

A. MAJOR PROBLEMS AND OBJECTIVES RELATED TO LAND DEVELOPMENT IN THE CITY OF NEW BRUNSWICK AT THE TIME OF THE ADOPTION OF THE LAST MASTER PLAN.

The 2004 New Brunswick Master Plan identified key planning issues in the City which formed the basis for establishing a strategic vision of the City. An extensive stakeholder outreach process was used to identify issues, establish the overall “vision”, goals and objectives. The following issues were identified during the stakeholder meeting process detailed in the 2004 Master Plan:

- Continuing need to provide adequate and affordable housing within the City.
- Decrease in owner-occupied housing in the City.
- Spread of student housing into City neighborhoods.
- On-going need for more parking in and around the central business district in order to serve the needs of businesses and residences as well as to serve the City’s educational, healthcare and cultural resources.
- Parking issues in other businesses areas of the City, outside of the central business district.
- Parking problems in certain neighborhoods due to a prevalence of

student-occupied housing especially where single- or two-family homes have been converted for occupancy by multiple students, many of whom have cars.

- Need for coordinated effort on the part of the University and the City to address parking needs.
- Continued development, as well as employment and population growth in the City and surrounding communities, will likely increase traffic within the City and place a greater burden on the existing circulation system.
- Need for continued improvement and access to public transportation.
- Need for improved pedestrian and bicycle circulation and safety.
- Continued revitalization of the New Brunswick downtown area.
- Vitality of commercial areas outside of the central business district, including lower George Street, French Street and Easton Avenue.
- Vitality of the City’s industrial and manufacturing base.
- Continued need for additional, expanded, and/or improved parks and recreational facilities.
- Construction of new schools.
- The aging and deterioration of the





existing sewer system and maintenance and capacity issues within some areas of the City.

- Public security and crime.
- Appearance of commercial areas within the City including, but not limited to, Easton Avenue.
- Appearance of neighborhoods and neighborhood identity.

The 2004 Master Plan also established a “Vision” for the City. It envisions a City under transformation:

- Where existing residential neighborhoods are protected, strengthened, and revitalized;
- Where the City’s downtown and commercial corridors are a key component of New Brunswick’s economic engine;
- Where new light industrial, commercial, office and research facilities provide employment opportunities and an increased tax base for the City;
- Where new residential, commercial and mixed-use neighborhoods have replaced the City’s underutilized properties;
- Where the needs of City residents related to housing, health care, emergency services, education, libraries, emergency services, infrastructure and

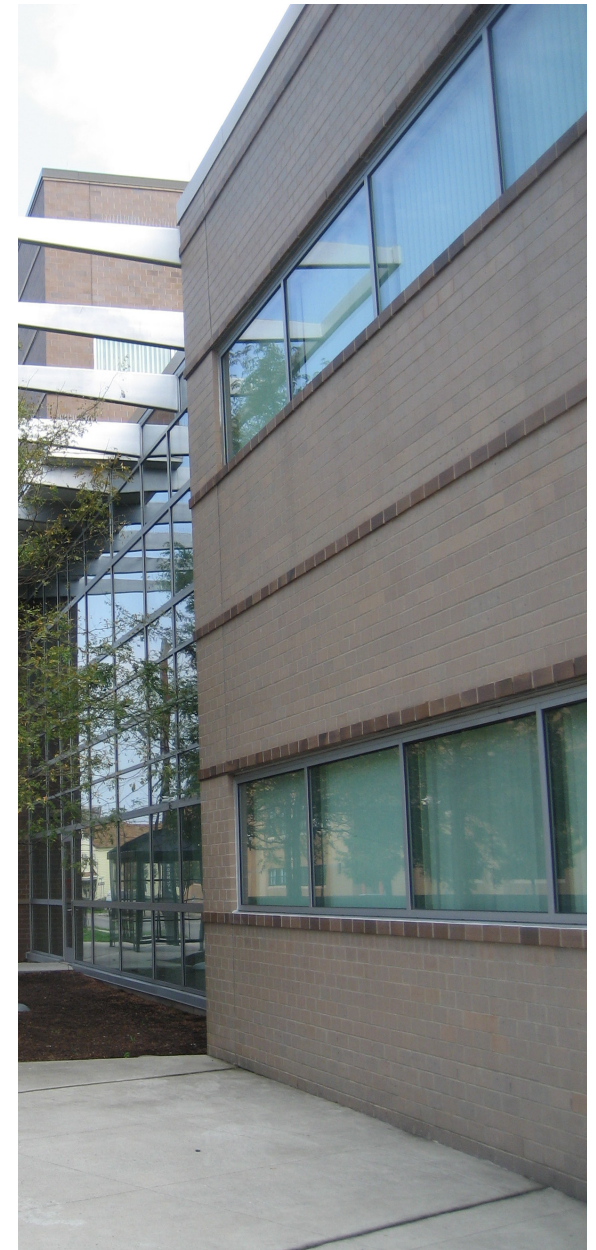
other municipal services are satisfied;

- Where New Brunswick’s parks and open spaces provide a wide range of recreation opportunities for all of the City’s residents;
- Where access to and within the City is improved with improved roadways, pedestrian and bicycle routes, and improvements to its mass transit system;
- Where the City’s planning efforts are well-coordinated with, and enhance and support the planning efforts of its public and private partners;
- Where a “smart growth” approach to planning ensures that the City’s infrastructure, public facilities, and services continue to meet the needs of the City’s growing and diverse population;
- Where the City continues to take advantage of its locational advantages and its excellent regional transportation access to build on and benefit from its position as a center of commerce, health care and education;
- Where the City’s ethnic diversity and multi-cultural heritage are increasingly recognized as both a source of pride and a valuable resource in New Brunswick’s continued renaissance; and
- Where the City continually seeks to improve the quality of life of its residents.

Land Use

A comprehensive set of goals were detailed in the 2004 Master Plan based upon the identified issues and the “Vision”.

1. Protection of established residential neighborhoods including the prevention of commercial in-fill on residential streets and the conversion of low-density housing types into multi-family units where such conversion would be inconsistent with the zoning for the area.
2. Provision of unique, attractive, and high quality residential areas that serve existing and attract new residents with a wide range of housing and life-style choices.
3. Increased residential land usage through infill, rehabilitation and redevelopment at housing densities and types appropriate to the character of existing neighborhoods.
4. Elimination of existing nonconforming uses particularly those within residential neighborhoods and prohibition of any future nonconforming uses from occurring in the future.
5. Protection of residential and neighborhood commercial areas against congestion by regulating the bulk of buildings in relation to the land around them and to provide sufficient space in appropriate locations for development to meet the needs and demands of anticipated growth in population.
6. Concentration of cultural, entertainment, commercial, public health and institutional activities in clearly defined and distinctive activity centers.
7. Enhancement and appropriate redevelopment of older residential neighborhoods with residential development that complements or enhances the neighborhood.
8. Creation of new high-density residential neighborhoods within or in close proximity to the City’s downtown area.
9. Protection and enhancement of the aesthetic compatibility of all development within the community.
10. Encourage tendency of commercial development to cluster to the mutual advantage of both customers and merchants.
11. Reduction of illegal conversions of residential units that create more units and higher densities than recommended in the Master Plan and permitted by zoning.
12. Encourage and protect quasi-residential and semi-public uses that provide health, welfare, social and worship services to the City’s residents.





13. Reuse of vacant land and abandoned sites, including the adaptive reuse of obsolete buildings, especially industrial facilities.
14. Rehabilitation of existing deteriorated developments.
15. Achievement of the goals and proposals contained within the City's redevelopment plans.
16. Protection and enhancement of the City's commercial districts.
17. Continued redevelopment and enhancement of the City's downtown district, including commercial, office, residential, governmental, institutional, and cultural uses.
18. Concentration of major medical facilities and hospitals within their respective compact growth districts.
19. Diversification of industrial uses by encouraging the development of more research and development and high-technology uses.
20. The reuse and/or redevelopment of obsolete industrial uses, adapting them to light industrial or other appropriate uses.
21. Protection, preservation and conservation of environmentally sensitive areas, particularly the City's waterfront, wetlands, floodplains, streams, steep

sloped areas and ravines, and forested areas in balance with the City's economic development efforts.

22. Protection and preservation of the City's historically significant structures, districts and areas in balance with the City's economic development efforts.

Housing

1. Preservation of the character and stability of established residential neighborhoods.
2. Greater levels of home-ownership in the City.
3. Maintenance and continued improvement of the City's existing housing stock.
4. Provision of a full-spectrum of housing options in the City (from affordable housing for low- and moderate-income households, to middle-income housing, to market-rate and high-end residential development).
5. Horizontal and vertical integration of affordable and market-rate housing within individual projects and/or within developments or neighborhoods.
6. Introduction of higher-end housing into new areas of the City as a means of revitalization and as a means of building more diverse and dynamic neighborhoods.

7. Addressing the expansion of student housing into the City's neighborhoods.
8. Continued revitalization of units at public housing developments.
9. Addressing the need for special needs housing, particularly community residences as required by the Municipal Land Use Law.
10. Reduction of over-crowded housing in the City.

Circulation Plan

1. Improved inter-and intra-municipal traffic movement.
2. Safe, efficient and improved circulation for pedestrian and bicyclists.
3. Provision of an inter-modal transportation system that promotes and provides for non-auto transportation to, from and within the City to the greatest degree possible.
4. Provision of a parking supply that meets the needs of, and is convenient to, users of the City's commercial, residential and industrial areas.



Parks, Recreation and Open Space Plan

1. Ensure that parks and recreation facilities meet the needs of the City's population and make necessary improvements and modifications to meet those needs.
2. Provide additional parklands and recreation facilities within the City's neighborhoods and within the downtown area.
3. Permanently protect the City's most environmentally sensitive lands not currently protected.
4. Maximize accessibility to City parks and recreation facilities.
5. Maximize use of existing recreation facilities.



Community Facilities Plan

1. Continued coordination and cooperation with the Board of Education including provision of assistance when necessary to implement their five-year plan.
2. Provision of library facilities that meet the needs of the City's population in terms of future resources and services.
3. Ongoing support through funding, equipment, and training for emergency service providers within New Brunswick.
4. Maximization and enhanced utilization of the City's public facilities and utilities.
5. Preservation and maintenance of the existing utility infrastructure including public water, sanitary sewer and storm water facilities.
6. Planning and implementation of new utility infrastructure to replace aging and obsolete systems and to serve areas under redevelopment.
7. Preservation and protection of the City's public water supply including storage areas, treatment facilities and the distribution system.
8. Development of high technology infrastructure including fiber optic lines, telecommunication facilities and adequate power supply.



B. THE EXTENT TO WHICH PROBLEMS AND OBJECTIVES HAVE BEEN REDUCED OR HAVE INCREASED

A key step in the Master Plan Reexamination process is an assessment of what has occurred in the City since 2004 when the last Master Plan was adopted. A series of meetings were held with stakeholders to determine whether the issues, goals and objectives identified during the 2004 Master Plan process continue to be relevant and whether new issues have emerged. Many of the stakeholders had previously participated in the 2004 Master Plan process and providing continuity in the process. Some of the stakeholders included representatives from the Board of Education, the Housing Authority, New Brunswick Development Corporation, the City, Rutgers University, Robert Wood Johnson University Hospital, Johnson & Johnson, neighborhood groups, faith based organizations, developers, Middlesex County, City Market and the Parking Authority.



