I. Introduction

In 2005, the Borough of Netcong adopted the Station Area Redevelopment Plan following a multiyear community visioning and planning initiative. Although the Station Area Redevelopment Plan was well conceived from a planning and design standpoint, its implementation was to a large extent dependent upon a developer or developers gaining control of all of the key land holdings within the Plan Area. Since its adoption in 2005 there has been no progress in assembling the properties within the Station Area to implement the street layout and land use plan originally envisioned by the Redevelopment Plan. Progress remains stymied by current ownership patterns and certain plan requirements.

In the meantime, there have been a number of legal, economic and demographic changes since 2005 that have fundamentally altered planning and development throughout New Jersey:

- **Great Recession**: The economic recession that began in 2008 had far-reaching implications for real estate markets throughout the country.

- **Weakening of condo market**: The job losses and tightening of lending standards caused by the recession led to a drastic decline in demand for new housing and for-sale condo units in particular.

- **Boom in multifamily rental housing**: In recent years, apartment development has been the strongest sector of the residential housing market as a result of demographic and economic factors. In particular, the entering of the Millennial Generation into the housing market has created a huge demand for multifamily rental developments in downtown, transit-rich locations.

- **Growth of online retail**: Downtowns and shopping centers throughout the country continue to struggle to compete with the rapid increase in online shopping. Downtowns are increasingly focusing on destination-oriented food and entertainment retail strategies to fill space.

- **Post-Kelo Reform**: The US Supreme Court’s decision in *Kelo v. New London* led to nationwide reform in the use of eminent domain for the purposes of economic development. Except in rare instances, land assembly for redevelopment now occurs through private negotiations without the threat of eminent domain.

Finally, an opportunity has emerged to overcome the decade-long inertia and jumpstart the Station Area redevelopment effort: NJ Transit has expressed an interest in selling its key 4.5-acre property adjacent to the station for the purposes of facilitating a transit-oriented development. In order to capitalize on this opportunity, the existing redevelopment plan must be updated and amended to (a) allow for a phased approach to the build-out of the Station Area and (b) address the above changed circumstances.
II. Intent and Purpose of the Phase 1 Amendment

This Amendment to the Station Area Redevelopment Plan is intended to facilitate the redevelopment of the NJ Transit property as “Phase 1” of the overall redevelopment project. It is anticipated that a subsequent amendment(s) to the Redevelopment Plan will be necessary in order to specify the land use, building and infrastructure requirements for the remainder of the overall Station Area Redevelopment Area.

The Phase 1 Area shall consist of Block 36, Lots 35, 36, 38 and 39, along with a portion of Lot 37 (as delineated in Figures 1 and 2). The entirety of the Phase 1 Area is owned by NJ Transit. The purpose of this Amendment is to provide flexible development requirements for the Phase 1 Area in order to catalyze investment in the Station Area and effectuate the goals and objectives of the original Redevelopment Plan. The original Redevelopment Plan remains in full force and effect for the balance of the Station Area Redevelopment Area until such time as it is further amended by the Borough of Netcong.
III. Development Standards for Phase 1 Area

A. Overview

The Phase 1 Area is envisioned to include a mixed-use development with a significant multifamily residential component to create a critical mass of new residents adjacent to the train station. The design of new development within the Phase 1 Area should emphasize the train station as a focal point and include pedestrian-oriented retail uses with outdoor seating to enliven the area adjacent to the station and provide a welcoming entrance to downtown Netcong.

B. Permitted uses

The following land uses shall be permitted within the Phase 1 Area.

1. Multifamily residential dwellings (for-sale or for-rent)
2. Retail
3. Office
4. Surface and structured parking

C. Maximum density

The maximum permitted density within the Phase 1 Area shall be 32 units per acre.

The maximum permitted density shall be increased to 40 units per acre if structured parking is included within the Phase 1 Area.

It is further understood that the above densities are intended for only those lands adjacent to the train station and that for the remainder of the Station Area Redevelopment Area (i.e., outside the limits of the Phase 1 Area) lower densities will be prescribed as part of any future amendments to the Redevelopment Plan.

D. Retail requirement

A ground floor retail component shall be included in the development of the Phase 1 Area.

E. Affordable housing

The required number of affordable housing units within Phase 1 (i.e., units affordable to low- and moderate-income households) shall be subject to a redevelopment agreement with the Mayor and Council.

F. Parking requirements

All new development within the Phase 1 Area shall be subject to the following parking requirements.

1. Residential parking shall be provided in accordance with the New Jersey Residential Site Improvement Standards, however the developer may request the Planning Board to entertain a reduction in the parking requirement based on local conditions, such as adjacency to the train station, and the characteristics of the proposed development.
2. Parking for commercial uses shall be 4 spaces per 1,000 square feet.
3. The developer shall have the right to count on-street parking spaces located within the boundaries of the Phase 1 Area towards commercial parking requirements.
4. The replacement of existing commuter parking spaces within the Phase 1 Area shall be subject to an agreement between the developer and NJ Transit.
5. A determination of the actual parking requirement for Phase 1 may be based upon the shared parking opportunities provided by the mix of uses in the project. The developer is encouraged to submit a shared parking analysis prepared by a qualified parking expert or licensed professional planner based on the anticipated hours of operation and specific operational characteristics of the users of the proposed development. The shared parking analysis shall be subject to the review of the Borough’s professional staff and consultants, and the review and approval of the Planning Board.
IV. Building Bulk and Design Guidelines

A. General Intent

The Phase 1 Area is envisioned as the highest-density core of the Station Area due to its adjacency to the train station. Development within the Phase 1 Area should achieve a “sidewalk-oriented, pedestrian-friendly architectural form at the street level” as envisioned by the original Redevelopment Plan.

B. Building Height

The maximum building height within the Phase 1 Area shall be 4 stories or 50 feet, whichever is less.

C. Setbacks

Buildings should be located within 10 feet of the public right-of-way.

D. Other

Consistent with the original plan, all other bulk requirements including side and rear yards, lots sizes and other standards have been intentionally left flexible to allow for creativity in development proposals for the Phase 1 Area.

E. Public Realm

This Amendment for Phase 1 supersedes the Public Realm Requirements in the original Redevelopment Plan. Creative and innovative approaches to modifying the street grid and open space plan depicted in the original 2005 Redevelopment Plan will be entertained by the Planning Board. However, future development within the remainder of the Plan Area (i.e., outside the limits of the Phase 1 Area) should be anticipated as part of the Phase 1 development. As such, any proposed revisions to the street grid shall ensure adequate circulation and connectivity is provided within the overall redevelopment area upon completion.

F. Building Design
   a. General Intent

New buildings within the Phase 1 Area should adhere to the following four design principles:

1. Place buildings to frame streets and the station area, creating intimate, pedestrian-scaled public spaces and emphasizing important visual corridors.
2. Use architectural massing of buildings to create a friendly, active relationship to public spaces in terms of location of main entries and transparency of windows.
3. Encourage high-quality form and application of materials that are in keeping with the local vernacular architectural style.
4. Use a unified design approach among buildings to create a strong sense of place and neighborhood.
b. Building Material and Form

Buildings in the Phase 1 Area are encouraged to make use of materials and forms that reflect the historic and vernacular building styles in Netcong and Morris County.

c. Parking Facilities

As part of the goal of encouraging pedestrian-friendly design in the Plan Area, the visibility of off-street parking areas from streets, sidewalks and other public areas should be minimized.
V. Relationship to Station Area Redevelopment Plan and Zoning Ordinance

This Amendment to the Station Area Redevelopment Plan sets forth the development standards for the Phase 1 Area. As such, the requirements set forth herein shall supersede the requirements applicable to the Phase 1 area as described in Chapters 1, 3 and 7 of the Station Area Redevelopment Plan, as well as the Borough’s zoning ordinance. The Borough of Netcong reserves the right to further amend the Redevelopment Plan in order to achieve its goals and objectives for the Station Area.