
**2004 MASTER PLAN
LAND USE PLAN ELEMENT
AMENDMENT**

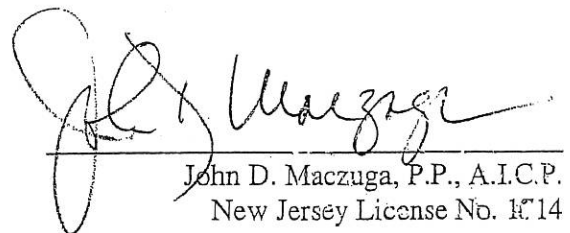
**BOROUGH OF ROSELAND
ESSEX COUNTY, NEW JERSEY**

Prepared For:

Borough of Roseland Planning Board

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The original of this report was signed and sealed in accordance with N.J.S.A. 45:14A-12.
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1.0 INTRODUCTION

The Municipal Land Use Law (MLUL) requires every municipality in New Jersey to reexamine its Master Plan and development ordinances at least once every six (6) years (N.J.S.A. 40:55D-89) to ensure periodic review of information and changing conditions in order to keep municipal planning efforts current. In 1990, the Borough of Roseland adopted a Master Plan and Land Development Ordinance. The Planning Board adopted Reexamination Reports in 1994, 2000 and 2004. The substantive comments in the 2004 Reexamination Report warranted an amendment to the Land Use Plan Element of the Master Plan, which is the subject of this report.

2.0 LAND USE PLAN ELEMENT AMENDMENT

The 2004 Master Plan Reexamination Report recommends several amendments to the Land Use Plan Element and the zoning map and development ordinances of the Borough. The recommendations are as follows:

2.1 Research, Office and Manufacturing (ROM) Zone

The Research, Office and Manufacturing (ROM) Zone has been identified as potentially problematic due to the build-out potential of the zone. Several key parcels and areas have been identified within the existing ROM Zone, that if developed or redeveloped in accordance with the current zoning, have the potential to create or exacerbate already compromised traffic conditions on several strategic roadways and intersections within the Borough.

Key parcels and areas within the existing ROM Zone of particular concern, examined during the course of this review, included the following:

- Block 33, Lot 5 (555 Eagle Rock Avenue);
- Block 11, Lot 29 (440 Eagle Rock Avenue);
- Block 11, Lot 30 (426 Eagle Rock Avenue); and,
- Block 21, Lots 1.01, 3 - 9, 9.01, 10 - 18, 22, and 22.01 (North side of Harrison Avenue between Woodland and Roosevelt Avenues).

Strategic roadways within the Borough potentially impacted by future development of the key areas cited above, as well as future development in the remainder of the ROM Zone, include: Eagle Rock Avenue, Eisenhower Parkway, and Harrison Avenue. Of particular concern are the peak hour traffic impacts of future office development given the congestion resulting from the substantial office development that has occurred in the Borough in the recent past.

It is recommended that in order to reduce peak hour traffic impacts of future development within the existing ROM Zone upon key roadways and intersections, that large-scale office development be eliminated. Traffic volumes from new office development within the

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existing ROM Zone would coincide with the peak hour traffic congestion presently experienced in the Borough on key roadways and intersections. Emphasis should be placed on permitting less intense research and manufacturing uses and uses that generate less traffic volume within peak hours that do not coincide with current peaks.

Although large-scale office development is discouraged in the new RM Zone, small-scale office use would not be inconsistent with the intent of the zone and is, in fact, a necessary support service to manufacturing or research-type uses. Towards this end, the new RM Zone should permit office uses as a permitted principal use provided such use is limited to 20 percent of the total floor area, not to exceed 25,000 square feet. Such calculation would exclude office space ancillary to a research or manufacturing use, however, such ancillary office space should not exceed 20 percent of the gross floor area of the research or manufacturing use.

Consistent with the goal of promoting land uses of lower intensity and with traffic generation characteristics that do not coincide with current peaks in the existing ROM Zone, it is recommended that self-storage facilities be permitted as a conditional use in the new RM Zone. "Conditions" for this use should include standards for: visual appearance from public streets; landscaping; limits on hours of operation; materials to be stored; security measures; etc.

2.2 Enhanced Design Standards for Nonresidential Development

The visual appearance of non-residential development throughout the Borough is of concern to the Planning Board. It is recommended that standards for the enhanced visual appearance of non-residential development be developed. In particular, the location of parking areas between the street and building lines should be discouraged and, where not practical, landscaping provided to allow a visual break from public streets to such parking areas. The development of improved standards for signage and access drives may be incorporated into such ordinance changes.