



Redevelopment Update

Tuesday, July 13, 2021

Official Meeting of the
Township Committee,
Township of Cranford, NJ

Affordable Housing Plan Objectives

- Apartments for Cranford's empty-nesters
- Increase foot traffic to support downtown businesses
- Increase property values
- Smaller impact on traffic, schools, environment
- Retain character of single-family neighborhoods

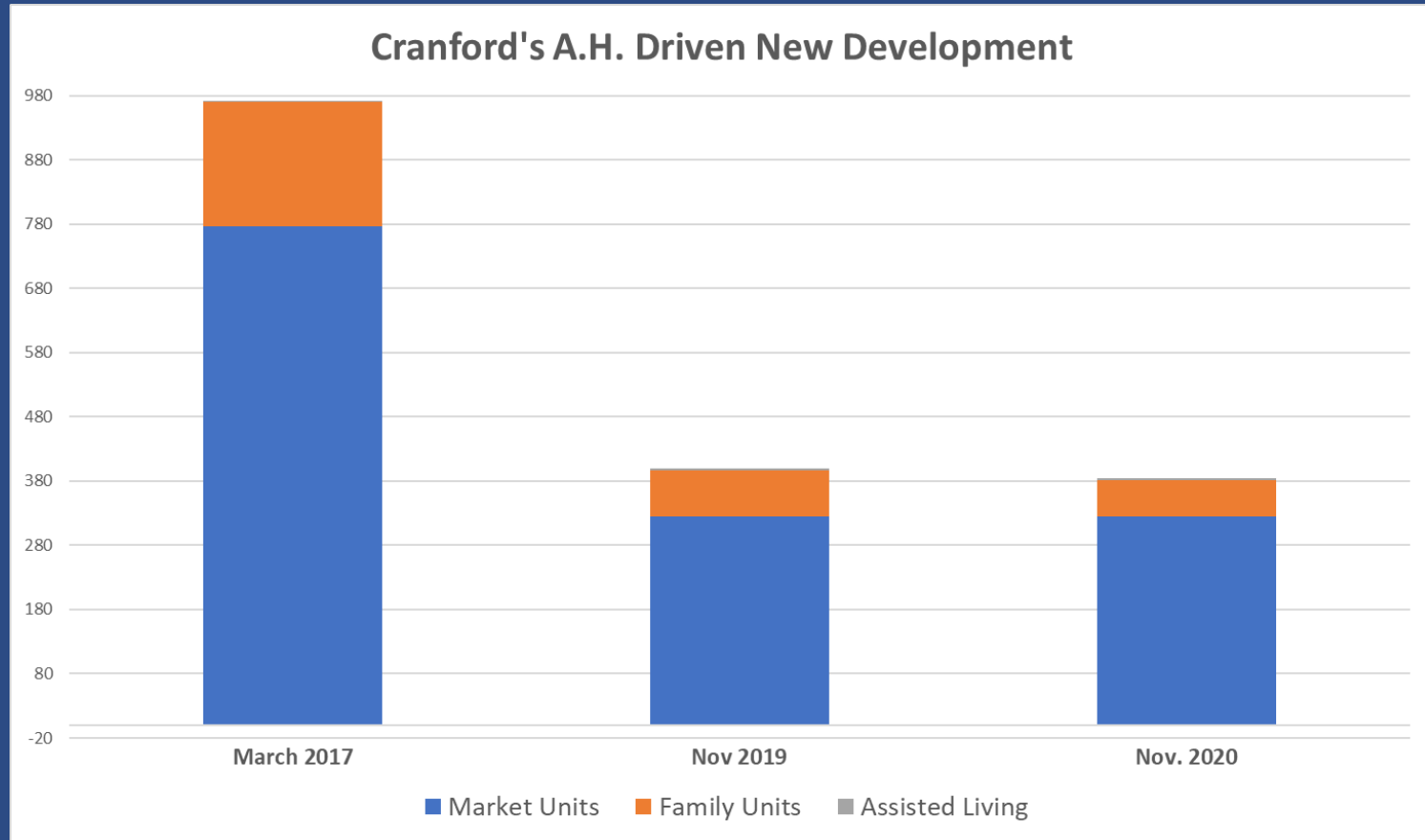
Affordable Housing – 4 Year History

- March 2017:** Hartz Seeks Rezoning of 750 Walnut Ave.
905 apartments
136 – 181 Affordable Housing apartments
- Nov. 2018:** Hartz files motion to oppose Cranford's request
for Court approval of AH Plan
- Oct. 2019:** Hartz files suit in Superior Court seeking approval
of 905 apartments on 750 Walnut Avenue

Affordable Housing – 4 Year History

Nov. 2018:	971 total new units 93% on 750 Walnut Avenue 195 Affordable Units (97% family units)
Nov. 2019:	399 total new residential units 70%+ townhomes on 750 Walnut Avenue 88 Affordable Credits (82% family unit credits)
Nov. 2020:	384 total new residential units 65% on 750 Walnut Avenue 73 Affordable Credits (78% family unit credits)

Affordable Housing – 4 Year History



New Jersey's Best Downtown



New Jersey's Best Downtown



New Jersey's Best Downtown

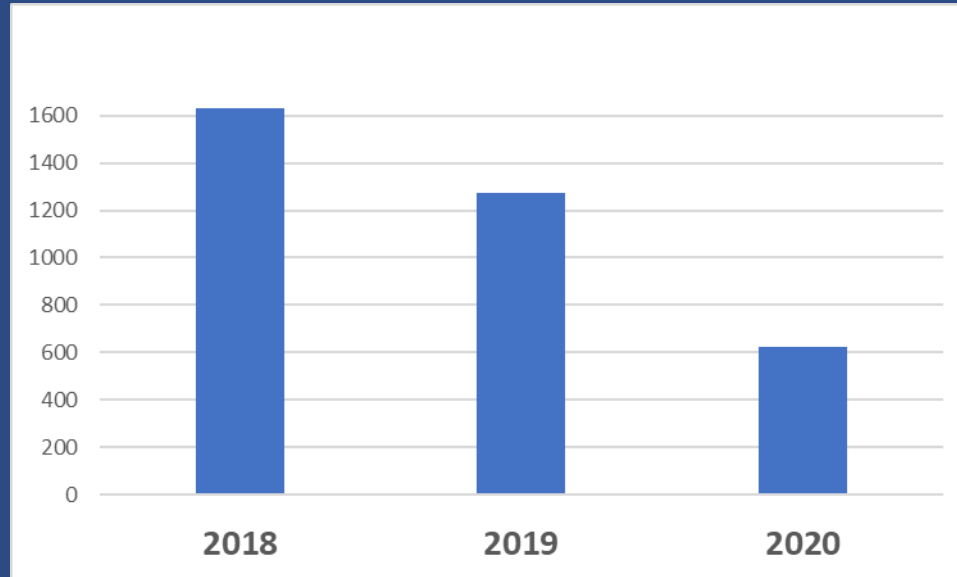


Estimated New Residents Per Plan

Nov. 2018 Plan: 1,629 estimated new residents

Nov. 2019 Plan: 1,275 estimated new residents

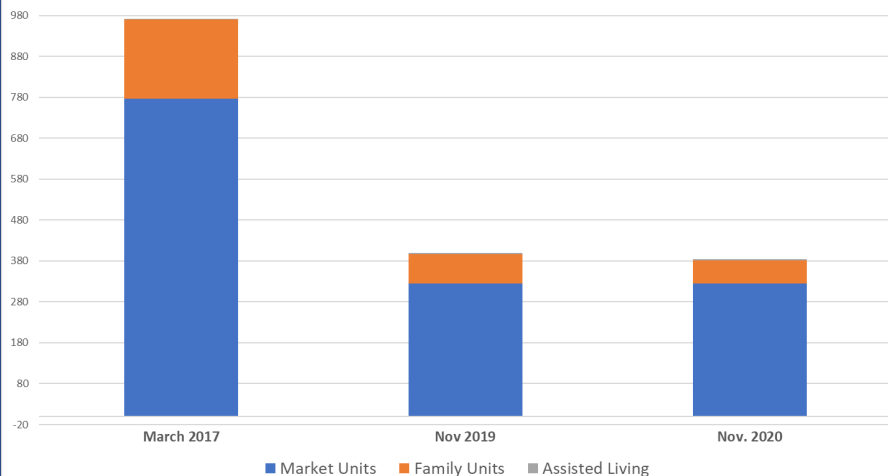
Nov. 2020 Plan: 626 estimated new residents



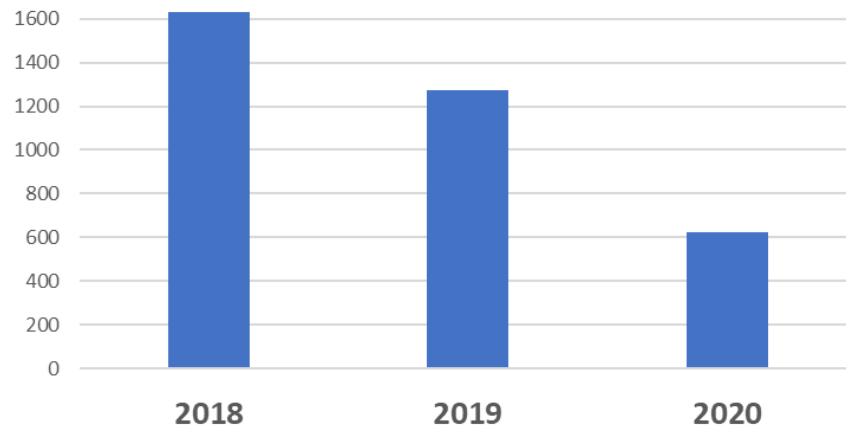
Units vs Population

Proposed New Units

Cranford's A.H. Driven New Development



Est. New Residents



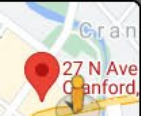
What about traffic?

Estimated 750 fewer cars with 2020 Plan

Nov. 2018 Plan:	94% (915 out of 971) units more than 1 mile from train
Nov. 2019 Plan:	79% (315 out of 398) new units more than 1 mile from train
Nov. 2020 Plan:	65% (250 out of 384) new units more than 1 mile from train

New Jersey's Best Downtown





An aerial satellite view of a commercial district in Cranford, New Jersey. The image shows several large commercial buildings, parking lots filled with cars and trucks, and a multi-lane road. Labeled locations include: Joyde Garbage Collection & Dumpster Rental (top left), Cranford Animal Hospital (top center), Delta (top right), Ramen House Takeout - Delivery (center), and BIMMER HUB Auto repair shop (bottom right). A road sign for '28' is visible in the bottom left corner.

Vacant or Underutilized

New Jersey's Best Downtown



New Jersey's Best Downtown



South & Chestnut Rehabilitation



Vacant or Underutilized

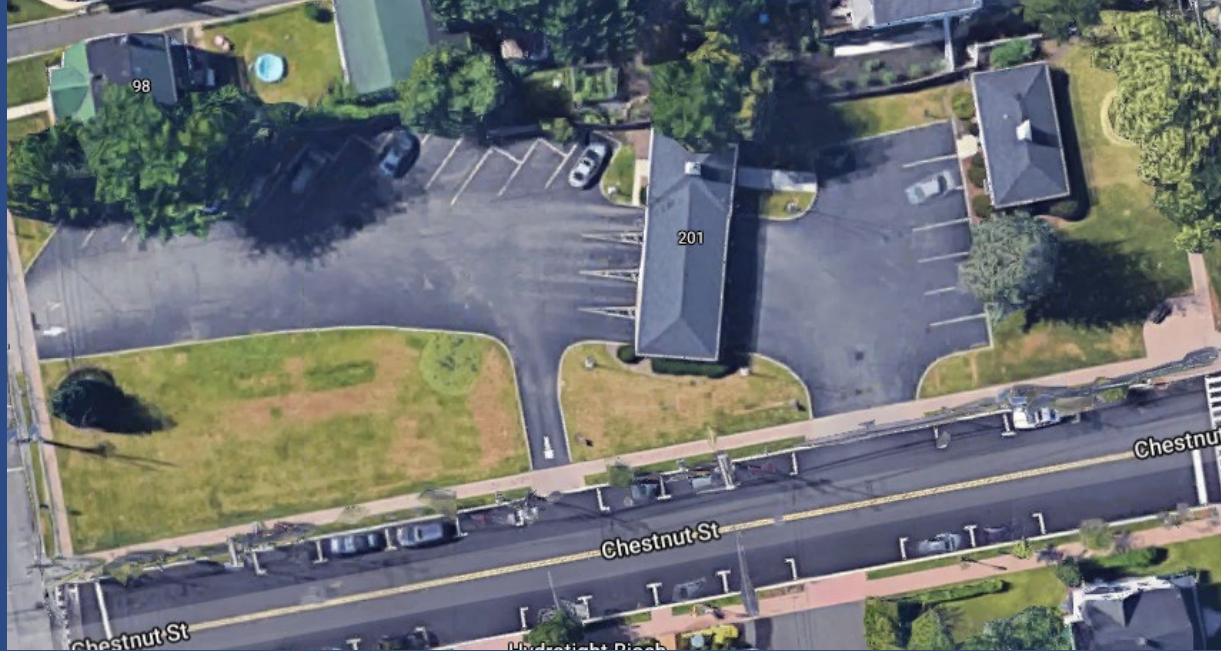
North Avenue Gateway Project



Vacant

**\$250,000 in lost property tax revenue
+ purchased in 2015 for \$1.3 million**

South & Chestnut Rehabilitation



Vacant

\$3,000,000 in missed property tax revenue

South & Chestnut Rehabilitation



Vacant

\$500,000 in missed property tax revenue

What is the alternative?

Myrtle Street Mixed Used

Removed in 2020

- 10 Residential Units
- 2 Affordable Housing Units



What is the alternative?

Elise & Burnside

- Proposed as overlay zone
- Removed from plan in 2020



What is the alternative?



Missed Opportunities



Woodmont at Cranford
555 South Avenue East

Missed Opportunities



Birchwood Park
215 Birchwood Avenue

Smart Planning for a Smart Future

- Apartments for empty-nesters/Cranford residents who want to downsize
- Increase foot traffic to support downtown businesses
- Increase property values & improve infrastructure
- Smaller impact on traffic, schools, environment
- Retain character of single-family neighborhoods

TV-35 Town Hall Series

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

And more project specific presentations coming