

SOUTHWEST GATEWAY STUDY

Borough of Metuchen
Middlesex County
New Jersey

HINTZ/NELESSEN ASSOCIATES P.C.

Planning — Urban Design — Environmental Analysis — Landscape Architecture

32 North Main Street, Pennington, N. J. 08534

SOUTHWEST GATEWAY STUDY

Borough of Metuchen
Middlesex County
New Jersey

Prepared for:
Borough of Metuchen

Prepared by:
Hintz/Nelessen Associates, P.C.
32 North Main Street
Pennington, New Jersey 08534

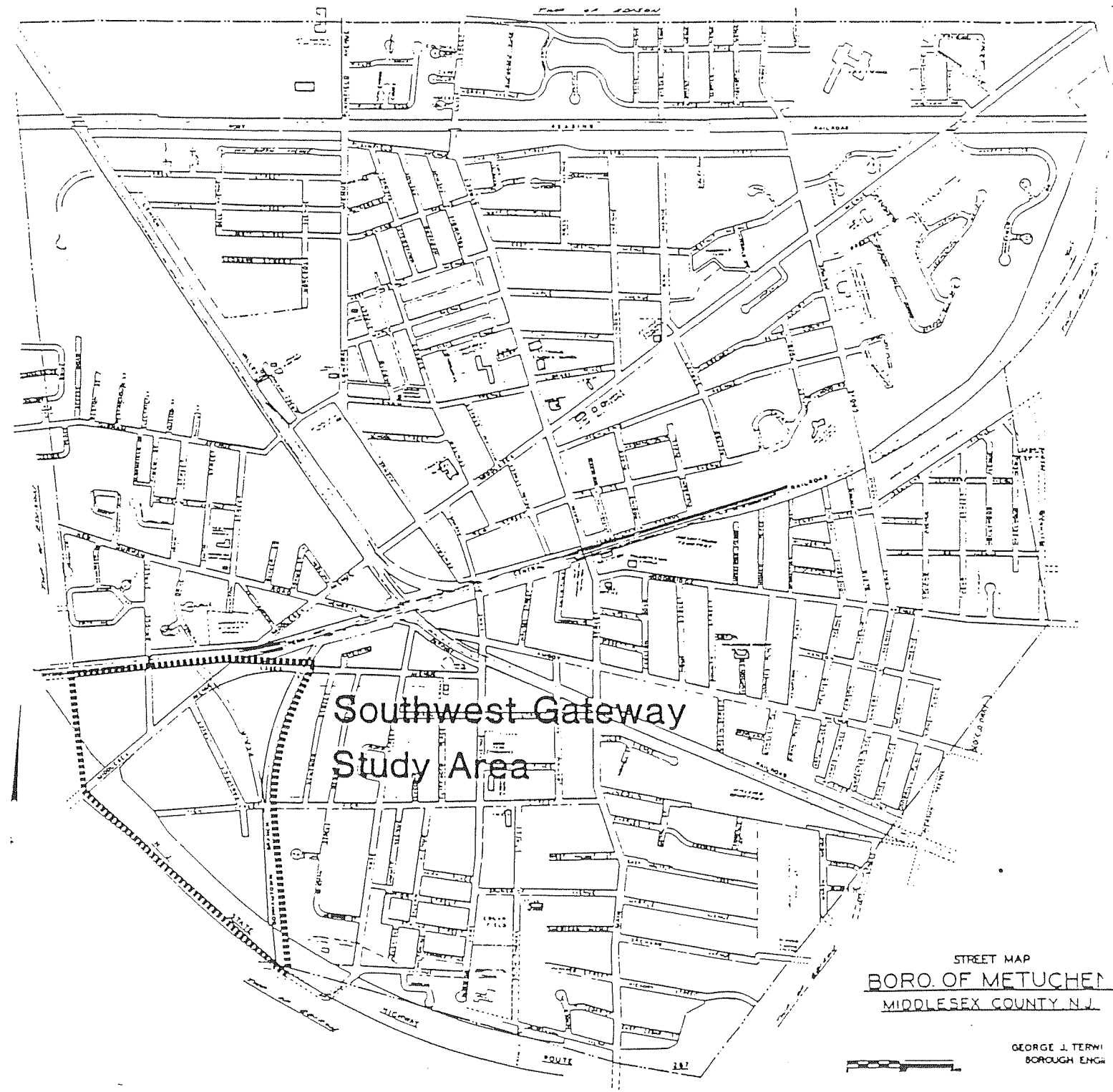
Southwest Gateway Study Subcommittee:
Jack Belowich, Chairman
Nancy Ackerman
Donald Kahn
Sam Owen

INTRODUCTION

The Southwest Gateway area of Metuchen has long been overlooked. The existing strip commercial development along Route 27 in this area is not characteristic of most of Metuchen. It may not be readily apparent to one who traverses the area along Route 27, but there are significant tracts of vacant and underutilized land in the Southwest Gateway area. The current cycle of growth in the region has finally brought development interest to the Southwest Gateway area and the Borough is taking advantage of a unique opportunity by expeditiously planning for present and future development. By directing and guiding growth that fits into an overall master plan for the area, the Borough can enact a planning policy that will reshape the Southwest Gateway area over the next decade or two. The Southwest Gateway area is delineated in relationship to the rest of the Borough on a street map (refer to page 2).

STUDY AREA

For the purposes of this study, the Southwest Gateway area is defined as all lands in the Borough of Metuchen lying within the triangular area bounded by the Penn Central Main Line to the north, the Penn Central Bonhamtown Branch eastern spur to the east, and Interstate Route 287 to the southwest. This area, hereinafter known as the "study area", is situated on six blocks of land comprising approximately 51.68 acres of land. The boundaries of the study area are delineated on the map entitled "Study Area" (refer to page 3).



Southwest Gateway
Study Area

STREET MAP
BORO. OF METUCHEN
MIDDLESEX COUNTY, N.J.

GEORGE J. TERMI
BOROUGH ENGR.

**SITE DEVELOPMENT
DATA**

SALES UNITS

1BR 24 D.U.
2BR 12 D.U.

SUBTOTAL 36 D.U.

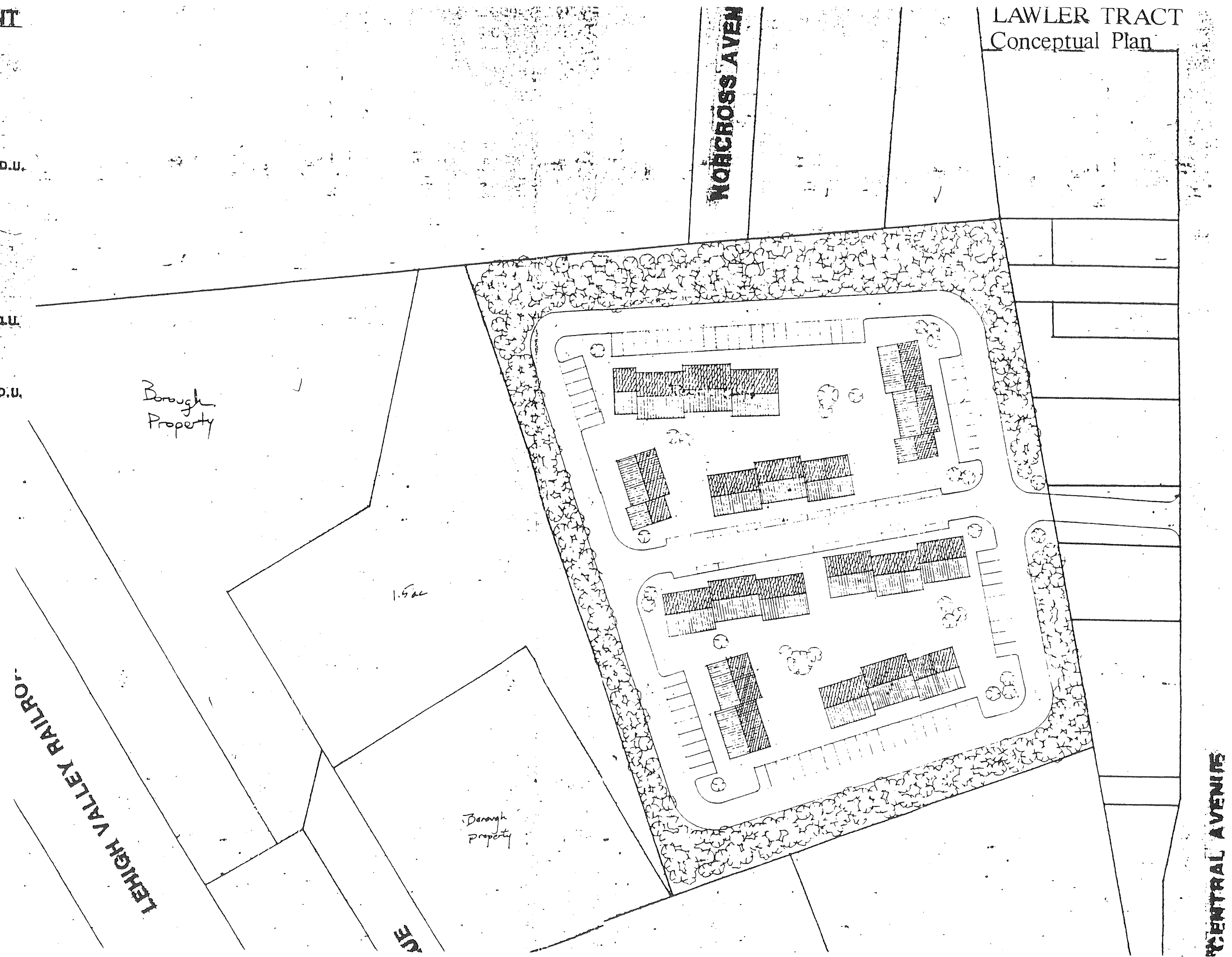
RENTAL UNITS

1BR 6 D.U.
2BR 5 D.U.
3BR 3 D.U.

SUBTOTAL 14 D.U.

TOTAL DEVELOPMENT 50 D.U.

**LAWLER TRACT
Conceptual Plan**



*Borough
Property*

1.5 ac

*Borough
Property*

LEIGH VALLEY RAILROAD

NORTHCROSS AVENUE

CENTRAL AVENUE

EXISTING LAND USE

The study area contains a variety of land uses, ranging from residential to industrial, which are indicated on the map entitled "Existing Land Use" (refer to page 5). For the purpose of categorizing and analyzing existing land use, public rights-of-way and rail transportation rights-of-way have been excluded.

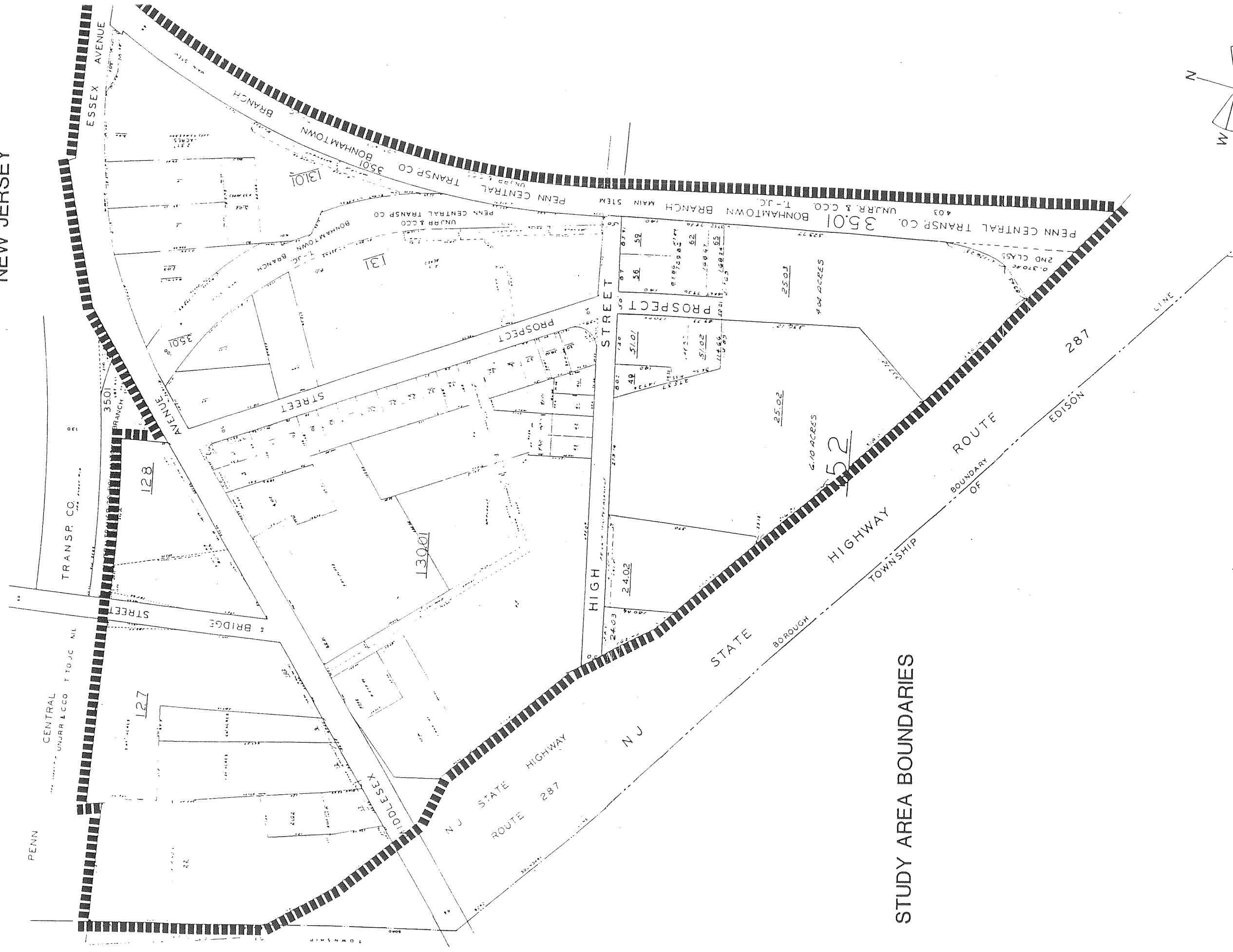
An analysis of existing land use by area occupied, indicates that business, commercial, and industrial uses are predominant, comprising 32.89 acres or 63.7% of the study area. Among these uses, warehouse/light manufacturing occupies the largest area - 11.11 acres or 21.5% of the study area. The uses in this category generally involve short-term storage and distribution of goods manufactured at another location. Some of these uses also engage in light manufacturing and assembly operations. The basic nature of these uses requires deliveries and/or shipping with tractor trailers and other trucks.

Intensive commercial uses, characterized by outdoor uses and/or storage of large heavy items, such as intensive automotive repairs and heavy equipment storage yards, occupy 9.26 acres or 18% of the study area. Commercial uses, consisting primarily of automotive sales and service operations, occupy 7.46 acres or 14.5% of the study area. Customers of these businesses use private automobiles, almost exclusively, to make single destination trips to these locations. Various office uses occupy 5.06 acres or 9.8% of the study area.

Residential uses comprise 10.72 acres or 20.8% of the existing land uses in the study area. The dominant residential use is multi-family, occupying 7.09 acres or 13.8% of the study area. There are two multi-family developments; Metuchen Gardens consists of 64 condominium apartments and Essex Mews is a mix of 18 townhouses and 27 condominium apartments. The remaining residential uses consist of 21 single family detached homes and one two family residence. There are a total of 131 residential units within the study area, most of which are owner occupied.

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MIDDLESEX COUNTY
NEW JERSEY



STUDY AREA BOUNDARIES

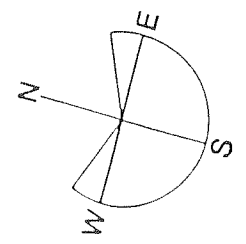
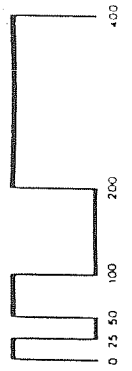


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Planning / Urban Design
Environmental Analysis
Landscape Architecture

Revisions:
Date:

Scale: 1"=100'
Prepared by: JC



Base Map Source: Borough of Metuchen Tax Assessment Map, revised as of 6/1/85

Vacant land occupies 8.07 acres (15.7%) of the study area. The most significant parcel of vacant land is the 4.75 acre tract located at the southwest corner of the Middlesex Avenue/Bridge Street intersection. Diagonally across Middlesex Avenue to the south, from the above tract, sits another vacant parcel of 1.43 acres. The last parcel of vacant land is a 1.89 acre tract situated between the rear of the Boro Motors storage yard and High Street. Presently, all three tracts of vacant land in the study area are partially used for some type of non-permitted outdoor storage by surrounding commercial uses or illegal dumping.

PHYSICAL CHARACTERISTICS

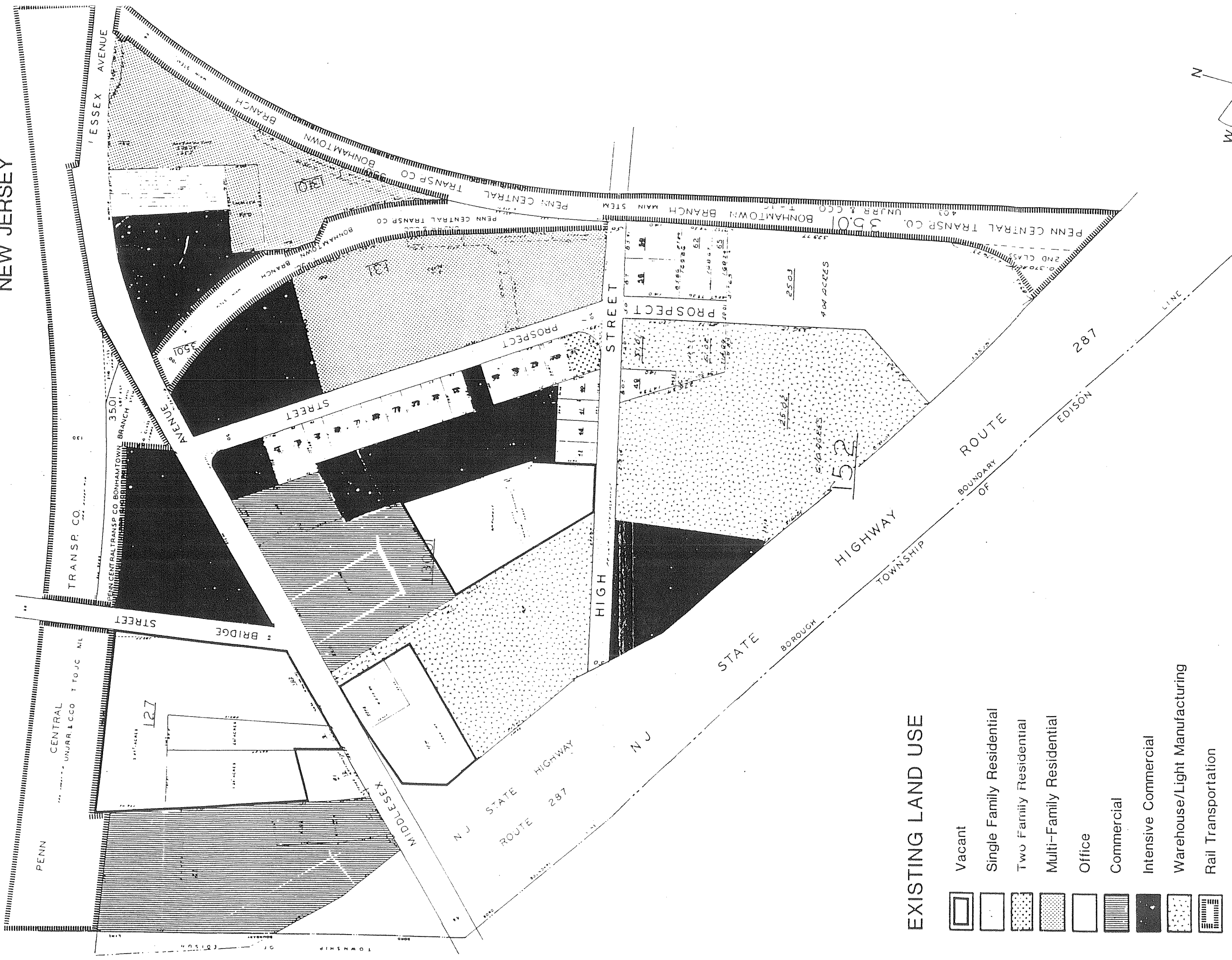
Some of the physical characteristics of the study area are apparent on the aerial photograph entitled "Aerial View" (refer to page 7). The study area is separated from the rest of the Borough by physical barriers formed by various branches of the Penn Central rail lines. Route 287, which divides the study area from Edison Township, completes the physical enclosure of the study area on all sides, with the exception of four openings for roadway access.

An analysis of existing land use for the study area indicates that there is a wide variety of land uses, forming a mixed pattern of land use for the overall area. The study area can be analyzed in terms of three general land use/physical development forms: "strip commercial" corridor, warehouse/light industrial, and mixed density residential.










The land uses that front along Route 27 form a strip commercial corridor through the study area. Commercial and heavy commercial uses front on both sides of Middlesex Avenue and continue onto the south side of Essex Avenue establishing a commercial strip along this portion of Route 27, markedly dissimilar from most of the land uses along the remainder of this roadway in the Borough.

SOUTHWEST GATEWAY STUDY

**BOROUGH OF METUCHEN
MIDDLESEX COUNTY
NEW JERSEY**



EXISTING LAND USE

-  Vacant
-  Single Family Residential
-  Two Family Residential
-  Multi-Family Residential
-  Office
-  Commercial
-  Intensive Commercial
-  Warehouse/Light Manufacturing
-  Rail Transportation

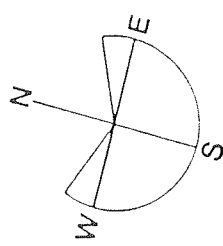
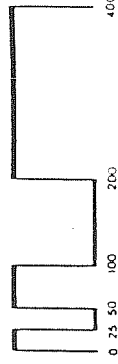


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Base Map Source: Borough of Metuchen Tax Assessment Map, revised as of 6/1/85

The Route 27 strip commercial uses are primarily automotive sales and service operations. Customers generally make single destination trips in private automobiles to reach these establishments. In character, these uses are similar to many found further south on Route 27 in Edison Township, and represent a continuation of this strip commercial development pattern into the Borough.

Perhaps the character of this portion of the study area can best be described with two words - motor vehicles. Businesses located in this area sell motor vehicles, lease motor vehicles, repair, service, and even clean motor vehicles. In addition, portions of vacant tracts fronting on Middlesex Avenue are used primarily for outdoor storage of motor vehicles.

The southwestern portion of the study area, generally abutting Route 287, constitutes primarily a warehouse/light industrial area with some office and intensive commercial uses. The warehouse uses in this area generally engage in short-term storage and distribution of goods manufactured at another location. Some of these uses also engage in light manufacturing and/or assembly operations. The basic nature of warehouse/light industrial operations requires deliveries and/or distribution with tractor trailers and other trucks.

One of the most noticeable physical characteristics of both the strip commercial corridor and the warehouse/light industrial area is outdoor storage. New automobiles, trucks, and boats, lumber and other building materials, heavy construction vehicles, construction site trailers, tractor trailers, delivery trucks, and abandoned vehicles and other dumped materials can be found outdoors throughout the study area. Some outdoor storage, especially that on vacant parcels, appears to be in violation of existing Borough codes.

Both the strip commercial corridor and warehouse/light industrial area abut and bound the edge of a compact mixed density residential area located in the northeast portion of the study area. The primary residential use is high density multi-family housing contained in two

abutting developments. The westernmost edge of this contiguous residential area is a row of medium density single family homes on Prospect Street that form a definable boundary for existing residential development.

Although Prospect Street is part of the strip commercial corridor at its northernmost end and the warehouse/light industrial area at its southernmost end, the central portion of the street is characteristic of a residential neighborhood. High Street to the east, provides linkage between the Prospect Street residential area and a larger residential neighborhood with community facilities.

EXISTING ZONING

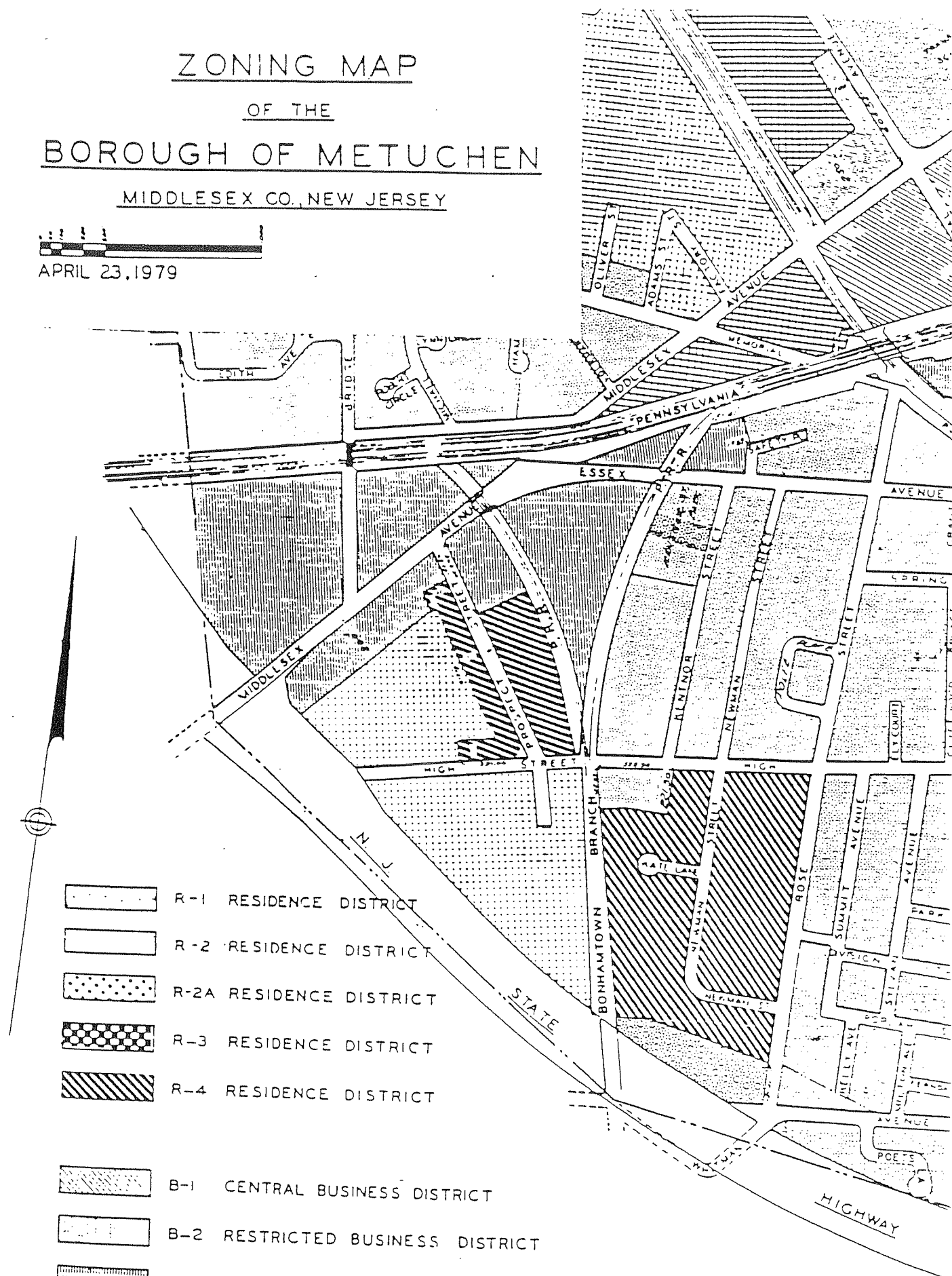
The study area is currently comprised of three zoning districts: R-4 Residential, B-3 Business, and I Industrial. The delineation of the existing zoning districts is indicated on the "Zoning Map" (refer to page 10).


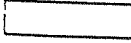



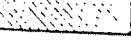
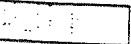


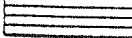
The Middlesex Avenue - Essex Avenue corridor is zoned B-3 Business District, permitting a wide assortment of often incompatible land uses ranging from single family residences to any type of general business use. Machine shops, gasoline stations, drive-in restaurants, and shopping centers are just some of the conditional uses permitted in the district. A careful analysis of the B-3 Business District indicates that the zone is designed to permit virtually any type of business use, as well as a cumulation of uses permitted in most of the districts below it in the zoning hierarchy.

The R-4 Residential District basically encompasses most of the existing residential development along Prospect Street and a small section

ZONING MAP
OF THE
BOROUGH OF METUCHEN
MIDDLESEX CO., NEW JERSEY

APRIL 23, 1979



-  R-1 RESIDENCE DISTRICT
-  R-2 RESIDENCE DISTRICT
-  R-2A RESIDENCE DISTRICT
-  R-3 RESIDENCE DISTRICT
-  R-4 RESIDENCE DISTRICT
-  B-1 CENTRAL BUSINESS DISTRICT
-  B-2 RESTRICTED BUSINESS DISTRICT
-  B-3 GENERAL BUSINESS DISTRICT
-  B-4 COMMUNITY BUSINESS DISTRICT
-  I INDUSTRIAL DISTRICT

of High Street. The permitted uses in this district permit a variety of residential land uses from one and two-family detached dwellings to townhouses and garden apartments.

The remainder of the study area is zoned as an I Industrial District. This district basically encompasses most of High Street and adjacent land located to the south of it. The uses permitted in the zone include light industrial, manufacturing, assembly, and storage operations, as well as any business use permitted in a Business District. As with the B Business District, the I Industrial District is a cumulative zone, amassing most of the uses in lower zones in addition to the uses that the specific zone is designed to permit.

EXISTING TRAFFIC CONDITIONS

In order to access existing traffic conditions in the study area, the Metuchen Police Department conducted a survey of vehicular trips, intersection turning movements, and motor vehicle accidents in conjunction with this study. A copy of the traffic survey is included in the Appendix of this report. For the purposes of this study, a general analysis of existing traffic conditions for the whole study area was performed, but only significant findings are summarized in this report.

Middlesex Avenue - Essex Avenue (Route 27) traverses the study area on an east-west axis and is the principal traffic artery for the movement of 15,000 to 20,000 vehicles into, out of, and through the study area daily. Route 27 is a four lane roadway from the Borough line to the west to the intersection with Bridge Street to the east, at which point the roadway becomes two lanes through the rest of the study area to the east. It is important to note that while the number of lanes changes at Bridge

Street, there is significantly more traffic per lane moving in both directions in the two lane section of Route 27 to the east. The most critical traffic lane movement in the study area is the single lane of Essex Avenue moving eastbound during the afternoon peak traffic hours (912.5 vehicles/hour between 4:00 and 6:00 P.M.).

Bridge Street is the secondary traffic artery in the study area, carrying traffic in from and out to the north where it intersects New Durham Road. The sheer volume of traffic on Bridge Street in both directions would seem to support the placing of a traffic light at the New Durham Road intersection.

An analysis of intersection turning movements indicates that the Bridge Street/Middlesex Avenue intersection is by far the most heavily travelled intersection in the study area. Vehicles make an average of 882 turning movements (all directions) at this intersection per peak traffic hour. The most significant turning movements are left turns onto Bridge Street northbound from Middlesex Avenue eastbound and right turns onto Middlesex Avenue westbound from Bridge Street southbound. The existing width of Bridge Street at this intersection is thirty six feet, which is slightly undersized to accomodate three lanes of traffic in its current configuration.

The Prospect Street/Middlesex Avenue intersection is second highest in turning movement volume. The most significant single turning movement/period is left turns westbound onto Middlesex Avenue from Prospect Street northbound during the noon hour (12:00 P.M.-1:00 P.M.). This may represent lunch hour traffic from the businesses located on the southern side of High Street.

Perhaps the most significant finding regarding this intersection involves vehicular accidents. Although the Prospect Street/Middlesex Avenue intersection carries approximately one ninth the traffic of the Bridge Street/Middlesex Avenue intersection, the accident rate at the Prospect Street intersection is twice that of the Bridge Street

intersection. This indicates that while the Prospect Street/Middlesex Avenue intersection can be classified as secondary in terms of volume, it is much more dangerous than the more heavily utilized Bridge Street intersection. The absence of a traffic light at Prospect Street, as well as its relative location on a downgrade on Middlesex Avenue, and at a bend in the road with limited visibility, are all contributing factors to the higher accident rate at this intersection.

INFRASTRUCTURE

Existing water service, sanitary sewer service, and storm sewer service for the study area was analyzed with the assistance of the Borough Engineer. It is not anticipated that infrastructure service will present any serious constraints on future development in the study area.

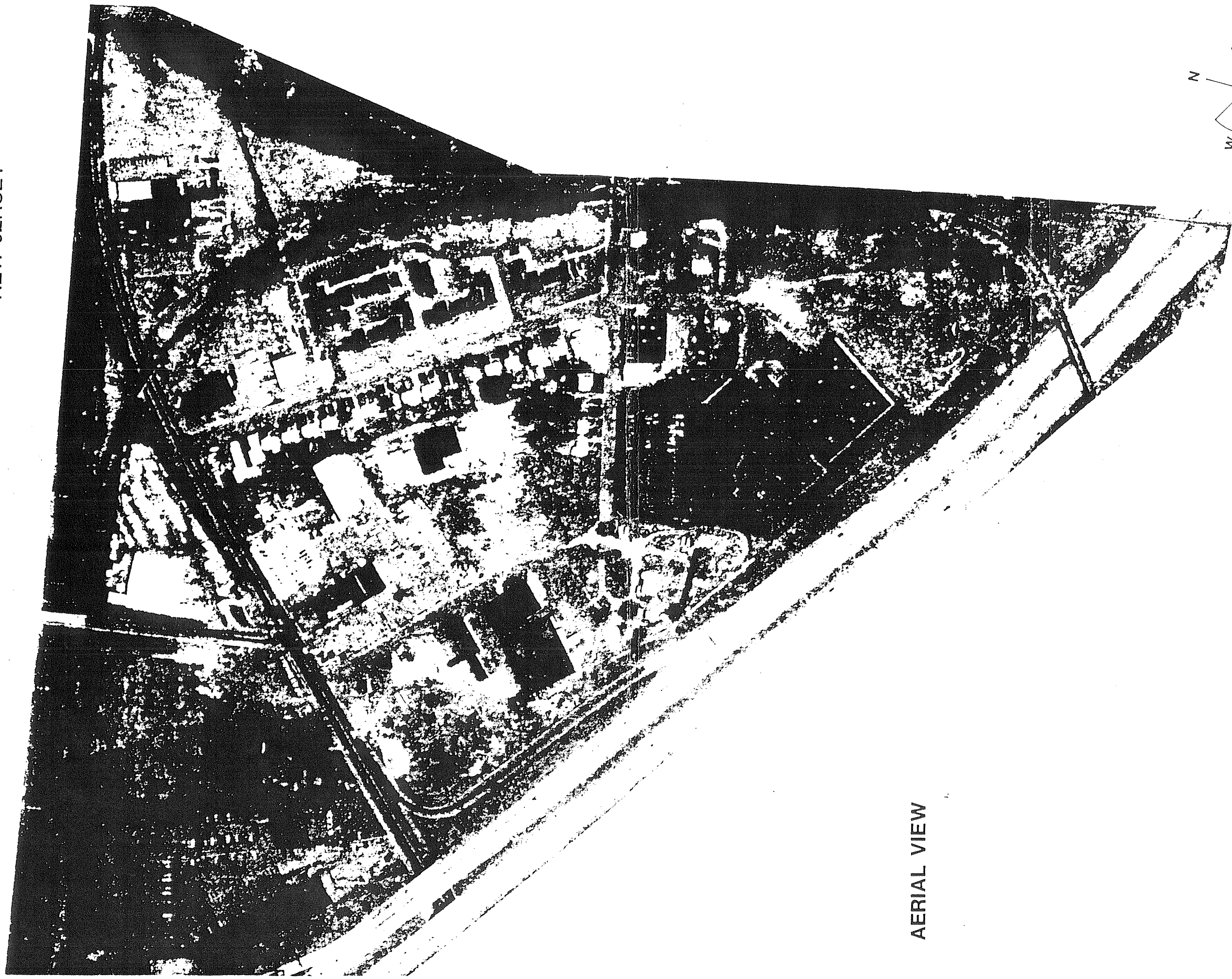
The Middlesex County Water Company provides water service to the study area. There is no current or projected future limitation in water service capacity in the Borough.

Sanitary sewer service is provided through a system of interconnected eight inch (8") lines located primarily on High and Prospect Streets and Middlesex and Essex Avenues, as indicated on the map entitled "Sanitary Sewers" (refer to page 14). The 1,050 foot length of sanitary sewer line which crosses an easement on two private parcels (Block 130.01/Lots 44-48) between Middlesex Avenue and Prospect Street, may require relocation if significant future development is to occur on either of those lots.

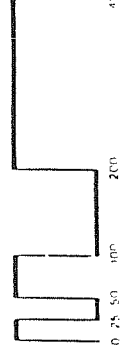
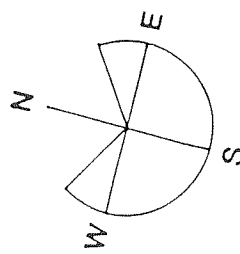
Storm sewer service is provided by two separate systems. There is a State Highway storm sewer that runs along the south side of Route 27, but no detailed information was available regarding its location, level of service, or future capacity. The municipal storm sewer system is indicated on map entitled "Storm Sewers" (refer to page 15). It is

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BOROUGH OF METUCHEN
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AERIAL VIEW



Aerial Photograph Source: Middlesex County Planning Board (1980)



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apparent that the current municipal system is somewhat limited in the bounds of its service to the study area. In addition to this limitation, the existence of several unimproved lengths in the municipal system will require the system to be expanded and/or on-site storm water run-off detention facilities to be created in the event of significant future development in the study area.

ENVIRONMENTAL CONDITIONS

A review of the 1983 Metuchen Environmental Resources Inventory indicates that there are no serious development constraints in the study area with regard to natural features of the land (geology, soils, topography, drainage, vegetation, and wildlife). An in-field survey of the study area revealed a wet soil condition in the vicinity of the westernmost portion of the High Street right-of-way where it abuts the Route 287 right-of-way. The High Street right-of-way is unimproved at this location and the wet soil condition is indicated by standing surface level water and the growth of wetlands associated vegetation. The exact condition of this area should be determined in the event any future development occurs at this location.

OTHER GATEWAYS IN METUCHEN

It is worth noting that as one enters the Borough of Metuchen along several existing major roadways, there is a noticeable, definable change in the landscape. The predominant images one sees entering the Borough

limits along Middlesex Avenue from the north, Main Street from the south, Woodbridge and Amboy Avenues from the east, and New Durham Road from the west, are tree lined streets bounded by well-maintained traditional styled residences, punctuated by an occasional apartment house, church, professional office, or business. Many residents of the Borough recognize that this change in image contributes significantly to the special quality of life in Metuchen.

By far, the roadway leading into Metuchen with a visual quality most unlike the above listed gateways, is Middlesex Avenue from the south, through the study area. This area exemplifies the antithesis of Metuchen's other gateways - no shade trees lining the streets, in fact, minimal landscaping whatsoever, strip commercial development, highway signage, outdoor storage, and inordinant amounts of asphalt, chain link and barb wire fences, weeds, dumping, and non-maintenance.

GOALS AND OBJECTIVES

An initial meeting was held with a subcommittee of the Planning Board during the data gathering stage of the study to discuss background information and formulate goals and objectives for the study. At this meeting, and at subsequent ones over the following months, parameters were drafted for three alternative plans that would achieve the goals and objectives set for the study area.

The following are the set of goals and objectives formulated for the study area:

- 1) Improve the visual quality/image of the Route 27 corridor.
- 2) Develop a set of specific land uses for each residential, business, and industrial zone that will promote appropriate future development.

- 3) Revise existing zoning district boundaries to reflect existing land use patterns and provide direction for future development.
- 4) Limit future residential development to the area defined by existing residential land uses.
- 5) Promote planned development opportunities for vacant and underutilized land in accordance with an overall urban design plan.
- 6) Improve existing traffic conditions on Route 27 and at the Middlesex Avenue/Bridge Street intersection.

DEVELOPMENT PLANS

Three development plans were formulated for the study area based on the goals and objectives. The development plans are not "alternatives" to one another, but collectively illustrate a three tiered, long-range strategy for improving and developing the study area. The three plans were designed to be implemented in tandem and were structured such that Development Plan "A" is incorporated into Development Plan "B", and Development Plans "A" and "B" are both incorporated into Development Plan "C".

Development Plan "A"

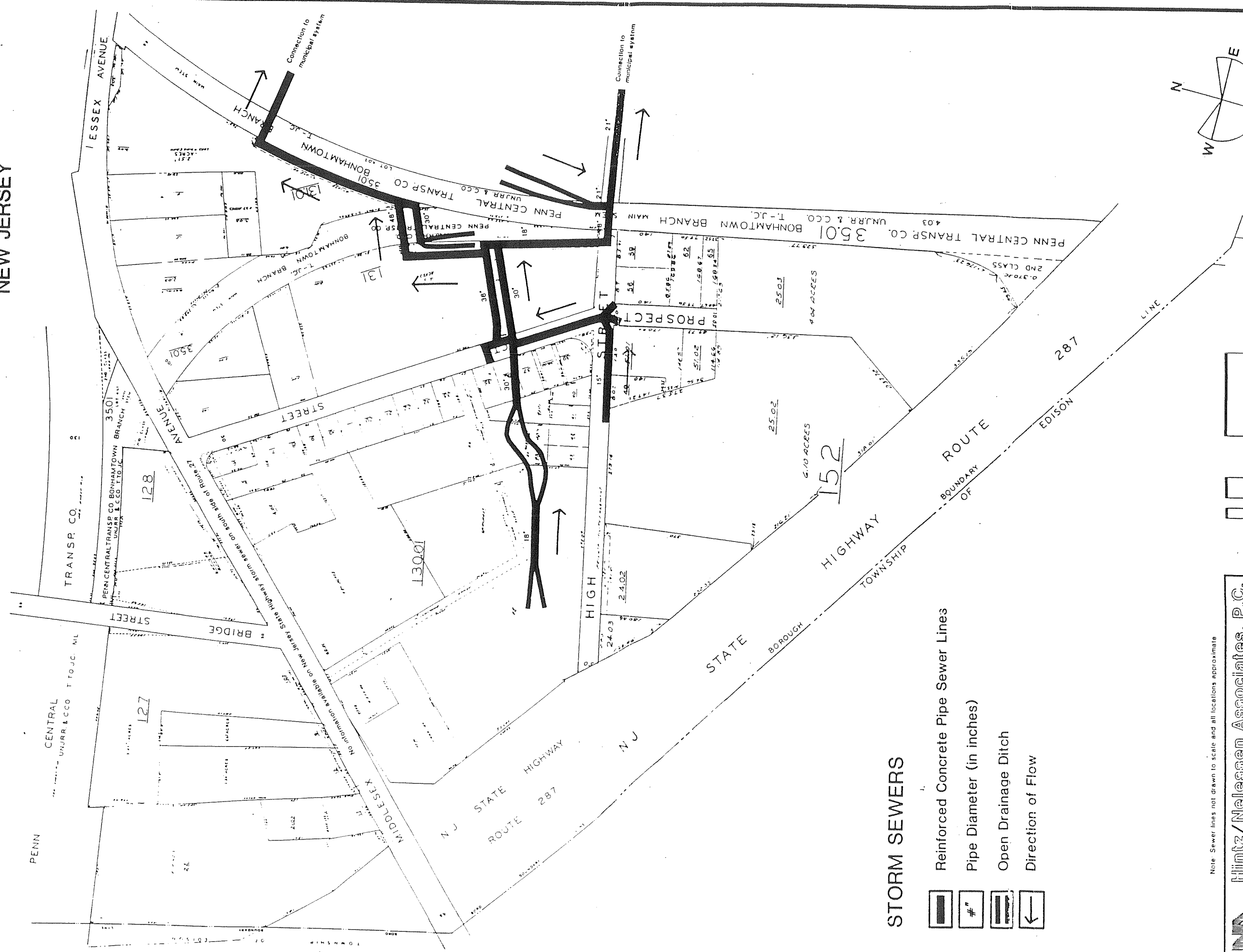
Development Plan "A" is not really a "development" plan, but a plan for upgrading and improving the existing streetscape along the Route 27 corridor in the study area. The emphasis of this plan is in making this portion of Route 27 a visual and symbolic "gateway" into Metuchen, as

opposed to the study areas's current image, which is more akin to being the Borough's "rear entrance". In attempting to upgrade this area to the visual standard of Metuchen's other gateways, and to the community's high quality traditional character in general, the Southwest Gateway area, like the Central Business District, can become a place that the community is truly proud of. Development Plan "A" (refer to plan on page 20) involves implementation of the following improvements:





- 1) Planting of shade trees along Middlesex and Essex Avenues where they are currently non-existent. This would be a major first step in continuing Metuchen's consistent streetscape character in one of the few areas of the Borough where it is noticeably absent.
- 2) Planting of other buffer landscaping to create a more aesthetically pleasing streetscape along Metuchen's most heavily travelled roadway.
- 3) Construction of sidewalks where they are currently non-existent or have been altered, covered, or removed.
- 4) Traffic improvement at the Middlesex Avenue/Bridge Street intersection. Acquisition of additional right-of-way area along the westerly portion of Bridge Street closest to Middlesex Avenue to permit the widening of Bridge Street to better accommodate two full turning lanes onto Middlesex Avenue with greater stacking capacity and turning movement maneuverability.
- 5) Encourage study area businesses and property owners to improve the corridor's image by upgrading building facades, signs, landscaping, lighting, and general property maintenance.

SOUTHWEST GATEWAY STUDY

**BOROUGH OF METUCHEN
MIDDLESEX COUNTY
NEW JERSEY**



STORM SEWERS

-  Reinforced Concrete Pipe Sewer Lines
-  Pipe Diameter (in inches)
-  Open Drainage Ditch
-  Direction of Flow

Note: Sewer lines not drawn to scale and all locations approximate



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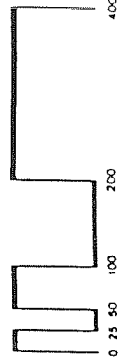
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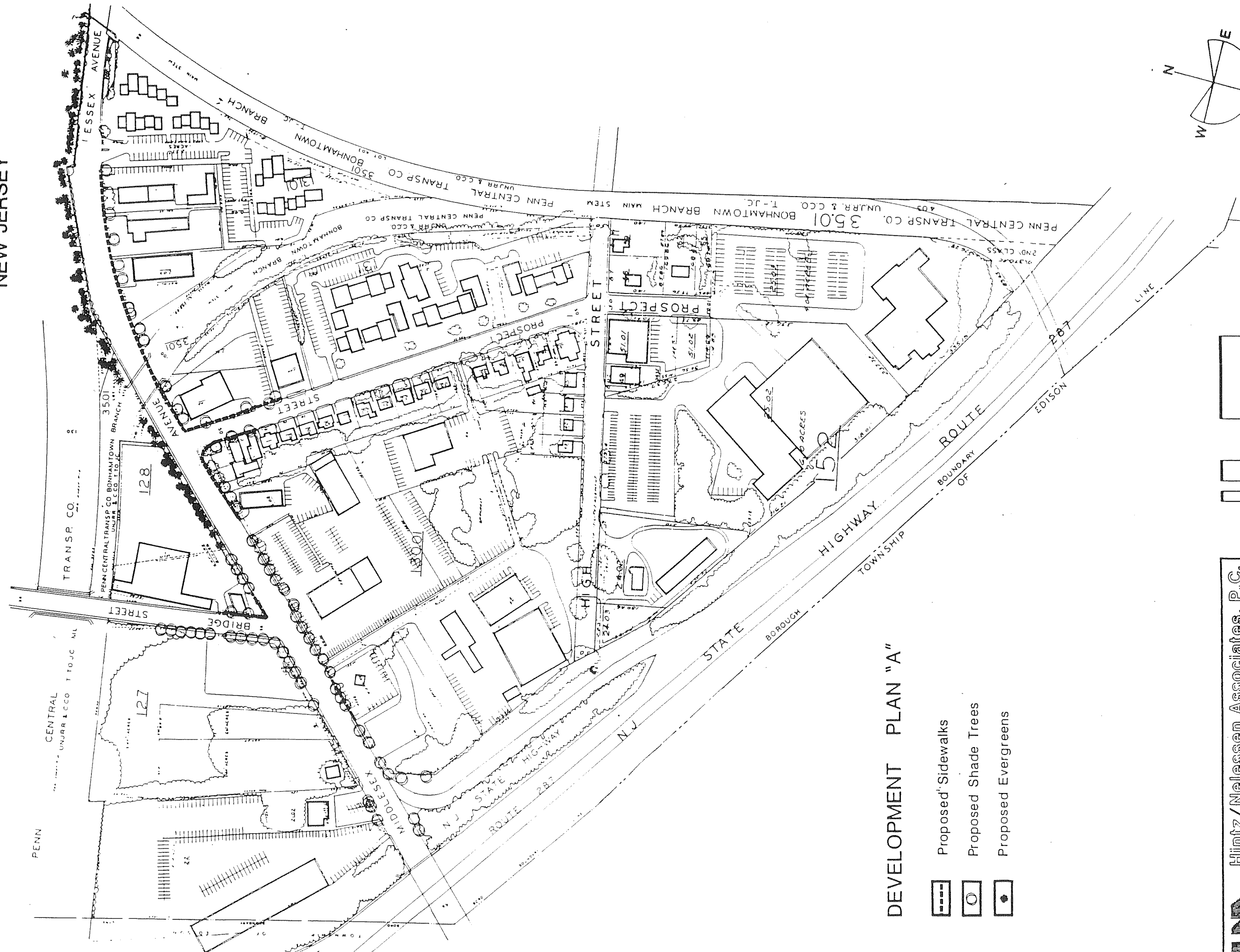
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Base Map Source: Borough of Metuchen Tax Assessment Map, revised as of 6/1/86

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DEVELOPMENT PLAN "A"

-  Proposed Sidewalks
-  Proposed Shade Trees
-  Proposed Evergreens

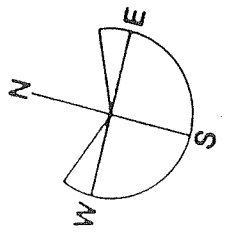
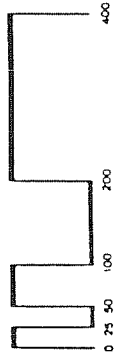


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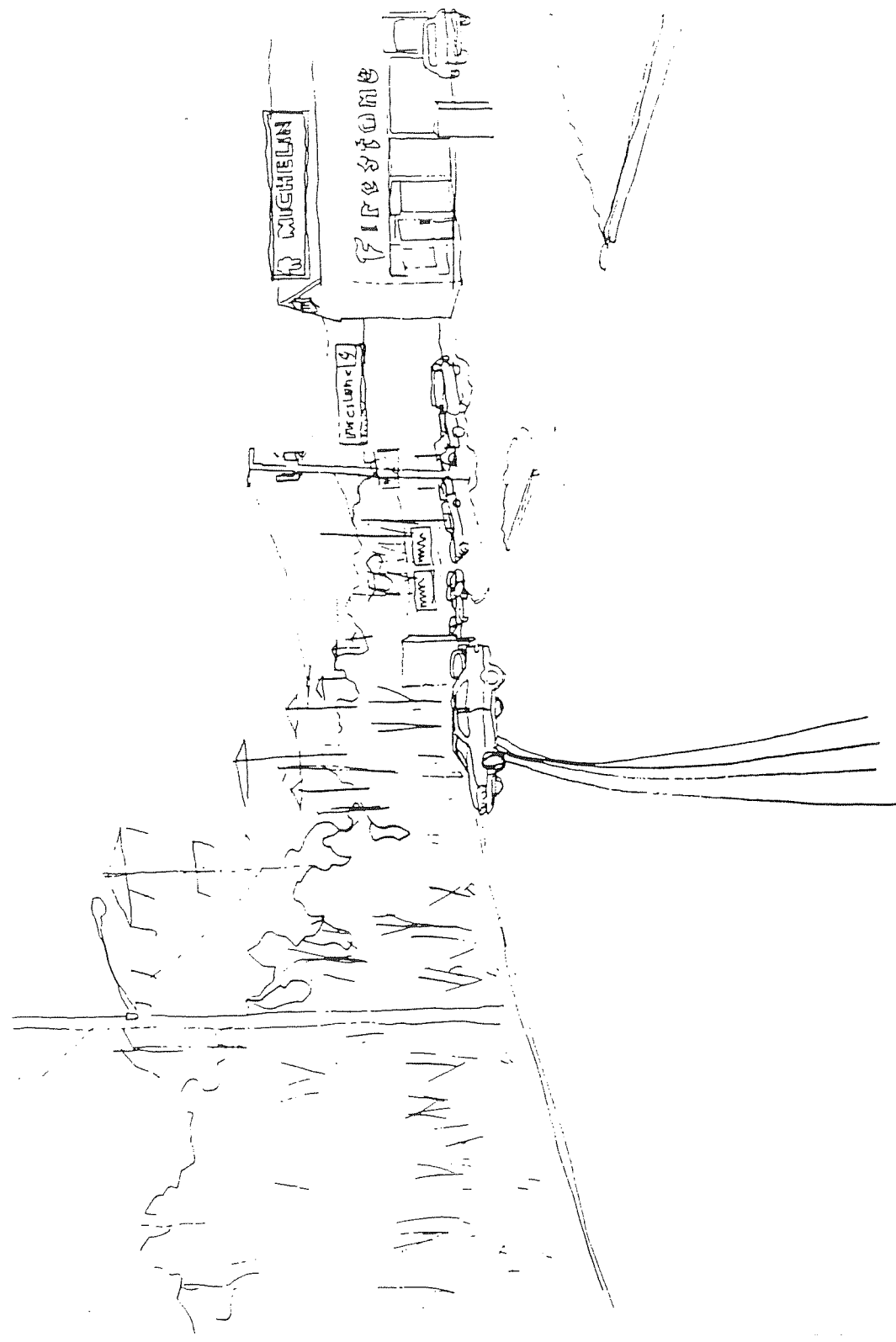
Base Map Source: Borough of Metuchen Tax Assessment Map, revised as of 6/1/85. Location of buildings and roads is approximate.

- 6) Enforcement of existing sign, outdoor storage, site plan and other zoning, building, and health code violations.
- 7) Enactment of a commercial and industrial property maintenance code requiring minimum standards for property upkeep.

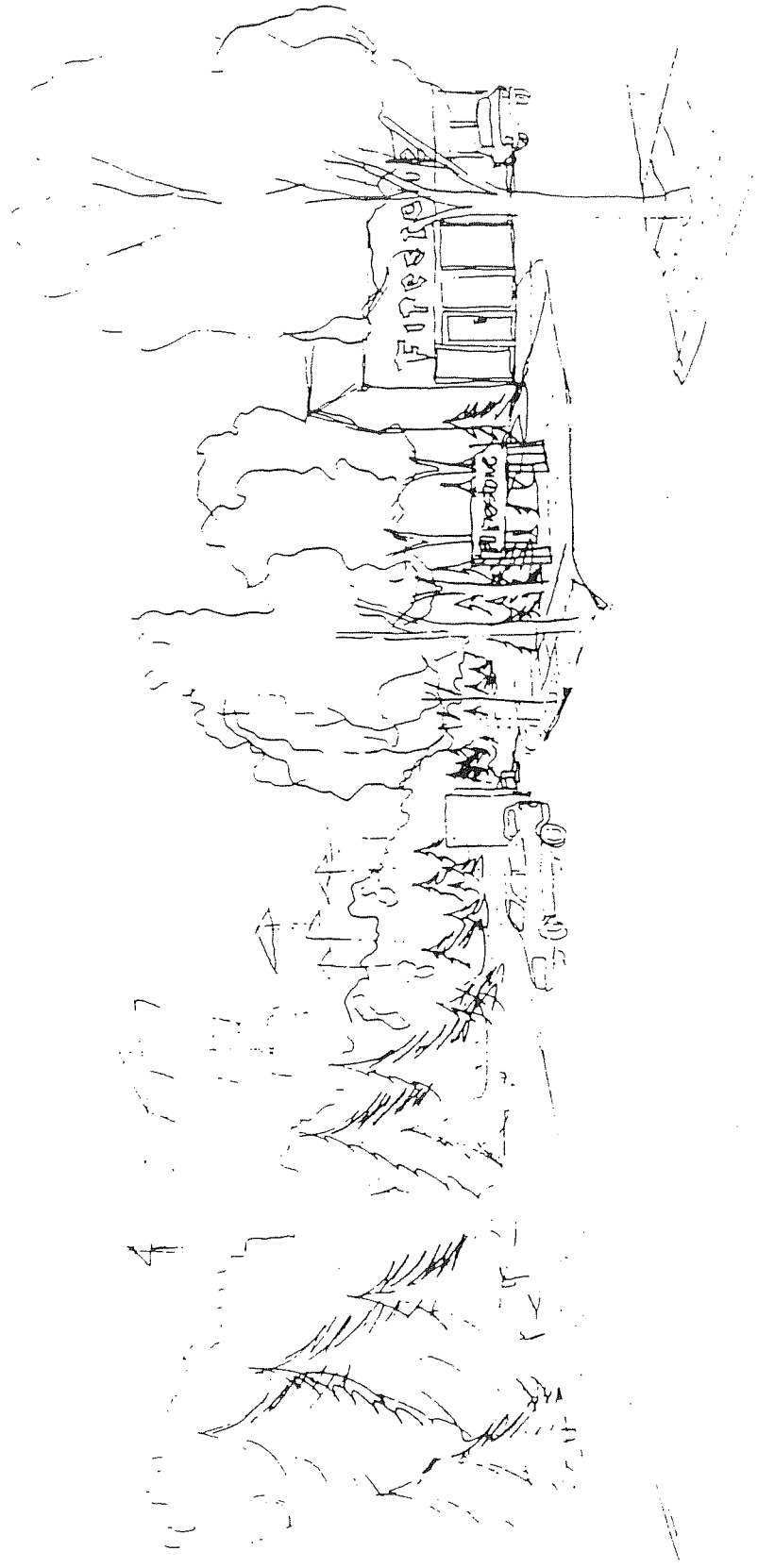
The improvements outlined for Development Plan "A" are illustrated in a set of "before and after pictures" (refer to pages 22 and 23). The first sketch illustrates the existing conditions on Essex Avenue looking east. Lack of shade trees and sidewalks, highway scaled signage, oversized curb cuts and excessive paving, and minimal landscaping are some of the negative visual elements in the existing streetscape.

The second sketch is the identical view as the first sketch after proposed streetscape improvements have been implemented. Shade trees have been planted to define the street edge, sidewalks have been replaced, signage has been scaled down and lowered, curb cuts have been reduced in width, paving minimized and landscaping maximized. A proposed planting of evergreens along the Penn Central Railroad embankment on the north side of Route 27 is also proposed in order to achieve an ever present "green edge" along an area that presently appears to be neglected.

In addition to implementing the above recommended improvements, Development Plan "A" includes recommended zoning changes for the entire study area. This involves a revision of the existing district boundaries and the development of a set of specific land uses for each zone that more accurately reflect existing land use patterns and promote appropriate future development for residential, commercial, and industrial district. The recommended zoning changes are indicated on the map entitled "Proposed Land Use/Zoning" (refer to page 24).



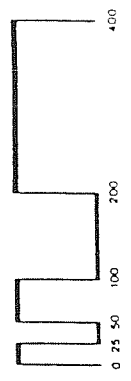
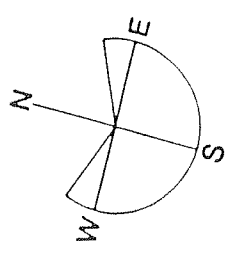
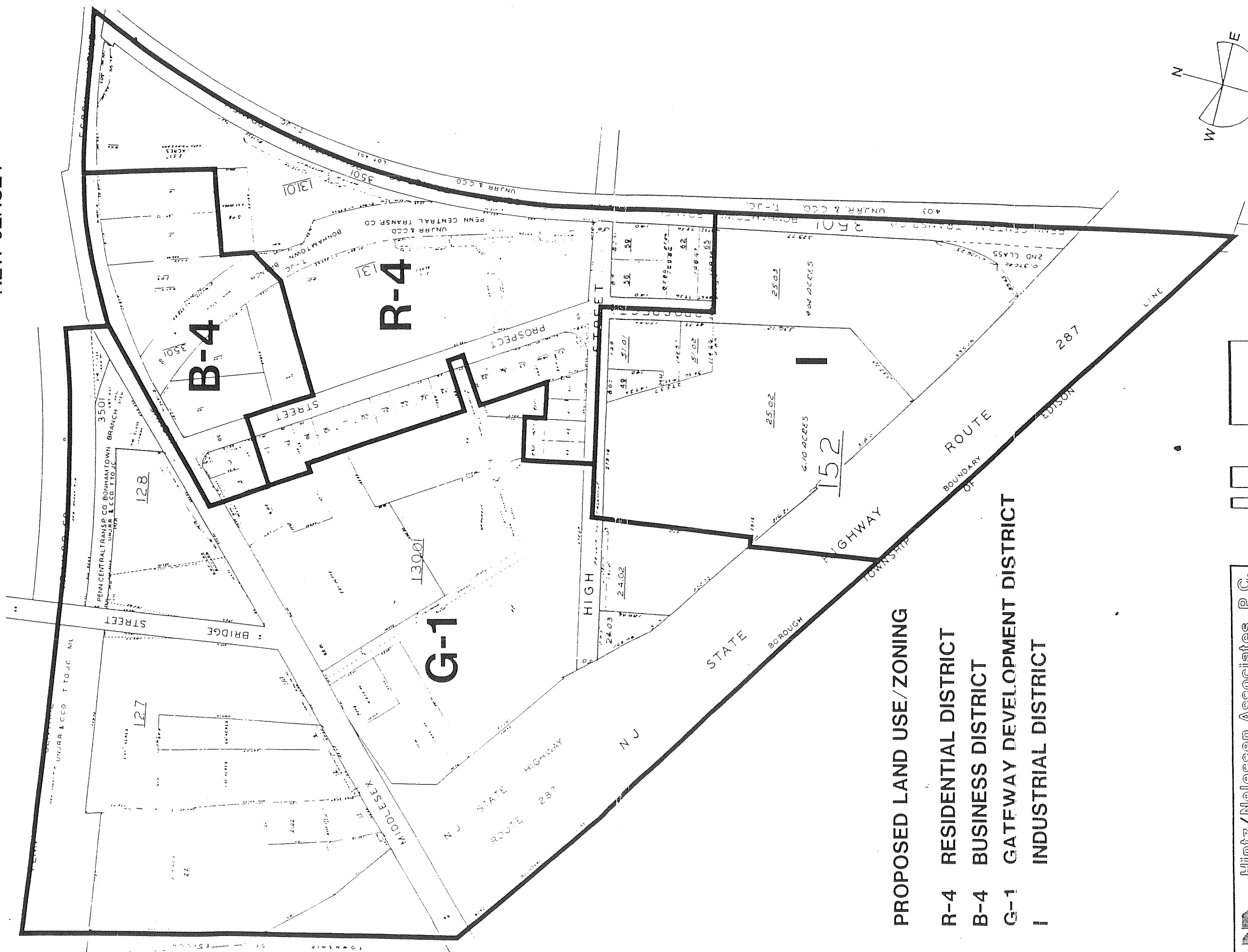
Essex Avenue looking east
(existing conditions)



Essex Avenue looking east
(after proposed streetscape improvements)

SOUTHWEST GATEWAY STUDY

**BOROUGH OF METUCHEN
MIDDLESEX COUNTY
NEW JERSEY**



PROPOSED LAND USE/ZONING

- R-4 RESIDENTIAL DISTRICT**
- B-4 BUSINESS DISTRICT**
- G-1 GATEWAY DEVELOPMENT DISTRICT**
- I INDUSTRIAL DISTRICT**



Hintz/Neleson Associates, P.C.
32 North Main Street, Pennington, New Jersey 08534
(609) 737-1930
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Scale: 1" = 100'
Prepared by: JC

Revisions:
Date:
Planning / Urban Design
Environmental Analysis
Landscape Architecture

Base Map Source: Borough of Metuchen Tax Assessment Map, revised as of 8/1/85

It is proposed that the R-4 Residential District be expanded to encompass additional residential uses adjacent to the existing zone boundaries. The first area for proposed expansion of the R-4 boundary is the southeast corner of High and Prospect Streets. Three single family residences located there are currently zoned I Industrial District. It appears that there is little chance of further industrial development on these substantially undersized lots that have always been used as residences and will more than likely continue to be used as residences. Rezoning these three lots will afford the residents some additional protection from surrounding business and industrial uses under existing Borough ordinances.

It is also recommended that the R-4 Residential District be expanded to the north to encompass the recently completed "Essex Mews" development. This parcel is currently zoned B-3 Business District, in which multi-family residential uses, such as this one, are permitted conditional uses. It seems logical at this juncture, since residential development has been completed here, that this parcel be attached to the R-4 Residential District.

Addressing the existing B-3 Business District is probably the most crucial zoning issue confronting the study area. As stated earlier in the report, the B-3 zone permits a wide assortment of often incompatible land uses. The strip commercial corridor along Route 27 in the study area is partially a product of this zoning. Perhaps the Borough is lucky that some of the least desirable uses permitted in this zone have not been developed to date. It is recommended that the existing B-3 Business District be eliminated completely in the study area and replaced with two other, more appropriately tailored business/commercial zones.

The proposed B-4 Business District is designated for the strip of motor vehicle service related businesses on the south side of Essex Avenue. This B-4 zone would be a new designation with no relationship to the existing B-4 Business District. Proposed permitted principle uses

would include: business and professional offices; and banks and other financial institutions. Proposed permitted conditional uses would include: drive-in banks; automobile washing establishments; automobile repair establishments; and townhouses.

The second proposed new business zone is the G-1 Gateway Development District. The intention of this zone is to direct future business development away from strip commercial uses and toward a series of business and industrial uses that often require larger tract areas than are commonly found on developable tracts in the Borough. Proposed permitted principal uses would include: business and professional offices; banks and other financial institutions; motels and hotels; new car dealerships; retail home improvement center; retail furniture store; health club; and day care center. Proposed permitted conditional uses would include: drive-in banks; and light industrial uses. The Planned Commercial Development (PCD) options proposed for the G-1 Gateway Development District are discussed in the section below on Development Plans "B" and "C".

Development Plans "B" and "C"

Development Plans "B" and "C" incorporate all of the improvements outlined in Development Plan "A", but expand upon the previous plan by providing for planned development options in the proposed G-1 Gateway Development District. Essentially, the planned development options allow the density to increase, but larger tract areas with more comprehensive master development plans and traffic improvements are required in return. These zoning options are referred to as Planned Commercial Development I (PCD I), illustrated in Development Plan "B", and Planned Commercial Development II (PCD II), illustrated in Development Plan "C".

The formulation of the PCD options was based on the planning policy direction set by the goals and objectives for the study. The abundance of vacant and underutilized land in the proposed G-1 Gateway Development District clearly offers development and redevelopment opportunities if guided with proper planning. The planned development options are a tool to control and direct growth in order to achieve higher quality development.

The underlying planning concepts for the PCD options are outlined as follows:

- 1) Land Use - Permit a range of non-retail commercial uses that are compatible in a planned development context.
- 2) Density - Allow increased density as an incentive for assembling larger, more comprehensive tracts and providing transportation improvements.
- 3) Traffic - Limit vehicular access on existing street system by system by requiring new internalized streets for planned development that will also serve as a safer alternate route for existing traffic.
- 4) Design - Require coordinated plan with integrated design for entire planned development tract.

The table on the following page summarizes the proposed differences between the requirements of the G-1 Gateway Development District and the PCD I and II options.

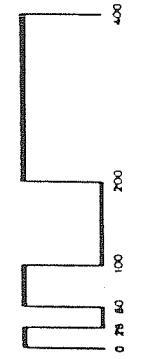
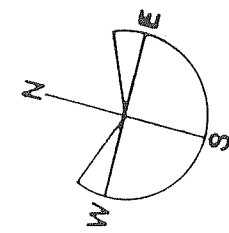
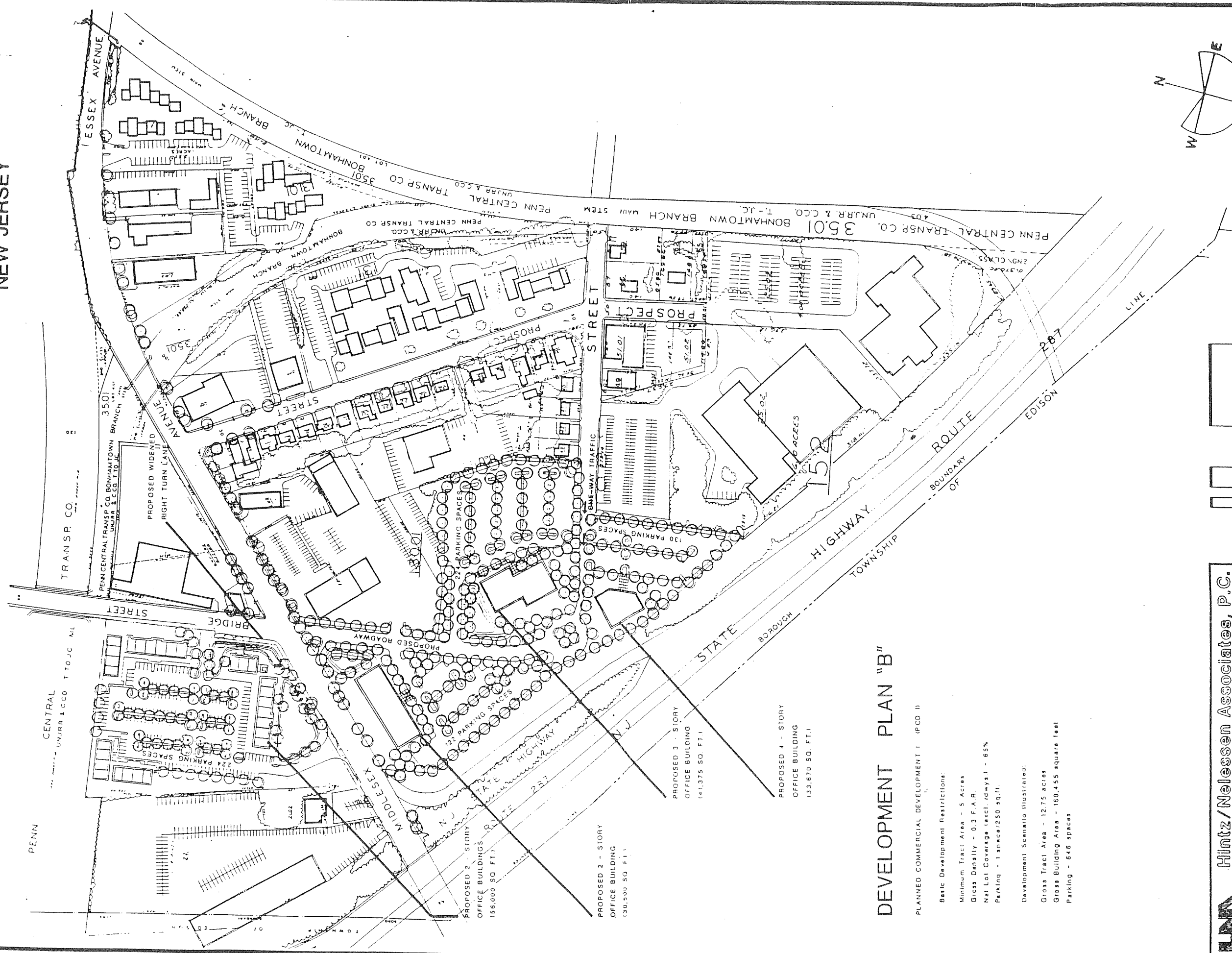
Zoning	G-1	PCD I	PCDII
Minimum Tract Area	2 acres	5 acres	10 acres
Development Density			
(with direct access to Middlesex Avenue)	0.2 FAR	0.3 FAR	0.4 FAR
(without direct access to Middlesex Avenue)	0.1 FAR	n/a	n/a
Traffic/Transportation Improvements	n/a	required	required

The scenario illustrated in Development Plan "B" (refer to page 29) involves the following improvements and developments:

- 1) Planned Commercial Development of nine office buildings on 12.75 acres of land straddling both sides of Middlesex Avenue creating a symbolic "gateway" as the entry to Metuchen. Buildings would vary in size, massing, and height but be unified through the use of compatible architectural styles, building materials, landscaping, lighting, and other design elements.
- 2) Part of the development tract on the south side of Middlesex Avenue would include the westernmost 350 feet of the High Street right-of-way. The Borough would vacate and sell this unimproved right-of-way parcel of approximately one-half acre.
- 3) A proposed private roadway extending south of Middlesex Avenue from the Bridge Street intersection would provide this portion of the development tract with direct access to and

SOUTHWEST GATEWAY STUDY

**BOROUGH OF METUCHEN
MIDDLESEX COUNTY
NEW JERSEY**



DEVELOPMENT PLAN "B"

PLANNED COMMERCIAL DEVELOPMENT I (PCD II)

Basic Development Restrictions:

- Minimum Tract Area - 5 Acres
- Gross Density - 0.3 F.A.R.
- Net Lot Coverage (incl. rdways) - 65%
- Parking - 1 space/250 sq.ft.

Development Scenario Illustrated:

- Gross Tract Area - 12.75 acres
- Gross Building Area - 160,455 square feet
- Parking - 646 spaces



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Scale: 1" = 100'
Prepared by: J.C.

Services:
Planning / Urban Design
Environmental Analysis
Landscape Architecture

Reviewed:
Dabiz

Base Map Source: Borough of Metuchen Tax Assessment Maps, revised as of 8/1/88. Location of buildings and roads is approximate.

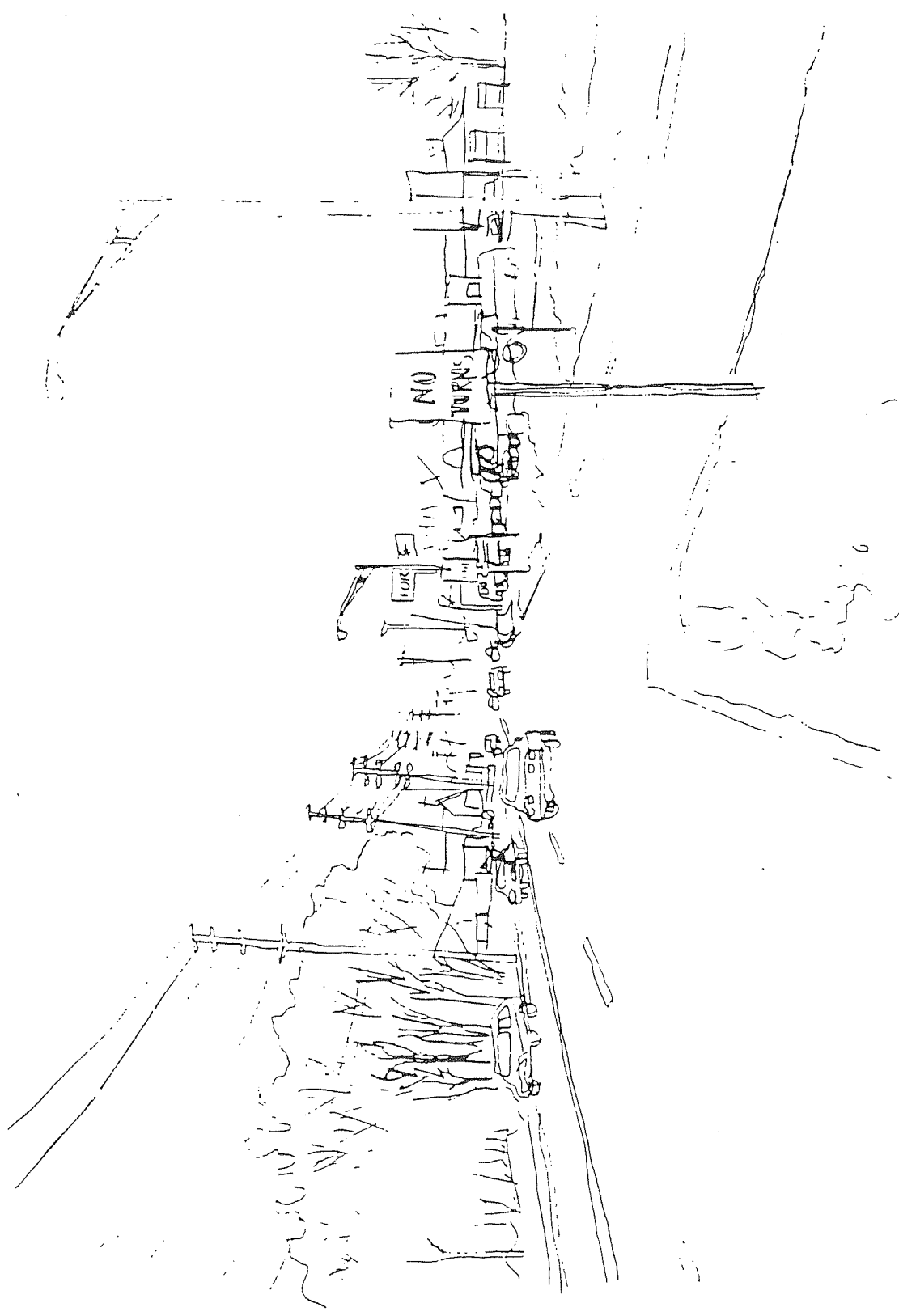
from Route 27. This roadway would be alligned with Bridge Street's axis at the Middlesex Avenue intersection for traffic control purposes and terminate in a cul-de-sac which would be alligned with High Street. Another private roadway connecting High Street with the cul-de-sac would be one-way traffic only, in a westerly direction toward the cul-de-sac, thus preventing any traffic from the development tract to exit onto High or Prospect Streets.

The improvements outlined for Development Plan "B" are illustrated in another set of "before and after pictures" (refer to pages 31 and 32). The first sketch illustrates the existing conditions on Middlesex Avenue looking east from the Route 287 exit ramp. The second sketch illustrates the same view after proposed development of office buildings on both sides of Middlesex Avenue, along with street lamps, shade trees, and other landscaping. The developments and improvements illustrated help to define the street edge, thus creating a visual, spatial, and symbolic "gateway" into Metuchen.

Development Plan "C"

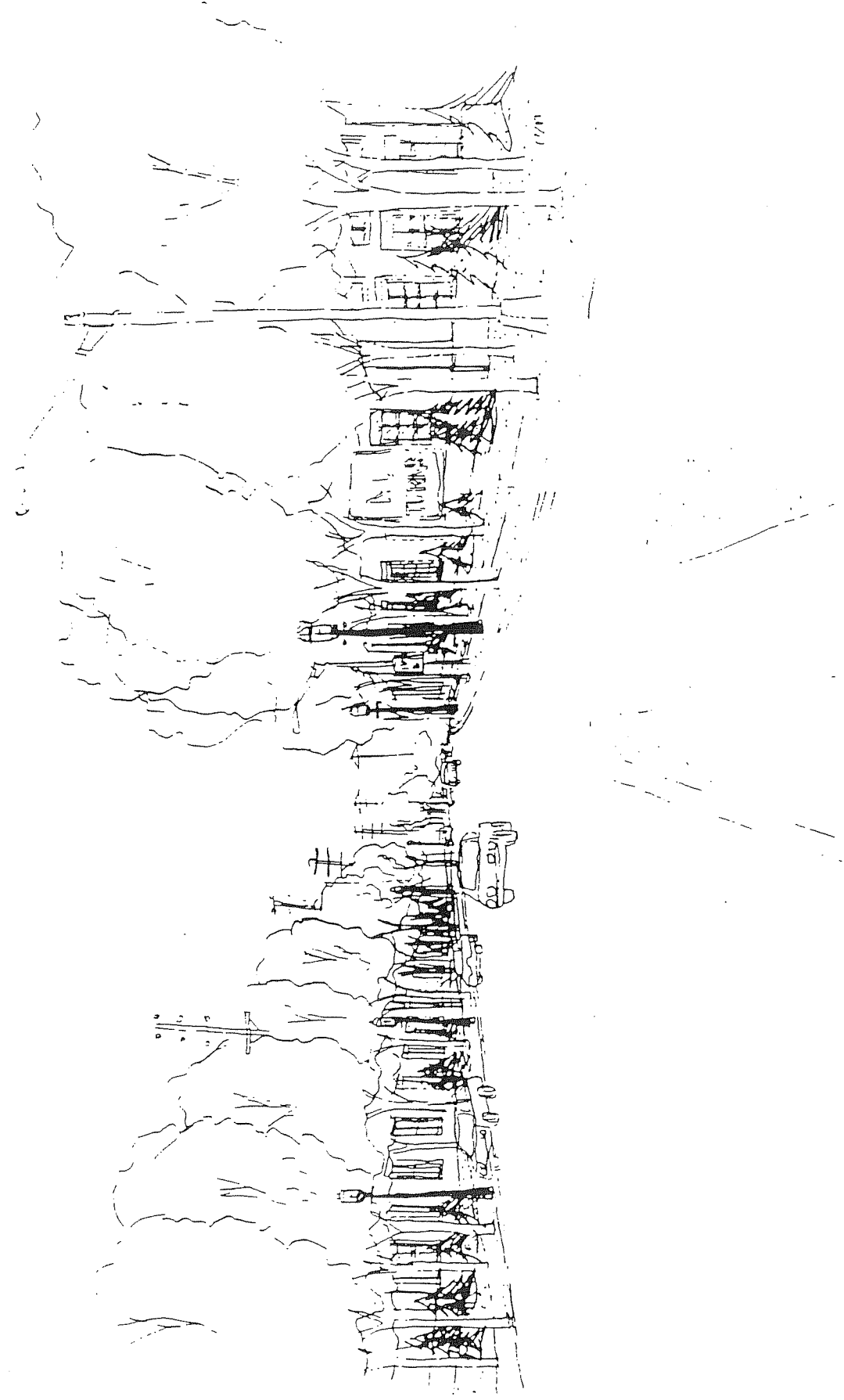
The scenario illustrated in Development Plan "C" (refer to page 33) involves the following improvements and developments:

- 1) Planned Commercial Development of three office buildings and one mixed-use parking deck on a 14.2 acres of land on the south side of Middlesex Avenue only. The proposed mixed-use parking deck would consist of two levels of parking and a cafeteria, health club, and day care center located on a portion of the first level. Office buildings would vary in



Middlesex Avenue looking east from Route 287

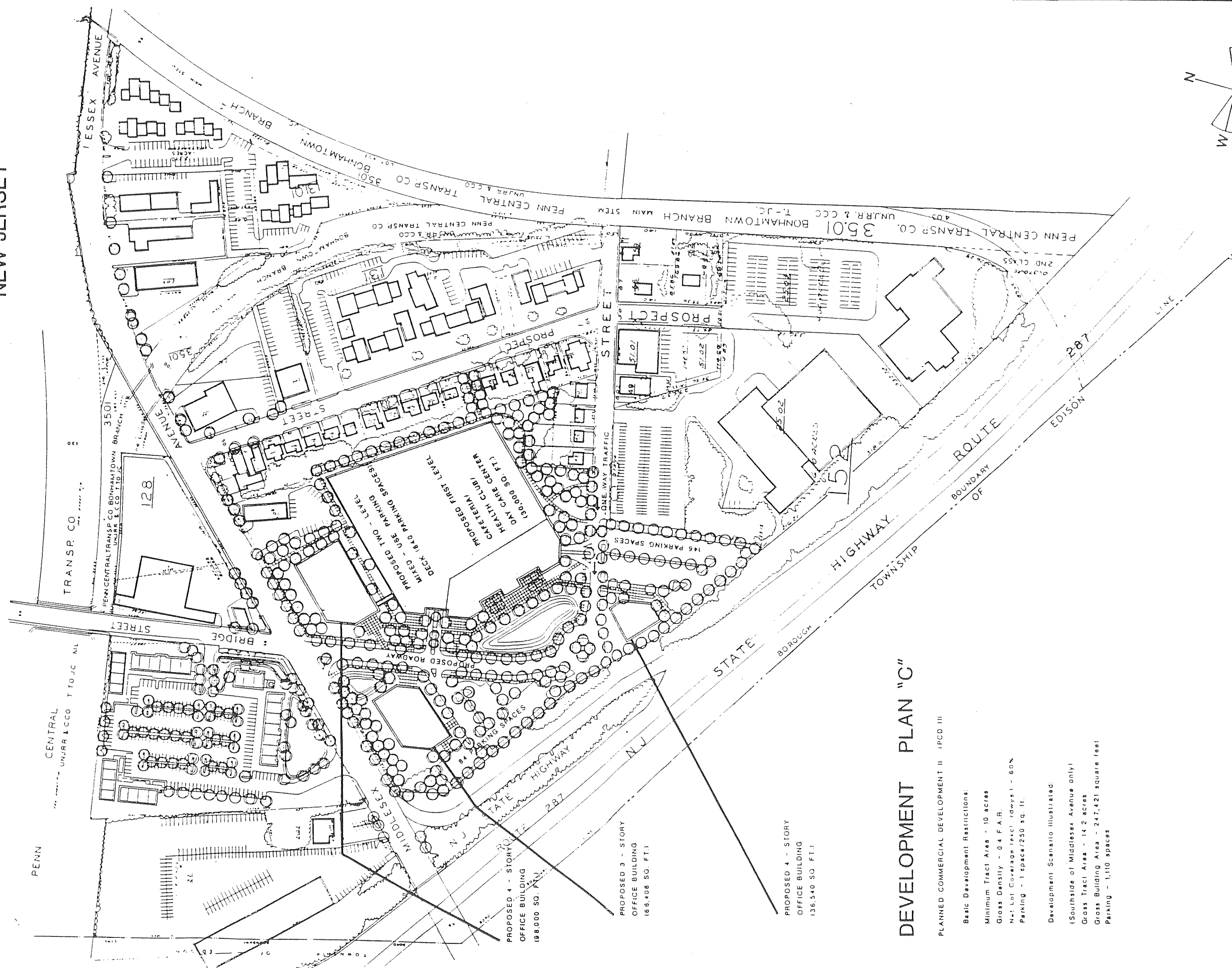
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Middlesex Avenue looking east from Route 287
(after proposed development)

SOUTHWEST GATEWAY STUDY

**BOROUGH OF METUCHEN
MIDDLESEX COUNTY
NEW JERSEY**



DEVELOPMENT PLAN "C"

PLANNED COMMERCIAL DEVELOPMENT II - IPCD III

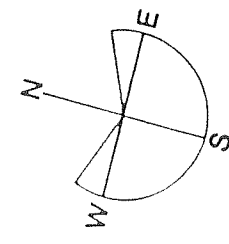
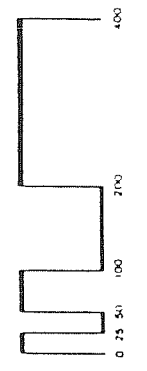
- Basic Development Restrictions:
- Minimum Tract Area - 10 acres
 - Gross Density - 0.4 F.A.R.
 - Net Lot Coverage (excl. rdways) - 60%
 - Parking - 1 space/250 sq. ft.

Development Scenario illustrated:
 (Southside of Middlesex Avenue only)
 Gross Tract Area - 14.2 acres
 Gross Building Area - 247,421 square feet
 Parking - 1,110 spaces



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Scale: 1"=100'	Revisions:	Planning / Urban Design
Prepared by: JC	Date:	Environmental Analysis
		Landscape Architecture



Base Map Source - Borough of Metuchen Tax Assessment Map, revised as of 6/1/86. Location of buildings and roads is approximate.

size, massing, and height, but be unified with one another and the parking deck through the use of compatible architectural styles, building materials, landscaping, lighting, and other design elements.

- 2) Part of the development tract would include the westernmost 350 feet of the High Street right-of-way. The Borough would vacate and sell this unimproved right-of-way parcel of approximately one-half acre.
- 3) A proposed private roadway extending south of Middlesex Avenue from the Bridge Street intersection would provide this portion of the development tract with direct access to and from Route 27. This roadway would be alligned with Bridge Street's axis at the Middlesex Avenue intersection for traffic control purposes and terminate in a cul-de-sac which would be alligned with High Street. Another private roadway connecting High Street with the cul-de-sac would be one-way traffic only, in a westerly direction toward the cul-de-sac, thus preventing any traffic from the development tract to exit onto High or Prospect Streets.

FISCAL IMPACT ANALYSIS

A preliminary fiscal impact analysis was performed to evaluate the direct local public costs and revenues associated with the Development Plans. Development Plan "A" generally involves improvements and upgrading of private property which would result in a general elevation of property values resulting in an increase in local revenues in the study area. Some

costs, such as shade tree planting and sidewalk replacement may be incurred by the Borough, if such a public improvement program is undertaken, but it is anticipated that much of Development Plan "A" can be implemented by the private sector with little or no costs to the Borough.

Development Plans "B" and "C" have been evaluated in terms of current revenues versus projected revenues in the table below:

Dev. Plan	Current Assessed Value (\$)	Current Revenues (\$/Year)	Projected Assessed Value (\$)	Projected Revenues (\$/Year)	Projected Costs (\$/Year)	Projected Net Rev. (\$/Year)
"B"	1,618,000	42,877	9,823,055	260,312	27,439	232,873
"C"	2,088,100	55,335	15,147,113	401,399	40,425	360,974

Note: Properties included in analysis are those proposed for development in each respective plan only. Current assessed value and current revenues are based on 1987 tax data for the development tracts in each plan. All revenue calculations are based on gross local purpose taxes (municipal and school taxes only). Projected costs are based on expenditures for sanitary sewer service and police protection only.

APPENDIX

Southwest Gateway Study Area
Traffic and Accident Survey

Prepared by:
Metuchen Police Department

TRAFFIC SURVEY

Prepared by
 Capt. Frederick E. Hall
 March 4, 1987

Location - Intersection of Essex Avenue and Prospect Street

	(1)	(2)	(3)	(4)
7 - 8 AM	28	14	17	23
8 - 9 AM	87	22	20	25
12 - 1 PM	34	19	47	54
3 - 4 PM	23	14	19	21
4 - 6 PM	30	24	51	59

- KEY: (1)...Travel East on Essex and make right turn to travel South on Prospect Street.
 (2)...Travel West on Essex and make left turn to travel South on Prospect Street.
 (3)...Travel North on Prospect and make right turn to travel East on Essex Avenue.
 (4)...Travel North on Prospect and make left turn to travel West on Essex Avenue.

Location - Intersection of Middlesex Avenue and Bridge Street

	(1)	(2)	(3)	(4)
7 - 8 AM	365	22	395	52
8 - 9 AM	336	29	425	72
12 - 1 PM	258	22	226	42
3 - 4 PM	338	14	370	65
4 - 6 PM	759	45	706	282

- KEY: (1)...Travel East on Middlesex Avenue and make left turn to travel North on Bridge Street.
 (2)...Travel West on Middlesex Avenue and make a right turn to travel North on Bridge Street.
 (3)...Travel South on Bridge Street and make a right turn to travel West on Middlesex Avenue.
 (4)...Travel South on Bridge Street and make a left turn to travel East on Middlesex Avenue.

Location - Intersection of Middlesex Avenue and Private Road next to Boro Motors.

	(1)	(2)	(3)	(4)
7 - 8 AM	6	6	3	2
8 - 9 AM	6	4	7	1
12 - 1 PM	11	4	10	8
3 - 4 PM	5	2	4	4
4 - 6 PM	5	3	6	4

- KEY: (1)...Travel East on Middlesex and make right turn into Private Road to travel South.
 (2)...Travel West on Middlesex and make left turn into Private Road to travel South.
 (3)...Travel North on Private Road and make a right turn to travel East on Middlesex.
 (4)...Travel No. on Pvt. Rd. and turn left on Middlesex

TRAFFIC SURVEY

Prepared by
Capt. Frederick E. Hall
March 4, 1987

Essex Avenue
West of Kentnor ST.

7 - 8 AM
8 - 9 AM
12- 1 PM
3 - 4 PM
4 - 6 PM

Eastbound

535
519
609
782
1825

Westbound

626
576
532
648
1200

Middlesex Avenue
at Boro Line West

7 - 8 AM
8 - 9 AM
12- 1 PM
3 - 4 PM
4 - 6 PM

Eastbound

1028
1083
797
847
2117

Westbound

812
1394
785
899
2059

From Rt 287 Ramp
East on Rt 27

7 - 8 AM
8 - 9 AM
12- 1 PM
3 - 4 PM
4 - 6 PM

Eastbound

428
402
174
200
493

Westbound

Private Road
Next to Boro Motors

7 - 8 AM
8 - 9 AM
12- 1 PM
3 - 4 PM
4 - 6 PM

Northbound

5
2
3
6
5

Southbound

8
7
8
8
1

Bridge Street
North of Rt 27

7 - 8 AM
8 - 9 AM
12- 1 PM
3 - 4 PM
4 - 6 PM

Northbound

387
365
280
352
804

Southbound

447
497
268
435
988

High Street
East of Prospect St.

7 - 8 AM
8 - 9 AM
12- 1 PM
3 - 4 PM
4 - 6 PM

Eastbound

9
16
33
18
106

Westbound

39
70
24
18
38

Prospect Street
North of High Street

7 - 8 AM
8 - 9 AM
12- 1 PM
3 - 4 PM
4 - 6 pm

Northbound

14
28
51
23
125

Southbound

45
88
24
28
73

TRAFFIC SURVEY

<u>LOCATION</u>	7 - 8 AM	8-9 AM	12 - 1 PM	3 - 4 PM	4 - 6 PM
Essex Avenue West of Kentnor	TFW 2-17	DGB 2-18	DGB 2-18	GHT 2-11	SRW 2-11
Essex Avenue at Prospect St.	CLM 2-25	TJA 2-26	SRW 2-20	TJA 2-26	SFM 2-17
Middlesex Ave. at Bridge St.	TJA 3-4	JFC 2-26	JFC 2-26	JFC 2-26	SB 2-17
Middlesex Ave. at Private Road next to Boro Motors	DGB 2-24	TJA 2-27	JFC 2-18	JFC 3-2	RAM 2-17
Middlesex Ave. East of Rt 287	JHS 2-20	GHT 2-11	GHT 2-11	GHT 2-10	SRW 2-10
Private Road South of Rt 27	JHS 2-20	GHT 2-11	GHT 2-11	GHT 2-10	SRW 2-10
Ramp from Rt 287 to travel East on Rt 27	JHS 2-20	GHT 2-11	GHT 2-11	GHT 2-10	SRW 2-10
High Street East of Prospect	RAM 3-2	JFC 2-11	JFC 2-11	JFC 2-11	DGB 2-10
Prospect Street North of High St.	RAM 3-2	JFC 2-11	JFC 2-11	JFC 2-11	DGB 2-10
Bridge Street North of Rt 27	TJA 3-4	JFC 2-26	JFC 2-26	JFC 2-26	SB 2-17

TFW - PTL. T. WHITE
 DGB - PTL. D. BJORNSEN
 GHT - PTL. G. TOLLEY
 SRW - PTL. S. WILCZYNSKI
 CLM - PTL. C. MOORE
 TJA - PTL. T. AYOTTE
 SFM - PTL. S. MACMATH
 JHS - PTL. J. SEABASTY

JFC - PTL. J. CURRY
 SB - PTL. S. BOZINTA
 RAM - PTL. R. MOORE

Frederick E. Hall 3/4/87
 Captain Frederick E. Hall

METUCHEN POLICE DEPARTMENT
MOTOR VEHICLE ACCIDENT REPORT
1984 - 1986

Intersection	1984	1985	1986
Middlesex Ave. (Bridge St. W to Rt. 287)	5-two vehicle	14-two vehicle 1-three vehicle 1-more than three veh.	5-two car 1-one car & misc.
Middlesex Ave. & Bridge St.	1-two vehicle 2-MV & misc.	16-two vehicle 2-MV & misc.	12-two vehicle 3-one vehicle & mi: 1-three MV
Bridge St. (Middlesex Ave. to Penn Central)	2-two-vehicle	1-two vehicle	1-three MV
Essex Ave.	1-two vehicle	1-two vehicle	2-two vehicle 1-one vehicle & mis
Essex Ave. & Prospect Ave.	3-two vehicle	0-accidents	5-two vehicle
Essex Ave. (Prospect St. to Kentnor St.)	3-two vehicle 1-MV & misc.	2-two vehicle 1-MV & misc.	4-two vehicle 1-one vehicle & mis 1-one vehicle & ped
Prospect St. (Essex Ave. to High St.)	1-two vehicle	2-two vehicle 1-MV & misc.	1-two vehicle
Prospect St. & High St.	0-accidents	0-accidents	1-three vehicle
Prospect St. (High St. to Franco Mfg. Co.))	0-accidents	2-two vehicle 1-MV & misc.	0-accidents
High St. (Prospect St. to Rt. 287)	2-two vehicle	2-two vehicle	1-two vehicle
High St. (Prospect St. to Kentnor St.)	1-MV & misc.	0-accidents	0-accidents