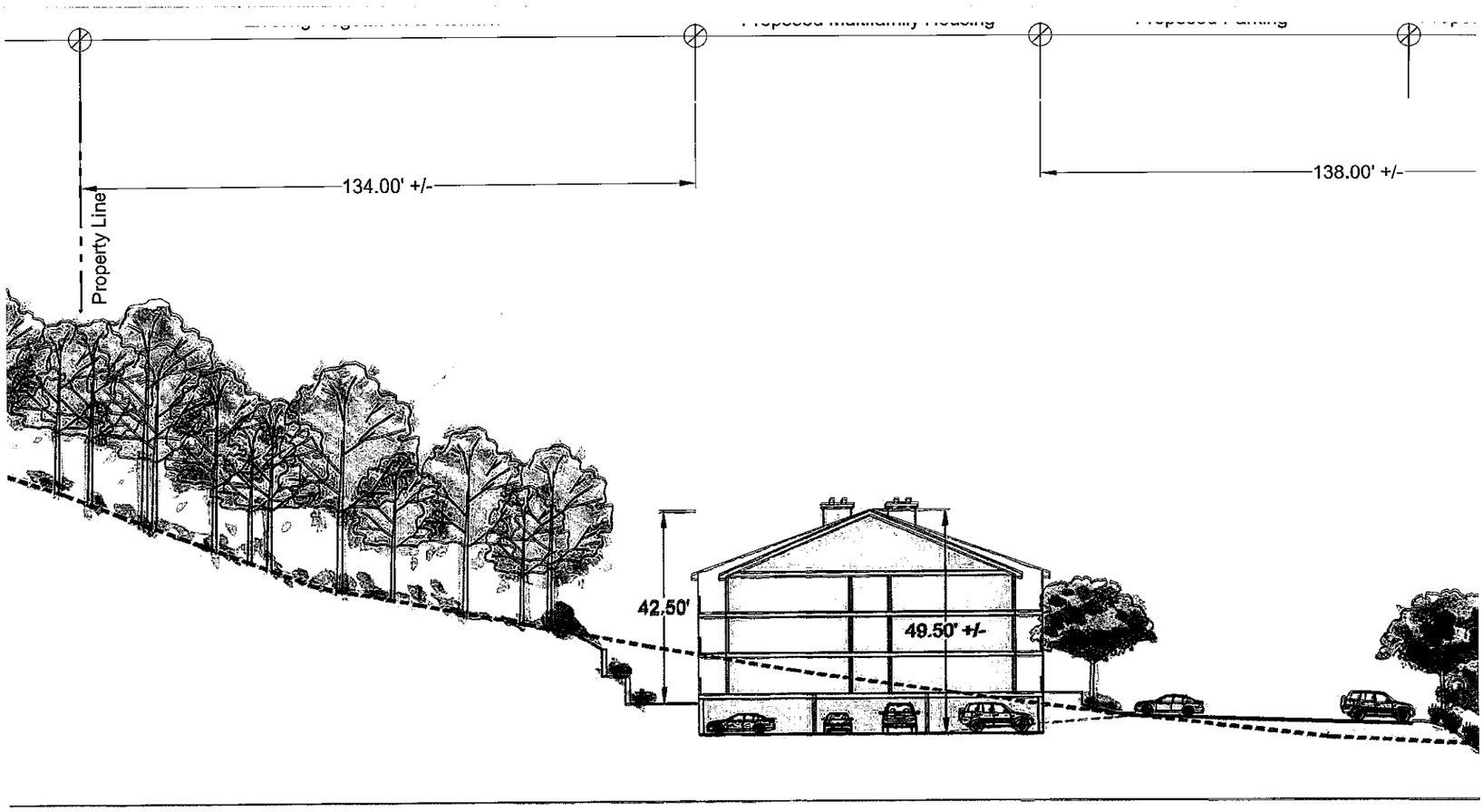
The zoning alternative evaluated for the area north of Highview takes into account the fact that a portion of the study area was acquired by the Borough to assist in satisfying its affordable housing obligation for the next round of statewide requirements. These requirements and obligations are still being developed at the state level but the Borough anticipates affordable housing development on this property. The redevelopment scenario analyzed for this area assumed multifamily development at a maximum density of 12 units to the acre (current R-15 zoning is 2.9 du's per acre).

A conceptual layout of a multifamily development on an assemblage of the study are properties north of Highview is provided in the accompanying figure. It depicts an undisturbed natural wooded rear buffer ranging from 130 ft to 360 ft. More than half of the required site parking is under the buildings in a submerged garage area, out of view. Although the development is oriented toward Broadway and the reservoir, the buildings are setback more than 80 ft. from Broadway to afford an opportunity for substantial buffering along the site frontage and a definitive, upscale site entrance.

It is anticipated that the development could accommodate 10 to 20% of the units as affordable units. The remainder of the units on-site would be market rate units. The concept layout assumes primarily three bedroom units.

An accompanying section diagram indicates that the multifamily redevelopment will not be much taller than a single family dwelling and will not impact views for existing residential neighborhoods to the east.

ta	
l Zoning	Proposed Design
sp	
	93 garage sp
	75 surface sp
	168 total sp

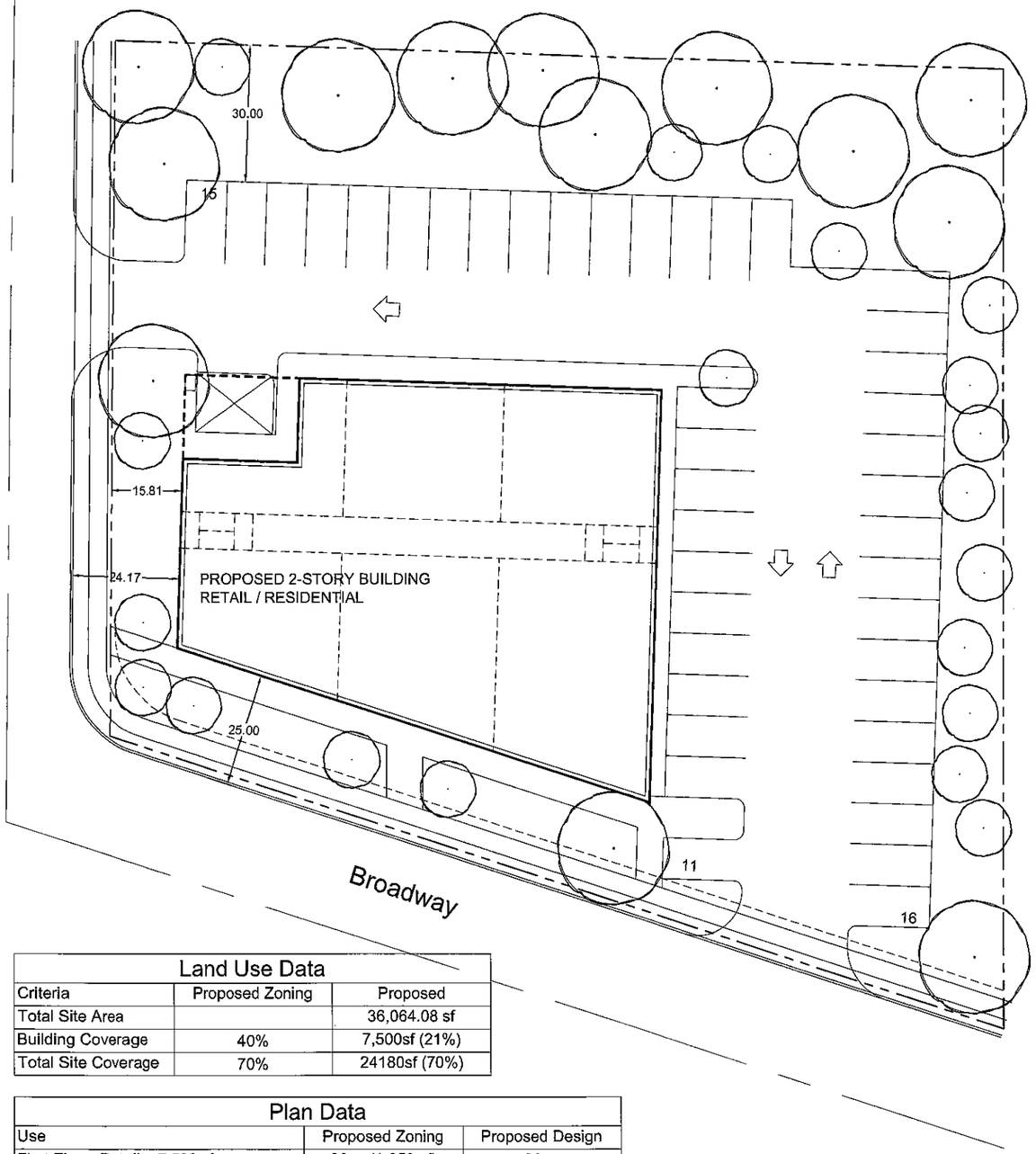

134.00' +/-
138.00' +/-
Property Line
42.50'
49.50' +/-

2. South of Highview – B-1 Mixed Use Zone.

Traditional downtown development, particularly in the vicinity of train stations, contains mixed use development. Generally, this type of development consists of ground floor retail and upper floor multifamily residential use. An analysis was done for this type of development for the Malek and Mayberry/Post Office Shopping Center sites.

a. Malek. Using the relaxed zoning standards described in the previous redevelopment alternative, but introducing a residential component, the site could accommodate a sizable redevelopment. Our analysis indicates the site could have a two story 15,000 sf building. This building could accommodate 7,500 sf of retail space on the ground floor and 6 dwelling units on the upper floor. The site would require 42 parking spaces. A conceptual layout is shown in the accompanying figure to illustrate a hypothetical redevelopment scenario under this mixed use zoning alternative.

b. Mayberry/Post Office Shopping Center. Using the same zoning parameters as the Malek site, the Mayberry/Post Office Shopping Center site could redevelop with an approximately 26,000 sf building. Hypothetically, this building could have 13,000 sf ground floor retail space and 12 living units on the second floor. The site would require 76 parking spaces. The accompanying figure presents an illustration for this redevelopment scenario.



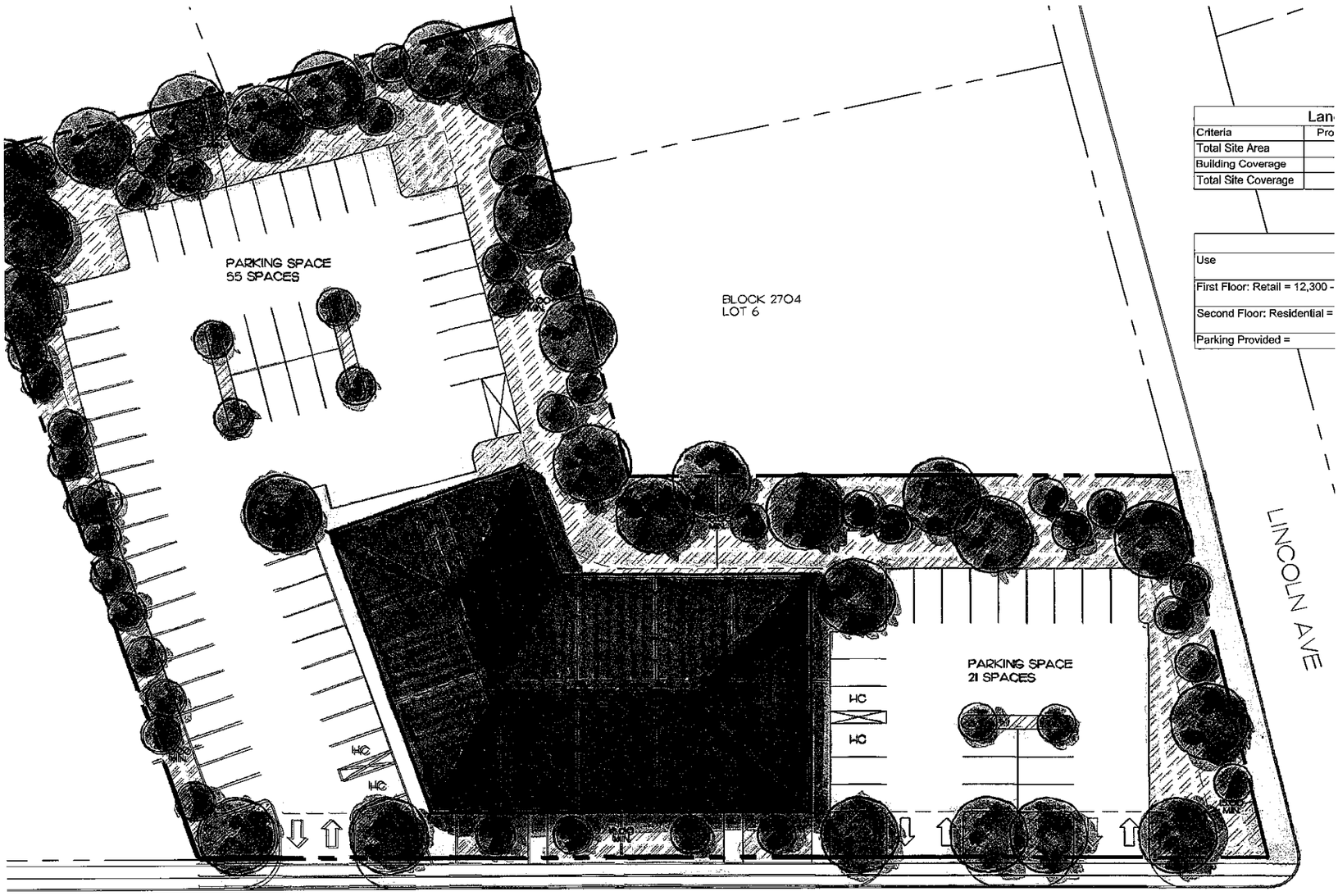
Land Use Data		
Criteria	Proposed Zoning	Proposed
Total Site Area		36,064.08 sf
Building Coverage	40%	7,500sf (21%)
Total Site Coverage	70%	24180sf (70%)

Plan Data		
Use	Proposed Zoning	Proposed Design
First Floor: Retail = 7,500 sf	30sp (1:250 sf)	30sp
Second Floor: Residential = 6 units	12sp (2:unit)	12sp
Parking Required =	42 sp	
Parking Provided =		42sp (9x18)

Drawing Name	Project No.	Drawing Date	Addendum No.
SITE #1- MALEK -PROPOSED ZONING STUDY	2477.03	3/20/12	___ of ___

BURGIS ASSOCIATES, INC.
PROFESSIONAL PLANNERS / LANDSCAPE ARCHITECTS
25 WESTWOOD AVENUE
WESTWOOD, N.J. 07675
201-666-1811 FAX: 201-666-2599

Project Name	Drawing Scale	Sheet No.	Drawing No.
BROADWAY CORRIDOR PHASE 2 STUDY	1"=30'+/-	___ of ___	CFP1



Lan	
Criteria	Pro
Total Site Area	
Building Coverage	
Total Site Coverage	

Use
First Floor: Retail = 12,300 -
Second Floor: Residential =
Parking Provided =

Fiscal Overview

I. OVERVIEW

Planning for development frequently includes an analysis of the costs and benefits related to redevelopment alternatives for underdeveloped sites. The analysis includes estimates of the population and number of employees, predictions of the number of school aged children and the assessed value of the project to be used in the evaluation of net revenue from a redevelopment alternative compared to the existing condition.

The fiscal analysis consists of several components as follows:

- Demographic Information.
- Estimates of Market Value and Assessed Value.
- Revenue Projections.
- Budget Analysis.
- Population, School Age Children and Employee Projections.
- Anticipated Per Capita Costs for Services.
- Cost of Education.
- Projection of Net Revenue.

The fiscal analysis set forth in this report analyzes the following scenarios for the study areas (Malek, Mayberry/Post Office Shopping Center and North of Highview): redevelopment under existing zoning and redevelopment of the sites under modified zoning alternatives.

For the study sites south of Highview (Malek and Mayberry/Post Office Shopping Center), in the B-1 District, the modified zoning includes minor changes to the existing bulk regulations and another alternative combining mixed use (commercial/ residential use) which is typical for a downtown transit oriented area. The area North of Highview, currently in the R-15 District, was evaluated for development per the R-15 standards and a multifamily alternative redevelopment scenario.

II. EXISTING REVENUE

The starting point for this analysis is the existing conditions of the study sites north and south of Highview. The existing development on the study sites (Malek, Mayberry/Post Office Shopping Center and North of Highview) is generally less intense than the current zoning of these sites allows for. The potential for enhanced redevelopment scenarios for these properties is the focus of this report. This is a situation with economic consequences as explored in studies by New Jersey Future in other North Jersey communities. NJ Future, a non-profit and nonpartisan research organization, recently completed a study comparing development projects and their financial return on investment. The study found that in the Morristown area (Morristown, Morris Township and Hanover), mixed use mid rise properties paid the highest average property tax per acre (estimated at $461,410 in 2010). Midrise commercial properties (containing three to five stories) generated 15 times the property taxes per acre of their one to two story counterparts. Among residential properties, multifamily mid rise buildings paid the highest property taxes per acre ($216,156 in 2010), which was more than nine times the average per acre property taxes paid by freestanding single family homes in the area. Therefore, the fiscal impacts, and potential revenue enhancement, associated with zoning alternatives for the Borough's Broadway Corridor are worth evaluating in light of these facts.

The properties evaluated in the Broadway Corridor Study - Phase 2 can be achieve enhanced development compared to the existing conditions. The Malek property has a 1,540 sf building formerly used as a gasoline/service station, the Mayberry/Post Office Shopping Center consists of three buildings with a combined floor area of 10,108 sf, and the area referred to as North of Highview contains 3 single

Table 4
Study Sites North and South of Highview
Assessed Value, Tax Revenue and Revenue Per Acre
Borough of Woodcliff Lake, New Jersey

Site	Proposed Assessment from Revaluation	Existing Annual Tax Revenue	Acreage	Tax Revenue per Acre
Malek	$583,600	$13,055	.80	$16,318
Mayberry/Post Office Shopping Center	$2,209,300	$49,422	1.551	$31,864
North of Highview	$2,304,600	$26,734	8.1	$3,300
Total	**$5,097,500**	**$89,211**	**10.45**	**$4,926**

family detached dwelling units.

The above table summarizes the value and tax revenues of the study sites.

As shown above, the average tax revenue per acre for the subject properties is relatively low when evaluating revenue per acre. For the commercially zoned parcels (Malek and Mayberry/Post Office Shopping Center) the revenue generated per acre is considerably less than the amount that could be generated by a more efficient and updated use of the property in accordance with a zoning modification. The residentially zoned properties are far less revenue that could be generated if the land was redeveloped with new dwellings typical for new construction in the Borough.

Retail sales per capita are higher in Woodcliff Lake, compared to Bergen County and the State as shown in Table 5:

Table 5
Retail Sales per Capita

Area	Retail Sales per Capita
Woodcliff Lake	$19,514
Bergen County	$18,602
New Jersey	$14,453

As shown above, per capita sales in the Borough exceed the figure for Bergen County and the State by about 5% and 35%, respectively. Therefore, it seems reasonable to assume that additional retail and commercial development along the Broadway Corridor can be supported by the population.

The trends discussed above, in concert with the modest tax revenue per acre for the study sites, indicate that an evaluation of redevelopment alternatives for key areas is warranted.

II. INPUTS FOR FISCAL ANALYSIS

A. TAX RATE

As discussed previously, the study area sites could accommodate more development, even under the current zoning regulations. The calculation of potential tax revenue involves estimating the market value of a redevelopment under the current zoning. For our estimate, we examined the value of other commercial and residential properties in the community and conferred with the Borough's tax assessor.

The tax revenue is also based on the current available (2011) tax rate for the community. The Borough is currently undergoing a revaluation and working to establish the new tax rate.

As shown below, the most substantial proportion of the taxes raised, almost two-thirds, goes to the local and regional school district. Only 20% of the total tax levy is raised for municipal government operations and services.

Table 6
2011 Tax Rate
Borough of Woodcliff Lake, New Jersey

Tax	Rate	Levy	Percent
County	0.262	$4,453,152.07	11%
County Open Space	0.004	$54,598.16	1%
Municipal Open Space	0.009	$170,518	1%
Local District School	0.796	$13,573,455	35%
Regional School	0.68	$11,586,725.99	30%
Municipal	0.486	$8,291,071	22%
Total	**2.237**	**$38,129,520.22**	**100%**

B. PER CAPITA COSTS

Other inputs besides the tax rate and assessed value are utilized in analyzing the fiscal impacts to development. A portion of the analysis pertains to assumptions on the per capita cost of residential and nonresidential development. In order to generate an estimate of costs associated with development, a per capita cost per resident and employee must be derived.

The method of arriving at these values involves analyzing the residential and nonresidential parcels and assessed value of land in the Borough. The percentages of residential and nonresidential value and parcels are averaged and applied to the amount of the local budget to be raised through taxes. Applying the residential percentage to the budget portion and dividing by the population yields the per capita cost for services per resident. The same procedure was applied for the nonresidential portion, using the total number of jobs in the community, and the nonresidential average portion of valuation to yield the per capita cost for services per employee.

The most recent information available (3rd Quarter 2009) indicates there were of 5,136 jobs in the Borough, including 4,882 private sector and 254 local government jobs. The total population for the most recent 2010 census information is 5,730 residents.

The per capita resident and employee costs are utilized in the calculation of net revenue from a redevelopment alternative. The factor average and per capita cost estimates are shown below in Tables 7 and 8.

Table 7
Residential and Non Residential Valuation Factors
Borough of Woodcliff Lake, New Jersey

	No. Parcels	% total	Assessed Value	% of Assessed Value	Factor Average
Residential	1,872	93.6	$1,233,145,100	72	82.8
Non Residential	128	6.4	$472,961,622	28	17.2
Total	2,000	100	$1,706,106,722	100	100

Table 8
Per Capita and Employee Costs
Borough of Woodcliff Lake, New Jersey

Factor	Per Capita Cost	Per Employee Cost
% Ratable Base	0.828	0.172
Local Budget Raised by Local Taxes	$8,291,071	$8,291,071
Population/Employees	5,730	5,136
Anticipated Cost	$1,198.08	$277.66

In addition to the costs per resident and employee, a cost is attributed to educate school aged children likely to reside in a future development. For the Woodcliff Lake school districts, approximately 91% of the local spending per pupil is from property taxes. Applying this factor to the local and regional cost per pupil yields the following estimated cost per pupil, which ranges from approximately $15,000 to $22,000 per student.

Table 9
Cost Per Pupil
Borough of Woodcliff Lake, New Jersey

Grade Level	Cost Per Student
Local K-8	$15,138
Regional High School	$22,403

C. DEMOGRAPHIC MULTIPLIERS

The per capita costs explained in the previous section of this report are applied to an estimated number of residents, school aged children and employees to be generated from a given redevelopment scenario. In order to produce the estimates of population and employees we rely on demographic research compiled at Rutgers University's Center for Urban Policy Research. The organization has produced multipliers based on studies of the number of residents, school aged children and employees resulting form various types of residential and nonresidential development. The multipliers utilized in our study are explained below.

1. Residential Multipliers.

Single family housing and multifamily housing generate different household characteristics. Furthermore, it has been found that transit oriented development is also typified by different demographics.

A 2006 study by Rutgers Center for Urban Policy Research entitled "New Jersey Demographic Multipliers: The Profile of Occupants of Residential and Non Residential Development," prepared by David Listokin, indicates the following multipliers for the northern region of New Jersey which are utilized for our analysis:

Table 10
Residential Multipliers
Borough of Woodcliff Lake, New Jersey

Development Type	Total Persons Per Unit	School Age Children Per Unit	K-6	7-9	10-12
4-5 Bedroom Single Family Detached	3.940	1.220	0.791	0.237	0.192
5+ units, Own and Rent, 2-3 Bedroom	1.996	0.099	0.063	0.019	0.017
Transit Oriented Development	Not Available	0.02	Not available	Not available	Not available

The data indicate that the demographics for single family detached housing is markedly different than that of condo/apartment units. The single family detached development can be anticipated to yield almost 2 extra persons per unit and 1 extra school aged child per unit. For quick comparison a detached home will generate 8 school age children for every 10 units, multifamily will generate about 1 child for every 10 units and transit oriented development can be expected to generate far less school age children.

2. Non Residential Multipliers.

The same study cited above contains a summary of statistics on employees per 1,000 sf for non residential land uses. The survey examined various sources, such as the Institute of Transportation Engineers, Census of Retail and other industry standards. The report presents a composite and an average number of employees. The following table contains the average for various uses related to the Borough's Broadway Corridor.

The number of employees per 1,000 square feet is utilized to assess the cost of non-residential development. The multipliers used in our study are shown in Table 11.

Table 11
Non Residential Multipliers
Borough of Woodcliff Lake, New Jersey

Use	Median Number of Employees per 1,000 sf
Office	3.25
Retail	1.71
Eating and Drinking	6.26

REDEVELOPMENT IMPACTS

I. DEVELOPMENT ALTERNATIVES

The redevelopment impacts of the scenarios highlighted in the section of the report entitled "Redevelopment Descriptions" were analyzed for population and employment impacts. The redevelopment scenarios evaluated are summarized in the following table:

As shown in Table 12, for the Malek and Mayberry/ Post Office Shopping Center sites, the mixed use alternative allows the largest building to be constructed on the property.

Table 12
Redevelopment Scenarios
Borough of Woodcliff Lake, New Jersey

Site	Existing Zoning	Modify Existing Zoning	Multifamily Modification
Malek	**2 sty 7,400 sf bldg** 3,700 ground fl retail 3,700 2nd fl office 36 parking spaces	**2 sty 12,500 sf bldg** 6,250 sf ground fl retail 6,250 sf 2nd fl office 50 parking spaces	**2 sty 15,000 sf bldg** 7,500 sf ground fl retail/ ofc 6 du's upper fl 42 parking spaces
Mayberry/Post Office Shopping Center	**2 sty 10,000 sf bldg** 5,000 sf ground fl retail 5,000 sf 2nd fl office 69 parking spaces	**2 sty 20,000 sf bldg** 10,000 sf ground fl retail 10,000 sf 2nd fl office 80 parking spaces	**2 sty 26,000 sf bldg** 13,000 sf ground fl retail 12 du's upper fl 76 parking spaces
North of Highview	**10 SF lots, 5 BR** approx 0.81 ac each	**72 multifamily du's, mostly 3 BR** Assume 10% or 8 units affordable 168 parking spaces, more than half in garage.	

II. POPULATION, EMPLOYMENT AND REVENUE

The population and employment impacts of each redevelopment alternative is identified in Table 13. The residential and nonresidential multipliers discussed in the section of the report entitled "Fiscal Overview" were utilized to generate the anticipated number of employees, residents and school aged children for each alternative. As it can be seen, the mixed use multifamily alternatives do not generate substantial numbers of school age children. This is a significant factor in the analysis of net revenue anticipated from the alternatives.

Table 13
Estimated Population and Employment Impacts
Borough of Woodcliff Lake, New Jersey

Site	Existing Zoning	Alternative A Modify Existing Zoning	Alternative B Multifamily Modification
Malek	2 sty 7,400 sf **18 jobs**	2 sty 12,500 sf **31 jobs**	2 sty 15,000 sf **12 jobs** **12 residents** **<1 school age child**
Mayberry/Post Office	2 sty 10,000 sf bldg **24 jobs**	2 sty 20,000 sf bldg **49 jobs**	2 sty 26,000 sf bldg **22 jobs** **24 residents** **<2 school age children**
North of Highview	10 SF lots **40 persons** **12 school age children**	72 multifamily du's **144 persons** **8 school age children**	

Table 14
Gross Revenue Comparison
Borough of Woodcliff Lake, New Jersey

Site	Current	Existing Zoning	Alternative A Modify Existing Zoning	Alternative B Multifamily Modification
Malek	$13,000	$ 27,300	$ 37,000	$ 62,500
Mayberry/Post Office	$ 50,000	Similar to current	$ 51,800	$ 110,000
North of Highview	$ 26,000	$ 200,000	$ 750,000	

Table 14 summarizes the increased revenues that can be produced through redevelopment of the study sites. The Malek and Mayberry/Post Office Shopping Center sites could potentially generate two to four times the tax revenue as compared to the current conditions. For the area north of Highview, a multifamily option creates a very substantial revenue stream.

Analyzing the net revenue, based on the tax revenue indicated above and the per capita costs associated with each scenario gives a clear indicator of the net fiscal benefits of redevelopment to the Borough.

As shown in Table 15, each redevelopment scenario studied for the Malek and Mayberry/Post Office Shopping Center sites results in a net fiscal benefit to the community. The redevelopment of the area north of Highview with single family detached dwellings results in a net loss due to the larger number of school age children associated with that type of residential development.

Table 15
Net Revenue Municipal and School District Combined (Cost - Revenue)
Borough of Woodcliff Lake, New Jersey

Site	Existing Zoning	Alternative A Modify Existing Zoning	Alternative B Multifamily Modification
Malek	$ 22,000	$ 28,000	**$ 35,000**
Mayberry/Post Office	$ 25,000	$ 40,000	**$ 50,000**
North of Highview	($ 65,000)	**$ 400,000**	

PLANNING RECOMMENDATIONS

I. PLANNING RECOMMENDATIONS

The planning recommendations emanating from this study are different for the areas north and south of Highview. A discussion is provided below on each of the areas. The recommendations for south of Highview are separated into short term and long term action.

A. NORTH OF HIGHVIEW

The 8.1 acre study area north of Highview is encumbered by diverse property ownership. Two of the parcels are owned by the Borough and designated for use to satisfy the constitutional obligation to provide affordable housing. The remaining two parcels are owned by two different owners. One of the properties, the former Mahe site, is occupied by two dwellings but the residences are unoccupied. The other residential parcel, situated between the Borough owned property and the former Mahe site, is occupied by an active residential use.

Since the study area north of Highview is not under uniform ownership at the present time, and one parcel is developed with a viable occupied residential use, the Borough may want to consider any rezoning of this area as a long term land use policy objective. Any rezoning to multifamily use should also involve an analysis of the traffic impacts associated with the increased density, particularly due to the intersection geometry of Highview, Woodcliff Avenue and Broadway.

B. SOUTH OF HIGHVIEW

1. Short Term Action. The Borough may wish to consider the implementation of relaxed zoning standards for the B-1 District to encourage redevelopment in the area. The zoning changes to consider initially are as follows:

a. Front Yard Setback. Reduce Building Setbacks from 70 ft to the centerline of the roadway to 25 ft from the Broadway right of way. This reduction still allows a substantial area for landscaping along Broadway.

b. Impervious Coverage. Increase the total allowable impervious coverage from the current 50% to 70%. This allowance is more typical for a downtown area but sets aside 30% of the site for landscape amenity and green space.

c. Retail Parking Standard. The current Borough requirement for retail parking is very high at one space per 175 sf of floor area. A more realistic standard is one space per 250 sf. For a 2,500 sf store this means a reduction in the amount of required parking from 14 spaces to 10 spaces.

Revision of these zoning standards will allow greater design flexibility for redevelopment without creating a detrimental impact to the corridor.

2. Long Term Action.

As seen with the Mayberry/Post Office Shopping Center analysis, there are properties in the corridor which have existed in their current state for many years and more incentive may be necessary to encourage redevelopment with vibrant uses. For this reason, the Borough may want to consider the following long term action for the B-1 District:

a. Revise Permitted Uses. The existing B-1 District use regulations do not permit residential use or restaurants. Typically, downtown areas, particularly those in close proximity to a train station, contain a mix of commercial and residential uses. Restaurants and residential uses afford a vibrancy to downtown areas on evenings and weekends. Allowing these uses may encourage properties in the B-1 District to redevelop since the uses are currently prohibited by zoning.

b. Ingress and Egress only via Broadway. The Borough's existing zoning requirements prohibit driveways for sites in the B-1 District on roadways other than Broadway. Allowing

driveways on side streets allows greater design flexibility in the redevelopment of sites in the B-1 District. The side streets impacted are Columbus Avenue, Lincoln Avenue, Campbell Avenue and Prospect Avenue. There are existing driveways on these streets for many of the properties currently in the B-1 District.

These modifications involve slightly broader land use policy decisions. As such, they may require further discussion by the municipality prior to implementing them as zoning changes.

II. SUMMARY

In summary, for the B-1 Business District, some revision to zoning is necessary to encourage redevelopment activity. Fiscal benefits will accrue through redevelopment within the commercial portion of the Borough's Broadway Corridor. The incentive for redevelopment can be provided through the short term and long term actions identified above.

For the area north of Highview, there are more significant ramifications to a rezoning of the area. Questions pertaining to affordable housing requirements, diverse ownership, environmental considerations and traffic impacts are larger land use policy decisions meriting discussion. The conceptual multifamily redevelopment scenario presented for the area in this report is simply a starting point for discussion and formulation of goals and objectives for the future redevelopment of this area.

SUPPLEMENT

BURGIS ASSOCIATES, INC.

COMMUNITY PLANNING AND DEVELOPMENT CONSULTANTS

PRINCIPALS:
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Edward Snieckus PP, CLA, ASLA

Community Planning
Land Development and Design
Landscape Architecture

MEMORANDUM

To: Woodcliff Lake Planning Board
From: Donna Holmqvist, AICP, PP
Re: Planning Board Recommendations for Parking Ratio and Bedrooms in the Broadway Corridor, south of Highview
Date: September 20, 2012
BA#: 2477.03

The Borough's Planning Board adopted the Master Plan Amendment (dated August 6, 2012) at the August 20, 2012 Planning Board meeting with the following clarifications:

1. Retail Parking Ratio. The planning board recommends that a parking ratio of one parking space per 200 square feet of gross floor area be considered by the governing body for retail use in the Broadway Corridor.

2. Bedrooms. The introduction of multifamily use in the Broadway Corridor, south of Highview, should specify that units should not be three or more bedrooms.

3. Green Standards. If the Governing Body considers zoning changes for Broadway, south of Highview, green standards should be evaluated to promote sustainability.

The document, with these revisions is scheduled for memorialization by a resolution at the Planning Board's September 24, 2012 meeting.

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MEMORANDUM

To: Woodcliff Lake Planning Board
From: Donna Holmqvist, AICP, PP
Re: Supplemental Planning Board Recommendations – Broadway Corridor Study Phase 2
Date: August 2, 2012
BA#: 2477.03

At the borough's July 23, 2012 Planning Board meeting, the Board reached conclusions regarding recommendations for restaurant use in the B-1 District (including outdoor dining), guidelines for apartment development in the B-1 District (as part of mixed use development) and design parameters for redevelopment in the Broadway Corridor.

Based on discussion at the last Planning Board meeting, the Board agreed to supplement the Broadway Corridor Phase 2 Study with the following recommendations to the Governing Body regarding the above noted land use issues:

PLANNING BOARD SUPPLEMENTAL RECOMMENDATIONS TO THE GOVERNING BODY

1. **Overlay Zone**. To encourage redevelopment of properties in the B-1 District, the borough should consider implementing an overlay zone allowing mixed use (commercial/apartment) development and restaurants, in addition to the other uses currently permitted in the B-1 District.

2. **Apartments**. Apartments, as part of a mixed use development with commercial space, could foster vitality in the B-1 District if permitted. Apartment use in the B-1 District could be appropriate given the following guidelines:

a. Minimum Square Footage Per Apartment Dwelling unit

One Bedroom/One Bath	750 sf
Two Bedroom/One Bath	960 sf
Two Bedroom/Two Bath	1,000 sf

b. No three bedroom apartment units are desired.

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c. Apartments should be encouraged to have upscale amenities appealing to young professionals and empty nesters such as: 9 ft ceilings, walk in shower, washer/dryer in unit, CAC, gourmet kitchen, wireless internet, covered parking, outdoor living space (rooftop or balcony), fitness center on-site.

3. Restaurants. Restaurants are recommended to be included as a permitted use in the B-1 District with certain limitations. The suggested regulations are as follows:

a. If restaurants are permitted, there should be a prohibition on fast food and drive thru eating establishments. The following definitions of fast food and drive thru should be considered:

Fast Food Restaurant - Any establishment whose principal business is the sale of foods or beverages in a ready to consume state for consumption within the building or off premises, and whose principal means of operation includes:

- Sale of foods or beverages in paper, plastic or disposable containers or,
- Service of food and beverages directly to a customer in a motor vehicle.

b. A definition of "drive thru" to be considered is as follows:

Drive Thru Restaurant – Any establishment whose principal business is the sale of foods, frozen desserts or beverages to the customer in a ready to consume state and whose design, method of operation or any portion of whose business is such that foods, frozen desserts or beverages are served directly to the customer in a motor vehicle, either by a car hop or by other means which eliminate the need for the customer to exit the motor vehicle, or where the consumption of food, frozen desserts or beverages within a motor vehicle parked on the premises is allowed, encouraged or permitted.

c. If restaurants are permitted, the borough should consider regulations to discourage consumption outside the eating establishment, unless in a designated outdoor dining area. Consumption of food, frozen desserts or beverages in a motor vehicle parked on premise should be expressly prohibited.

d. It is recommended that restaurants must provide indoor seating.

e. A parking ratio of one space per two seats and 1 space per employee is recommended for restaurants.

4. Franchise/Formula Architecture. Generic franchise architecture should be prohibited in order to cultivate a unique character for the Borough's Broadway Corridor. The following definition

is suggested for franchise architecture:

> Franchise/Formula Architecture - Building design that is trademarked or identified with a particular franchise or chain, corporation and is generic or standard in nature.

This does not prohibit a franchise/formula restaurant from operating but it requires conformance to local style. The ban on franchise architecture could be extended to other franchise or formula businesses such as banks.

5. Design Guidelines for Broadway Corridor. The borough should consider implementing general design guidelines for new development or redevelopment on properties in the Broadway Corridor. The following guidelines are suggested:

a. Uninterrupted facades are prohibited. There must be a minimum of two breaks in any façade smaller than 50 ft. Uninterrupted facades of more than 50 ft must follow the same requirements for façade breaks as facades with less than 50 ft. Facades may be broken up by recesses and projections, windows, awnings and other architectural details.

b. Facades must include repeating patterns of color, texture, or materials to increase architectural interest in buildings.

c. Roof lines must include variations such as parapet (to conceal flat roofs and rooftop equipment) overhanging eaves and sloping planes.

d. Customer entrances must have features such as canopies or porticos, arcades, arches or planters.

e. Exterior building materials must be high quality. Smooth faced concrete, tilt up concrete panels and steel panels are not permitted.

f. Façade colors must be neutral. Trim may have brighter colors, but neon lighting is not permitted.

g. Any façade adjacent to Broadway must have a customer entrance.

h. Loading docks, trash collection areas and outdoor storage must be screened.

i. Sidewalks must be included along all sides of a lot that abut a public street and along the length of any side of the building that has a customer entrance. Sidewalks connecting to the principal customer entrance must feature landscaping or benches.

6. Outdoor Dining. The borough should consider allowing outdoor dining as a seasonal option for restaurants in the B-1 District. The following regulations should be considered:

a. The outdoor dining area is to be an integral part of the streetscape. It should be attractive, promote pedestrian circulation, visual interest and evoke retail friendly vitality for the Broadway Corridor.

b. The outdoor dining area shall be positioned adjacent to a restaurant and contained within a delineated area. The number of seats (both indoor and outdoor) shall not exceed the restaurant's previously approved maximum number of seats by more than 20 seats. The number of seats shall also be determined by compliance with applicable fire and building codes.

c. Outdoor dining may operate between 6 am and 11 pm daily between March 1 and November 30th.

d. There shall be 5 ft of unobstructed corridor space for pedestrian traffic along the sidewalk. This area is to be in a straight line, parallel to the building face and curb.

e. Unobstructed space of at least 44 inches wide must be maintained between the restaurant doorway and the pedestrian traffic corridor.

f. Outdoor dining near the sidewalk curb, along the street, must leave at least 2 ft unobstructed sidewalk depth between the curb and the outer dimension of the outdoor dining area.

g. No food preparation is allowed in the outdoor dining area.

h. Tents or awnings are subject to building department approval. Table umbrellas are permitted but the umbrellas must be contained within the outdoor dining area when fully extended. The lowest elevation of the umbrella must be minimum 6 ft 8in above the sidewalk to allow for patron and server circulation.

i. All improvements (furniture and fixtures) must be readily removable.