



# Redevelopment Update

Tuesday, July 13, 2021

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

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# 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

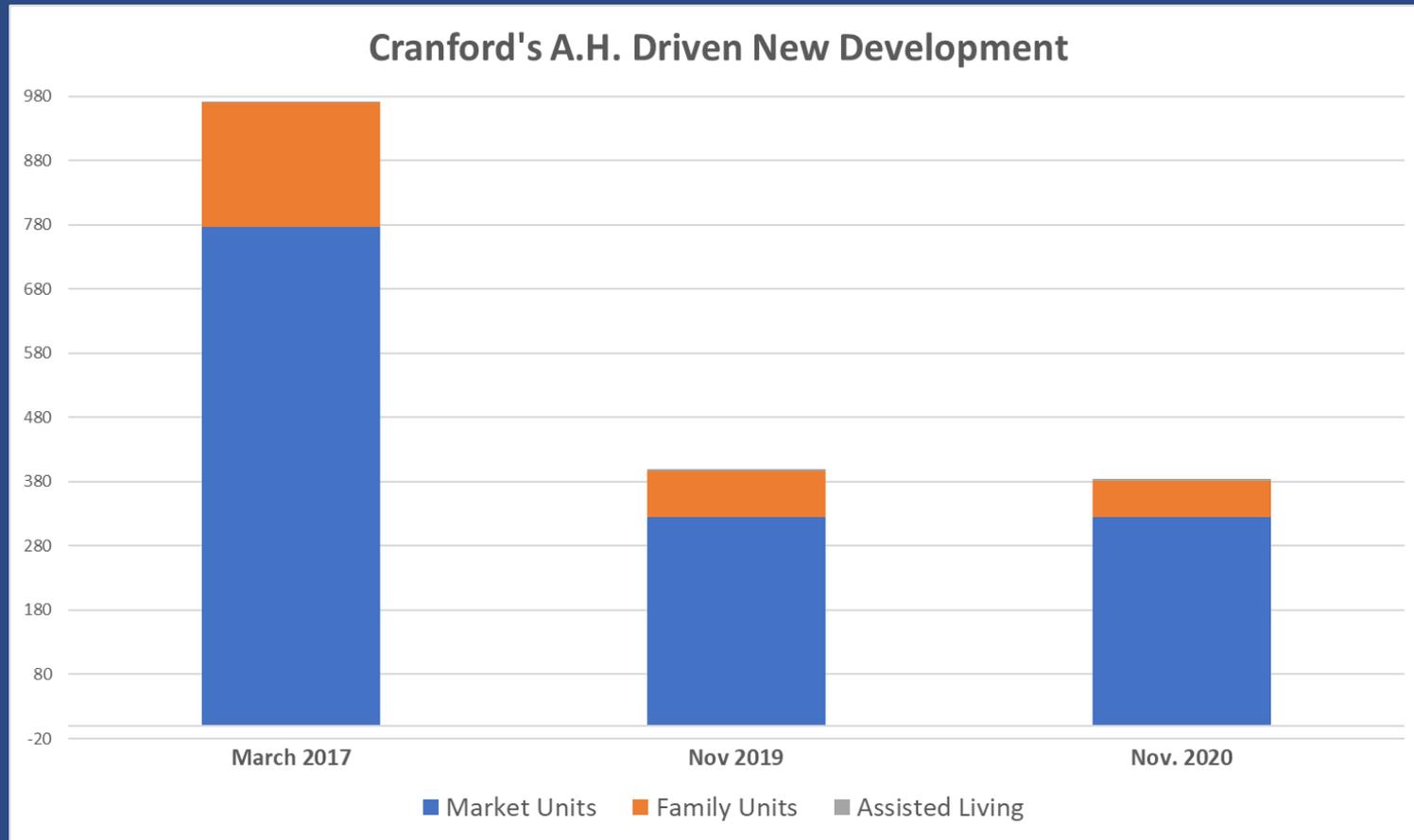
# Affordable Housing – 4 Year History

- 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

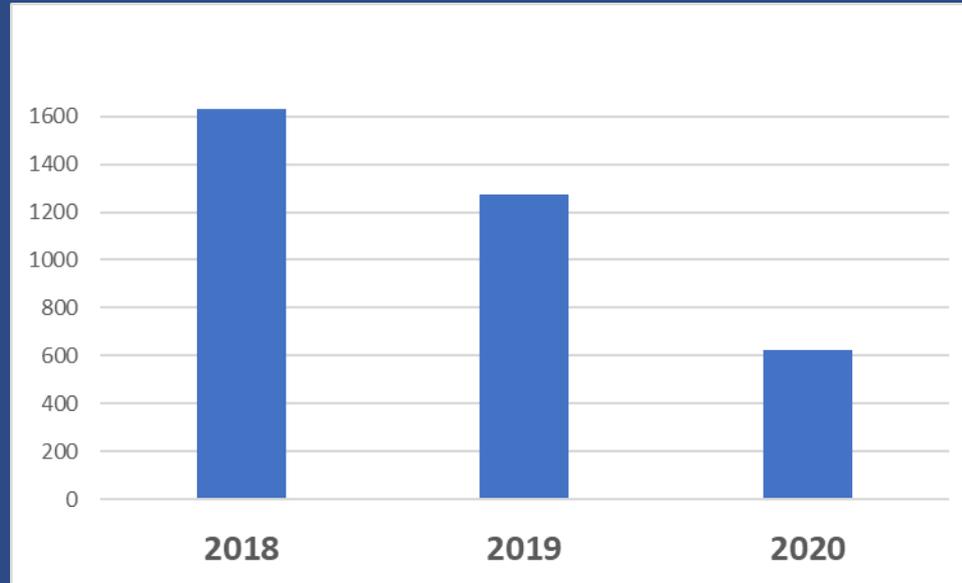


# Estimated New Residents Per Plan

**Nov. 2018 Plan:** 1,629 estimated new residents

**Nov. 2019 Plan:** 1,275 estimated new residents

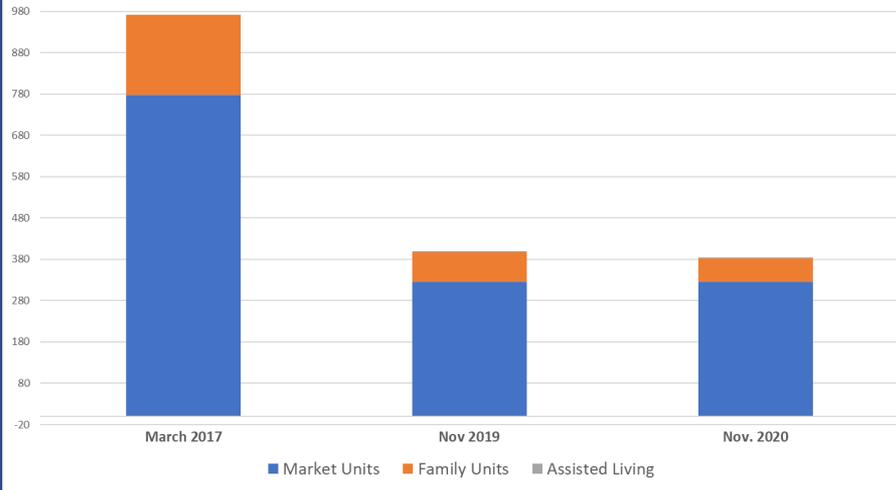
**Nov. 2020 Plan:** 626 estimated new residents



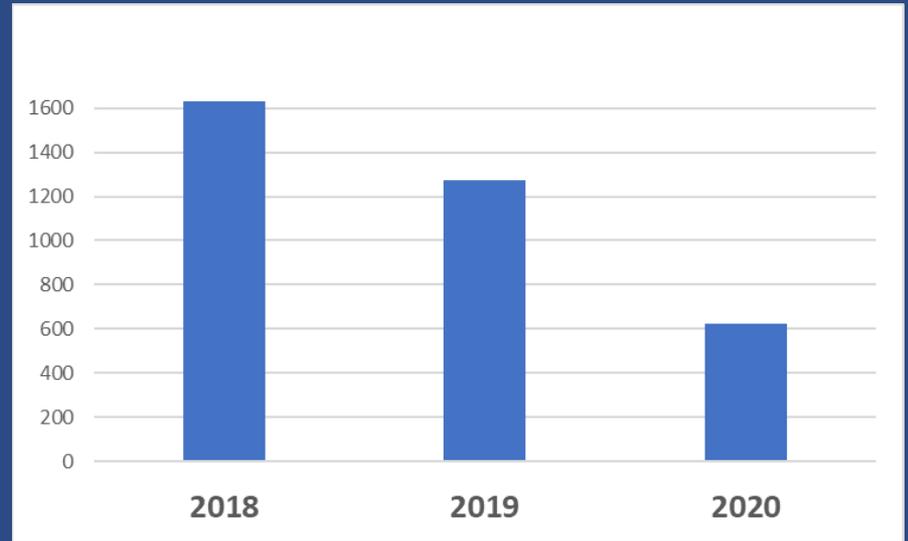
# Units vs Population

## Proposed New Units

Cranford's A.H. Driven New Development



## Est. New Residents



# What about traffic?

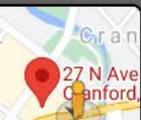
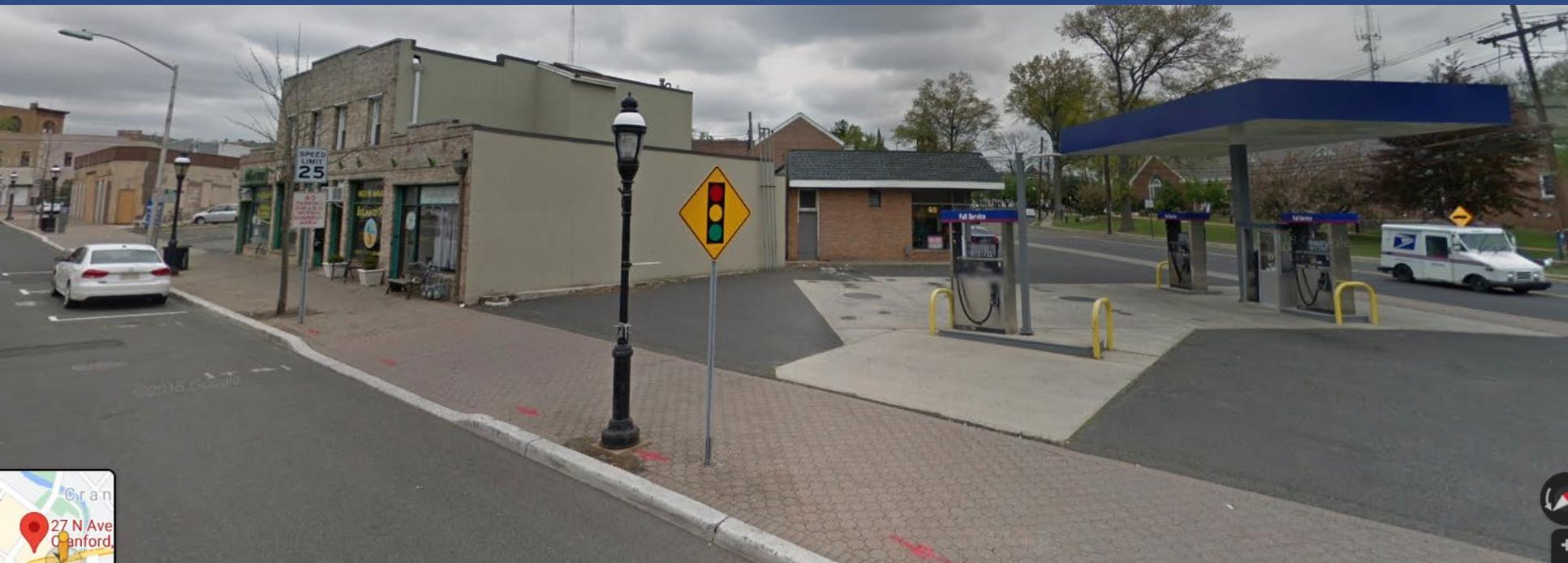
## Estimated 750 fewer cars with 2020 Plan

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

# New Jersey's Best Downtown



# North Avenue Gateway Project



# North Avenue Gateway Project



**Vacant or Underutilized**

# New Jersey's Best Downtown



# New Jersey's Best Downtown



# South & Chestnut Rehabilitation



**Vacant or Underutilized**

# North Avenue Gateway Project

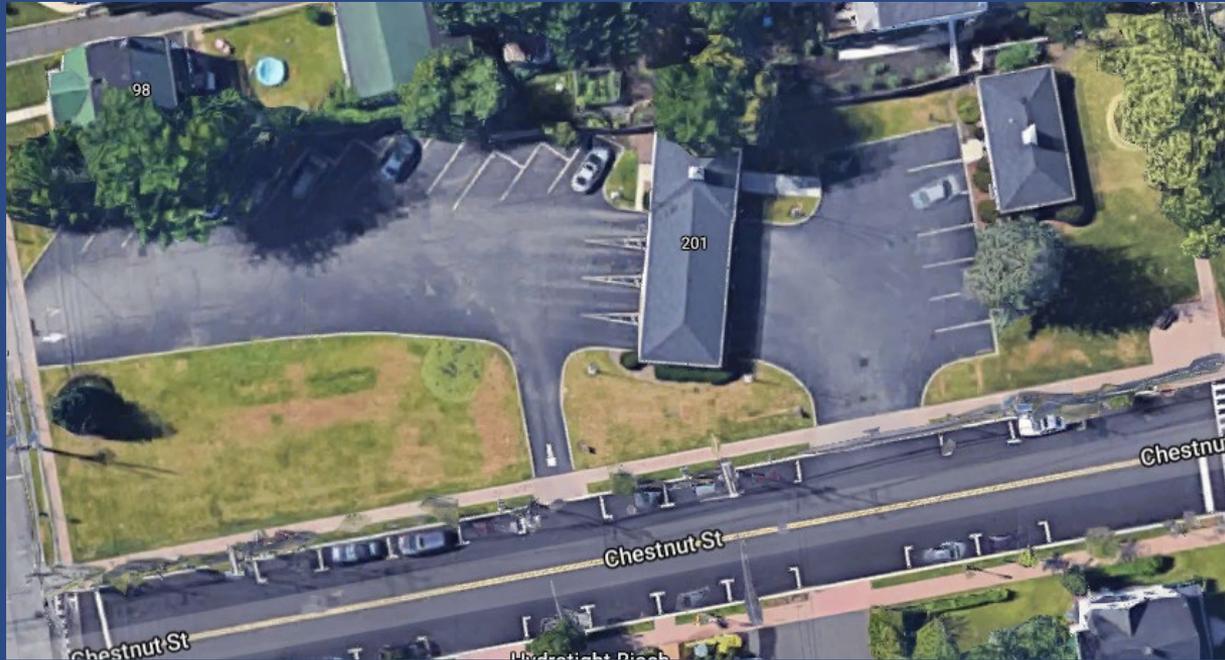


**Vacant**

**\$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**

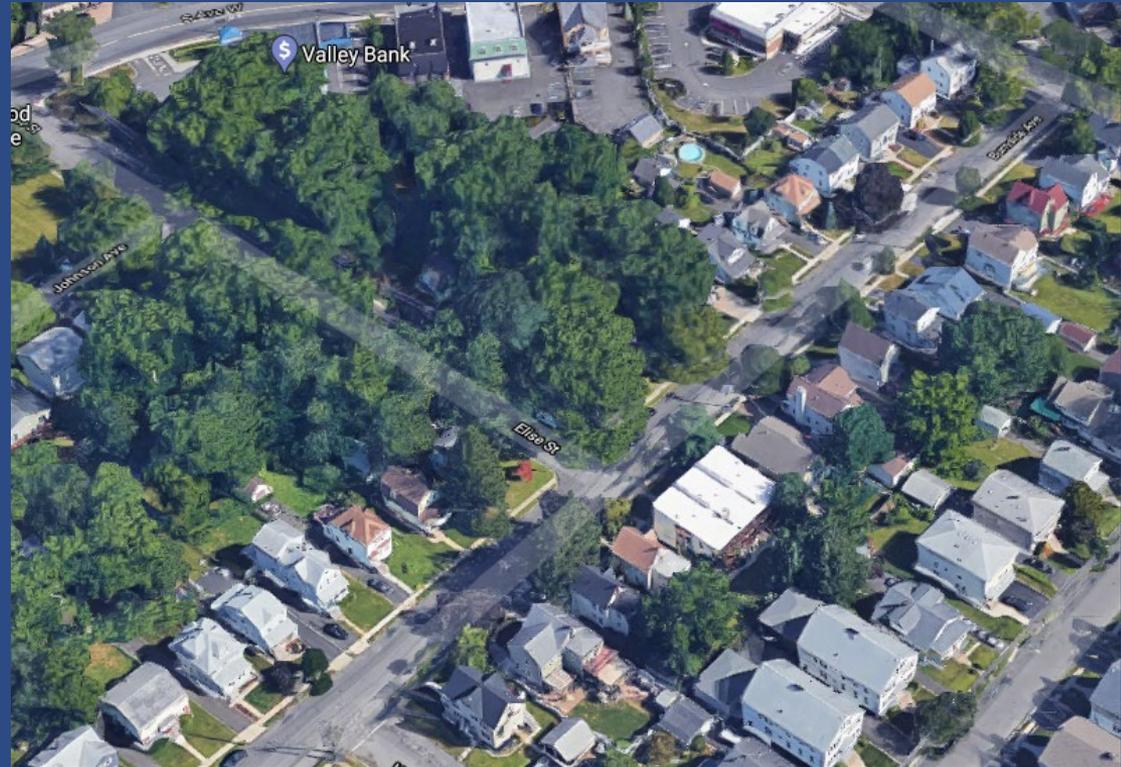
- 10 Residential Units
- 2 Affordable Housing Units



# 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*