

Background + Mission Statement

BACKGROUND

A Master Plan is an important component of land use law in the State of New Jersey, which gives the authority to local governments to make their own policies, such as a zoning ordinance, that they believe will advance their interests. It is a guide for a community to set the land use policies, and other priorities that it believes will set the course for the future it desires.

The 2020 Long Hill Township Master Plan will consist of a number of "Elements" that work together to outline the physical, economic, and social development of the Township.

The mandatory Element focuses upon Land Use which in turn is supported by a number of optional Elements such as Community Facilities; Utility Services; Housing; Historic Preservation; Open Space and Recreation; Conservation; Circulation and Sustainability.

2020 Land Use Assessment + Public Outreach

Public Outreach sessions will be held this Spring that are designed to build upon the above material while focusing on the key commercial sections of Long Hill. Generally other zones are fairly well established; in particular, residential areas are largely untouched.

The public will be invited to provide comment on the concepts discussed in this assessment and other items relating to the Master Plan. Attendees can proceed at their own pace, and devote their attention to the issues that matter to them the most at a series of stations covering various planning topics and sections of the Township.

This presentation provides an introduction focusing on land use to those sessions as well as allowing for those that can not attend them to provide us with their thoughts.

MISSION STATEMENT

The Master Plan Committee has created a Mission Statement that summarizes how we can view Long Hill now and into the future.

"Long Hill Township is a special blend of five communities, each with a distinct history and heritage, collectively forming a semi-rural landscape.

The mission of the Master Plan is to responsibly grow the Township, while maintaining the semi-rural landscape of Meyersville and Homestead Park, regenerating Stirling's Workers Village, respecting Millington's Historical features and recognizing Gillette as a visitor's gateway to the Great Swamp National Wildlife Refuge.

The Master Plan promotes responsible change for a sustainable future while honoring the past, creating a Township where people will want to build their own future for generations to come."

Major Findings of Prior Land Use Surveys

To support the development of the Master Plan, input was gathered from Township residents through surveys and public sessions. Their major findings can be summarized as follows:

Township-Wide Findings (2016 Master Plan Survey)

- Preserve semi-rural, low-density residential neighborhoods
- Establish the commercial districts, particularly the Valley Road commercial area, as an economically-successful, shopper-friendly "downtown"
- Enhance the Township's appeal with inviting open spaces and quality architectural standards

Stirling (2017 Survey + Listening Sessions)

- Improve the streetscape with more attractive facades, sidewalks and landscaping
- Attract more small business to increase the local shopping + dining options
- Restore and/or redevelop vacant buildings
- Create attractive public spaces for passive recreation and outdoor dining
- Concerns over pedestrian safety, flooding and congestion

Millington (2017 Survey + Listening Sessions)

- Encourage opportunities for dining establishments and community gathering spaces
- Requires careful investment to avoid undesirable congestion impacts on beloved small-town character
- Maximize safe pedestrian connectivity within the Village and with other neighborhoods

Materials from the above can be found on the Long Hill Township website under the Master Plan Outreach tab or the Master Plan Committee webpage.

Long Hill Township Master Plan Land Use Assessment

General Questions

1. Select all categories that describe you.

- ☐ Long Hill resident
- ☐ Work in Long Hill
- ☐ Work elsewhere
- ☐ Stay at home parent/caregiver
- ☐ Family with children at home
- ☐ Empty Nester
- ☐ Retired
- ☐ Long Hill Business Owner
- ☐ Long Hill Commercial Property Owner

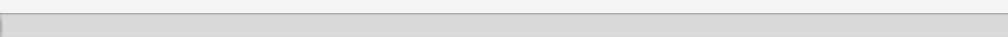
2. In which part of Long Hill do you live?

- ☐ Millington
- ☐ Stirling
- ☐ Gillette
- ☐ Meyersville
- ☐ Homestead Park

3. How long have you or your family lived in Long Hill?

0/ I have never lived in Long
Hill Township

99 +



4. What type of facilities/amenities/shopping or entertainment destinations would you like to see in Long Hill that can be found in other towns?

5. Do you plan on moving outside of the Township within the next ten years?

☐ Yes

☐ No

If yes, where do you plan on moving and why?

6. Please indicate your support for the following sustainability related goals + strategies.

	Not Important				Very Important
Environmental standards (EnergyStar, LEED, etc.) in new building and remodeling projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetated buffers and green infrastructure to protect local waterways from run-off pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase the availability of electric vehicle charging stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solar panels in areas unsuitable for development, over parking lots, or on rooftops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand the availability of recycling and composting facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discourage the use of single-use plastic items such as shopping bags and water bottles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Long Hill Township Master Plan Land Use Assessment

Downtown Long Hill (Valley Road)



Zoning Designation Legend

B-D = Downtown Valley Commercial District
PSO = Downtown Valley Planned Shopping Overlay
PVO = Downtown Passaic Valley
VIO = Downtown Valley Industrial Overlay

Planning Considerations

The Valley Road Business District (B-D) is the Township's principal commercial center which basically runs from Main Street in Stirling to Valley Mall in Gillette. As such, it is critical that the Master Plan thoughtfully consider how the uses, aesthetics and amenities in this area can enhance the quality of life in the Township and the strength of the local economy.

The northern side of the B-D along Valley Road contains several properties that can be viewed as underutilized, along with the Township's only current Redevelopment Zone. This Master Plan seeks to identify realistic avenues toward transforming these sites to enhance the area's appearance and utility.

7. What is most important to you in consideration of potential development in the Valley Road Business District? Pick your top three and explain why.

- ☐ Making accessibility and design improvements to sidewalks and streets
- ☐ Revenue the development will generate to our tax base
- ☐ The size/height of the building
- ☐ Attracting desirable retail tenants
- ☐ Aesthetic appeal of the project
- ☐ Green features and energy efficiency
- ☐ Creating new open or public spaces
- ☐ Permitting multifamily residential units behind commercial buildings

Please explain:

8. Would improved pedestrian connectivity to the Valley Road Business District from the various residential neighborhoods of the Township increase your patronage of the businesses in this area?

- ☐ Definitely
- ☐ Probably
- ☐ Not Sure
- ☐ Probably Not
- ☐ Definitely Not

9. What keeps you from patronizing the shops and services in the Valley Road Business District more frequently? (Check all that apply)

- ☐ Lack of businesses that would appeal to me
- ☐ Uninviting physical appearance of the district
- ☐ Difficulty finding parking
- ☐ Inconvenient to get to
- ☐ Lack of spaces to rest or socialize
- ☐ Walkability
- ☐ Other (please specify)

10. Please share your thoughts!

Long Hill Township Master Plan Land Use Assessment

Stirling Village



Zoning Designation Legend

Green = (Stirling) Village Business
O = Office
C = Conservation
R-MF3 = Multi-family
P = Public
LI-2 = Limited Industrial
R-4 = Residential

Planning Considerations

The recommendations under consideration for Stirling Village take their inspiration from the past for what is possible for the district's future. Prior outreach efforts identified aspirations for an attractive and vibrant commercial area. The current draft of the Land Use Element considers an increase in building density for residential uses to take advantage of the NJ Transit train station to create a more vibrant small scale downtown feel while reflecting a "working / industrial" mindset. Recommendations under consideration also attempt to mitigate concerns expressed about the district's pedestrian safety and flooding concerns.

Stirling Village received an official opinion letter from the State Historic Preservation Office (SHPO) recognizing its historical significance. The SHPO Opinion for the creation of the Stirling Workers Historic District (SWHD) states that its inclusion on the National Register of Historic Places is warranted due to:

- "...its evolution as a community and for its association with significant trends in industry in Morris Country.."
- "...an intact example of mid-nineteenth through early twentieth century architecture."
- "The 1871 planned community, with its streets laid out in rectangular blocks, remains virtually unchanged."
- "The SWHD retains integrity of materials, design, and setting through intact residential structures."
- "The historic district retains its overall integrity of feeling and association through the architecture and its ability to convey the history of the community"

Stirling Workers Historic District



Proposed Concepts (based on prior outreach sessions)



Continue the streetscaping features that define the Stirling Village such as streetlights and seating down Main Avenue from Morris Street to Valley Road



Install bioswales (vegetative buffer in the street) at Main Avenue crosswalks as a means to discourage speeding, manage stormwater run-off, and enhance the appearance of the district (without reducing available street parking)

11. Please share your thoughts!

Long Hill Township Master Plan Land Use Assessment

Millington Village

LI-2 now includes a
Mixed Use Overlay
Zone (MU-O)



Runyon



Barrett's



Zoning Designation Legend

C = Conservation Zone
LI -2 = Limited Industrial Zone
M = Millington Village Business Zone
O = Office Zone
P = Public Use Zone
R-3 = Residence Zone
R-4 = Residence Zone
R-MF = Multi-family Residence Zone

Planning Considerations

Millington is uniquely placed with a NJ Transit train station located in the vicinity of large Industrial/under utilized lots.

One such lot is the Barrett's property currently zoned for Office (O). The **1995 Master Plan** recommended creating "A high density multifamily (12 units per acre) at the fringe of the business district." The Master Plan Land Use Element drafted in 2016 suggests re-zoning the area to *smaller scale **mixed residential and commercial development** and/or Live/work residential units for artists, artisans, professionals and technology-based entrepreneurs.*

Given the changes in zoning of the TIFA site to reflect the affordable housing settlement and the suggested use from the current Land Use Element draft, should consideration be given to whether this recommendation is the most beneficial use for the Barrett's site?

In addition, should consideration also be given to the repurposing of unique industrial buildings in the area?

12. Please share your thoughts!

Meyersville Hamlet and Homestead Park

Planning Considerations

The bucolic setting of **Meyersville** and its fairly stable development patterns present little susceptibility to major land use changes within the Hamlet. While this Master Plan is not considering changes to use or scale, consideration should be given to what improvements could be made to capitalize on its location next to the Great Swamp National Wildlife Refuge.

The **Homestead Park** neighborhood also contains a stable development pattern with little susceptibility to major land use changes. The Master Plan is not considering changes to use or scale in this section of the Township, but consideration should be given to the extent that this residential neighborhood should be connected to the Township's commercial areas by way of trails through surrounding undeveloped parcels.

13. Please share your thoughts!

Gillette

Planning Considerations

Gillette, particularly the intersection of Mountain Avenue and Valley Road, serves as a vital gateway from Interstate 78 to both the Great Swamp Wildlife Refuge and the Valley Road Business District.

The size and features of the B-1-20 Village Business Zone, the commercial area around the intersection of Mountain Avenue and Valley Road, could have a major impact on economic development Township-wide and must be carefully considered in the 2020 Master Plan. In addition, should consideration be given to providing safe pedestrian access to the NJ Transit train station?



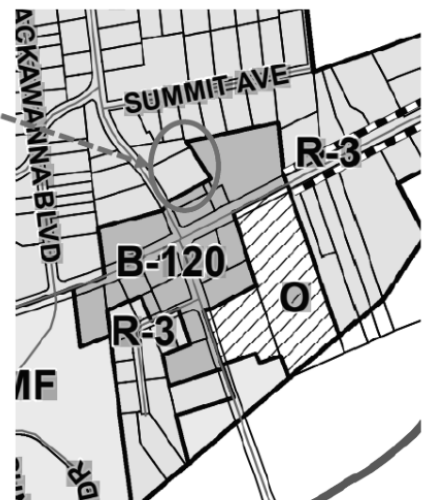
Expand
business zone
to include this
lot

Zoning Designation Legend

B-1-20 = Village Business Zone

O = Office Zone

R-3 = Residence Zone



Perhaps open space or retail green space surrounding shops/
along street frontages



14. Please share your thoughts!