

Master Plan Re-examination Report

Borough of Jamesburg, New Jersey

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Prepared by:

Borough of Jamesburg Land Use Board

John Longo, Jr., Committee Chairman

John Kelty, Committee Member

George Zelasko, Committee Member

With the technical Assistance of

Remington, Vernick Engineering/Planners

Jeff Staiger, P.E., P.P., Alan Dittenhofer, P.E., CME, P.P.

Anna R. Wainright, P.P., A.I.C.P.

Members of the Land Use Board

Patrick Connelly, Chairman

John Walker, Vice-Chairman

Roseanna Davino

Susan Kozar

Anthony LaMantia, Mayor

John Longo, Jr., Elected Councilmember

Christopher Perdoni

Brian Wright

Alt. 1 – George Zelasko

Michael Balint, Attorney for the Land Use Board

Jeff Staiger, Engineer, Remington and Vernick

This report is organized into the following major parts:

- The 2002 Master Plan indicated goals and objectives for the future of the community and are listed with modifications and new recommendations.
- Problems and objectives relating to land development in the Borough at the time of the Master Plan adoption in 2002 and how they relate to the state of the Borough in 2009.
- The extent to which problems have been reduced or abated or have increased subsequent to the approval of the 2002 Master Plan.
- What significant changes have been made in the community which support the policies and objectives that formed the 2002 plan and are now in place or not been completed such as, but not limited to recreation, circulation, conservation of natural resources, and changes in the State, County and Municipal policies and objectives.
- What significant changes need to be addressed in this report as it relates to the 2002 Master Plan? Items reviewed should include circulation, community facilities issues, and land use in order to provide recommendations for revising the present plan in this report.
- The Land Use Board recommendations concerning redevelopment if any should be completed based on the "Local Redevelopment and Housing Law," P.L. 1992, c.79 (C.40A: 12A- et al.) and incorporated into the Land Use Plan element of the Municipal Master Plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the Borough.

Table of Contents

Introduction	5
Community Statistics	6
Goals and Policies – Master Plan 2002 – Re-examination Report 2009	7
Housing Goals –	7
Local Economy Goals –	8
Open Space Goals -	10
Circulation Goals-	11
Community Facilities Goals –	13
Historical Goals –	14
Design Goals –	15
Downtown Area Goals -	15
Goals and Objectives of the Land Development Program via the Master Plan Reexamination 2009	17
Problems addressed since the Master Plan of 2002 was approved	18
Changes in the assumptions, policies and objectives since the 2002 Master Plan was approved and accepted.	18
Specific recommendations for the 2002 Master Plan	20
Redevelopment plans pursuant to the latest “Local Re-development and Housing Law.”	21

I. Introduction

In compliance with the requirements of the Municipal Land use Law, the Jamesburg Combined Land Use Board adopted Master Plans in 1985, 1993 and a re-examination report in 1999. After review of the 1999 re-examination report and a careful study of the community, a new Master Plan was approved in October of 2002.

~~The items identified in this report are submitted in response to the specific statutory requirements of the Municipal land Use Law contained in NJSA.40:55D-89 "Periodic Re-examination of Municipal Plans and Regulations", and shall address the following in accordance therewith.~~

- a. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last re-examination report.
- b. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.
- c. The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, County and municipal policies and objectives.
- d. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.
- e. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L. 1992, c.79 (C.40A:12A-1 et al.) into the land use plan element of the development regulations necessary to effectuate the redevelopment plans of the municipality.

This re-examination report identifies goals and policies contained in the 2002 Master Plan and evaluates the conditions of change outlined in the plan since its adoption. The Combined Land Use Board will use this report to makes necessary modifications to the 2002 Master Plan, in order to meet the changing needs in community development.

II. Community Statistics:

Population As of July 2008 - 6,367 up 5.7% since 2000

Males – 3,101 males

Females – 3,266

Median Age of Residents: 35.4 years

New Jersey Median age: 36.7

Estimated Median Household income 2007 - \$72,957 from \$59,461 in 2000, New Jersey: \$67,035.

Estimated per capita income in 2007: \$28,146

New Jersey: \$33,832

Estimated median house or condo value in 2007: \$312,975

New Jersey: 372,300

Median Property Taxes paid for housing units in 2000:

Jamesburg: \$3,656

New Jersey: \$4,047

Source: City Data.Com

Borough Tax records provide that of the 1,846 parcels in the Borough 1564 are residentially assessed, and there are additionally fourteen (14) assessed as commercial apartment complexes. Overall, there are approximately 700 rental units, inspected by the Borough on a yearly basis.

There are 106 commercial and industrial parcels which have an overall assessed value of \$34,533,900, and a mean value of \$325,791. There are 114 vacant parcels of which 82% are under one half acre, 71% under one quarter acre. Of the 36 public/quasi public/exempt parcels, the Borough owns 14, two are owned by the Board of Education, and there are eleven owned by churches.

The Borough is 94% built-out statistically, and when consideration for environmentally affected parcels is added to the equation, 99% built-out. Therefore, it is essential that the Borough strive to encourage the revitalization and improvement of the their commercial and industrial parcels, while discouraging additional residential development which will increase negative impacts such as overcrowding, increased services, lack of parking, and increased traffic to under improved roads and intersections.

In order to re-evaluate the Goals and Objectives of the Borough, and compare them to the 2002 Master Plan, the following Goals and Policies are listed first as recommended by the 2002 Plan, and second are recommended changes or modifications for the future:

Housing Goal (2002): Provide a wide range of housing types to meet the needs of the variety of income and age levels as well as to protect and preserve the character of established residential areas.

- Preserve residential areas in sound condition.
- Support opportunities for households to obtain satisfactory housing at affordable prices by participating in the New Jersey Council on Affordable Housing (COAH) Mount Laurel housing program.
- Re-evaluate development controls and ordinances to ensure the stabilization of existing and established residential areas.
- Locate housing in the downtown area to help reinforce and stimulate business activity by encouraging second floor units.
- Encourage owner occupancy of all single family homes.
- Adequately maintain the existing Borough infrastructure (streets, community facilities, utilities) which are part of and support a good housing and business environment.
- Stabilize the existing housing stock in the Borough.
- Upgrade any deteriorating housing areas through code enforcement and/or rehabilitation programs.
- Prevent the deterioration and inadequate maintenance of housing from creating a deleterious effect on surrounding properties by adopting reasonable rules and regulations concerning property maintenance standards.
- Protect residential areas against the negative impacts of activities on adjoining non-residential properties by strengthening and strictly enforcing screening, lighting, outdoor storage, landscaping and parking requirements.
- Prohibit the construction of new two (2) family and multi-family units and prohibit the conversion of existing single family units to additional two (2) family units.
- Promote the construction of age-restricted housing.

(2010) The Borough recognizes the aforementioned Housing Goals as sound realistic objectives for the furtherance of maintaining and restoring housing stock in the Borough. The Borough will continue to meet our Fair Share Obligations as provided for in its Housing Element and Fair Share Plan (2002 MP page 50) and page 8 of this report . However, the Land Use Board has identified two potential conflicts and areas in need of reevaluation.

- An increase in residential units above commercial uses in the business district was found to raise serious overcrowding and parking conflicts with

existing surrounding uses, and expansions or additional units should be considered undesirable. Renovations and improvements to existing units should be encouraged, when there is not found to be no increased impacts to parking or lot coverage.

- Development of age restricted housing has reached a saturation point in the State, and recent legislation has provided for the permitted conversion of age restricted housing into family units, raising potential unanticipated impacts to areas zoned for low impact housing, i.e., less occupants, less parking and less traffic. Designated age restricted housing areas should be reevaluated for potential future impacts, and may need to be removed as a specific use altogether if a need is not found:
- Develop and adopt an Affordable Housing Plan in accordance with new regulations, and receive COAH certification for Jamesburg's third round obligation, if any. The Borough was certified with a prior round surplus of -27 units. However, with the subsequent development of the SERV Center of NJ (with a potential of a 20-unit credit), a negative non-residential obligation, and a preliminary review of available data which found a minimal number of new residential development occurred in the Borough between 2002 and 2009, it is likely that the Borough will receive certification concluding a surplus of affordable units.

Local Economy Goal (2002): Encourage development and improvement of selected commercial, office and service uses, which are geared towards realistic future growth needs. A strong business community is vital to the social and fiscal health of the Borough.

- Provide for an adequate amount of convenient and quality shopping and service experiences for local residents.
- Promote the economic vitality of the downtown area by improving its physical appearance, introducing new compatible land uses and maintaining a government presence, e.g. U.S. Post Office.
- Non-residential uses should be controlled through the adoption and enforcement of a comprehensive site plan review ordinance whenever redevelopment is contemplated.
- The Borough and the local merchants should undertake a vigorous program aimed at strengthening the downtown area in order to address the competition from surrounding suburban shopping centers.
- Reinforce the existing pattern of retail sales and services within the downtown area.
- Stabilize the tax ratable base which is the primary source of municipal funding for the foreseeable future.
- Foster re-use of existing older structures and new construction in scale with existing buildings.

- Encourage activities that will utilize the Borough's existing work force (those living in Jamesburg) to minimize travel.
- Discourage absentee ownership by encouraging owner occupancy of mixed residential and offices or of other business uses.
- Improve existing business areas to create better pedestrian and bicycle circulation and adequate parking.
- Enforce a property maintenance code for all non-residential areas.
- Provide for new opportunities for aggressive business growth expansion of the Borough's tax base.
- Provide for a greater concentration of business uses in the downtown area and for some stabilization and non-residential growth in surrounding neighborhoods.
- Provide for the expansion of businesses and services to attract the population of retirement communities and other residents of Monroe Township to the Borough for shopping and leisure activities.
- Review and amend home occupation and professional office zoning standards.

(2010) The Borough affirms the Local Economy Goals and objectives listed above for the Business Districts and reemphasizes the importance of establishing specific guidelines and promotional handbooks to encourage and guide new and existing business entrepreneurs, and create positive partnerships between the Borough and commercial property owners which will promote lasting successful businesses without negatively impacting existing businesses or local neighborhoods. Additional specific goals and objectives are as follows:

- Discourage the further development of residential units with incompatible commercial uses.
- Encourage the improvement and expansion of parking areas in the Business Districts.
- Encourage and require where possible, the collocation or installation of cellular antennas, and if necessary towers, on public and/or municipally owned properties.
- Continue to work on providing an adequate amount of convenient and quality shopping and service experiences for the local residents.
- Where revitalization is contemplated, enforcement of comprehensive site plans and appropriate use of the land to be developed based on zoning and building codes.
- New buildings and remodeling of buildings should follow a general architectural standard, and plans reviewed by the Borough professionals,

Mayor and Chairman of the Combined Land Use Board, for consistency with approved standards.

- Local businesses should join forces to produce revitalization programs and strategies that promote the community and its businesses. Encourage aggressive local business group involvement, such as an area chamber of commerce and other similar business organizations to promote the local businesses and services.
- Encourage activities that will utilize the Borough's existing local work force, to minimize travel, lessen the Borough's carbon footprint and promote local work and live mixed uses.
- Set criteria through the Land Use Board and with the advice and consent of the Borough Council to provide architectural standards, and discourage granting of variances that may have a negative impact on the community in the future.

Open Space Goal (2002): Maintain the Borough's image as a green-treed community with adequate opens space and provide recreation opportunities equally to all members of the community.

- Conserve treed rights-of way and institute a tree planting program.
- Conserve and protect as many environmentally sensitive areas in the Borough as possible, requiring new development to be subject to environmental performance standards.
- Encourage the development of a Borough-wide "green belt" or linear conservation area system, incorporating various natural areas to connect various parts of the Borough.
- Utilize modern water runoff control techniques to improve local drainage patterns from development and to enhance the environment.
- Improve Borough-owned land where possible and as necessary for recreational and open space conservation purposes.
- Provide recreation areas which are easily and readily accessible to all segments of the population.
- Improve the character of residential neighborhoods through open space development and protection.
- Provide adequate amounts and kinds of park land if needed.
- Provide ample outdoor recreation opportunities for all citizens in order to promote physical fitness.
- Maintain, improve, and expand Borough park and recreation opportunities in a comprehensive manner.
- Promote safety and security at all park facilities.

- Development of park facilities should keep in mind reasonable flexibility of use, ease of maintenance, preservation of environmentally sensitive areas, and should minimize adverse impacts on neighbors.
- Discourage further development in flood prone areas and direct public recreational efforts for recreation away from such areas.

(2010) The Borough affirms the Open Space Goals as listed above and in the 2002 Master Plan, and further advances them as provided below:

- Recognizing that there is limited lands available for additional open space and recreational uses, continue to maintain recreation areas, which are easily and readily accessible to all segments of the population and encourage the design and installation of bike and walking paths, connecting recreation areas to commercial and residential districts where possible.
- Discourage development in flood prone areas of the Borough, and direct public and private projects away from these areas, recognizing the Riparian Overlay Zone and its importance in preventing further encroachment into these areas.

Circulation Goal (2002): Monitor and look to develop a more coordinated road and transportation system, which will enable the safe and efficient movement of people and goods.

- Emphasize short term road improvements which provide for operational adjustments (channelization, signalization, and one-way systems, where practical), limited road widening and key intersection improvements to increase the capacity of the existing roadway network.
- Encourage alternate circulation modes and networks, such as bicycle, pedestrian and bus transportation.
- Generally discourage through-traffic within existing residential neighborhoods.
- Seek to make improvements designed to prevent excess traffic congestion within the downtown area.
- Seek improved access to the downtown area, including development of off-street parking facilities.
- Evaluate the use of alleys for transportation and/or other uses.
- Establish roadway classifications to develop a secondary road system insuring more even traffic collection and distribution from and to local streets.
- Eliminate all traffic hazards.
- Alleviate vehicular congestion wherever it now occurs and prevent further development which would worsen conditions on already congested roadways.

- Give full recognition to the aesthetics of all elements of the transportation network and all related facilities and minimize any adverse impact on surrounding properties.
- Minimize conflicts among local, through and pedestrian traffic within the downtown area, giving priority to the needs of shoppers and pedestrians.
- Provide for good pedestrian circulation in and through residential areas with sidewalk and/or pathway interconnections to parks and schools and other public facilities.
- Seek and obtain capital improvement monies to upgrade the existing transportation systems in the Borough.

(2010) The Borough affirms the Circulation Goals as listed above and in the 2002 Master Plan, and further advances them as provided below.

- Continue to emphasize the need for road improvements which provide for operational adjustments, such as but not necessarily limited to channelization, traffic signals, one way systems, where practical, limited road widening and key intersection improvements to provide for a more efficient flow for traffic and safe routes for pedestrian traffic.
- Continue with the safe schools, walk to school project to encourage students and parents to walk safely and directly to the public schools.
- Continue to improve and upgrade pedestrian sidewalks throughout the Borough to provide safe walkways for residents, students and parents on their way to and from school.
- Continue to encourage the use of mass transit and alternate circulation routes.
- Develop a roadway classification system and develop secondary systems to insure a more even traffic collection and distribution from and to local streets.
- Investigate and monitor vehicular congestion wherever it presently occurs and prevent further development, which would significantly worsen conditions on already congested roadways.
- During development review, give full recognition to the aesthetics of all elements of the transportation network and all related facilities and minimize any adverse impact on surrounding properties.
- Continue to apply for capital grants for transportation, pedestrian and road improvements, such as but not limited to crosswalk signs, blinkers, and police enforcement of pedestrian laws.

Community Facilities Goal (2002): Ensure the provision of an adequate range of facilities and services to accommodate existing and future Borough needs in a convenient and cost-effective manner.

- Encourage the location of new public facilities such as parks and community centers so that they are within effective service areas and promote the full use of school facilities for recreational and community activities.
- Provide adequate public safety services (police, fire, rescue) with appropriate facilities, manpower and equipment distributed according to need.
- Encourage the continued use of the U.S. Post Office as a positive benefit for the community and downtown area.
- Encourage the preservation of historical buildings and landmarks that are significant to the Borough's past.
- Encourage preservation of environmentally sensitive areas.
- If required, encourage coordinated upgrading of existing utility infrastructure (water, sewer and stormwater drainage lines).
- Provide the highest level of public facilities and services within the Borough's limited resources.
- Encourage private development of useable open spaces to be landscaped and equipped with pedestrian amenities, such as benches, in all centers of intensive activity where people tend to congregate.

(2010) The Borough affirms the Community Facilities Goals listed above and in the 2002 Master Plan, and further advances same goals as follows.

- While the community has provided park and recreational facilities the landscape of the Borough is 99% built out without any large track of land available at this time, therefore we recommend the full use, thoughtful maintenance and improvement of existing facilities.
- Work with the schools and other community facilities owned and operated by the board of education and churches to provide for additional youth activities.
- Work with the County to provide walking areas in the park and recreational facilities on a priority basis for the Borough.
- Provide the Borough activities with appropriate safety services of police, fire, and rescue, as needed, depending on the activity.
- Lobby to maintain the daily operation of the post office within the Borough as part of the ongoing attempts to revitalize and maintain local employment and the businesses in the town center.

- Continue the program of upgrades to the sanitary sewer and storm water systems, and provide clean water for the community's residents.
- Work with the utility providing electric to the community to improve the lighting along East and West Railroad Avenue, especially the decorative lighting on either side of East and West Railroad and Veterans Park.
- Encourage the revitalization and redevelopment by private development of common areas, especially in the General Business District.
- Foster a positive community attitude between public and private organizations.

Historical Goal (2002): Investigate the establishment of a local historic district whose boundaries are defined by a group of buildings or site on the State and/or National Register of Historic Places to regulate the reconstruction, alteration, demolition and/or relocation of historic buildings within the district.

- Safeguard the historic, aesthetic and cultural heritage of Jamesburg.
- Stabilize and improve the property values with the Borough.
- Foster civic pride in the built environment.
- Encourage adaptive re-use and proper maintenance and design of historic buildings and their settings.
- Prevent the alteration of existing buildings or new construction not in keeping with the local historic district.
- Foster a positive community attitude between public and private organizations.
- Spur beautification and private reinvestment by keeping out non-conforming uses.
- Enhance the economic value of properties.
- Discourage or prevent demolition of historic resources.
- Develop an appropriate and harmonious setting for historic and architecturally significant buildings, structures and places.

(2010) The Borough affirms the Historical Goals listed above and in the 2002 Master Plan, and further advances same goals as follows.

- Specifically identify an historic district and/or historic structures in the Borough which meet specific criteria that merit their historic preservation.
- Carefully monitor and regulate the alteration of existing buildings or new construction not in keeping with the local historic district.
- Discourage the demolition of historic buildings that are structurally sound.

- Further encourage and foster the development of appropriate and harmonious settings for historically and architecturally significant buildings, structures and places.
- Continue to work and seek grants through local, County, State and Federal agencies the rehabilitation of those historical buildings that are available for such work, primarily the Buckelew Mansion (Lakeview).

Design Goal (2002): Improve the visual appearance of business areas while protecting residential neighborhoods from encroachment and ensure that improvements are made which respect the architectural heritage of Jamesburg.

- Improve the appearance of development along the Borough's major arterials and exert better control over the location and design of parking areas and curb cuts through the adoption of site development and design controls, that is, prohibit parking and permanent dumpsters in front yards and channelize traffic.
- Exert control over all existing and future public and private signs to minimize visual pollution.
- Help to preserve and complement the existing buildings and properties by providing landscaping such as trees along streets and plant screening in the public rights-of-way and on open spaces, and encourage landscaping of facilities, such as, but not limited to parking lots.
- Façade design standards should be contemplated in any development scheme and might be necessary at the outset to prevent the development of incompatible structures.
- Establish design criteria for new and redeveloping commercial areas which will lead to more attractive business areas in order to enhance property values, attract shoppers, and encourage a village-like atmosphere.
- Encourage attractive site appearance, consistency and good design through the development and enforcement of architectural and design controls [through the Combine Land Use Board, and enforcement of existing ordinances].
- Ensure the compatibility of projects with the surrounding land uses and prevailing physical structures, such as but not limited to setbacks and building heights where possible.

(2010) The Borough affirms and modifies Design Goals listed above and in the 2002 Master Plan and further advances same goals as follows.

- Provide an ordinance that would screen and secure all dumpster areas from plain sight and instruct owners to secure the lids to prevent debris and vermin.
- Enhance the economic value of properties.

Downtown Area Goal (2002): The physical appearance of the downtown area should be improved to create a pleasant, attractive shopping area. Landscaping, plantings, and architectural unity should be the themes for the future.

- Create an integrated full service downtown.
- Continue to provide landscaped parking facilities linked to business activity with attractive walkways provided throughout the perimeter of the downtown area.
- The overall size of the downtown area should be limited to a reasonable walking distance from one end to the other in order to develop a close physical relationship among its many parts.
- Continue to concentrate businesses in the existing downtown area and avoid dispersion of commercial activities.
- Provide adequate support facilities for the downtown area: parking, street systems, utilities and public services.
- Promote use of the downtown area by improving its competitive positioning the area/region: advertising, good design and appearance, safe pedestrian movement, and a wide variety of retail and service establishments with other compatible uses.
- Make the fullest use of downtown area second floor spaces with commercial and office uses to prevent building deterioration while still protecting retail sales and services on the lower levels.
- The downtown area should serve as the commercial and professional center of James burg and the area.
- Bolster employment and sustain commercial growth by incorporating relevant findings and recommendations of the "Small Business District Revitalization Plan" into the Master Plan.
- The downtown area's proximity to Manalapan Lake and Thompson Park should be capitalized upon in order to restore the downtown area's role as a sub-regional business center.

(2010) The Borough encourages and affirms the Downtown Area Goals and objectives as listed and modified above and in the 2002 Master Plan, and further advances same goals as follows.

- Discourage the development of additional residential units above incompatible commercial uses, which decrease the attractiveness of the facility and service to customers, and increase the pressure on Borough services of police and rescue. Encourage the renovation and improvement of existing residential units, where there is no increase in parking need or lot coverage.
- Work with the local Chamber of Commerce and similar organizations to promote business in the central business district, review their

recommendations for potential implementation of a "Small Business District Revitalization Plan" into the Master Plan.

- Look into the revitalization of the area adjacent to the lake around the John's Street area. This area provides views of the lake and affords the potential for new businesses to develop and create jobs.
- Maintain and limit residential uses above downtown commercial to only those legally existing as of the date of this re-exam.

a. Problems and objectives relating to Land Development at the time of the adoption of the 2002 Master Plan and this re-examination report:

- Providing for affordable housing and the impacts of obligations as determined by COAH on the community and potential developers.
- New regulations associated with ARR communities (Age Restricted Residential) which permits conversions to non-age restricted housing units.
- Strengthening the Borough's commercial and office land uses.
- The state of the economy and the lack of available borrowing power for developers and State and Federal funding for capital improvements.
- Protecting the existing residential neighborhoods from non-compatible land use encroachment.
- Balance development with environmental concerns.
- Smart growth development through the use of efficient utilities and energy saving equipment.
- Reduction of the Community Carbon Footprint in support of the State of New Jersey 2020 goals.
- Continue to exert standards that promote a high quality of life, physical attributes and safe travel throughout the area.
- Impress on the need to maintain and implement land use ordinances by inspections and enforcement of ordinances.

- Continue to update the basic data pertinent at both the regional and Borough levels. Such information should be part of the Master Plan and future re-examination reports.

b. Extent to which problems have be addressed or reduced or not been resolved as of the development and acceptance of this report:

- Traffic in the downtown area during morning and evening rush hour has increased dramatically.
- The traffic signal at Lincoln Ave. and Gatzmer has not been installed.
- The continued restoration and revitalization of our older and historic buildings must continue to be encouraged and addressed through the diligent attention and review of the Land Use Board and its professionals as projects are presented.
- While mass transit has been increased, we must continue to monitor the affects on the community and look to continuing to work with the County to continue to provide the valuable program, via KMM. (Keep Middlesex Moving).
- Re-evaluate land use ordinances to control and limit the conversion of existing structures within the downtown area to limit impacts of impervious coverage, parking and double parking of delivery vehicles, and solid waste storage and collection.
- Encourage the use of biking and walking trails in Thompson Park and continue to improve our walking and crossing lanes throughout the Borough.
- Preserve the continuity of single family neighborhoods and continue to prohibit the conversion of single-family residences to multi-family dwellings in those zones.

c. As to the extent since the Master Plan was approved, what significant changes have impacted the Borough's policies, objectives, regulations, density to include the distribution of population and land uses, housing conditions, conservation, energy conservation, and changes in the State, County, and Municipal policies and objectives:

While the basic objectives of the Master Plan have been incorporated in the new land use ordinances, it is imperative that the Borough through the agencies having jurisdiction, continue to monitor the State policies, changes to the Municipal land use law and case law since 2002. Pressures for development and redevelopment within non-residential areas, and the continued need to upgrade and maintain the existing housing stock creates

the need for a continued re-evaluation of the Master Plan with appropriate recommendations for change as dictated by the times, new laws and regulations.

Specific areas of study are outlined along with planning initiatives as follows:

- Continue to identify and define historic sites via the Borough Map.
- Incorporate desirable conceptual site plan and development layouts into the Development Ordinances to guide and assist potential development.
- Develop a community handbook, which outlines acceptable design standards to improve the visual aesthetics and encourage desirable components of development, and also assists with the proper assimilation with existing structures and neighborhoods, particularly in and near identified historic areas/sites and the downtown area.
- Identify areas for new development and redevelopment opportunities and define maximum acceptable densities.
- Create an Environmental Inventory of the natural resources of the Borough and identify environmentally sensitive areas to permanently protect.
- Review the current parks and recreation system, and look at possible expansion, maintenance, and the improvement of existing facilities.
- Coordinate Planning and Zoning with Monroe Township.
- Continue to monitor and improve the sidewalk system and where possible and as resources become available design and promote bike and jogging paths with the inclusion of Thompson Park.
- Respond to State and County planning policies and concerns.
- Improve the physical appearance of existing parks and add new facilities to increase their use as new resources become available through grant and aid programs.
- The Master Plan includes the most recent census data, and will follow the new COAH regulations as required under the law.
- Banks are not providing funding for small business loans due to the state of the economy (2009) and the uncertainty of Wall Street, Banks, and Insurance Companies stability.

- The present Master Plan (2002) has focused on building the business district by re-zoning and trying to make the downtown area more attractive to small business enterprises. Due to the state of the present economy, many businesses are reluctant to take the financial risk. Future business district surveys and plans may foster innovative partnering relationships between the Borough and the business owners in order to pursue State and Federal incentives for risk reduction. Surveys and plans may include the following determinations.
 - Delineation of the “trade” area (local demographics).
 - Characteristics of the trade area, such as population, tenant mix, and disposable income.
 - Identify the Borough’s “niche in the regional market”.
 - Design a conceptual “development package” via graphic site layouts and re-designs where feasible. (Through a developer or Borough Planner)
 - Develop cohesive design standards for facades in the downtown area via a design handbook.
 - Perform a specific lot by lot delineation of the business area(s), determine ownership, and form consensus commitments for design standards and form local alliances for overall improvements.
 - In conjunction with the above, encourage business owners to form a local (Chamber of Commerce) to develop and promote a retail marketing campaign.

- Continue to identify funding mechanisms to implement various projects, such as, NJDOT Transportation Enhancement dollars, NJEIT Environment Infrastructure Trust grants and loans, Greenhouse Gas Reduction Grants, and Smart Growth Planning Grants from NJDCA.

- Continue to discourage commuter rail traffic through the center of the Borough and its negative impact on the community businesses, buildings and residents along East and West Railroad Avenues.

d. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.

The 2002 Master Plan and the ordinances associated with the Master Plan follow the goals to the provide for a wide range of housing types, promote a strong business community, and provide a high standard of living which produces a high quality of life for the residents.

One of those aspects is to create design standards which encourage and promote the desirability and continuity of the “community” that is Jamesburg. The Land Use Board may wish to form an “Architectural and Site Plan Subcommittee” to meet with

prospective developers and help guide and encourage design standards which will help enhance the community to the mutual benefit of both the Borough and the developer.

GENERAL DEVELOPMENT CONCEPTS: As provided for in the 2002 Master Plan and this Re-Examination of the Master Plan, an outline is provided below to identify the basic tenants and development concepts.

1. Contemporary design, that complements rather than imitates older buildings in the Borough, should be encouraged for any new buildings that are constructed, whether they be in an historic district, adjacent to it, or elsewhere in the Borough.
2. Carefully monitor development via expansion of businesses to the point where older commercial buildings are replaced by large new structures or expanded and altered to the point where they lose their historical significance.
3. Conserve the economic vitality of the downtown area by improving its physical appearance, introducing new land uses and maintaining a government presence, such as the United States Post Office.
4. Continue to improve the pedestrian's ability to walk safely, and undertake a campaign via the local police to enforce pedestrian walking laws along East and West Railroad Avenues.
5. Develop new ordinances where necessary to meet the Master Plan's criteria for remodeling, construction, and façade design and colors to maintain a look that is consistent with the personality of the Borough.

e. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L. 1992, c.79 (C.40A:12A-1 et al.) into the land use plan element of the development regulations necessary to effectuate the redevelopment plans of the municipality.

It is the recommendation of the Re-examination Report committee that the redevelopment and/or revitalization of any area not be accomplished as provided under the "Local Redevelopment and Housing Law" at this time, and that the implementation of new design standards and development criteria and handbooks, combined with implementing ordinances, and regulations as provided for in the Municipal Land Use Law, N.J. Statutes 40:55D, and the Federal, State, and County, will help guide the continued revitalization of commercial and residential development in the Borough.

This document is intended to become, upon adoption, an attachment to the Master Plan of the Borough of Jamesburg, for guidance and periodic review as required by law and part of that document.

Final Draft for Committee, Mayor, Land Use Chairman and Administration Review

John Longo, Chairman
Re-examination Report Committee