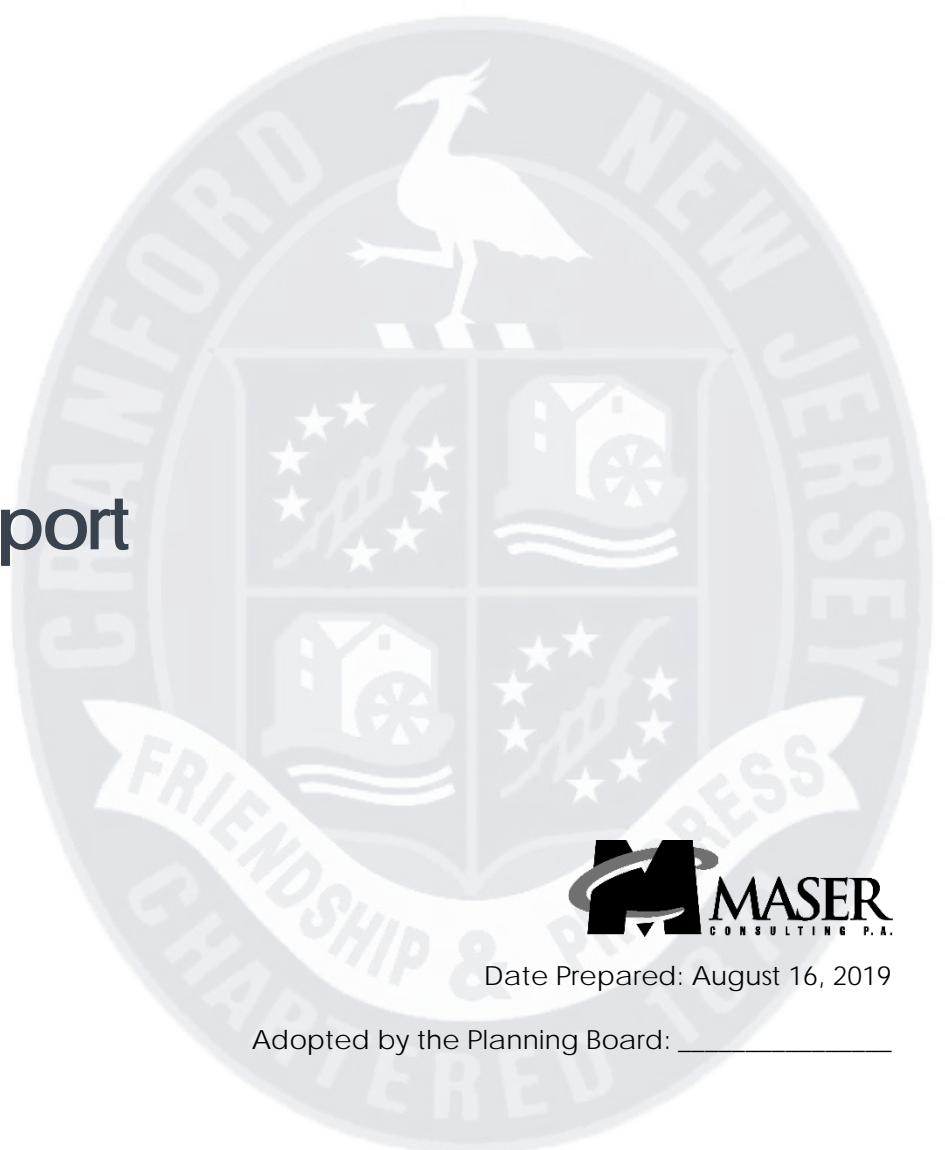




# Reexamination Report

## Township of Cranford

### Union County, New Jersey



Date Prepared: August 16, 2019

Adopted by the Planning Board: \_\_\_\_\_

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# Reexamination Report

## Township of Cranford

Union County, New Jersey



Prepared by:

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The original of this report was signed and sealed in accordance with NJSA 45:14A-12.

MC Project # CDP-006

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## I. INTRODUCTION

The Township of Cranford is located in Union County and encompasses 4.9 square miles (4.8 square miles of land and 0.1 square miles of water). Cranford is suburban in character with a vibrant downtown centered primarily around its rail station, used by NJ Transit as part of its Raritan Valley Line. Cranford is surrounded by the Township of Clark, the Township of Winfield, the City of Linden, the Borough of Roselle, the Borough of Roselle Park, the Borough of Kenilworth, the Township of Springfield, the Town of Westfield, and the Borough of Garwood in New Jersey.

While the Municipal Land Use Law requires a general reexamination of the Master Plan and development regulations every ten years, reexaminations can be undertaken more frequently. It can be as frequent as an individual municipality believes it to be warranted. In 2009, Cranford prepared a new Master Plan which has not been reexamined during the past ten years.

This reexamination of the Township of Cranford Master Plan and development regulations conforms to the requirements of the New Jersey Municipal Land Use Law (MLUL) which stipulates that each municipality in the State of New Jersey shall reexamine its Master Plan and development regulations at least every ten years. Specifically, N.J.S.A. 40:55D-89 states:

*"The governing body shall, at least every ten years, provide for a general reexamination of its Master Plan and development regulations by the Planning Board, which shall prepare and adopt by resolution a report on the findings of such reexamination, a copy of which report and resolution shall be sent to the County Planning Board. A notice that the report and resolution have been prepared shall be sent to the municipal clerk of each adjoining municipality."*

This report addresses the requirements of a reexamination in accordance with the MLUL, N.J.S.A. 40:55D-89, by including sections addressing the following:

- A. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination 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 seq.) 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 municipality.

## PURPOSE

Cranford's existing Master Plan was adopted in September 2009.<sup>1</sup> The purpose of this Reexamination Report is to address the ten-year Reexamination requirement per the MLUL. The aforementioned Reexamination requirements of the MLUL are addressed in Chapter II through VI of this report.

This Reexamination Report for Cranford Township was prepared with the involvement and input from residents, businesses, and Township officials. Initial development of the plan began with a review of all relevant planning data for Cranford Township, including its 2009 Master Plan, the 2018 Housing Element and Fair Share Plan, existing land use and development regulations, and available zoning board annual reports.



This collection of data was used to start a conversation with the Cranford Township Reexamination Subcommittee to review initial findings and address any areas where gaps existed in the data. This was followed by a community forum, held on Tuesday, May 28, 2019 at the Cranford Community Center, where all interested community members were invited to ask questions and provide feedback. The questions posed by the meeting facilitators at this community forum were also adapted into an online survey that was available to residents from June 18 to July 10, 2019, where input was provided by over 600 people.

The feedback from the subcommittee, community forum, survey, and public meetings (hereinafter referred to as the "community engagement process") was then used to develop the report.

It is important that a Master Plan be kept up to date and flexible so that it can respond to changing conditions and reflect the best current thinking on land use issues. The Master Plan should be a document that is easily amended so that it can respond to both concerns and opportunities.

<sup>1</sup> *Township of Cranford Master Plan, 2009*. Prepared by Stan Slachetka, PP, AICP, of T&M Associates. Adopted by the Cranford Township Planning Board on September 30, 2009.

## II. PROBLEMS & OBJECTIVES RELATED TO THE 2009 MASTER PLAN

The first step in the reexamination process, known as Section “A”, reviews the major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.



This chapter of the Reexamination Report examines the major problems, objectives, and recommendations relating to land development in Cranford that were included in the *2009 Master Plan*. The Vision, Goals and Objectives, Major Issues, and Recommended Action Items that were identified in the 2009 Master Plan are described in the section that follows. For ease of reference, while the 2009 Master Plan used a mix of bullet points, numbered lists, and in-text descriptions for its different issues, goals, and recommendations, the following will be numbered to enable referencing these objectives more easily in other parts of this document, if necessary. Text excerpted from the 2009 Master Plan is shown *in italics*.

### TOWNSHIP VISION

The 2009 Master Plan outlined its vision for 2020 through a list of 14 broad goals and principles that would guide more specific objectives and implementable actions.

1. *Highlight the river as an asset to the community*



2. *Promote economically vibrant Downtown with a balance of office, professional, retail and residential uses*
3. *Encourage commercial uses in the Downtown that make it a destination*
4. *Maximize economic importance of the Cranford Business Park*
5. *Highlight accessibility to various modes of transportation (rail, bus, air and highways) and Cranford's proximity to major cultural, recreational and sporting venues*
6. *Maintain and enhance strong park and recreation programs*
7. *Maintain and increase open space, including through State, County, Municipal or other public purchase of property and through zoning regulation*
8. *Continue positive relationship with School District to continue using fields and facilities*
9. *Implement sensible land use development policies so as to avoid adversely impacting Cranford's high-quality school district*
10. *Improve pedestrian, recreational and automobile safety*
11. *Work to preserve small town character and historical architecture*
12. *Concentrate dense residential in the Downtown Core<sup>1</sup> [as defined in the Land Use Plan Element] with less dense residential uses emanating out from the Core*
13. *Create a parking strategy to accommodate future growth*
14. *Encourage environmentally-friendly practices and principles*

In addition, the 2009 Master Plan based itself "...upon the principles of balanced land use, sustainable development, and equitable growth."<sup>2</sup>

1. *BALANCED LAND USE ~ Land is a finite resource. Residential, commercial, industrial, agricultural, public, recreational, and open space uses compete for a share of this limited and increasingly valuable resource. The Township's future land use and development must be balanced to meet the public needs and serve the goals and objectives of the Township plan for housing and economic development, redevelopment, community facilities and services, clean and abundant water, good air quality and green spaces for recreation and biological diversity.*

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<sup>2</sup> 2009 Master Plan, Prepared by Stan Slachetka, PP, AICP of T&M Associates. Page G-2.

2. *SUSTAINABLE DEVELOPMENT ~ “Sustainable development meets the needs of the present without compromising the ability of future generations to meet their needs.”(UN World Commission on Environment and Development, 1987) Development should not exceed the limits of the Township’s natural systems and infrastructure, nor should it degrade them.*
3. *EQUITABLE GROWTH ~ The benefits and burdens of growth, development, redevelopment, and conservation in the Township should be equitably shared.*

## 2009 GOALS AND OBJECTIVES

The structure of the 2009 Master Plan included Goals for seven (7) different topic areas: Economic and Non-Residential; Residential; Conservation; Circulation; Community Facilities and Utilities; Recreation and Open Space; and, Community Identity. These goals are listed in the introductory section of the 2009 Master Plan, as part of its *Principles, Goals, Objectives, and Development Policy of the Township Master Plan*. This section was followed by a Land Use Plan Element, and a Conservation Plan Element, each of which provided extensive, and detailed recommendations for implementation and action.

## ECONOMIC AND NON-RESIDENTIAL GOALS

1. *Conserve and promote the economic vitality of the Downtown so that the core of Cranford remains healthy.*
2. *Provide a parking strategy to accommodate all of the Downtown’s constituents: commuters, office workers, shoppers and Downtown residents. Require adequate parking as a prerequisite to new development.*
3. *Recognize the economic value of multi-story buildings within the Downtown. Encourage the fullest use of existing upper floors and the creation of additional upper-story floor space.*
4. *Promote the Township’s accessibility to transportation facilities such as the Garden State Parkway and New Jersey Transit rail and bus lines as attractive to both Township businesses and residents.*
5. *Continue to develop commercial and business (i) in the Downtown, (ii) on the North, South and Centennial Avenues, and (iii) in existing centers of commerce.*
6. *Continue to evaluate development opportunities that utilize Cranford’s rail and bus lines in order to encourage an increase in mass transit usage.*
7. *Encourage the development of a diversified economic base that generates employment growth, increases property values, and promotes the improvement of underutilized properties.*

8. *Recognize unique characteristics of clustered businesses and promote development consistent with those unique characteristics.*
9. *Capitalize on Cranford's competitive advantages for economic development, including its designation as a regional work center, metropolitan location, extensive transportation and utility infrastructure, a stable and highly skilled labor force and an excellent quality of life.*
10. *Create attractive gateways at the principal entrances to the Township through upgraded land uses, streetscape improvements and signage.*
11. *Develop strategies which maximize the economic potential of Cranford's Business Park including the creation of zoning ordinances which would permit more intense land use.*
12. *Explore and promote greater linkages between the Downtown, Union County College, and the Cranford Business Park.*
13. *Actively incorporate the arts and cultural activities into the Downtown to enhance its appeal as a destination for the arts.*

## RESIDENTIAL GOALS

1. *Provide a wide range of housing to meet the needs of residents in diverse income groups.*
2. *Define residential uses and boundaries to guard against intrusion from incompatible land uses.*
3. *Provide transitional buffer zones where commercial areas border residential areas.*
4. *Concentrate higher density residential uses in the Downtown to take advantage of transportation infrastructure and require adequate parking as a prerequisite to new development.*
5. *Monitor opportunities for funding that structures a local rehabilitation program that meets COAH's requirements for rehabilitation housing.*
6. *Require all in-fill development to be done in a manner that is consistent and compatible with the surrounding neighborhood and environment.*
7. *In existing residential zones, encourage the preservation of existing housing structures and limit new development that increases density.*
8. *Ensure that public and quasi-public land use remains compatible with the needs and character of adjacent neighborhoods.*

9. *Limit developments that would generate a high volume of vehicle traffic on local and collector streets.*
10. *Encourage the preservation, maintenance, and restoration of all residential properties.*

## CONSERVATION GOALS

1. *Encourage sustainable development practices.*
2. *Adopt and practice environmentally responsible policies.*
3. *Aggressively seek to acquire additional open space and opportunities to preserve open space.*
4. *Maintain Cranford as a Tree City, U.S.A. community.*
5. *Conserve and protect as many environmentally sensitive areas in the Township as possible, including but not limited to all waterways, wetlands, and woodlands.*
6. *Require all development to be subject to rigorous environmental evaluation to minimize any potential adverse environmental impacts.*
7. *Pursue the development of a Township-wide green belt incorporating natural areas, environmentally sensitive areas, and scenic areas, such as the Rahway River to connect various parts of the Township through a unique open-space network.*
8. *Promote stormwater best management practices to improve local drainage patterns and enhance the environment through implementation of Cranford's Stormwater Management Plan.*
9. *Maintain and upgrade the storm and sanitary systems.*
10. *Preserve existing trees to improve air quality, reduce erosion, and to preserve community character.*
11. *Protect groundwater quality and promote the recharge of groundwater.*
12. *Preserve floodplains to mitigate the adverse impact of flood events and to maintain the ecological health of stream corridors.*
13. *Preserve the Township's open spaces and protect them from development.*
14. *Incorporate energy-efficient and renewable energy technologies into new development.*
15. *Continue to implement the shade-tree-planting program by planting additional street trees.*

16. *Promote remediation of brownfield sites and encourage sustainable reuse.*
17. *Promote and encourage use of LEED (Leadership in Energy and Environmental Design) building standards in all development.*
18. *Maintain and seek to expand recycling activities within the Township.*
19. *Promote change to establish Cranford as an environmentally sustainable community.*
20. *Protect air quality and support efforts to mitigate airplane noise.*
21. *Promote development in existing nonresidential areas that accommodate alternative modes of transportation and shared parking.*

## CIRCULATION GOALS

1. *Maintain and improve the road and transportation system which will enable the safe and efficient movement of people and goods.*
2. *Continue to encourage road improvements and traffic management systems which aid in improving all East-West and North-South movements on all State, county and municipal roads.*
3. *Support State and County efforts to take a regional approach to improve road and traffic infrastructure.*
4. *Expand existing bus transit to link the Downtown, Union County College and the Business Park.*
5. *Promote the creation of a transportation system that enhances local circulation, increases regional access, and provides links to regional destinations.*
6. *Coordinate land uses and transportation investments to encourage alternatives to driving such as mass transit, bicycle and pedestrian pathways.*
7. *Improve traffic signals at key intersections and provide areas for pedestrian safety on long crosswalks.*
8. *Provide bike lanes that connect activity centers throughout the Township.*
9. *Coordinate maintenance and improvement projects with neighboring communities and Union County.*



10. *Continue to monitor areas with high traffic accident rates and develop improvement programs such as traffic calming measures.*
11. *Provide clear signage to parking facilities and key destinations within the Township.*
12. *Insure coordinated management of all parking related matters.*
13. *Coordinate with County and State agencies to further implement Greenway throughout Township.*

## COMMUNITY FACILITIES AND UTILITIES

1. *Provide a full range of facilities and services to accommodate existing and future Township needs in a convenient and cost-effective manner.*
2. *Maintain excellent public safety with appropriate facilities, manpower, and equipment distributed according to needs.*
3. *Encourage the continued use of the public library as a positive benefit to the community.*
4. *Encourage the preservation of historic buildings and landmarks that are significant to Cranford's past.*
5. *Create a strategy for the preservation or disposition of municipal vacant land, reinvesting any proceeds into expanding open spaces.*
6. *Investigate the consolidation or sharing of municipal services.*
7. *Dedicate sufficient resources to regularly scheduled infrastructure maintenance as part of an ongoing long-term maintenance strategy.*
8. *Periodically review the adequacy of all municipal systems and services and project future needs and demands.*
9. *Cooperate with surrounding communities, County, and State organizations to make the best use of available public facilities.*
10. *Ensure that developers bear their share of infrastructure improvement required by the development.*

## RECREATION AND OPEN SPACE

1. *Increase and improve park, open space, recreational and cultural facilities for all Township residents with an emphasis on providing open space in the Downtown.*

2. *Cooperate with public and quasi-public institutions to utilize and maintain their undeveloped and underdeveloped land for open space or recreation.*
3. *Insure that quality open space is provided and maintained as development occurs.*
4. *Preserve pedestrian paths to parking and recreation facilities and where feasible create additional paths.*
5. *Encourage the use of high quality landscaping design with public art (e.g. statues) in developing civic spaces.*
6. *Develop an increasingly diversified array of quality recreational and cultural facilities, services and offerings.*
7. *Recognize and promote the recreational opportunities of Cranford West.*

## COMMUNITY IDENTITY

1. *Develop and effectively communicate a strong and appealing identity for the Township.*
2. *Create attractive "gateways" into the Township and improve the appearance of intermediate and major thoroughfares.*
3. *Develop and implement streetscape projects for major public thoroughfares.*
4. *Preserve and protect Cranford's small town character, historic elements and natural amenities.*
5. *Maintain and enhance the appearance of all Township-owned properties.*
6. *Encourage quality architectural and landscape design through the use of design standards that are consistent with the architectural history of the surrounding neighborhood.*
7. *Implement sensible land use development policies so as to avoid adversely impacting Cranford's high-quality school district.*
8. *Promote the recreational uses and aesthetic beauty of the Rahway River.*

## GUIDING ISSUES OF THE 2009 MASTER PLAN LAND USE ELEMENT

The 2009 Land Use Plan noted 16 land use issues related to land use at the time of its preparation, which were used to guide the recommendations of the Land Use Plan. These issues included the following:

1. *Permitted uses and bulk requirements were evaluated for all zoning districts in the Township. A particular emphasis was placed upon the following districts/areas:*
  - a. *Downtown Core*
  - b. *Cranford Business Park*
  - c. *Village Commercial*
2. *The future use of non encumbered Township-owned properties is addressed in this Plan.*
3. *A need to consolidate zoning districts to simplify rules, regulations and standards within the nonresidential districts is a policy objective of this Master Plan.*
4. *Addressing parking needs in the Downtown.*
5. *Planning for parking demand associated with residential and commercial growth in targeted areas of the Township.*
6. *The Plan evaluates the adopted zoning for consistency with the existing land use pattern. There are several areas of the Township where zone changes are recommended to be consistent with existing land uses, while nonconforming land uses are encouraged to transition to a conforming use over time.*
7. *The types of uses in nonresidential districts are evaluated to reflect the type of development most appropriate for the respective district.*
8. *Implementation of standards to ensure high quality commercial development is evaluated and addressed within this Plan.*
9. *The Plan evaluates Cranford's strengths to capitalize on the amenities of the Rahway River, established Downtown, existing county parks and accessibility to various modes of transportation.*
10. *The Plan recognizes flooding problems and the impacts of the Federal Emergency Management Agency Regulations and needed changes to encourage building outside of the 100-year floodplain.*
11. *The Plan addresses appropriate infill for residential and commercial development.*
12. *The Plan addresses Township policies for consistency with the State Development and Redevelopment Plan (SDRP), adjoining community zone plans and the location of adjoining community public wellheads.*

13. *The Plan recognizes a need to provide affordable housing in accordance with state regulations. Such requirements and recommendations are evaluated within the Housing Plan Element and Fair Share Plan.*
14. *Recognize the need for a wide range of housing choices to accommodate a broad range of age based demographics.*
15. *The need for a separate public district is evaluated within this Plan.*
16. *The defunct Staten Island Railroad from Cranford Junction to the Arthur Kill-owned by NJDOT has been identified for potential freight use. The Master Plan acknowledges the potential reactivation of this line and a need for the Township to monitor its impacts.*





### III. EXTENT THAT PROBLEMS & OBJECTIVES HAVE CHANGED SINCE 2009

The second step in the reexamination process, known as Section “B” evaluates the extent to which such problems and objectives have been reduced or have increased subsequent to the adoption of the 2009 Master Plan. For ease of reference, the numbers used in Section “A” correspond to the numbers used below. If a change is proposed, the new text is provided as “Proposed Change.” Items from the 2009 Master Plan that are not specifically referenced in this Reexamination report for change, clarification, or elimination are reaffirmed as written. A complete list of the Township’s Goals, Objectives, Vision, as proposed for modification or reaffirmation, is included in Section “D.”

Township Vision	2009 Master Plan	2019 Review
	3. <i>Encourage commercial uses in the Downtown that make it a destination.</i>	<p>The town recognizes the downtown area as a major asset. To ensure the downtown can continue to respond to changing demands and interests and remain an important destination, it is recommended that this language be revised to encourage a variety of uses that contribute to a vibrant downtown.</p> <p><u>Proposed Change:</u> “Encourage a variety of uses in the Downtown that make it a destination.”</p>
	11. <i>Work to preserve small town character and historical architecture</i>	<p>The town prides itself in a “small-town” feel, a sentiment echoed in the meetings of the Reexamination Subcommittee, community forum, and the input received as part of the community survey. It is also acknowledged, that for the purposes of the Township as a whole, this terminology does not fully encapsulate many of the characteristics that define Cranford, including its vibrant downtown, its historic neighborhoods, diverse architectural typologies, its natural and recreational assets, and its passenger rail station.</p> <p><u>Proposed Change:</u> “Work to preserve Cranford’s unique character and historical architecture.”</p>



Economic and Non-Residential Goals	2009 Master Plan	2019 Review
	8. <i>Recognize unique characteristics of clustered businesses and promote development consistent with those unique characteristics.</i>	Eliminate. This goal is unclear, and other goals within this section sufficiently address these points.
	11. <i>Develop strategies which maximize the economic potential of Cranford's Business Park including the creation of zoning ordinances which would permit more intense land use.</i>	<p>Market disruptions to the office and industrial sectors are not endemic to the Township. PlanSmartNJ, an independent, non-profit planning and research organization published <u>A Guide to the Future: Repurposing Stranded Assets &amp; Revitalizing New Jersey's Future</u>. This report noted that "Throughout the state, large and once flourishing suburban office parks and retail centers are failing. Decades ago, these buildings stood as iconic structures that drove demand for quiet suburban living. However, technological advances and changing societal demands have eroded the suburbs' attractiveness to residents and corporations leaving behind large isolated and underutilized buildings, or "stranded assets," which no longer act as economic engines."<sup>3</sup> Echoing this sentiment, a 2014 issue of <u>Zoning Practice</u> from the American Planning Association notes that that employers "want to occupy spaces that are flexible, sustainable, and adaptable to their daily needs and long-term goals" and developers "want to build projects that appeal to a wider pool of potential tenants."<sup>4</sup> Both of these reports recommend that zoning regulations should provide greater flexibility in zone requirements, by permitting a wider variety of uses and bulk standards that reflect current industry standards.</p> <p>The current goal suggests that "more intense land use" is necessary to maximize the economic potential of Cranford's Business Park, which overlooks potential uses and standards that would remain consistent with the Land Use Plan, while maintaining quality of life. It is recommended that this goal be revised.</p> <p><u>Proposed Change:</u>  "Maximize the continued economic viability of Cranford's Business Park for nonresidential uses. "</p>
	12. <i>Explore and promote greater linkages between the Downtown, Union County College, and the Cranford Business Park.</i>	<p>The existing goal is unclear as written. In addition, a similar goal, related to one aspect of "linkages" is described under Circulation. As such, a revised goal is proposed that would include the township's economic centers and educational resources.</p> <p><u>Proposed Change:</u>  "Promote synergies between the township's economic and educational assets. "</p>

	<p>Input received as part of the community engagement process stressed the need to promote high-quality and attractive design in the downtown that would further support new investment and redevelopment.</p> <p>As such, it is recommended that a new goal be included.</p> <p><u>Proposed Goal:</u>  <i>"Incorporate design standards that visually guide development, while remaining responsive to new and emerging demands."</i></p>
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	2009 Master Plan	2019 Review
Residential Goals	<p>6. <i>Require all in-fill development to be done in a manner that is consistent and compatible with the surrounding neighborhood and environment.</i></p> <p>7. <i>In existing residential zones, encourage the preservation of existing housing structures and limit new development that increases density.</i></p> <p>10. <i>Encourage the preservation, maintenance, and restoration of all residential properties.</i></p>	<p>Goals 6, 7 and 10 all address similar themes of protecting the character of existing residential neighborhoods. It is recommended, therefore, that Goals 7 and 10 be eliminated to reduce redundancy.</p>

<sup>3</sup> Brookham, Sam, Lisa Cintron, and Carlos Rodrigues, PP, FAICP. A Guide to the Future: Repurposing Stranded Assets & Revitalizing New Jersey's Suburbs. PlanSmart NJ. Published June 2016.

<sup>4</sup> Strungys, Arista AICP, and Christopher Jennette. Modernizing Suburban Office and Industrial Zoning. Zoning Practice issue Number 12, December 2014. The American Planning Association. Page 2.

Conservation Goals	2009 Master Plan	2019 Review
	<p>1. <i>Encourage sustainable development practices.</i></p> <p>17. <i>Promote and encourage use of LEED (Leadership in Energy and Environmental Design) building standards in all development.</i></p>	<p>Goals 1 and 17 both encourage sustainable development practices. Green building and design practices should not necessarily be limited to LEED, as the field of sustainable development has grown to include many other certification programs. It is recommended that the two goals be consolidated.</p> <p><u>Proposed Change:</u>  <i>"Promote and encourage the use of sustainable building and development practices."</i></p>
	<p>3. <i>Aggressively seek to acquire additional open space and opportunities to preserve open space.</i></p> <p>5. <i>Conserve and protect as many environmentally sensitive areas in the Township as possible, including but not limited to all waterways, wetlands, and woodlands.</i></p> <p>13. <i>Preserve the Township's open spaces and protect them from development.</i></p>	<p>Goals 3, 5 and 13 all encourage the protection of open space and natural areas. It is recommended that to reduce instances of redundancy, and to reflect some of the changes described in the following section, that these be consolidated and revised.</p> <p><u>Proposed Change:</u>  <i>"Identify opportunities to preserve open space and other underutilized spaces that can improve stormwater and floodplain management, increase recreational opportunities, and enhances the aesthetic appearance of the community."</i></p>
	<p>9. <i>Maintain and upgrade the storm and sanitary systems.</i></p>	<p>It is recommended that this goal be reworded for clarity.</p> <p><u>Proposed Change</u>  <i>"Maintain and upgrade stormwater and wastewater infrastructure."</i></p>
	<p>19. <i>Promote change to establish Cranford as an environmentally sustainable community.</i></p>	<p>Goal 19 is unclear, and other goals within this section address these points, both to promote environmental practices, both internally (municipal operations), and externally (private development). It is recommended that this goal be eliminated.</p>

	<p>As described in further detail in the following section, Cranford's 2009 Master Plan pre-dated Hurricane Sandy (2012), Tropical Storm Lee (2011), and Tropical Storm Irene (2011). Cranford was largely spared from Sandy, however, the two tropical storms that occurred the previous year caused flooding and property damage. The Township has since engaged in measures that would help to reduce the impacts from flooding. As such, it is recommended that a new goal be included.</p> <p><u>Proposed Goal:</u>  <i>"Maintain participation in the National Flood Insurance Program's Community Rating System, and identify opportunities to improve the Township's rating class. "</i></p>
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	2009 Master Plan	2019 Review
Circulation Goals	3. <i>Support State and County efforts to take a regional approach to improve road and traffic infrastructure.</i>	<p>Input received as part of the community engagement process and through the Reexamination Subcommittee suggested that traffic management and roadway safety concerns resulted in part because many of Cranford's major roadways, including those in its downtown, were under state and county jurisdiction. It is recommended that this goal be revised.</p> <p><u>Proposed Change:</u>  <i>"Support and provide active engagement to State and County efforts to take a regional approach to optimize and improve road and traffic infrastructure."</i></p>
	4. <i>Expand existing bus transit to link the Downtown, Union County College and the Business Park.</i>	<p>Input received as part of the community engagement process indicated the need to improve transit linkages throughout Cranford of all types: pedestrian, bicycle, car, and public transit, to improve efficiency and ensure that it can be used by people of all ages and abilities. It is recommended that this goal be revised.</p> <p><u>Proposed Change:</u>  <i>"Ensure that the Township's circulation system is safe, accessible, and practical to all ages and abilities."</i></p>
	13. <i>Coordinate with County and State agencies to further implement Greenway throughout Township.</i>	<p>Pedestrian safety is an important issue in town, both in the downtown and in the surrounding neighborhoods, as evident from the feedback received from the community engagement process. Feedback indicated that the greenway is heavily used for both recreation and pedestrian circulation. Understanding the success of this pathway, and also the concerns of traffic and pedestrian safety on non-local roads, it is recommended that this goal be revised for ongoing maintenance and expansion.</p>

	<p><u>Proposed Change:</u>  <i>"Coordinate with County and State agencies to maintain and expand opportunities for recreation and pedestrian circulation so that they will be available and in adequate condition for current and future users."</i></p>
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	2009 Master Plan	2019 Review
Recreation and Open Space Goals	<p>1. Increase and improve park, open space, recreational and cultural facilities for all Township residents with an emphasis on providing open space in the Downtown.</p>	<p>It is recommended that this goal be revised to emphasize the need for all residents to have access to park, open space, recreational, and cultural facilities.</p> <p><u>Proposed Change:</u>  <i>"Increase and improve park, open space, recreational and cultural facilities for all Township residents."</i></p>

	2009 Master Plan	2019 Review
Community Identity Goals	<p>4. Preserve and protect Cranford's small town character, historic elements and natural amenities.</p>	<p>Similar to other goals, the community engagement process highlighted how residents values the "small-town" feel of Cranford. It is also acknowledged, that for the purposes of the Township as a whole, this terminology does not fully encapsulate many of the characteristics that define Cranford, including its vibrant downtown, its historic neighborhoods, diverse architectural typologies, its natural and recreational assets, and its passenger rail station. It is recommended that this goal be revised.</p> <p><u>Proposed Change:</u>  <i>"Preserve and protect Cranford's town character, historic elements and natural amenities."</i></p>
	<p>8. Promote the recreational uses and aesthetic beauty of the Rahway River.</p>	<p><i>The Reexamination committee noted that this goal, while still relevant, is incomplete without acknowledging the historic value of the Rahway River, particularly its historic boat houses, including the Canoe Club. It is recommended that this goal be revised.</i></p> <p><u>Proposed Change:</u>  <i>"Promote the recreational uses, aesthetic beauty, and historic value of the Rahway River."</i></p>



## IV. EXTENT OF CHANGES IN POLICIES & OBJECTIVES FORMING THE BASIS OF THE 2009 MASTER PLAN

The third step in the reexamine process, known as Section “C”, reviews the extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the Master Plan or changes in the State, County and municipal policies and objectives. Since the 2009 Cranford Master Plan, several changes have occurred that impact the policies and objectives that formed the basis of the Master Plan. There have also been relatively minor demographic changes that have transpired as noted in the next section.

### DEMOGRAPHIC CHANGES

The sections below provide historic trends and the most recent publicly available information published by the US Census Bureau, the New Jersey Department of Labor, and the New Jersey Transportation Planning Authority.

The 2009 Master Plan did not include a demographic analysis. Since that time, the results from the 2010 Census were released, as well as estimates from the American Community Survey (ACS). Data from the Decennial Census of Population and Housing, conducted every ten years, provides detailed demographic information such as total population, sex, age, race, and household size among others. The last decennial census was completed in 2010 and the next will take place in 2020. The decennial census is constitutionally mandated and, in many ways, dictates where and how much federal funds are distributed across the nation for a multitude of programs. The ACS is a US Census Bureau program that is designed to estimate population and housing characteristics such as age, school attainment, journey to work, and type of housing, on an annual basis. The ACS then releases these estimates as “1-year estimates” and “5-year estimates,” based on the period of time used for data collection. According to the US Census Bureau, 1-year estimates provide the most current data but have a larger margin of error due to a smaller number of people surveyed (“sample size”). In addition, 1-year estimates are only prepared for geographic areas with populations of 65,000 and over, with limited data available to communities with populations of at least 20,000 people. On the other hand, 5-year estimates utilize a larger sample size and thus provide greater precision; however, data may not be as current as the 1-year estimate.<sup>5</sup> In addition, 5-year estimates are conducted for all geographic areas. For the purposes of this report, data from the 2013-2017 American Community Survey 5-Year Estimates will be used unless indicated otherwise.

### POPULATION GROWTH AND DIVERSITY

As shown in Figure 2a, Cranford’s largest increase in population occurred during the early-to-mid-1900’s, when the Township gained 5,742 residents in the 1940’s, a 44.7 percent increase in population. The following decade saw a 42 percent increase of nearly 8,000 residents. Between 1960 and 1970, Cranford saw a small population increase of 967 persons before experiencing consecutive losses in population from 1970 to 2000, where the net population fell by 18.4 percent.

<sup>5</sup> US Census Bureau. *Understanding and Using American Community Survey Data: What All Data Users Need to Know*, July 2018. Accessed March 19, 2019.

However, since 2000, the Township's population has been on the rise. The U.S Census Bureau found the Township's population to be 22,625 persons in 2010, an increase of 0.2 percent since the 2000 Census' count of 22,578 persons. The 2013-2017 ACS estimates Cranford's population to be approaching 23,972 residents, or an increase of 1,347 persons, or 6.0 percent since 2010.

2a - HISTORICAL POPULATION TRENDS		
Year	Population	Change
1940	12,860	-
1950	18,602	44.7%
1960	26,424	42.0%
1970	27,391	3.7%
1980	24,573	-10.3%
1990	22,633	-7.9%
2000	22,578	-0.2%
2010	22,625	0.2%
2013-2017 ACS	23,972	6.0%

Source: 2010 Census, 2017 ACS & NJ Department of Labor

2b - POPULATION PROJECTIONS			
Year	Population	Change	Percent
2000	22,578	-	-
2015	23,193	615	2.7%
2045	27,560	4,367	18.8%

Source: 2010 Census Table DP-1, 2017 ACS Table DP02 & NJTPA Population Forecast by County and Municipality 2015-2045

The North Jersey Transportation Planning Authority ("NJTPA"), which is the regional planning agency for northern New Jersey, has produced population forecasts through 2045, see Table 2b. According to NJTPA, the Township's population is projected to increase by 4,367 persons between 2015 and 2045. This represents an 18.8 percent population increase.

It should also be noted that since 2000, Cranford's population has been growing increasingly more diverse. The percent of the population identifying as white alone in 2000 made up 93.7 percent of the population, whereas the 2013-2017 ACS estimates that percentage to have fallen to 89 percent. The percentage of Cranford's population identifying as Hispanic or Latino went from 4 percent in 2000 to 10 percent by recent ACS estimates.

3 POPULATION BY RACE & ETHNICITY								
Race	2000		2010		2013-2017 ACS		Percent Change (2000-2010)	Percent Change (2010-2017)
	Total	Percent	Total	Percent	Total	Percent		
White alone	21,156	93.7%	20,781	91.8%	21,413	89%	-1.9%	-2.5%
Black or African American alone	583	2.6%	592	2.6%	673	3%	0.0%	0.2%
American Indian/Alaska Native	9	0.0%	18	0.1%	0	0%	0.0%	-0.1%
Asian	485	2.1%	643	2.8%	745	3%	0.7%	0.3%
Native Hawaiian/Pacific Islander	5	0.0%	4	0.0%	0	0%	0.0%	0.0%
Some other race alone	151	0.7%	234	1.0%	821	3%	0.4%	2.4%
Two or more races	189	0.8%	353	1.6%	320	1%	0.7%	-0.2%
Total	22,578	100%	22,625	100%	23,972	100%	0.2%	5.6%
Ethnicity	Total	Percent	Total	Percent	Total	Percent		
	Total	Percent	Total	Percent	Total	Percent		
Hispanic or Latino	879	4%	1,474	7%	2,390	10%	2.6%	3.5%
Non-Hispanic or Latino	21,699	96%	21,151	93%	21,582	90%	-2.6%	-3.5%
Total	22,578	100%	22,625	100%	23,972	100%		

Source: 2013-2017 ACS Table B02001 & B03002; 2010 CSF 1 Table P9, QT-P3; 2000 QT-P9, QT-P3

## AGE DISTRIBUTION OF POPULATION

An analysis of population by age indicates how the Township is changing in its demographic composition, and how these changes will impact services provided by the Township.

Persons 19 years of age and younger tend to be under the care of their parents as well as attend school while adults ages 65 years or older often require specialized care or assistance than those between 20 years and 64 years. The share of persons aged 19 years and younger remained relatively stable since 2000, representing 24 percent of the population in 2000, rising slightly to 26 percent in 2010, then falling to 24 percent (according to 2013-2017 ACS estimates). Persons aged 65 years or older also remained stable, comprising 18 percent of the population in 2000, 17.2 percent in 2010, and 17.8 percent (according to 2013-2017 ACS estimates). The largest age cohort in 2000 was persons aged 35 to 44 years (17 percent). In 2010, the largest cohort became persons aged 45 to 54 years (16.7 percent), and it remains the largest cohort in 2017 (15.5 percent). Since 2000, the median age increased from 40.4 years old to 42.9 years old (according to 2013-2017 ACS estimates). Females continually outnumber males in the Township by an average 4.6 percent.

4 - AGE DISTRIBUTION						
Age (Years)	2000		2010		2013-2017 ACS	
	Number	Percentage	Number	Percentage	Number	Percentage
Under 5 Years	1,465	6%	1,285	5.7%	1,251	5.2%
5 to 9 years	1,458	6%	1,646	7.3%	1,480	6.2%
10 to 14 years	1,498	7%	1,577	7.0%	1,684	7.0%
15 to 19 years	1,199	5%	1,348	6.0%	1,343	5.6%
20 to 24 years	828	4%	929	4.1%	1,173	4.9%
25 to 34 years	2,757	12%	2,062	9.1%	2,647	11.0%
35 to 44 years	3,877	17%	3,272	14.5%	3,322	13.9%
45 to 54 years	3,312	15%	3,781	16.7%	3,722	15.5%
55 to 59 years	1,224	5%	1,602	7.1%	1,658	6.9%
60 to 64 years	912	4%	1,236	5.5%	1,414	5.9%
65 to 74 years	1,878	8%	1,660	7.3%	2,115	8.8%
75 to 84 years	1,555	7%	1,422	6.3%	1,386	5.8%
85 years and over	615	3%	805	3.6%	777	3.2%
<b>Total</b>	<b>22,578</b>	<b>100%</b>	<b>22,625</b>	<b>100.0%</b>	<b>23,972</b>	<b>100.0%</b>

Source: 2000 Census Table DP-1 ;2010 Census Table DP-1; 2013-2017 ACS 5-Year Estimates S0101

## HOUSEHOLDS

Cranford had an average household size of 2.78 persons in 2000 which fluctuated slightly, decreasing to 2.61 persons in 2010, with 2013-2017 ACS estimates suggesting an increase to 2.78 persons. The average family size continues to grow from 3.09 persons in 2000 to 3.15 persons in

5 - HOUSEHOLD SIZE						
Size	2000		2010		2013-2017 ACS	
	Number	Percentage	Number	Percentage	Number	Percentage
1-person	1,842	21.5%	2,131	24.8%	1,928	22.7%
2-person	2,803	32.7%	2,551	29.7%	2,474	29.1%
3-person	1,491	17.4%	1,539	17.9%	1,720	20.2%
4-person	1,482	17.3%	1,548	18.0%	1,648	19.4%
5-person	569	6.6%	620	7.2%	561	6.6%
6-person	160	1.9%	152	1.8%	104	1.2%
7+ person	50	0.6%	42	0.5%	66	0.8%
Total	8,397	100.0%	8,583	100.0%	8,501	100.0%

Source: 2000 Census Table H013; 2010 Census Table H13; 2010 Census Table DP-1; 2013- 2017 ACS 5 Year Estimates B11016

2010, and growing again to 3.30 persons based on the 2013-2017 ACS survey period. Two-person households consistently comprise the largest number of households in the Township, and the second largest category continues to be the one-person households. Other household sizes such as 5-, 6-, and 7-or-more person households remained consistent since 2000, though 3- and 4-person households both increased slightly, with a net increase of 2.8 percent and 2.1 percent, respectively. See Figure 5 for more information.

## HOUSEHOLD INCOME

ACS estimates were utilized for income data. Comparing median household and family incomes, Cranford fared better than both Union County and the state. The Township's median household income was \$122,848 compared to \$73,376 for Union County and \$76,475 for the state as a whole; family income and per capita income follow the same trend. The poverty status of both people and families is less than experienced in Union County and the state as a whole. See the Figures 5a and 5b for a more detailed comparison. The largest household -income cohort for Cranford, Union County, and New Jersey is households making between \$100,000 to \$149,999.

6a - INCOME CHARACTERISTICS			
	Cranford Township	Union County	New Jersey
Median Household Income	\$122,848	\$73,376	\$76,475
Median Family Income	\$139,989	\$86,824	\$94,337
Per Capita Income	\$51,157	\$38,163	\$39,069
Poverty Status (% of People)	0.5%	10.3%	10.7%
Poverty Status (% of Families)	2.3%	7.9%	7.9%

Source: 2013-2017 American Community Survey 5-Year Estimates

6b - HOUSEHOLD INCOME						
	Cranford Township		Union County		New Jersey	
	Total	Percent	Total	Percent	Total	Percent
Less than \$10,000	230	2.7%	7,010	5.2%	169,553	5.3%
\$10,000 to \$14,999	85	1.0%	4,314	3.2%	111,969	3.5%
\$15,000 to \$24,999	425	5.0%	10,920	8.1%	246,332	7.7%
\$25,000 to \$34,999	366	4.3%	10,516	7.8%	233,535	7.3%
\$35,000 to \$49,999	476	5.6%	14,830	11.0%	323,110	10.1%
\$50,000 to \$74,999	952	11.2%	21,166	15.7%	489,464	15.3%
\$75,000 to \$99,999	910	10.7%	16,178	12.0%	390,292	12.2%
\$100,000 to \$149,999	1,938	22.8%	21,840	16.2%	556,645	17.4%
\$150,000 to \$199,999	1,454	17.1%	11,459	8.5%	297,517	9.3%
\$200,000 or more	1,675	19.7%	16,582	12.3%	380,694	11.9%
Total	8,501	100%	134,815	100%	3,199,111	100%

Source: 2013-2017 ACS 5 Year Estimates S1901

## HOUSING OCCUPANCY & TENURE

As shown in Figure 7a, the vacancy rate within the Township has increased since 2000. As shown in Figure 7b below, as the number of available housing units increased between 2000 and 2010 by 186 units. ACS estimates suggest that this number has subsequently decreased by 82 units.

7a - HOUSING OCCUPANCY						
Housing Units	2000		2010		2013-2017 ACS	
	Number	Percentage	Number	Percentage	Number	Percentage
Occupied units	8,397	98.1%	8,583	97.4%	8,501	95.1%
Vacant units	163	1.9%	233	2.6%	441	4.9%
<i>For rent</i>	-	-	72	-	44	-
<i>Rented, not occupied</i>	-	-	7	-	23	-
<i>For sale only</i>	-	-	34	-	127	-
<i>Sold, not occupied</i>	-	-	27	-	50	-
<i>Seasonal</i>	-	-	20	-	24	-
<i>Other</i>	-	-	73	-	173	-
Total	8,560	100.0%	8,816	100.0%	8,942	100.0%

Source: 2000 Census Table DP-1; 2010 Census Table DP-1; 2013-2017 ACS 5 Year Estimates

During this time period, the number of owner-occupied housing units has declined, while the number of renter-occupied housing units has increased.

7b - HOUSING TENURE						
Occupancy Type	2000		2010		2017	
	Number	Percentage	Number	Percentage	Number	Percentage
Owner-occupied	6,971	83%	6,994	81.5%	6,658	78.3%
Renter-occupied	1,426	17%	1,589	18.5%	1,843	21.7%
Total	8,397	100%	8,583	100.0%	8,501	100.0%

Source: 2010 Census Table DP-1; 2010 Census Table DP-1; 2013-2017 American Community Survey 5-Year Estimates DP02



8a - AGE OF HOUSING STOCK (2000)		
Year Built	Number of Units	Percent
1939 or earlier	2,800	33%
1940 to 1959	4,212	49%
1960 to 1969	738	9%
1970 to 1979	347	4%
1980 to 1989	236	3%
1990 to 1994	144	2%
1995 to 1998	56	1%
1999 to March 2000	27	0%
Total	8,560	100%

Source: 2000 SF3 DP-4

8b - AGE OF HOUSING STOCK (2013-2017 ACS)		
Year Built	Number of Units	Percent
1939 or earlier	2,615	29%
1940-1959	4,142	46%
1960 to 1969	720	8%
1970 to 1979	439	5%
1980 to 1989	401	4%
1990 to 1999	202	2%
2000 to 2009	228	3%
2010 or later	195	2%
Total	8,942	100%

Source: 2013-2017 American Community Survey 5-Year Estimates

## AGE OF HOUSING

In 2000, houses built between 1940 to 1959 made up most (49 percent), of Cranford's housing stock. There is no Census information regarding the age of housing stock from the 2010 Census, so the 2013-2017 ACS 5-Year Estimates were used. While this information is based on estimates, the number of housing units constructed during the 1940-1959 period remains largely intact, and remains the largest component of housing within the township (46 percent). As shown in Figures

8a and 8b, Cranford's housing stock continues to age, with 84 percent of its total housing stock being built over 50 years ago. The remaining houses under 50 years old make up a small portion, or 16 percent, of the overall housing stock, and no decade since the 60s—as a percentage of the total housing stock—makes up more than 5 percent.

## LAND USE

The Township of Cranford has many different land uses. Based on data produced by the New Jersey Department of Community Affairs' Division of Local Government Services, which quantifies the total number of parcels within each community and their value for each category, the land use category with the greatest number of parcels in Cranford is residential, at 7,494 individual parcels, and a total value of \$1.37 billion, accounting for 83.1 percent of the Township's ratables. Commercial uses account for 12.4 percent of ratables, followed by industrial uses 2.7 percent, and apartments 1.4 percent. This data is based on property taxes, and therefore excludes certain exempt uses, such as parks, from the overall land use patterns of the town.

9- LAND USE (2018)				
Land Use Class	Number of Parcels	Percentage	Total Value	Percentage
Vacant	71	0.9%	\$ 6,920,200	0.4%
Residential	7,494	94.9%	\$ 1,373,673,600	83.1%
Farm Homestead	1	0.0%	\$ 202,200	0.0%
Farmland	1	0.0%	\$ 4,900	0.0%
Commercial	278	3.5%	\$ 205,640,500	12.4%
Industrial	41	0.5%	\$ 44,224,400	2.7%
Apartment	13	0.2%	\$ 22,383,700	1.4%
Total	7,899	100%	\$ 1,653,049,500.00	100%

Source: New Jersey Department of Community Affairs. [http://www.nj.gov/dca/divisions/dlgs/resources/property\\_tax.html](http://www.nj.gov/dca/divisions/dlgs/resources/property_tax.html)

## EMPLOYMENT CHARACTERISTICS

According to the both 2000 Census and the ACS 2013-2017 5-Year Estimates, Cranford's employment trends are similar to Union County's. As shown in Figures 10a and 10b, the largest proportion of residents in Cranford and Union County as a whole are employed in management, professional, and related; sales and office jobs, and service jobs are second and third, respectively. In 2000, these three occupations made up 87 percent of Cranford's total working population, and it remains high at 90 percent during the 2013-2017 ACS survey period. During this same period, the number of residents employed in construction, extraction, and maintenance occupations; and production, transportation, and material moving occupations declined slightly.

10a - EMPLOYED CIVILIAN POPULATION BY OCCUPATION (2000)				
Occupation	Cranford Township		Union County	
	Total	Percent	Total	Percent
Management, professional, and related	5,895	51%	86,482	35%
Service	1,065	9%	32,436	13%
Sales and office	3,161	27%	69,268	28%
Farming, fishing, and forestry	0	0%	141	0%
Construction, extraction, and maintenance	798	7%	18,555	8%
Production, transportation, and material moving	727	6%	37,315	15%
Total	11,646	100%	244,197	100%

Source: 2000 Census

10b - EMPLOYED CIVILIAN POPULATION BY OCCUPATION (2013-2017 ACS)				
Occupation	Cranford Township		Union County	
	Total	Percent	Total	Percent
Management, professional, and related	7,054	56%	103,027	37%
Service	1,483	12%	47,905	17%
Sales and office	2,870	23%	66,401	24%
Construction, extraction, and maintenance	555	4%	20,616	7%
Production, transportation, and material moving	690	5%	40,054	14%
Total	12,652	100%	278,003	100%

Source: 2013-2017 ACS 5 Year Estimate

Of the employed population, 75 percent worked as private wage and salary workers in 2000, and this trend remains high today, declining slightly to 74 percent according to 2013-2017 ACS estimates. As shown in Figure 11, a noticeable trend since 2000 is the increase in unpaid family workers, rising 4 percent since then—the largest change in worker classification. Since 2000, it is estimated that the number of residents who are unemployed has remained constant, increasing only 1 percent since 2000, from 4 percent to 5 percent.

11 - CLASS OF WORKER				
Class of Worker	2000		2013-2017 ACS	
	Number	Percent	Number	Percent
Private wage and salary workers	9,081	75%	9,388	74%
Government workers	1,958	16%	2,290	17%
Self-employed workers	584	5%	418	3%
Unpaid family workers	23	0%	557	4%
Total employed residents	11,646	96%	12,652	99%
Total unemployed residents	503	4%	681	5%
Total residents in workforce	12,149	100%	13,333	100%

Source: 2000 Census; 2013-2017 ACS 5 Year Estimate

Workers overwhelmingly chose to commute to work by driving alone, as shown in Figure 12. As the share of those who carpool to work decreased, those who utilized public transportation rose. Also worth noting is the proportion of Cranford residents that work from home, increasing from 3.5 percent in 2000 to 4.1 percent based on the 2013-2017 ACS.

12 - COMMUTE TO WORK (WORKERS 16 AND OVER)				
Means of Transportation	2000		2013-2017 ACS	
	Number	Percent	Number	Percent
Car, Truck, or Van (Drove Alone)	8969	78.2%	9426	76.5%
Car, Truck, or Van (Carpooled)	618	5.4%	604	4.9%
Public Transportation (Excludes taxicab)	1282	11.2%	1503	12.2%
Walked	162	1.4%	197	1.6%
Other Means	33	0.3%	99	0.8%
Worked at home	407	3.5%	505	4.1%
Total	11,471	100%	12,321	100%

Source: 2000 Census; 2013-2017 ACS

Those who had a commute of 29 minutes or less declined considerably since 2000, from 57 percent to an estimated 49 percent based on the ACS. Those with the longest commutes of 60 minutes or more are estimated to be the largest share of commuters. As shown in Figures 13a and 13b, another noticeable change are those who have the shortest commutes, traveling 10 minutes or less, rising from 3 percent of commuters in 2000 to an estimated 10 percent. The ACS estimates that the average commute time for Cranford residents to be 33.3 minutes, which is similar to Union County as a whole at 31.1 minutes.

13a - COMMUTE TIME (2000)		
Travel Time (in minutes)	Number of Workers	Percent
Less than 5	329	3%
5 to 9	1,103	10%
10 to 14	1,310	12%
15 to 19	1,523	14%
20 to 24	1,468	13%
25 to 29	518	5%
30 to 34	1,155	10%
35 to 39	438	4%
40 to 44	609	6%
45 to 59	979	9%
60 to 89	1,287	12%
90 or more	345	3%
Total	11,064	100%

Source: 2000 SF 3 P031

13b - COMMUTE TIME (2013-2017 ACS)		
Travel Time (in minutes)	Number of Workers	Percent
Less than 10	1,193	10%
10 to 14	1,583	13%
15 to 19	1,075	9%
20 to 24	1,311	11%
25 to 29	650	6%
30 to 34	1,347	11%
35 to 44	898	8%
45 to 59	1,394	12%
60 or more	2,351	20%
Total	11,814	100%

Source: 2013-2017 ACS 5 Year Estimate

According to the NJ Department of Labor and Workforce Development, Cranford is home to a wide array of industries, the largest of which, by number of establishments, are Professional/Technical, Health/Social, and Finance/Insurance. The private sector industries with the largest number of employees in Cranford are Health/Social, Construction, and Admin/Waste Remediation. The highest annual wages in Cranford are found in the Management Industry, followed by Construction. The lowest annual wages are found in the Accommodations/Food industry. The average private sector annual wage for those working in Cranford is \$65,971. As

shown in Figure 14, government employees make up 13 percent of the overall workforce and these government positions are predominately in local government.

14-EMPLOYMENT BY INDUSTRY SECTOR AND NUMBER OF EMPLOYEES (2017)					
Industry	Establishments		Employees		Annual Wages
	Total	Percent	Total	Percent	
Agriculture	-	-	-	-	-
Utilities	-	-	-	-	-
Construction	67	9.0%	1,650	13.7%	\$105,790.00
Manufacturing	20	2.7%	422	3.5%	\$60,887.00
Wholesale Trade	49	6.6%	591	4.9%	\$77,202.20
Retail Trade	42	5.7%	508	4.2%	\$44,024.90
Transp/Warehousing	23	3.1%	274	2.3%	\$67,415.00
Information	9	1.2%	176	1.5%	\$73,417.40
Finance/Insurance	72	9.7%	884	7.4%	\$96,795.40
Real Estate	30	4.0%	190	1.6%	\$51,486.90
Professional/Technical	113	15.2%	747	6.2%	\$94,363.30
Management	3	0.4%	24	0.2%	\$169,219.00
Admin/Waste Remediation	48	6.5%	1,536	12.8%	\$51,478.10
Education	19	2.6%	322	2.7%	\$39,366.10
Health/Social	74	10.0%	1,918	16.0%	\$38,094.10
Arts/Entertainment	13	1.8%	98	0.8%	\$29,478.80
Accommodations/Food	62	8.4%	853	7.1%	\$20,465.10
Other Services	69	9.3%	243	2.0%	\$43,523.00
Unclassified	15	2.0%	19	0.2%	\$58,501.00
Private Sector Total	728	98%	10,456	87%	\$65,971.02
Federal Govt	1	0.1%	54	0.5%	\$57,057.10
State Govt	1	0.1%	6	0.0%	\$84,118.00
Local Govt	12	1.6%	1501	12.5%	\$49,617.90
Govt Total	14	2%	1,561	13%	\$63,597.67
Employment Total	742	100%	12,017	100%	\$65,615.02

Note: The table values above are sourced from the NJ Department of Workforce Development's Employment and Wages 2017 Annual Report. It is noted that the Annual Report has redacted multiple industries for not meeting the publication standard, however, the state data provided the composite totals. For the purposes of this table, the private sector totals are based on the unredacted data.

Source: NJ Department of Labor and Workforce Development, Employment and Wages, 2017 Annual Report

In terms of future employment growth, the North Jersey Transportation Planning Authority (NJTPA), projects Cranford will have an employment increase of 10 percent between 2015 and 2045, amounting to a net increase of 1,356 jobs, as shown in Figure 15.

15 - EMPLOYMENT PROJECTION			
Year	Jobs	Change	Percent
2015	14,017	-	-
2045	15,373	1,356	10%

Source: <https://apps.njtpa.org/plan2045/docs/Demographic%20Appendix.pdf>

### STATE DEVELOPMENT AND REDEVELOPMENT PLAN

In March of 2001 the New Jersey State Development and Redevelopment Plan (SDRP) was adopted, which amended the previous plan adopted in 1992.

Despite a requirement by the State Planning Act (N.J.S.A. 52:18A-196 et. seq.) to update the plan every three years, a revised State Plan has not been adopted in nearly 20 years. In 2011-2012, the State Planning Commission prepared a draft State Strategic Plan that would replace the 2001 State Plan (SDRP). The State Planning Commission approved the draft Final State Plan in 2011 (Resolution No. 2011-08) to begin the process of Final State Plan approval, which included public hearings in February, March, and September of 2012, with adoption scheduled for that November. Unfortunately, following the arrival of Hurricane Sandy in late October, the State Planning Commission voted to table adoption, citing the need to provide time for public review and comment, as well as to consider issues related to coastal recovery.<sup>6</sup> As of March 2019, the State Planning Commission has yet to reintroduce the State Strategic Plan for adoption. The draft State Strategic Plan differed from the 2001 plan in that it utilizes a criteria-based identification system for growth, limited growth, and preservation, rather than a State Plan Policy Map that governed the locations of different types of development. State investment and incentives to support development and redevelopment would be directed toward areas identified for growth, while investments and incentives for land preservation, agriculture development and retention, historic preservation, environmental protection and stewardship would be directed toward areas preferred for preservation and protection.

As this is the most recent SDRP, it has been reviewed for the purposes of this report. The document contains only four goals, which are:

- Goal #1: Targeted Economic Growth – Enhance opportunities for attraction and growth of industries of statewide and regional importance.
- Goal #2: Effective Planning for Vibrant Regions – Guide and inform regional planning so that each region of the State can experience appropriate growth according to the desires and assets of that region.
- Goal #3: Preservation and Enhancement of Critical State Resources - Ensure that strategies for growth include preservation of the State's critical natural, agricultural, scenic, recreation, and historic resources, recognizing the roles they play in sustaining and improving the quality of life for New Jersey residents and attracting economic growth.
- Goal #4: Tactical Alignment of Government – Enable effective resource allocation, coordination, cooperation and communication among those who play a role in meeting the mission of this Plan.<sup>7</sup>

It should be noted that this new plan does not include a map, nor does it include planning area designations as the 2001 plan did.

<sup>6</sup> Minutes of the State Planning Commission for November 13, 2012. <https://www.nj.gov/state/planning/meeting-materials/spc/spc-minutes-2012-1113.pdf>, Accessed February 27, 2019.

<sup>7</sup> <http://nj.gov/state/planning/publications/192-draft-final-ssp.pdf>, page 20.

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## COUNCIL ON AFFORDABLE HOUSING

On March 10, 2015, the New Jersey Supreme Court ruled that the New Jersey Council on Affordable Housing (“COAH”) had failed to adopt valid Third Round rules and, as a result, the Courts would assume jurisdiction over all exclusionary zoning matters. The Order divided municipalities into one of three categories – those that achieved Third Round Substantive Certification, those that filed or petitioned COAH and those that had never participated in the COAH process.

The Order permitted towns to file a Declaratory Judgment action to request that the Court review the municipality’s compliance with its constitutional mandate to provide affordable housing.

Cranford’s Third Round Housing Element and Fair Share Plan<sup>8</sup> was adopted by the Planning Board on December 12, 2018, and subsequently endorsed by the Township Committee on December 18, 2018. Details regarding the status of the plan are in section V. of this Reexamination report.

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## STATEMENT OF STRATEGY

P.L. 2017, Chapter 275 (A4185/S2873) was approved on January 8, 2018, which amended the Municipal Land Use Law to require that the adoption of any subsequent Land Use Element to include a “statement of strategy” related to sustainability and storm resilience. In particular, the statement must address: smart growth, with a focus on the potential locations for the installation of electric vehicle charging stations; storm resiliency with respect to energy supply, flood-prone areas, and environmental infrastructure; and environmental sustainability.

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## TIME OF APPLICATION LAW

P.L. 2010, Chapter 9 was signed by the Governor on May 5, 2010, which established the “time of application” law in place of the “time of decision” rule relative to development applications. Under this previous rule, if municipalities made zoning amendments prior to a formal decision on a development application, the amendment would govern. The “time of application” law requires that the ordinances in place at the date of application submission will govern its review and approval.

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## STORMWATER REGULATION

The State of New Jersey has recently undertaken several efforts to provide for the enhanced regulation of stormwater runoff.

In December 2018, the New Jersey Department of Environmental Protection proposed changes to the state’s stormwater management rules (N.J.A.C. 7:8), requiring developers to utilize green infrastructure to meet the minimum standards for stormwater management standards for water quality, groundwater recharge and stormwater volume control as part of any major

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<sup>8</sup> Michael Mistretta, PP, Harbor Consultants. Housing Element and Fair Share Housing Plan, Township of Cranford. Prepared November 30, 2018, and adopted by the Planning Board on December 12, 2018 and endorsed by the Township Committee on December 18, 2018.



development. If approved, these rules could significantly change how stormwater is managed in New Jersey. Previously, developers were only required to consider and incorporate green infrastructure “to the maximum extent practicable,” which the NJDEP now acknowledges involved a measure of subjectivity. A public hearing on these rules was held in January 2019, with a public comment period until February 2019. As of this document, the proposed rules are pending adoption.

In March 2019, Governor Murphy signed the Clean Stormwater and Flood Reduction Act (S1073/A2694) into law, which gives municipalities and counties the option to establish “stormwater utilities.” Stormwater utilities are a tool used in communities throughout the country to fund maintenance, construction, and operation of stormwater management systems through the assessment of fees on certain impervious surfaces that contribute into the stormwater system.

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## PERFORMANCE AND MAINTENANCE GUARANTEES

Governor Christie signed into law Assembly Bill 1425/Senate Bill 3233 into law on January 15, 2018, which amends portions of the Municipal Land Use Law (N.J.S.A. 40:55d-1 et seq.). These amendments limit the bonding required for site improvements to those which will be dedicated to the municipality (i.e. publicly dedicated streets, pavement, gutters, curbs, sidewalks, street lighting, street trees, surveyor monuments, water mains, sanitary sewers, community septic systems, drainage structures, public improvements of open space, and any grading necessitated by these public improvements). In addition, municipalities can require bonding for perimeter landscaping buffers, however, not interior landscaping that is privately owned and maintained. Municipalities can also require a guarantee for site restoration to protect the public from an unsafe or unstable condition on site. The legislation also limits maintenance guarantees to no more than 15 percent of the cost of the improvements covered under the performance guarantee, as well as the cost of the private stormwater management facilities. As part of this legislation, municipalities must adopt an ordinance in order to require performance guarantees.

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## NONCONTIGUOUS CLUSTER DEVELOPMENT

The New Jersey Legislature amended the Municipal Land Use Law in 2013 to permit municipalities the ability to add the noncontiguous cluster as an available option for the subdivision of land, in addition to such tools as traditional clustering or Transfer of Development Rights (TDR). While traditional cluster development permits the concentration of development on a portion of the site, allowing the remainder to be preserved, noncontiguous cluster development permits clustering across an entire tract, while preserving another tract elsewhere in the municipality for parks, open space, historic preservation or flood control. This differs from a Transfer of Development Rights (TDR) program in that the program is voluntary, relying on individual landowners and developers to purchase and transfer development potential.

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## COMPLETE STREETS

The New Jersey Department of Transportation (NJDOT) adopted a Complete Streets Policy in late 2009. Complete streets are systems that ensure that roadways can accommodate users of all ages and abilities by providing multiple modes of travel, including: walking, bicycling, mass transit,

and the automobile. Communities that adopt a complete streets policy are expected to consider complete streets as part of future road improvements and development projects. At present, eight counties and 153 municipalities have adopted complete streets policies. The intent of the policy is to provide streets to meet the needs of all types of users and all modes of circulation- walking, bikes, cars, trucks, and buses. Several New Jersey municipalities have expanded the complete streets concept to include “Green Streets,” which provide an additional way to improve and manage stormwater as part of future capital improvements to roads and drainage systems. While a complete streets program requires municipalities to consider the needs of all users and abilities as part of a roadway improvement or development project, green streets incorporate green infrastructure into roadway design. Cranford adopted a Complete Streets policy on September 10, 2013.

## COUNTY CHANGES

In October 2016, the Union County Board of Chosen Freeholders adopted the Union County Transportation Master Plan, as a framework for future transportation planning and investment. Previous Transportation Master Plans were adopted in 1994 and 2002, and the current Master Plan serves as an update, reflecting the significant changes made to the local and regional transportation system since 2002. Only 12 percent of roadway miles in Union County are under its jurisdiction, while 82 percent of roadway miles are maintained and owned by municipalities. Union takes an active role in the county's transportation system, coordinating its planning functions with the New Jersey Department of Transportation (NJDOT), North Jersey Transportation Planning Authority (NJTPA), NJ TRANSIT, Port Authority of New York and New Jersey (PANYNJ), NJ Turnpike Authority (NJTA), as well as the County's 21 municipalities, adjacent counties, and the private sector.

To better understand the demographic, land use, and commuter trends of Union, the County implemented a step-by-step planning process to effectively identify future needs over the next ten years. The Steering Advisory Committee (SAC) was established to guide development of the plan—which included extensive public outreach through public information sessions, a project website, municipal outreach surveys—and this led to the creation of well-defined implementation strategies. The key findings from this process show that, between 2010 and 2040, the population of Union County is projected to grow by 16 percent, and that heavy traffic congestion is anticipated to increase by 50 percent. As a result, the plan recognizes the need for Union County to explore innovative solutions to accommodate this additional traffic.

The Transportation Master Plan also identifies various characteristics of the transportation network. The County's primary travel corridors include I-78, Route 22, I-278/Goethals Bridge, and Route 24, Route 124 and Route 82, the Garden State Parkway, the NJ Turnpike, Route 1&9 and Route 27. Of the 605 signalized intersections within Union, 338 are at a County road intersection; the County also owns 129 bridges, many of which are either structurally deficient or functionally obsolete, requiring rehabilitation. There are various opportunities throughout the County for public transportation, such as rail service (Northeast Corridor, North Jersey Coast Line, Raritan Valley Line, and the Morris & Essex Line) and a network of 25 different NJ TRANSIT bus routes, both of which serve major population and employment centers.

The 2016 Transportation Master Plan modified the goals developed as part of the 2002 Master Plan modified to reflect trends and current conditions. In addition, the 2016 Transportation Master Plan included a new goal related to resiliency and sustainability. These goals are reproduced below.

### Union County 2016 Transportation Master Plan Goals and Objectives

Goal #1 - To improve and maintain a sound transportation infrastructure designed to support the growth of Union County and better serve all users.

Objectives:

- Retain our existing corporate base and at the same time attract new business into the County
- Attract emerging industries to Union County
- Attract regional business and tourism to Union County

Goal #2 - To ensure that quality public transportation is available in Union County.

Objectives:

- Support and encourage efficient, reliable, safe and convenient passenger rail service
- Ensure efficient, reliable, safe and convenient bus service
- Support transit-oriented development
- Identify opportunities and obstacles linking rail and bus service to strategic locations within the County, including job centers, residential areas, shopping and recreational areas
- Develop adequate park-and-ride facilities
- Continue to support specialized and subsidized transportation to serve the travel needs of seniors and the disabled

Goal #3 - To increase safety and mobility while minimizing congestion on the roadway system.

Objectives:

- Develop alternatives to capacity expansion
- Improve safety through engineering solutions as well as with education and enforcement
- Improve operating efficiency
- Complete missing links of interchanges

Goal #4 - To maintain the efficient movement of goods.

Objectives:

- Promote safe and efficient truck travel
- Promote safe and efficient transport of freight by rail
- Ensure the portside access meets the needs of current and future post-Panamax vessels

Goal #5 - To support aviation services in Union County.

Objectives:

- Mitigate the adverse impacts of air travel on County residents
- Support access and mobility to Newark Liberty International Airport
- Continue to support the use of Linden Airport as a general aviation facility, as appropriate

Goal #6 - To encourage and support programs and policies that create transportation options and enhance quality of life.

Objectives:

- Ensure safe and convenient bicycle and pedestrian facilities, promote flexible working hours and other transportation demand management strategies
- Encourage transportation system management solutions on roadways
- Efficiently utilize capacity
- Promote compact, mixed-use development patterns which promote walkability and support transit

Goal #7 - To promote a coordinated, comprehensive and cooperative transportation planning process.

Objectives:

- Continue to participate in the NJTPA Subregional Transportation Planning Program
- Continue to conduct studies and apply for transportation planning funds available through the state or federal government to investigate a range of transportation planning problems with the goal of creating alternative solutions and recommendations
- Integrate land use and transportation planning

Goal #8 - To prepare for and adapt to changing conditions and withstand, respond to and recover rapidly from disruptions.

Objectives:

- Work with NJDOT, NJ TRANSIT, PANYNJ and other partners to improve the resilience of County transportation infrastructure against the impacts of extreme weather

In addition, the Transportation Master Plan outlines a series of Implementation Strategies, related to transportation and land use planning that affect the components of the County's transportation network. These strategies, related to projects and policies, identify the County's role in the project, active partners, project category (such as roadways, railroads, planning, bridges, resiliency), a project timeline, the master plan goal(s) the strategy helps to implement. These strategies are reproduced in their entirety below.

Roadways	Continue to maintain the bridges and roadways of the County system as well as stormwater facilities and work with the municipalities when needs are identified within the system. In addition, the County will continue to identify funding opportunities and make applications to improve the County roadway system and replace obsolete and deficient bridges.
	<b>Support traffic signal retiming and optimization on County roadways and support municipalities to identify programs for financing the retiming of signals.</b> Optimizing traffic signal timings and coordination can reduce delays by 15-20% and improve air quality. Traffic signals on County roads are maintained by municipalities.
	<b>Continue to support NJDOT efforts to reduce congestion and improve safety on state highways in Union County. Advocate for advancement of projects on Routes 22, 27 and 1&amp;9.</b>

Public Transportation	<p><b>Support the construction of a link between I-278 and Route 1&amp;9.</b> This improvement should reduce regional travel along local roads and Route 439 in Elizabeth.</p>
	<p><b>Support new technologies which make roadways and vehicles more efficient.</b> Relieve spot congestion and improve air quality through implementation of Intelligent Transportation Systems (ITS).</p>
	<p><b>Reduce peak hour traffic by working with and encouraging business to use Transportation Demand Management (TDM) strategies. Support and integrate activities of EZ Ride TMA.</b> TDM programs, for example ride sharing, carpools and shuttles, mitigate traffic congestion, improve mobility and accessibility. They improve air quality and optimize the efficiency of the system by increasing travel choices and reducing reliance on the single occupant vehicle. The TMAs are critical facilitators of TDM programs.</p>
	<p><b>Explore opportunities to reduce congestion.</b> Identify primary arterials to be targeted for congestion mitigation.</p>
	<p><b>Explore opportunities to improve safety.</b> Continue to work with NJTPA and NJDOT to identify high crash locations and apply for funding to improve them.</p>
	<p><b>Support municipal and state Complete Streets policy implementation.</b> Continue to work with municipalities on improvements to County roadways.</p>
	<p><b>Support implementation of FHWA roadway safety countermeasures.</b> Improving safety is a priority of the County. FHWA recommends nine countermeasures to address crashes that occur at intersections. These include modern roundabouts, corridor access management, backplates with reflective borders on traffic signals, medians and pedestrian crossing islands, pedestrian hybrid beacons, enhanced delineation and friction for horizontal curves and road diets.</p>
	<p><b>Advocate for improvements to station facilities and station access in Union County.</b> NJ TRANSIT can be encouraged to prioritize improvements at station facilities.</p>
	<p><b>Continue to advocate NJ TRANSIT for improved rail service.</b> Continued advocacy efforts for additional reverse commuter and one-seat ride service on Raritan Valley Rail Line. As NJ TRANSIT plans for rail expansion as part of the Gateway Project, the ability to expand this service will eliminate the capacity constraints hindering this service and will make it more possible to implement.</p>
	<p><b>Support transit supportive land use policies in Union County.</b> Continue to be a leader in the State of New Jersey and support/promote Transit Villages and Transit Oriented Development. This will encourage and support transit ridership in the County.</p>
	<p><b>Encourage the installation of enhanced amenities and infrastructure at bus stops.</b> Support municipalities in their requests to install bus shelters and stops at locations that warrant these amenities.</p>
	<p><b>Identify opportunities for multi-modal facilities.</b> Work with municipalities to study the potential for additional multi-modal facilities in the County, including a potential bus park-and-ride in the western half of the County.</p>
	<p><b>Encourage NJ TRANSIT to schedule better coordinated connections between bus routes.</b> NJ TRANSIT should be encouraged to schedule bus service with connections at important locations in the County.</p>
	<p><b>Support fares at equitable levels.</b> Advocate that fares remain equitable across the state.</p>
	<p><b>Support shuttle and reverse commute service.</b> Encourage and provide support for existing and future shuttle and reverse commute service in the County.</p>

Goods Movement	<p><b>Advocate for additional transit service in Union County.</b> Advocate for additional transit service in the County, including the Union County Sustainability Corridor bus rapid transit, as well as transit access to the redevelopment area of the Elizabeth Waterfront.</p>
	<p><b>Support and advocate for the construction of major infrastructure projects that would enhance rail service in New Jersey.</b> These projects include the replacement of the Portal Bridge, construction of the Hunter Flyover and construction of the Gateway Project, as well as normal state-of-good repair projects.</p>
	<p><b>Develop a countywide truck route inventory and wayfinding signage to major industrial sites for truck drivers entering Union County.</b> Using the information from the prior recommendation, this map would show preferred truck routes of travel and inform them of height and weight restrictions on County roads.</p>
	<p><b>Incorporate modern truck access needs in future roadway improvements on County roads.</b> Future improvements would be designed to accommodate tractor-trailer combination vehicles with 53-foot long, 102-inch wide trailers. This would be implemented on an ongoing basis as roadway improvements are programmed.</p>
	<p><b>Support the improvement of traffic signal synchronization along corridors where truck traffic is projected to grow in the next 25 years.</b> Traffic signal coordination is a cost-efficient measure to expand roadway capacity without widening roads. In Union County, the routes of interest include Routes 509, 514, 527, 613, 617, 619, 621 and 622 under County jurisdiction and Routes 1&amp;9 and Route 27 under state jurisdiction.</p>
	<p><b>Support and promote the planning and construction of the Tremley Point Connector Road.</b> The areas served by this road could support up to six million square feet of industrial development. The connector road and the existing rail connections in the area would maximize opportunities for the Tremley Point area.</p>
	<p><b>Continue partnering with NJDOT and the railroad industry to preserve abandoned railroad rights-of-way.</b> The restoration of freight rail service on abandoned alignments can support the redevelopment of adjacent industrial sites.</p>
	<p><b>Work with municipalities in close proximity to Port Newark/Elizabeth and Newark Airport and municipalities with industrial redevelopment opportunities, to maintain industrial zoning and encourage industrial development.</b> As a County with substantial freight-intensive industries and excellent transportation assets, Union County can play a valuable role in ensuring that transportation planning is coordinated with industrial land use decisions at the local level.</p>
	<p><b>Engage the Port Authority of NY&amp;NJ (PANYNJ) on an ongoing basis to identify changes in cargo activity at major facilities.</b> Coordination with the PANYNJ will enable the County to address these challenges and capitalize on these opportunities associated with cargo activity in a proactive manner. Support improvements to the Kapkowski Road/North Avenue area of Elizabeth.</p>
	<p><b>Coordinate with the Port Authority of NY&amp;NJ (PANYNJ) to assess local benefits and impacts of any proposed upgrades and enhancements to increase capacity at Newark Liberty International Airport.</b> Union County will likely face challenges and opportunities with any capacity expansion at Newark Airport, including passenger and/or cargo activity. Potential relocation or displacement of on-airport facilities to off- airport locations will have benefits and impacts for local municipalities and the County can help stakeholders address these issues proactively.</p>



Bicycle and Pedestrian	<p><b>Continue playing an active role in organizations where Union County has a strong presence and a vested interest in ongoing planning and advocacy efforts.</b></p> <p>Union County has been an active participant in organizations such as the NJTPA (including its RTAC and Freight Initiatives Committee) and a collaborative partner with public agencies in the region. Ongoing involvement with these organizations and partners will help the County meet its vision of maintaining a safe, reliable, multi-modal transportation system that enhances economic activity and quality of life for all its communities.</p>
	<p><b>Prioritize connections with existing bicycle and pedestrian facilities such as the East Coast Greenway.</b></p> <p>Connecting new facilities to existing ones is the best way to strengthen the bicycle and pedestrian network in Union County.</p>
	<p><b>Continue to support Complete Streets implementation in municipalities that have adopted a Complete Streets policy.</b></p> <p>Union County works closely with all its municipalities when planning improvements, including those related to Complete Streets.</p>
	<p><b>Encourage municipalities to install bicycle parking facilities in downtown business districts, near transit, schools and other destinations.</b></p> <p>People must have a secure and convenient place to park their bikes once they reach their destination. Not having a well-planned bicycle parking option can discourage bicycling and lead to theft, damage and locked bikes becoming an obstacle to pedestrians or damaging trees.</p>
	<p><b>Support municipal Safe Routes to School programs near County roads and assist with state and federal funding for identified improvements.</b></p> <p>Work with the municipalities, school districts and the Safe Routes to School Regional Coordinator at the Transportation Management Association (TMA) to support funding proposals, enforcement campaigns and education outreach, especially at the middle school level.</p>
	<p><b>Implement the recommendations from the <i>Union County Parks, Recreation &amp; Open Space Master Plan (2010)</i>.</b></p> <p>A goal of the Plan is to provide an interconnected system of high quality, accessible, multi-use trails and greenway corridors. The Plan recommends exploring the possibility of utilizing abandoned railway ROW to link County Parks, including the Rahway Valley Railroad.</p>
	<p><b>Utilize Plan4Safety crash data to identify high crash corridors and intersections on County roadways and work with municipalities and local organizations to conduct bicycle and pedestrian audits to identify pedestrian and bicycle improvements.</b></p> <p>Many communities have had successful experiences with volunteer efforts by local walking clubs, seniors groups or other civic organizations to perform periodic site visits and report back on areas that may require further investigation. This can help to focus efforts by County staff.</p>
	<p><b>Encourage use of alternative modes of transportation as opposed to the single occupancy vehicle.</b></p> <p>Since federal legislation mandates that the region reduce single vehicle occupancy miles, the County should encourage increased walking and bicycling.</p>
	<p><b>Continue to participate in the development of local Bicycle and/or Pedestrian Plans and studies.</b></p> <p>The County currently engages with municipal stakeholders to analyze, coordinate and develop Plans. Continuing to provide technical expertise and leadership is a key to advancing walking and bicycling across the County.</p>

	<p>Update The Land Development Standards of the County of Union and Union County Design Standards for Development to encourage a five foot minimum for sidewalks and a minimum eight foot bikeway path.</p> <p>Current County standards include a four foot minimum for sidewalks. FHWA recommends a minimum five foot sidewalk and according to United States Access Board, the minimum clear width of a pedestrian access route shall be 60 inches (five feet), exclusive of the width of the curb. The Access Board recommends that the pedestrian access route be no less than 72 inches (six feet) wide in high use areas, especially in downtown urban environments, near shopping centers, schools and civic facilities. The AASHTO Guide for the Development of Bicycle Facilities (2012) specifies a minimum paved width of a path is ten feet and in very rare circumstances a reduced width of eight feet.</p>
Aviation	<p><b>Support aviation services within Union County at Newark Liberty International Airport and Linden Airport through coordination of planning and collaboration with multiple stakeholders.</b></p> <p>Improving and maintaining sound transportation infrastructure designed to support the growth of Union County and better serve all users, will improve access to and from the airport as well as the economic success of surrounding areas. Interagency objectives will be a large component of supporting aviation in the County.</p> <p><b>Encourage development of land uses that are compatible with Airport traveler's needs, such as hotels and restaurants, off-airport parking facilities, etc.</b></p> <p>Air travel compatible development would encourage air travelers to utilize services in Union County.</p> <p><b>Support measures to mitigate the adverse impacts of air travel on County residents. Examine ways to mitigate noise from traffic. Prioritization should incorporate mechanisms and resources necessary to effectively address environmental justice issues.</b></p> <p><b>Monitor any proposed changes in aviation facilities and services.</b></p>
Climate Resilience	<p><b>Identify existing infrastructure that can be elevated and work with partner agencies to pursue funding for this work. When feasible, site future infrastructure out of or above future flood-prone areas.</b></p> <p>Removing or avoiding placement of infrastructure in flood-prone locations, when feasible, will help maintain an efficient, reliable and safe rail, roadway and transit system.</p> <p><b>Establish and frequently update emergency detours and evacuation routes.</b></p> <p>This would have to be a coordinated effort. OEM would probably monitor the changing flood conditions and broadcast the information about detours and routes, but the agency or office that establishes the evacuation routes would continue to be in charge of establishing them.</p>
General Planning	<p><b>Continue to improve the effectiveness of the planning process by providing opportunities for public participation in the planning and development of plans and projects.</b></p> <p>Obtaining a broad representation of public input is an integral part of the planning process which helps to ensure that decisions are made in consideration of public needs and preferences.</p> <p><b>Continue participation in subregional planning activities with the NJTPA including the Regional Transportation Advisory Committee, Subregional Studies Program, Local Capital Project Delivery Program and Subregional Transportation Planning Program.</b></p> <p><b>Support regional transportation committees to coordinate policies and ordinances between municipalities.</b></p> <p><b>Continue reviewing proposed subdivisions that affect County roads and site plans along County roads for transit and transportation impacts and to ensure that they are designed with consideration to bicycle and pedestrian access.</b> The authority to approve applications for site plans and the subdivision of land is a major responsibility of county planning boards in New Jersey.</p>

**Maximize obtaining federal and state funding for County road and transit projects.**

Applying for Federal and State Aid Programs is a method for the County to advance projects that enhance safety and maintain infrastructure.

**Monitor, analyze and make recommendations concerning legislative proposals and disseminate information to municipalities, freeholders and state and federal legislative representatives.**

Continue to support legislation that provides funding for the transportation system and is consistent with the goals, objectives and policies of the County.

**Reexamine and revise, if necessary, the *Union County Transportation Master Plan* every five years.**

Reexamining the Plan offers an opportunity for the County to see which aspects of the Plan might be in need of updating.

## MUNICIPAL CHANGES

### DOWNTOWN STRATEGIC PLAN

Cranford's downtown contains a Special Improvement District, which is managed by the District Management Corporation (DMC).

The DMC adopted its most recent Strategic Plan in May 2018. This Strategic Plan succeeded the prior Three Year Strategic Plan (2014-2016) which was prepared in September 2013. The Strategic Plan outlines a vision for downtown Cranford, identifies challenges and recommended policies, and contains a series of goals and objectives.

The Strategic Plan contains four (4) goals, which are supported by a series of objectives for short term, mid-term, and long-term implementation. These goals and objectives are included below for reference.

**GOAL: PROMOTE A VIBRANT DOWNTOWN ENVIRONMENT**

Objective		Responsible Parties
Short Term	Implement temporary seasonal public “parklet” with support/sponsorship from at least one downtown business.	DMC, Local businesses
	Gauge interest in converting the land in front of Municipal Building into a public plaza with seating, a water feature, monuments, tables and chairs, and/or other activating elements that can encourage use.	DMC, Public Works
	Revisit the Heritage Corridor Master Plan to gauge feasibility and applicability to making improvements to the Rahway River walkway.	DMC, Union County, Historic Preservation Advisory Board
	Create a Downtown Cultural Arts Committee to champion public art installation and cultural events programming in Downtown Cranford.	DMC, Local businesses
	Amend the Land Development Ordinance to prohibit auto-oriented land uses including those with drive-through uses.	DMC, Planning Board, Zoning Board, Zoning Office
	Permit temporary “pop-up” businesses in vacant spaces and actively promote their availability.	DMC, Planning Board, Zoning Board, Zoning Office
	Organize more events that bring people of all ages downtown. Events could focus on music, visual arts, food, craft beer, holiday window decorating, or 5k races.	DMC
	Plant street trees where trees have been removed, and replace damaged trees as necessary.	DMC, Public Works
MID-TERM	Upgrade the landscaping of at least one downtown public space or at municipal properties.	DMC, Public Works, Environmental Commission
	Prepare a design to re-envision Post Office Plaza and/or Eastman Plaza, and identify and dedicate funds to renovate the space.	DMC, Engineering, Public Works
	Identify land to create new open space including a small playground and/or a dog run.	DMC, Planning Board, Zoning Office
	Allocate additional Public Works resources to support Downtown maintenance.	Public Works, DMC
	Install public Wi-Fi in Eastman Plaza.	DMC

Objective		Responsible Parties
LONG-TERM	Lobby County and municipal governments to make enhancements to MacConnell Park and /or Sperry Park which are both located within 1.5 blocks from downtown. (Note: MacConnell Park is within the Rahway River Parkway Historic District, so any enhancements should be sensitive to preserving this historic resource.)	DMC, Environmental Commission, Historic Preservation Advisory Board, Union County
	Create a business attraction plan that could be used to actively solicit new downtown businesses.	DMC
	Create a 'development handbook' that clearly outlines the steps to proposing a new development or increased density of buildings and sites in the downtown.	DMC, Planning Board, Zoning Board, Zoning Office
	Enhance and emphasize gateways to downtown through a combination of gateway treatments, including but not limited to welcome signage, sculptural elements, landscaping, pedestrian safety interventions (i.e., curb extensions), lighting, or sidewalk materiality change.	Engineering, DMC, Public Works, CPD
	Create a list of desired improvements at the NJ Transit station, particularly at street level, and Lobby NJ Transit for future station improvements.	DMC, NJ Transit, Historic Preservation Advisory Board
	Pursue development of a small downtown hotel that could accommodate visiting family and friends, bring additional visitors downtown and further diversify our tax base.	Planning Board, Zoning Board, Zoning Office, DMC

#### GOAL: PRIORITIZE SAFE AND ACCESSIBLE ACTIVE MOBILITY

Objective		Responsible Parties
SHORT-TERM	Establish a campaign to educate all road users about the rules of the road and safe behaviors.	DMC, CPD
	Engage Cranford residents and municipal entities about the importance and benefits of pedestrian safety and access.	DMC, CPD, Pedestrian Safety Committee
	Identify locations for new bike racks and have them purchased and installed.	DMC, Public Works, Local businesses

	Investigate locations where it may be feasible to expand sidewalk space, including on a temporary/seasonal basis.	DMC, Engineering, Pedestrian Safety Committee, Local businesses
	Amend Land Development Ordinance to require minimum of 15' sidewalks at all new development projects to allow more space for sidewalk seating, stroller and wheelchair access, landscaping, etc.	Zoning Office, Zoning Board, Planning Board, DMC
	Work with Union County to evaluate conditions and investigate pedestrian safety pilot projects at two or more downtown intersections.	Union County, DMC, Pedestrian Safety Committee, CFD, First Aid Squad
	Upgrade all street light fixtures in the SID and at railroad underpasses to energy-efficient LEDs.	Public Works, DMC
MID-TERM	Hire a planning consultant to conduct a comprehensive, multimodal transportation study with a particular focus on incorporating and improving conditions for walking and cycling.	DMC, Zoning Office, Engineering, CPD
	Ensure all crosswalks are clearly and consistently marked in a "ladder" pattern with reflective thermoplastic.	Public Works, Engineering, CPD, DMC, NJDOT
	Implement at least two local pedestrian safety pilot projects that reconfigure an intersection, shorten a crosswalk, or otherwise highlight the potential of permanent safety interventions.	Union County, DMC, Pedestrian Safety Committee, CFD, First Aid Squad
LONG-TERM	For any future street reconstruction or repaving effort, require the installation of bike "sharrows" (shared lane markings) on the following roads within downtown: North Union Ave, South Union Ave, Alden St, Miln St, Springfield Ave, High St, Walnut Ave.	Public Works, Engineering, CPD, DMC
	Improve aesthetic and lighting conditions at the Centennial Avenue and S. Union Avenue underpasses.	DMC, Public Works, NJ Transit, Union County
	Redesign and refurbish the downtown streetscape (sidewalks and curbs) which is currently over 30 years old.	DMC, Engineering



**GOAL: PROVIDE PARKING THAT MEETS THE NEEDS OF EXISTING AND FUTURE USES**

	Objective	Responsible Parties
SHORT-TERM	Initiate discussions with NJ Transit on potentially purchasing Lot 4 on the south side of the train station.	NJ Transit, DMC, Zoning Office
	Evaluate trends in parking demand and alternate parking options.	DMC, Parking Committee
MID-TERM	Hire a planning firm with parking experience to conduct a parking study to a) assess parking supply versus demand and utilization, b) evaluate the merits of constructing a new municipal parking garage, and c) reexamine parking requirements for infill residential development.	DMC, Zoning Office, Parking Committee
	Reevaluate pricing strategies for both on-street and permit parking to manage demand. For the former, investigate feasibility of variable parking meter rates to manage demand during peak periods (e.g., lunch, Friday evening).	DMC, Parking Committee
	Examine pros/cons of creating a dedicated municipal parking utility.	DMC, Parking Committee
LONG-TERM	Better manage existing parking supply through wayfinding, technology, and/or digital parking guidance signs with real-time information on the number of available parking spaces.	DMC, Parking Committee
	Investigate the creation of a Parking Benefit District or Payment in Lieu of Parking strategies where some/all parking revenue collected downtown is reinvested back into the SID for parking and/or other strategic improvements.	DMC, Parking Committee

**GOAL: EMPOWER GOVERNMENT TO PROACTIVELY PLAN FOR THE FUTURE, MAKE INVESTMENT DECISIONS, PURSUE FUNDING, AND IMPLEMENT PROJECTS**

	Objective	Responsible Parties
SHORT-TERM	Pursue Certified Local Government (CLG) status.	DMC, Historic Preservation Advisory Board
	Hire or contract with a professional grant writer to proactively pursue funding and financing opportunities for various Township initiatives including studies or capital projects.	DMC
	Identify and document underutilized properties – vacant properties, one-story buildings and surface parking lots – which could be developed or improved.	DMC

	Actively and regularly enforce all codes pertaining to façade maintenance, signage, snow clearance, and other downtown maintenance matters.	DMC, Zoning Office
MID-TERM	Engage the DMC Board and staff when updating the municipal Master Plan.	Planning Board, Zoning Board, DMC, Historic Preservation Advisory Board
	Engage planning professionals for visioning, land use, and parking studies as direct hires or consultants.	Planning Board, Zoning Board, DMC
	Establish clear and understandable building design standards incorporating best practices for historic areas/districts.	Planning Board, Zoning Board, DMC, Historic Preservation Advisory Board
	Utilize Redevelopment and/or Rehabilitation designations to encourage development on underutilized and/or contaminated properties including but not limited to vacant parcels and surface parking lots.	Planning Board, Zoning Board, DMC
LONG-TERM	Pursue Form-Based Coding as a way to visually and graphically communicate regulatory intent and encourage building forms that fit the historic and traditional character of our downtown.	Planning Board, Zoning Board, DMC, Historic Preservation Advisory Board
	Evaluate current permit fee structures to ensure competitive alignment with neighboring municipalities. Rank our current fees to see where they stand in the County. Adjust permit fees as necessary to encourage investment.	DMC

## RESILIENCE, FLOODING, AND THE COMMUNITY RATING SYSTEM (CRS)

The concept of resilience, in the context of planning, has recently emerged as an important aspect of managing extreme weather and other natural events as well as planning for the prospect of these events occurring more frequently. Cranford understands the importance of resiliency planning from managing the effects of Tropical Storms Irene and Lee, which caused severe flooding along the Rahway River causing significant damage and disruptions throughout the Township and the region.

Resilience refers to the ability for communities to safely manage, recover, and adapt to weather events both now and in the future with the understanding that these events may be increasing in both intensity and frequency. Resiliency includes a community's ability to protect people, property, and infrastructure while minimizing interruptions and enhancing recovery. In many ways, environmental resiliency is economic resiliency. To effectively address issues tied to resiliency planning, a community must consider a variety of topics including land use, transportation, safety, and municipal operations in order to mitigate the risk that people, property, and infrastructure is exposed to. Resilience, as a component of sustainability, represents a comprehensive approach to managing the building and natural environment to ensure the long time viability of a community.

To help improve resilience, the National Flood Insurance Program (NFIP) has created an incentive program for communities known as the Community Rating System (CRS). National Flood Insurance Program participation requires municipalities to meet a minimum set of standards for regulating floodplain development. Municipalities that adopt higher standards are eligible for additional discounts to flood insurance premiums for residents and businesses as part of the Community Rating System (CRS). CRS points are awarded to towns that leverage their resources to increase community resiliency through activities such as public education, enhanced design guidelines, and preserving open spaces in floodplains. Communities are ranked into 10 "Classes" based on their level of effort. A Class 10 community generally represents those communities that have just entered into the program and Class 1 communities are those that have taken the greatest efforts to effectively manage and grow their floodplain management program. Property owners in the flood hazard area of Class 1 communities are eligible for a 45 percent discount on their flood insurance.

Cranford has participated in the CRS program since October 2016. As a result of the efforts taken by the Township, Cranford is currently a "Class 7" CRS community, meaning that property owners in the flood hazard area receive a 15 percent discount on their flood insurance. Property owners outside of the flood hazard area can receive a 5 percent discount.

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## ORDINANCE CHANGES SINCE 2009

The following is a list of ordinances adopted since 2009 related to land use and development in the Township.

- Ordinance No. 2013-23, adopted on November 12, 2013, amended Chapter 136 of the Code related to Mandatory Development Fees for the Affordable Housing Program of the Township of Cranford. Chapter 136 shall now include a new section entitled "Affordable Housing Development Fees."
- Ordinance No. 2016-15, adopted on June 14, 2016, to rescind and replace Chapter 136, article V, Section 136-34E, Permitted Accessory uses and Structures to permit exempt home occupations shall as accessory uses in all residential zones and shall be exempt from approval by the Planning Board or Zoning Board of Adjustment.
- Ordinance No. 2016-16, adopted on August 16, 2016, amended Chapter 136 regarding Design Standards for Signs to eliminate the restriction of one business sign per business.

- Ordinance No. 2016-21, adopted on August 16, 2016, amended Section 136-31D "Supplemental Zone District Regulations-Yard Regulations" to permit uncovered steps to project up to five feet into a required front or rear yard. If the existing front yard setback is nonconforming, any new steps may encroach up to six feet into the existing front yard setback. It also permitted in the R1, R2, R3, R4 and R5 Zones, a roof with unenclosed sides over an entrance platform of a dwelling may project into the required or existing nonconforming front yard setback, provided that the roof over an entrance platform shall not extend into the required or existing nonconforming front yard setback more than five feet, nor beyond the platform and steps, nor shall the total area of the extensions in the required or existing non-conforming front yard setback exceed 25 sq. ft.
- Ordinance No. 2016-22, adopted on August 16, 2016 to amend Chapter 124, "Hours of Operation." Under §124-3, no convenience stores with/without gasoline service and gasoline service stations to which the public is invited, within 200 ft. of a residential property in any district in the Township, shall be open between the hours of 12 am and 5 am. Other businesses may be open between these hours, subject to security and safety restrictions.
- Ordinance No. 2016-23, adopted on September 26, 2016, to amended and supplemented certain sections of Chapter 136, "Land Development." Driveways for one and two family homes must be located a minimum of three feet from and side or rear lot line; directional signs with area less than two square feet are exempt from area/location regulations; signs projecting more than six inches from attached wall are permitted; AC units, ground mounted generators, barbeques, and patios may only be located within any side or rear lot, so long as furthest extending side in not less than five feet from any property line.
- Ordinance No. 2017-10, adopted on September 12, 2017, amended Chapter 136 Land Development, Article IX Affordable Housing, Section 71 Affordable Housing Programs, repealing and replacing Section 136-71 (B.) with new percent of mandatory set-asides for future residential development.
- Ordinance No. 2018-12, adopted on August 14, 2018, designated Sunny Acres as a Cranford Historic District. Sunny Acres includes Mohawk and Algonquin Drives, Oneida, Mohican, and Iroquois Places, and Iroquois, Cherokee, and Raritan Roads.
- Ordinance No. 2018-13, amended the code to permit uncovered steps to project five feet into a required front or rear yard, and permitted all currently pre-existing, legal nonconforming uncovered front steps in required front yard areas on residential properties to be reconstructed without change to dimensions or footing locations.
- Ordinance No. 2018-14, amended Chapter 255, Land Development, Article IV Design Standards, Specific, Section 255-26G "Circulation, Driveways, Parking and Loading and Unloading Requirements." It introduces a front yard parking prohibition directly in front of the principal structure for one- and two- family properties. The ordinance also amended Chapter 255, Article IV to require parking, loading and driveway areas, for uses other than one- and two- family residences, be curbed with granite block. The ordinance also specified paving standards for driveways and parking areas for one- and two-family residences.
- Ordinance No. 2018-16, amended §255-39 Conditional Uses, repealing Subsections B(9) and B(10) cross references to §240-1 of the Township Code, related to hours of operation.
- Ordinance No. 2018-17, amended Chapter 255, Section 37, Supplemental Use Regulations to include additional provisions as part of the site plan approval process for the construction of a telecommunications tower or antenna.

## 2009 MASTER PLAN ORDINANCE RECOMMENDATIONS

In addition to the ordinances adopted above, the 2009 Master Plan outlined a series of action items for implementation. These actions have been reviewed by the Township's Reexamination Committee and their status is included in the table below.

Downtown Commercial Area Recommendations	Status
1. Consolidate the existing downtown commercial area into three districts: D-C, D-B, and D-T	Completed
2. Expand the range of existing permitted uses to include fine arts schools and other uses that promote the arts, allow conditional uses such as boutique hotels, banquet facilities on upper floors in the D-B, and structured parking. Parking lots should be a principal permitted use with design guidelines.	Completed
3. PPU and CU recommendations in chart on page LU-26. <sup>9</sup>	Ongoing
4. Increase FAR to 3.0.	Completed
5. Require off-street parking for all residential and office uses in D-B and D-T districts.	Completed
6. Parking requirements should be part of zoning requirements and not a design standard as currently written in the Township's ordinance.	Completed
7. Expand master sign program in all nonresidential districts. Revise sign requirements in accordance with previous sections of this Plan. Create way finding signs as discussed in previous sections of this plan.	Ongoing
8. Update parking space requirements and incorporate a shared parking lot as part of this requirement.	Completed
9. Create parking lot design standards for surface and structured parking lots that incorporate screening.	Completed
10. Encourage the private sector to building public parking as part of development projects.	On-going
11. Incorporate open space, green space and environmentally sensitive design practices in development plans	On-going
12. Maintain uniform building setback from the rights-of-way allowing exceptions for public plazas and similar uses.	Yes
13. Development standards should be included in the Land Use Code for the Downtown that includes a typology of building types and design vocabulary with images of building styles and fenestration.	Partial through Zoning Ordinance and SID. No visual guides.

<sup>9</sup> This reference to page LU-26 in the 2009 Master Plan appears to have been in error, as no such PPU and CU recommendations chart exists on that page. There does, however, appear to be a chart which matches this description on page LU-22.

Commercial Districts Recommendations	Status
1. Rename the ROI-1 to C-1 and increase the minimum lot size in this zone to 150k SF.	Completed
2. Consolidate the ROI-2 and ROI-3 districts into the C-2 zone.	Completed
3. Increase the FAR in the C-1 district from .5 to 3.0 and increase the maximum permitted height to six stories/75 feet for interior properties. Establish a maximum building height of four stories for properties that border an adjoining district.	Completed
4. Create specific landscape and screening design requirements for the C-1 district for the purposes of creating a visually appealing business park.	Incomplete – Screening requirements in the C-3
5. Create a V-C district.	Completed
6. Create a ORC district along South Avenue West and North Avenue West to retain the residential scale of buildings while allowing for their conversion to commercial uses.	Completed

For all Residential Districts:	Status
1. Create a standard that limits the total amount of impervious coverage as a percentage of lot width in the front yard, i.e., no more than 30% of the area in front of a principal building may be impervious.	30% of the area in front of a principal building may be used for driveways
2. Create infill development standards to prevent the construction of oversized homes.	Addressed through area, yard, and building requirements
3. Create a building coverage requirement.	Complete

Single family Residential District Recommendations	Status
1. Craft infill development standards that reduce development potential proportionally as lot size increases.	Complete – coverage limits
2. Create design requirements for religious uses to ensure that appropriate parking and buffers are in place adjoining residential properties.	Complete §225-26G(3)(a) - §255-44
3. Revise stormwater ordinances in accordance with the Conservation Plan Element of the Master Plan.	Ongoing
4. Revise ordinances to permit homes to be raised outside of the floodplain in a manner that does not require variance relief	Ongoing

One and Two-Family Residential	Status
1. Create an inventory of all duplexes in the Township	Not addressed
2. Increase the minimum lot size for duplexes to 7,000 to 8,000 square feet and increase the minimum lot width to 70 to 80 feet respectively.	Completed



Multi-Family Residential	Status
1. Maintain the existing multi-family residential land use areas as currently zoned.	Changes to the R-6 zones had taken place and the zones were expanded

Conservation Recommendations	Status
1. Create floodplain overlay ordinances in accordance with the Conservation Plan.	Completed
2. Create stream corridor protection ordinance in accordance with the Conservation Plan.	Not completed
3. Incorporate other revisions identified in the Conservation Plan Element.	Various-See Below

Zoning Recommendations	Status
1. Rezone districts in accordance with the separate list of proposed zone district / boundary changes.	Completed
2. Create new public districts to regulate public use areas.	No longer applicable.
3. Increase lot sizes for duplexes in accordance with plan.	Currently being evaluated in conjunction with the non-conforming uses in the R-6 zone.
4. Require a maximum percentage of the front yard that can be impervious.	Based on driveways only
5. Create building coverage requirements for all districts.	Completed
6. Provisions for fences on corner lots should be updated.	Ongoing. It is recommended that provisions for screening and fences on corner lots be evaluated to ensure safety with sight triangle requirements.
7. Limit warehouses to accessory uses in the proposed C-2 district.	No longer relevant
8. Establish service standard for new development.	Completed
9. Prohibit accessory structures to cantilever no more than two (2) feet into the side yard. Clarify the ordinance to indicate that no encroachments are permitted within three (3) feet of the property line.	Complete. §255-35D – 2 foot encroachment. Does not specify 3 feet.

Zoning Recommendations	Status
10. Require that parking deviations be a variance rather than a design waiver.	Completed
11. Evaluate tree replacement fees.	Ongoing
12. Update parking space requirement downtown.	DMC Comment
13. Clarify when site plan approval is required.	Completed
14. Consider allowing an exception to front yard setback requirements to permit small entrance porches.	Complete Ordinance No. 2018-13
15. Consider allowing front yard setbacks in residential zones to be reduced to the average setback of adjoining properties without requiring variance relief.	Complete – Attachment 1, Schedule 1 – Prevailing Setback provisions

Conservation Plan Ordinance Recommendations	Status
1. Public District – Expand a public district to include publicly-owned properties in accordance with the Land Use Plan Element.	No Action-Not Complete
2. Create a building coverage standard for all zone districts.	Complete
3. Tree preservation – to preserve the established shade tree resource in the township, the tree replacement ordinance should be revised to include:	
3a. a visual tree assessment of the trees health and condition.	It is recommended that an arborist be retained
3b. additional provisions for major development. A site plan should be prepared that indicates:	
i. existing wooded areas;	Completed
ii. the location of streams and other watercourses;	Completed
iii. the total acreage of the tract;	Completed
iv. the total number, by species of existing trees with a DBH of six inches or greater;	No species ID; isolated trees at 8" or greater DBH. Dogwoods at 2" DBH. All existing trees and their sizes in inches (DBH)
v. the total number, by species of existing trees to be removed;	No species required
vi. approved method of disposal.	Not specified
3c. Recommendations regarding which trees should be saved, which includes a construction management	Not completed

Conservation Plan Ordinance Recommendations	Status
recommendations regarding tree protection for trees identified to be saved.	
3d. Provision allowing a reduction of replacement trees when their cost exceeds an "x" percentage of the project.	Not completed
4. Recreation and Open Space 'in-lieu' of contributions for recreation fees.	No Action
5. Bicycle Racks – revise bicycle rack requirements in accordance with the body text of this plan.	§255-26G(12)
6. Stream-corridor protection – create an ordinance in accordance with the body text of this conservation plan.	Stormwater Management
7. Landscape Plans – require that a certified landscape architect prepare all landscape plans for major development.	C-3, Telecom Ants and Towers Only
8. Environmental Impact Statement – to evaluate potentially harmful effects on the natural and aesthetic environment, consideration should be given to requiring an environmental impact statement for all major site plan and subdivision application and a modified environment impact statement or environmental assessment for minor site plan and subdivision applications.	EIS can be requested by DRC or ZBA §255-21D. Considering that Cranford is largely built out, it is recommended that the Township consider replacing the EIS requirement with a Preliminary Assessment, which would provide insights into site contamination.
9. Floodplain Overlay – Create an ordinance in accordance with the body text of this conservation plan.	Completed
9a. The overlay ordinance should reduce the permitted building coverage and impervious surface area in comparison to the underlying zoning or mitigate stormwater impacts to the satisfaction of the Township Engineer.	Modified coverage restrictions not implemented. Mitigation measures based on §255 – Stormwater Management – 300 sq. ft. threshold
<p>10. Stormwater Management - The Township should create provisions that:</p> <p>10a. Require stormwater improvements for construction that substantially increases the building footprint.</p>	The ordinance currently requires that all major developments or any development with over 1,000 sq. ft. of change in impervious cover shall incorporate a maintenance plan for

Conservation Plan Ordinance Recommendations	Status
	the stormwater management measures incorporated into the site. In addition, development outside of a site plan or subdivision, that increases impervious cover by 300 sq. ft. or more, requires Engineering review and the incorporation of mitigation measures.
10b. Revise township ordinances to permit the use of permeable materials where appropriate	Allowed but still counts towards impervious coverage in full. It is recommended that green infrastructure and low impact development practices be incentivized to encourage their use. The Township should consider either amending its definition of impervious coverage to exclude all, or a portion of, surfaces that utilize innovative pervious pavers, or consider other development incentives for the use of green infrastructure and other low impact development practices. Any ordinance provisions for green infrastructure should be paired with appropriate maintenance controls to ensure their ongoing effectiveness.
10c. require vegetative filters and improved landscaping in off-street parking areas	Yes §255-26G(8)

Conservation Plan Ordinance Recommendations	Status
10d. Permit flush curbs and/or curb cuts allow for runoff to discharge into adjacent vegetated areas as sheet flow; and	No Action
10e. Permit an open filter area adjoining a catch basin.	No Action
11. Wireless Telecommunications Towers – The Township’s wireless telecom ordinance should be updated based upon recent trends in the field.	Completed

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## V. REEXAMINATION RECOMMENDATIONS

The fourth step in the reexamination process, known as Section “D”, identifies 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. These recommendations represent the findings from the existing conditions analysis, feedback from the Reexamination Subcommittee, and the comments received as part of the Community Forum and survey.

Recommended changes for the Master Plan and Development Regulations are detailed in the sections that follow.

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### MASTER PLAN

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#### GOALS, OBJECTIVES, AND VISION

As described in Section B of this Report, the Subcommittee recommended that the Township’s Vision Statement, Goals and Objectives be revised to reflect changing conditions, eliminate redundancies, and clarify language. The revised listing is included as Appendix A of this Report.

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#### LAND USE PLAN ELEMENT

Many of the recommendations of the 2009 Master Plan have been implemented, particularly related to the Land Use Plan, however, certain areas still require attention as noted in this Reexamination Report. It is recommended that the township continue its implementation of the 2009 Master Plan, with recommendations described in the following section “Development Regulations.” Furthermore, as described in the previous section, the amendments to the Municipal Land Use Law require that updates to the Land Use Element include a “Statement of Strategy,” related to sustainability and storm resilience. In particular, the statement must address: smart growth, with a focus on the potential locations for the installation of electric vehicle charging stations; storm resiliency with respect to energy supply, flood-prone areas, and environmental infrastructure; and environmental sustainability. Considering the importance that each of these issues could have on land use and quality of life, it is recommended that the Township consider evaluating these issues, potentially in conjunction with a comprehensive update to the Master Plan (incl. a Green Buildings and Environmental Sustainability Element, Conservation Element, and Circulation Element) to ensure that future land use and municipal practices incorporate resilience and sustainable best practices.

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#### COMMUNITY PROFILE

Updated population and housing demographics are detailed in section IV of this report.

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#### CIRCULATION ELEMENT

The 2009 Master Plan notes that the Township last discussed circulation in its last comprehensive master plan, in 1979. Input received as part of this public engagement process stressed the need



for an analysis of parking and circulation throughout the Township, particularly in the downtown. It is recommended that the Township prepare a Circulation Element.

This document could examine and propose recommended actions that would enhance and improve circulation for motorized vehicle traffic, while also evaluating the safety of the existing road network for non-motorized bicycle and pedestrian traffic. A Circulation Plan Element could also examine existing and potential demands on the Township's circulation network that consider potential changes caused by different commuting patterns, such as telecommuting or the use of ride-sharing/ride-hailing services and impacts from increased eCommerce delivery traffic.

In conjunction with a Circulation Element, the Township may wish to consider a parking study and strategy that would identify ways to improve the availability of parking, without compromising Cranford's unique downtown character. Such strategies may include design guidelines, such as how to provide parking without the creation of additional surface lots that disrupt downtown continuity, as well as techniques to improve, and thus incentivize, the use of non-motorized transportation infrastructure to free up roadway and parking capacity.

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## COMMUNITY FACILITIES

The Township's 2002 Master Plan Reexamination Report acknowledged the need to reevaluate historic preservation, in conjunction with land use, housing, circulation, open space, and recreation. The Township's Historic Preservation Advisory Board is currently in the process of preparing an Historic Preservation Element of the Master Plan (see below).

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## OPEN SPACE, CONSERVATION & RECREATION ELEMENT

The 2009 Master Plan recommended the creation of a Recreation and Open Space Master Plan Element to identify specific properties appropriate for acquisition. A Recreation and Open Space Plan can also identify existing parks, recreation, and open space amenities. This inventory can assist in identifying areas of the town that are currently underserved, as well as outline specific recommendations for the improvement of existing sites. The Township should consider a Recreation and Open Space Plan Element, which can also evaluate the relevance of the recreation and open space related recommendations from the 2009 Master Plan and its Conservation Element. This plan element could complement other elements, including Circulation, Land Use, and Conservation to ensure recreational amenities meet the needs of the community, and identify sustainable funding sources for the enhancement of existing recreational facilities and creation of new recreational facilities.

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## HISTORIC PRESERVATION ELEMENT

The Cranford Historic Preservation Advisory Board is preparing a Historic Preservation Element (HPE) in accordance with MLUL requirements, and following the recommended guidelines provided by the statewide nonprofit environmental organization, Sustainable Jersey. It is anticipated that the element will offer recommendations to help protect and preserve Cranford's historic heritage as embodied in its buildings, houses, parks and other public resources. To support these proposals this Element will review Cranford's history, previously identified and described resources, existing

legislation and regulations concerning preservation, current issues, and provide examples of past successes. The HPE will provide an evaluation of public policy choices going forward and an action plan to implement its goals. Existing resources will be examined as examples of how preservation efforts might be expanded. It will outline the roles of various community and Township organizations, including the Cranford Historic Preservation Advisory Board, the Cranford Historical Society, the township Planning Board, the Zoning Board, and other local civic groups to help ensure Cranford's unique heritage is preserved as part of the implementation of the Master Plan.

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## HOUSING PLAN ELEMENT AND FAIR SHARE PLAN (FOR AFFORDABLE HOUSING)

The Township filed a Declaratory Judgement action on November 20, 2018 seeking court review and approval of the 2018 Housing Plan Element and Fair Share Plan and the Township ordinances as complying with the Township's *Mount Laurel* affordable housing obligations.\* The Court entered an order on June 26, 2019 extending immunity to the Township and the Planning Board through September 30, 2019 while the Declaratory Judgment is processed by the court.

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## GREEN BUILDINGS AND ENVIRONMENTAL SUSTAINABILITY ELEMENT

The New Jersey Municipal Land Use Law (MLUL) permits municipalities to adopt a "Green Buildings and Environmental Sustainability" element to the master plan, "which shall provide for, encourage, and promote the efficient use of natural resources and the installation and usage of renewable energy systems; consider the impact of buildings on the local, regional and global environment; allow ecosystems to function naturally; conserve and reuse water; treat storm water on-site; and optimize climatic conditions through site orientation and design." (N.J.S.A 40:55D-28 b (16)) While the 2009 Master Plan did not include a Green Buildings and Environmental Sustainability Element, it did include a series of goals and objectives related to sustainability. Through the public engagement process of this 2019 Master Plan Reexamination, numerous concerns were raised related to lighting, landscaping, stormwater management, and noise. Preparation of a Green Buildings and Environmental Sustainability element could help the Township identify recommendations that are context-sensitive to the particular needs and community character.

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## CONSERVATION PLAN ELEMENT

The Township's Conservation Element was last updated in 2009, and included a comprehensive listing of goals, recommendations, and implementable actions related to open space, recreation, stormwater management, recycling, and sustainable development. While many of these goals remain relevant, it is recommended that the recommendations and actions be reexamined by the Township and its Environmental Commission.

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## RECYCLING PLAN ELEMENT

The 2009 Conservation Element of the Township's Master Plan recommended the township investigate opportunities to increase recycling in the community. In 2010, the Township updated its mandatory recycling program, per Ord. No. 2010-59. The MLUL recommends a recycling plan

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\* In the Matter of the Application of the Township of Cranford, Docket No. UNN-L-3976-18.

element which incorporates the State Recycling Plan goals. While a revised Recycling Plan Element is not recommended at this time, recycling guidelines in some communities have changed due to reduced demand for processing certain recycled products. The Township should continue to monitor this issue, in coordination with the State and County.

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## ECONOMIC PLAN ELEMENT

The MLUL permits municipalities to prepare, and adopt an “economic plan element considering all aspects of economic development and sustained economic vitality, including (a) a comparison of the types of employment expected to be provided by the economic development to be promoted with the characteristics of the labor pool resident in the municipality and nearby areas and (b) an analysis of the stability and diversity of the economic development to be promoted.” (N.J.S.A 40:55D-28 b (9)). Preparation of an Economic Plan Element may complement these studies and identify economic conditions and potential strategies to maintain and enhance the economic base of Cranford.

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## DEVELOPMENT REGULATIONS

The Master Plan Subcommittee and Township staff detailed numerous development regulations that have caused repeated problems or variance situations over the years. As part of this Reexamination, a review of the available variance reports, supplemented by information provided by the Reexamination Subcommittee and input from the community engagement process, was performed to identify the types and patterns of variances requested and granted since the adoption of the 2009 Master Plan. Those that were repeatedly granted were looked at closely to determine if a change to the regulations should be recommended. The list below addresses these matters along with other development regulation changes that are deemed to be positive for the overall aesthetic enhancement and economic growth of the community. Going forward, it is recommended that as part of meeting their statutory annual reporting requirements under the MLUL (40:55D-70.1), the Township’s zoning board prepare detailed annual reports of all variances that are heard, providing sufficient detail (including, but not limited to zone, requested variance, and the variance granted) to better inform future amendments to the Township’s land use and development regulations.

The following zoning and development ordinances have been identified as meriting consideration:

- Consider the recommendations identified in the previous section (2009 Master Plan Ordinance Recommendations).
- Conduct an audit of the Township’s development regulations to identify areas that are either lacking clarity or detail needed to deal with current land use issues.
- Review definitions to determine terms that may need to be added. Recommendations include, but are not limited to, garden apartment; apartment dwelling; and drive-through use. Other definitions may need to be modernized, particularly as applied to permitted uses in non-residential zones.

- Clearly define, possibly with the aid of illustrative examples, what constitutes a corner lot and a through lot, and the application of bulk standards in these instances.
- Consider standards for fueling stations that include a fast-food component.
- Reevaluate non-residential zoning to ensure that permitted and conditional uses are relevant and reflect current demands and business types.
- Clarify standards for residential density. The code defines density as dwelling units per gross acre, however, 255-37D (Garden Apartments) regulates development densities based on the number of bedrooms.
- Conduct an analysis of existing yard setbacks, building heights, and impervious coverage to determine if the current requirements are appropriate. This analysis could also indicate if other requirements, such as a residential Floor Area Ratio (FAR), may better reflect existing development.
- Reevaluate residential zoning to simplify and better reflect the existing housing stock in each zone.
- A specific recommendation for a zoning ordinance amendment is for the Township to amend re-zone a portion of the R-6 zone in accordance with Recommendation No. 5 on Page 12 of the report prepared by the Township's Office of Planning And Zoning<sup>10</sup> which recommends a rezoning of a portion of the R-6 zone near Bloomingdale Avenue to reflect existing conditions and maintain consistency with the Township's Land Use Plan. The Land Use Plan has identified this area for single-family residential, which reflects the existing built environment, however, the R-6 zone does not permit detached 1- or 2- family homes as either a principal or conditional permitted use, meaning that modifications to these buildings require variance relief. The recommended zoning amendment would replace a portion of the R-6 zone in this area with the R-3 zone that existed in 2008 as reflected on the Township's February 2008 Zoning Map.
- Consider amending impervious coverage requirements to permit additional development if green infrastructure, such as porous pavers or vegetated roofs, is provided.
- Reevaluate the Township's existing off-street parking requirements to better reflect best practices, modernize calculations based on the changing character of uses (i.e. retail), and add uses not listed in the section but are permitted by right in certain zones.
- Evaluate parking standards to ensure that requirements meet modern demands. Consider standards exist for all enumerated uses permitted by zone.
- The 2009 Master Plan notes that particular attention should be paid to providing sufficient parking in the downtown as it continues to develop. Currently, the downtown districts (Downtown Business, Downtown Core, and Downtown Transition) permit residential

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<sup>10</sup> *Reconsidering the Bloomingdale Avenue R-6 District. Blocks: 294, 295, 300, 302, 324, 325, 326, 327, Portion of Block 293, Block 299-Lots 1.01-1.03.* Prepared by the Township of Cranford Office of Planning and Zoning, June 17, 2019.

development at a density of 20 dwelling units per acre as a conditional use. Given the existing scarcity of parking in the downtown, it is a specific recommendation that the Township amend the zoning ordinance to reduce residential density to 10 dwelling units per acre in the Downtown Business, Downtown Core and Downtown Transition zoning districts.

- Incorporate existing redevelopment plans into the development code. This can be done either by reference, or to include the required standards in the code to ensure clear and uniform application.
- Consider adding a maximum density column in the bulk table that coordinates with the text.
- Consider revisions to signage regulations. Such revisions should include, but not be limited to:
  - Reducing conflicts between the code and the special improvement district;
  - Standards for digital signs;
  - Ensure consistency with recent federal case law; and,
  - Incorporate signage regulations into the zoning code to allow for more stringent regulation, whereby noncompliant signs would require variance relief.

In addition to zoning revisions, it is recommended that the Township consider developing design guidelines that address all types of development, possibly in the form of a Pattern Book which provides visual examples. Such a document could build upon an existing guidebook that had been prepared by the Township in the 1990s, and can serve as a guide to the types of design elements that the Township finds to be aesthetically acceptable while still providing for development flexibility. The guide should include, but not be limited to, building materials, façade treatments, street furnishings, parking layout options, hard and soft landscape elements, green infrastructure, lighting, and signage. The Township could use this guidebook as a way to encourage specific design characteristics. Alternatively, this guidebook could be used to develop land use regulations that place greater emphasis on design, rather than specific uses, as a way to welcome new development that meets the character of the town.

## VI. RECOMMENDATIONS CONCERNING THE INCORPORATION OF REDEVELOPMENT PLANS

The fifth, and final step in the reexamination process, known as Section “E”, outlines 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 seq.) 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 municipality.

The 2009 Master Plan identified the redevelopment/rehabilitation districts within the Township. These include:

- Cranford Crossing Redevelopment District;
- Riverfront Redevelopment District;
- 555 South Avenue East Redevelopment District; and,
- Western Gateway Rehabilitation District.

Following adoption of the 2009 Master Plan, the Township in November 2010, adopted amendments to the Redevelopment Plan for 555 South Avenue East. In November 2017, the Township adopted a Redevelopment Plan for 215 and 235 Birchwood Avenue (Ordinance No. 2017 No. 2017-14). These Redevelopment Plans shall be incorporated within the Cranford Master Plan.

For clear and ongoing application of the appropriate development requirements governed by these redevelopment plans, it is recommended that these redevelopment areas be identified in the Township Code. Alternatively, the Township Code should be revised to incorporate the development requirements that govern these redevelopment areas.

It is recommended that the Gateway areas identified in the 2009 Master Plan be evaluated for qualification as areas in need of rehabilitation under the Local Redevelopment and Housing Law. It is also recommended that the area of North Avenue between Centennial Avenue and Alden Street, which also serves as a gateway into the downtown, be evaluated for qualification as an area in need of rehabilitation. Such designations would give the Township the power to create Redevelopment Plans to facilitate revitalization through supplemental zoning and design standards, as well as the ability to grant short-term (up to five year) tax abatements. Rehabilitation prohibits any use of eminent domain; instead, encouraging a coordinated effort of public and private investment to achieve its goals. A rehabilitation designation may provide the economic and regulatory incentives needed to encourage reinvestment of these areas.

It is also recommended that the Western Gateway Rehabilitation District be amended for consistency with the Township’s recently adopted Housing Element and Fair Share Plan.



## APPENDIX A: VISION, GOALS, AND OBJECTIVES AS REVISED

### TOWNSHIP VISION

1. *Highlight the river as an asset to the community*
2. *Promote economically vibrant Downtown with a balance of office, professional, retail and residential uses*
3. *Encourage a variety of uses in the Downtown that make it a destination*
4. *Maximize economic importance of the Cranford Business Park*
5. *Highlight accessibility to various modes of transportation (rail, bus, air and highways) and Cranford's proximity to major cultural, recreational and sporting venues*
6. *Maintain and enhance strong park and recreation programs*
7. *Maintain and increase open space, including through State, County, Municipal or other public purchase of property and through zoning regulation*
8. *Continue positive relationship with School District to continue using fields and facilities*
9. *Implement sensible land use development policies so as to avoid adversely impacting Cranford's high-quality school district*
10. *Improve pedestrian, recreational and automobile safety*
11. *Work to preserve Cranford's unique character and historical architecture*
12. *Concentrate dense residential in the Downtown Core<sup>1</sup> [as defined in the Land Use Plan Element] with less dense residential uses emanating out from the Core*
13. *Create a parking strategy to accommodate future growth*
14. *Encourage environmentally-friendly practices and principles*

## GOALS AND OBJECTIVES

### ECONOMIC AND NON-RESIDENTIAL GOALS

1. Conserve and promote the economic vitality of the Downtown so that the core of Cranford remains healthy.
2. Provide a parking strategy to accommodate all of the Downtown's constituents: commuters, office workers, shoppers and Downtown residents. Require adequate parking as a prerequisite to new development.
3. Recognize the economic value of multi-story buildings within the Downtown. Encourage the fullest use of existing upper floors and the creation of additional upper-story floor space.
4. Promote the Township's accessibility to transportation facilities such as the Garden State Parkway and New Jersey Transit rail and bus lines as attractive to both Township businesses and residents.
5. Continue to develop commercial and business (i) in the Downtown, (ii) on the North, South and Centennial Avenues, and (iii) in existing centers of commerce.
6. Continue to evaluate development opportunities that utilize Cranford's rail and bus lines in order to encourage an increase in mass transit usage.
7. Encourage the development of a diversified economic base that generates employment growth, increases property values, and promotes the improvement of underutilized properties.
8. Capitalize on Cranford's competitive advantages for economic development, including its designation as a regional work center, metropolitan location, extensive transportation and utility infrastructure, a stable and highly skilled labor force and an excellent quality of life.
9. Create attractive gateways at the principal entrances to the Township through upgraded land uses, streetscape improvements and signage.
10. Maximize the continued economic viability of Cranford's Business Park for nonresidential uses.
11. Promote synergies between the township's economic and educational assets.
12. Actively incorporate the arts and cultural activities into the Downtown to enhance its appeal as a destination for the arts.

13. Incorporate design standards that visually guide development, while remaining responsive to new and emerging demands.

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## RESIDENTIAL GOALS

1. Provide a wide range of housing to meet the needs of residents in diverse income groups.
2. Define residential uses and boundaries to guard against intrusion from incompatible land uses.
3. Provide transitional buffer zones where commercial areas border residential areas.
4. Concentrate higher density residential uses in the Downtown to take advantage of transportation infrastructure and require adequate parking as a prerequisite to new development.
5. Monitor opportunities for funding that structures a local rehabilitation program that meets COAH's requirements for rehabilitation housing.
6. Require all in-fill development to be done in a manner that is consistent and compatible with the surrounding neighborhood and environment.
7. Ensure that public and quasi-public land use remains compatible with the needs and character of adjacent neighborhoods.
8. Limit developments that would generate a high volume of vehicle traffic on local and collector streets.

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## CONSERVATION GOALS

1. Promote and encourage the use of sustainable building and development practices.
2. Adopt and practice environmentally responsible policies.
3. Identify opportunities to preserve open space and other underutilized spaces that can improve stormwater and floodplain management, increase recreational opportunities, and enhances the aesthetic appearance of the community.
4. Maintain Cranford as a Tree City, U.S.A. community.
5. Require all development to be subject to rigorous environmental evaluation to minimize any potential adverse environmental impacts.

6. Pursue the development of a Township-wide green belt incorporating natural areas, environmentally sensitive areas, and scenic areas, such as the Rahway River to connect various parts of the Township through a unique open-space network.
7. Promote stormwater best management practices to improve local drainage patterns and enhance the environment through implementation of Cranford's Stormwater Management Plan.
8. Maintain and upgrade stormwater and wastewater infrastructure.
9. Preserve existing trees to improve air quality, reduce erosion, and to preserve community character.
10. Protect groundwater quality and promote the recharge of groundwater.
11. Preserve floodplains to mitigate the adverse impact of flood events and to maintain the ecological health of stream corridors.
12. Incorporate energy-efficient and renewable energy technologies into new development.
13. Continue to implement the shade-tree-planting program by planting additional street trees.
14. Promote remediation of brownfield sites and encourage sustainable reuse.
15. Maintain and seek to expand recycling activities within the Township.
16. Protect air quality and support efforts to mitigate airplane noise.
17. Promote development in existing nonresidential areas that accommodate alternative modes of transportation and shared parking.
18. Maintain participation in the National Flood Insurance Program's Community Rating System, and identify opportunities to improve the Township's rating class.

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## CIRCULATION GOALS

1. Maintain and improve the road and transportation system which will enable the safe and efficient movement of people and goods.
2. Continue to encourage road improvements and traffic management systems which aid in improving all East-West and North-South movements on all State, county and municipal roads.
3. Support and provide active engagement to State and County efforts to take a regional approach to optimize and improve road and traffic infrastructure.

4. Ensure that the Township's circulation system is safe, accessible, and practical to all ages and abilities.
5. Promote the creation of a transportation system that enhances local circulation, increases regional access, and provides links to regional destinations.
6. Coordinate land uses and transportation investments to encourage alternatives to driving such as mass transit, bicycle and pedestrian pathways.
7. Improve traffic signals at key intersections and provide areas for pedestrian safety on long crosswalks.
8. Provide bike lanes that connect activity centers throughout the Township.
9. Coordinate maintenance and improvement projects with neighboring communities and Union County.
10. Continue to monitor areas with high traffic accident rates and develop improvement programs such as traffic calming measures.
11. Provide clear signage to parking facilities and key destinations within the Township.
12. Insure coordinated management of all parking related matters.
13. Coordinate with County and State agencies to maintain and expand opportunities for recreation and pedestrian circulation so that they will be available and in adequate condition for current and future users."

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## COMMUNITY FACILITIES AND UTILITIES

1. Provide a full range of facilities and services to accommodate existing and future Township needs in a convenient and cost-effective manner.
2. Maintain excellent public safety with appropriate facilities, manpower, and equipment distributed according to needs.
3. Encourage the continued use of the public library as a positive benefit to the community.
4. Encourage the preservation of historic buildings and landmarks that are significant to Cranford's past.
5. Create a strategy for the preservation or disposition of municipal vacant land, reinvesting any proceeds into expanding open spaces.
6. Investigate the consolidation or sharing of municipal services.

7. Dedicate sufficient resources to regularly scheduled infrastructure maintenance as part of an ongoing long-term maintenance strategy.
8. Periodically review the adequacy of all municipal systems and services and project future needs and demands.
9. Cooperate with surrounding communities, County, and State organizations to make the best use of available public facilities.
10. Ensure that developers bear their share of infrastructure improvement required by the development.

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## RECREATION AND OPEN SPACE

1. Increase and improve park, open space, recreational and cultural facilities for all Township residents.
2. Cooperate with public and quasi-public institutions to utilize and maintain their undeveloped and underdeveloped land for open space or recreation.
3. Insure that quality open space is provided and maintained as development occurs.
4. Preserve pedestrian paths to parking and recreation facilities and where feasible create additional paths.
5. Encourage the use of high quality landscaping design with public art (e.g. statues) in developing civic spaces.
6. Develop an increasingly diversified array of quality recreational and cultural facilities, services and offerings.
7. Recognize and promote the recreational opportunities of Cranford West.

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## COMMUNITY IDENTITY

1. Develop and effectively communicate a strong and appealing identity for the Township.
2. Create attractive "gateways" into the Township and improve the appearance of intermediate and major thoroughfares.
3. Develop and implement streetscape projects for major public thoroughfares.
4. Preserve and protect Cranford's town character, historic elements and natural amenities.



5. Maintain and enhance the appearance of all Township-owned properties.
6. Encourage quality architectural and landscape design through the use of design standards that are consistent with the architectural history of the surrounding neighborhood.
7. Implement sensible land use development policies so as to avoid adversely impacting Cranford's high-quality school district.
8. Promote the recreational uses, aesthetic beauty, and historic value of the Rahway River.

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