



# 750 Walnut Ave Redevelopment Plan

**May 6, 2021**

**PREPARED FOR THE TOWNSHIP OF CRANFORD VIRTUAL TOWN HALL**



# Town Hall Series

1. Nov. 11, 2019: *Original FSHC Settlement*
2. Sept. 1, 2020: *Affordable Housing-Redevelopment Update*
3. Nov. 17, 2020: *Hartz Mt.-750 Walnut Settlement*
4. **March 22, 2021:** *Downtown Business Owners Presentation*
5. **May 6, 2021:** *Indian Village Neighborhood Presentation*



# 750 Walnut Avenue – 4 Year History

**March 2017:**

Hartz Applies for Rezoning of 750 Walnut Ave.  
Hartz also requests Redevelopment designation

**Nov. 2018:**

Cranford seeks Court approval of AH Plan  
Hartz intervenes

**Sept. 2019:**

Planning Board denies Rezoning Application

**Oct. 2019:**

Hartz files suit in Superior Court

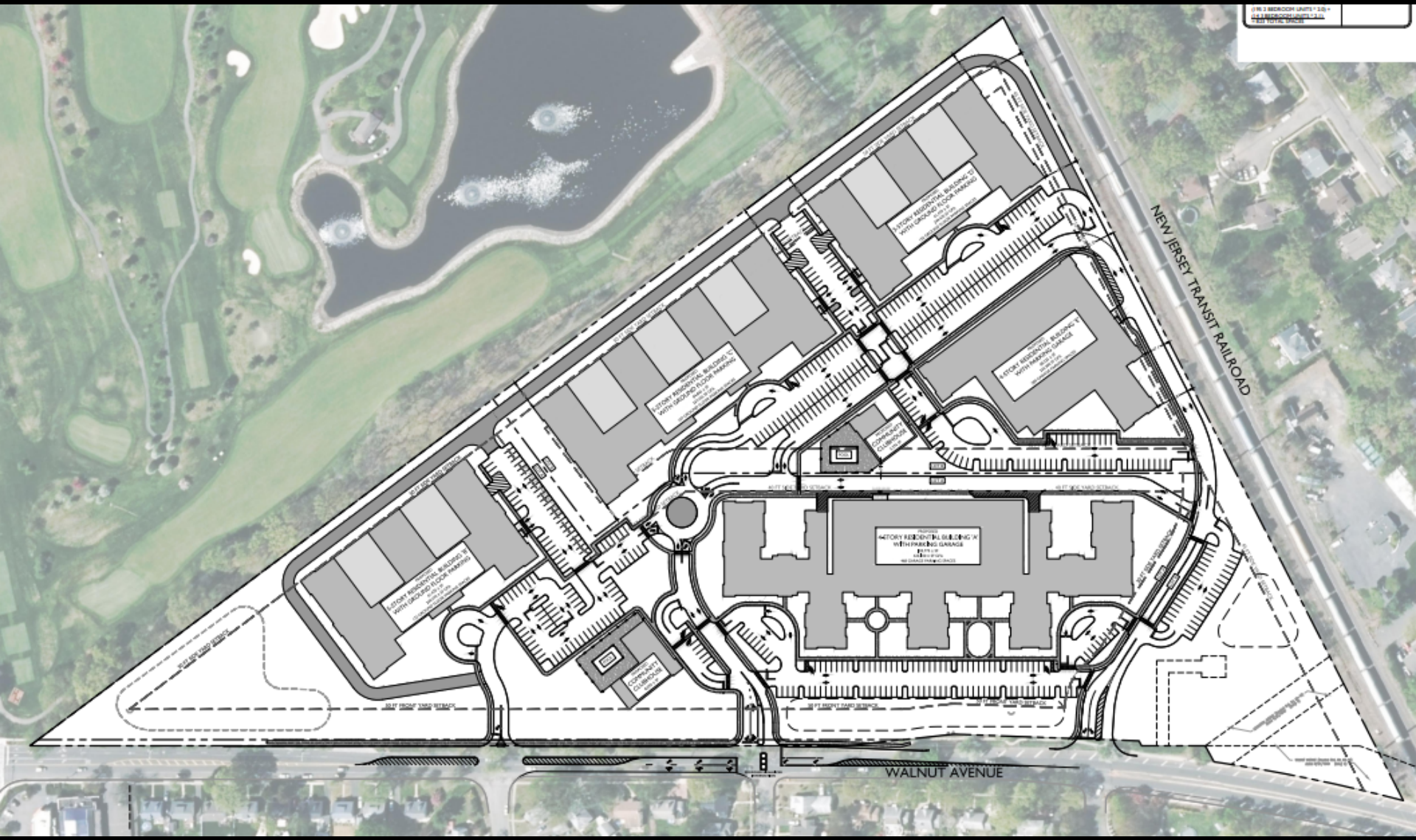
Eight Count Complaint

905 apartments

136 – 181 Affordable Housing apartments



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# 750 Walnut Avenue – 4 Year History

**Nov. 2019:**

Township settles with Fair Share Housing Center  
220 – 300 residential units  
45 – 61 Affordable Housing units

**Nov. 2020:**

Township settles with Hartz  
Subsequently, amends FSHC Settlement

**April 2021:**

Court approves AH Plan, with FSHC and Hartz settlements.

15 acres remain commercial

250 apartments

38 Affordable Housing units



# 750 Walnut Avenue – 4 Year History

## March 2017

- 905 Units
- 136 – 181 AH units
- No commercial uses

## November 2019

- 220-300 Units
- 45-61 AH units
- No commercial uses

## April 2021

- 250 Units
- 38 AH units
- 15 acres new commercial ratables



# Redevelopment Designation Process



**Initial Resolution:** Township Committee authorized preliminary investigation to determine if the area qualifies as a condemnation area in need of redevelopment on **February 25, 2020**. Planning Board directs Topology to conduct study **April 1, 2020**.

**Preliminary Investigation:** Analysis of study area and recommendation (report submitted **August 18, 2020**).

**Planning Board Review:** Township Planning Board public hearing on **September 2, 2020**.

**Designation:** Township Committee designates condemnation redevelopment area on **November 10, 2020**.



# Redevelopment Planning Process

**Background Research:** *file review + settlement review*

**Kickoff:** *understand developer expectations + legal requirements*

**First Draft Review:** *review highest level asks within settlement*

**Iterative Negotiations:** *professionals, development team, TC, repeat*

**Public Review:** *present general plan + program for public consensus*

**Regulatory Process:** *Ordinance introduction, PB consistency review, ordinance second reading*



# Draft Redevelopment Plan - Outline

1. **Introduction:** *Planning context + orient reader*
2. **Site Description:** *Site background + existing conditions*
3. **Public Purposes:** *Township's goals + objectives*
4. **Land Use:** *Development parameters + guidelines*
5. **Administration:** *Process + local rules for redevelopment*

## Appendices:

- A. *Relation to Other Plans*
- B. *Regulatory Documents (resolutions)*
- C. *Local Redevelopment + Housing Law*
- D. *Definitions*



# Draft - Public Purposes

## QUALITY DESIGN + USABLE OPEN SPACE

- Enhance the visual character and safety of the Walnut Avenue frontage via landscape and streetscape improvements.
- Create a coordinated design for public open spaces and streetscapes that uses street trees and landscaping, lighting, street furniture, open space and sidewalks to create an attractive pedestrian-friendly environment.
- Create public open spaces that promote social interaction and enjoyment. Provide opportunities for passive recreation.



# Draft - Public Purposes

## PROMOTE ECONOMIC DEVELOPMENT

- Promote investment in properties to ensure both the long-term economic health of the municipality, and to prevent the further deterioration of older businesses.
- Create new commercial spaces to allow new businesses to thrive and improve Cranford as a commercial center.
- Promote the creation of new jobs in Cranford that provide opportunities for both existing residents and for workers throughout the region.



# Draft - Public Purposes

## REDUCE NEGATIVE IMPACT OF CAR CIRCULATION + TRAFFIC ISSUES

- Provide sufficient parking to support the development program but minimize the aesthetic and functional impacts of excessive parking areas.
- Create safe and convenient on-site parking and access solutions that accommodate safe and pedestrian-oriented streetscapes.
- Reduce overall automobile traffic in the municipality by promoting transit use through transportation policy as well as shared car and shuttle services and other substitutes for personal private car usage.



# Draft - Public Purposes

## BLIGHT ERADICATION

- Protect the health, safety, and welfare of the residents of Cranford by redeveloping underutilized and stagnant properties that could more effectively contribute to the well-being of the Township.
- Eliminate detrimental influences such as obsolete buildings, faulty arrangement and long-term vacancies.



# Draft - Public Purposes

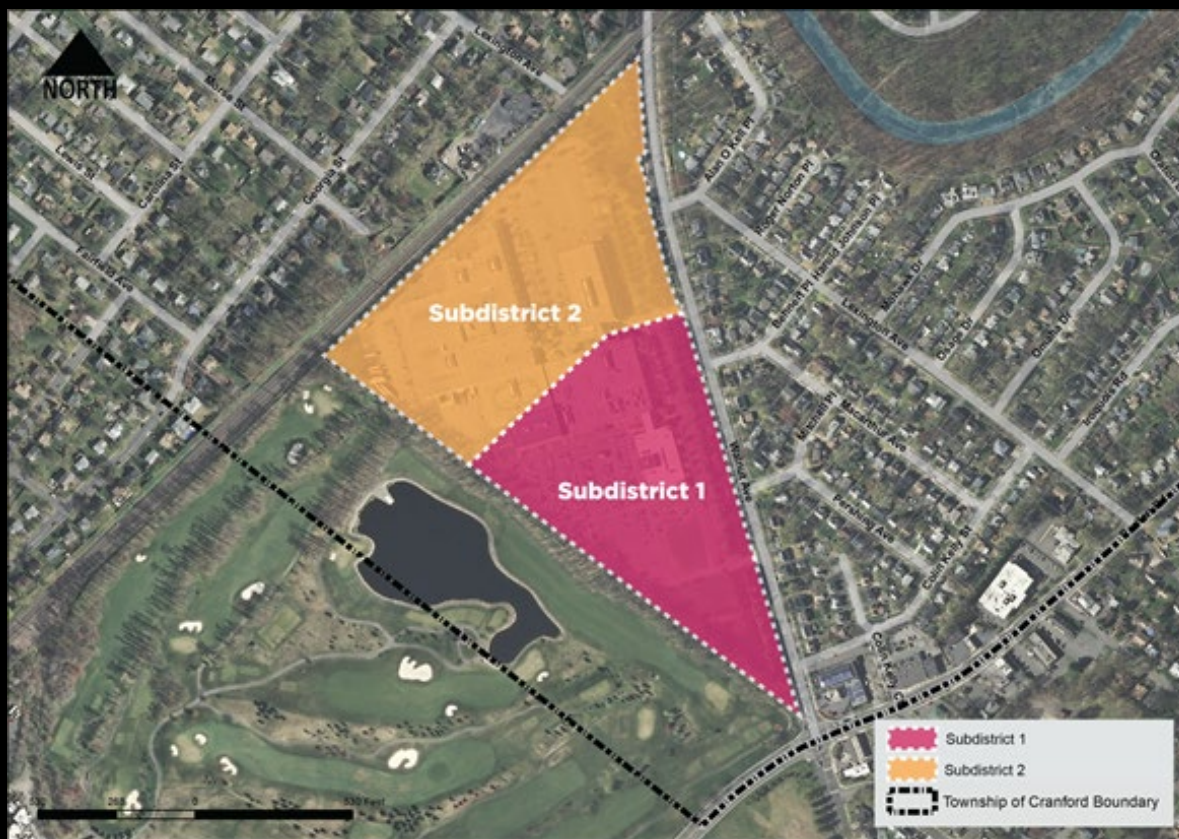
## IMPLEMENT SUSTAINABILITY

- Incorporate street trees and green infrastructure elements into building and landscaping designs to reduce stormwater runoff and improve local water quality.
- Reduce impervious coverage to prevent flooding and promote the absorption of stormwater runoff by constructing non-structural stormwater management systems that are integrated within planted areas, greenways, green roofs and swales that filter runoff and maximize on-site infiltration.
- Encourage the use of sustainable building standards and materials as well as renewable energy technologies to reduce environmental impact.



# Draft – Land Use

- Two Subdistricts:** (1) residential + (2) commercial  
*250 units; 250k SF commercial; 125k SF POPS*





# Draft – Land Use

## 1. **Subdistrict 1:** 250 units; 3k SF commercial; 100k SF POPS

### **Permitted Principal Uses**

*Dwelling, Multi-family*

*Privately-Owned Public Open Space \*\**

### **Accessory Uses \*\***

*Retail Services limited to: Child-care Center, Coffee Shop, Convenience Store  
+ Delicatessens*

### **Prohibited Uses**

*Any uses not specifically permitted herein.*

Minimum Lot Area: 10 acres

Maximum Building Coverage: 30% \*\*

Maximum Lot Coverage: 50%



# Draft – Land Use

## 1. **Subdistrict 2:** 250 SF commercial; 25k SF POPS

### **Permitted Principal Uses**

*Health Care Facility \*\**

*Limited Assembly*

*Office, Executive, Corporate Headquarters*

*Office, Professional, Business, Administrative*

*Office Distribution Centers*

*Privately-Owned Public Open Space*

*Research Laboratory*

*Self-Storage \*\**

### **Prohibited Uses**

*Any uses not specifically permitted herein.*

Minimum Lot Area: 10 acres

Maximum Building Coverage: 40%

Maximum Lot Coverage: 60%



# Draft – Building + Site Design

1. Focused on well-designed, high quality architecture.
2. Best practices for urban design + sustainability.
3. Create a place.
4. Reduce any negatives impacts for existing + future residents.
5. Buried + screened utilities.



**DEVELOPMENT PROGRAM**

<b>TOTAL NO. UNITS</b>	250 DU
• BUILDING A	125 DU
• BUILDING B	125 DU
<b>BUILDING HEIGHT</b>	
• BUILDING A	4 STORIES OVER PARKING
• BUILDING B	4 STORIES OVER PARKING
<b>TOTAL PARKING</b>	425 SPACES
• GARAGE	208 SPACES
• SURFACE	217 SPACES

**PROPOSED 3-STORY RESIDENTIAL BUILDING**  
118,950 SF  
76 PARKING SPACES

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118,950 SF  
76 PARKING SPACES

**PROPOSED 3-STORY RESIDENTIAL BUILDING**  
118,950 SF  
76 PARKING SPACES

**PROPOSED FLEX BUILDING**  
118,950 SF  
102 PARKING SPACES

**PROPOSED FLEX BUILDING**  
118,950 SF  
102 PARKING SPACES

**PROPOSED LOT A**  
14.3 AC (623,541 SF)

**PROPOSED LOT B**  
16.5 AC (718,192 SF)

**PROPOSED OPEN SPACE**

**PROPOSED FULL MOVEMENT DRIVEWAY**

**WALNUT AVENUE**

**CONSOLIDATED RAIL CORPORATION - MAIN STEM**

**EXISTING ABOVE GROUND STORMWATER DETENTION BASIN TO REMAIN**

**EXISTING ABOVE GROUND LANDSCAPE TO REMAIN**

**EXISTING TREE LINE TO REMAIN**

**EXISTING TELEPHONE EASEMENT TO REMAIN**

**EXISTING WALNUT AVENUE EASEMENT TO REMAIN**

# Concept Plan Only





ILLUSTRATIVE CONC





ILLUSTRATIVE CONCEPT PERSPECTIVE  
DATE: 05/01





## ILLUSTRATIVE CONCEPT PERSPECTIVE

VIEW FROM MITCHELL PLACE AT WALNUT AVENUE

DATE: 02/09/2021



# **Building + Site Design: Cranford's Priorities**

- 1. Public Open Space.**
- 2. Traffic-calming improvements on Walnut Ave.**
- 3. Create a sense of place: A Common Neighborhood.**
- 4. Height and Set-backs vs. Impervious Coverage & Parking.**



# Questions?

