

G. 1994 MEYERSVILLE MASTER PLAN ELEMENT

THE MEYERSVILLE DEVELOPMENT PLAN (adopted as a separate plan element on February 22, 1994)

INTRODUCTION

This document presents a comprehensive development plan for the village of Meyersville within Long Hill Township. Referred to hereafter as the "Plan," the document follows a traditional master plan format by first examining the existing conditions of the village and then reporting on the area's various assets and liabilities. The Plan also identifies certain "pressure points" within Meyersville, and articulates specific goals and recommendations on how the village might be developed, redeveloped and revitalized in the future. To illustrate these recommendations, the Plan also includes design plans and sketches. Suggestions on how the Plan may be implemented by the Township are presented in the final section of the study.

As a part of the adopted master plan for Long Hill, this document is intended to serve as a general guide to the development of land within the village of Meyersville. The Plan is not intended to be a detail-specific document; instead it is designed to present broad concepts that will hopefully encourage innovative approaches to land use and development during the site plan and subdivision review process.

The preparation of this planning study would not be possible without the commitment and dedication of the members of the Planning Advisory Committee. The Plan therefore owes a special statement of appreciation to the current and past members of the Committee who worked on this study:

Mitchell Andrus
Mark Berman
Patrick Golden
Bill Hopcraft
Wendy Klug
Al Leonard
Jackie Perrotti
Walter Sadowski
Jeffrey Sankus
Eric Simone
Edward Traub
Alex Zadrozny

By way of introduction, the Meyersville study area is a small hamlet located in one of the more rural areas of Long Hill Township. It is generally surrounded by the Great Swamp to the north and rural or suburban residential land uses to the east, west and south.

The location of Meyersville is of great strategic importance to the identity of Long Hill Township as it serves as one of the major gateways into the municipality. Additionally, Meyersville represents one of the major entry points into the Great Swamp which attracts large numbers of recreational users from throughout the region.

BACKGROUND STUDIES

INTRODUCTION

This section of the Plan presents certain background information relative to the village that will be useful in establishing the planning goals for the area. Researched primarily by members of the Planning Advisory Committee, the information includes studies of land use, zoning, architecture, streetscape improvements and other characteristics of Meyersville.

LAND USE

The existing land use pattern for Meyersville is shown on Map 1. As indicated, the study area displays a modest commercial development pattern that is typical of hamlets throughout the State. Major land uses in the area included the Meyersville Inn, the Casa Maya restaurant, Dom's General Store and a church. These four uses essentially frame the center of Meyersville.

Residential uses as well as other retail and vacant lands are located in the study area as well. Overall, the study area consists of 12 acres of land, of which approximately 1.2 acres are presently vacant or undeveloped portions of partially developed sites.

ZONING

The study area is zoned B-1-20, Neighborhood Business. This zone requires a minimum lot size of 20,000 square feet and permits the following primary uses:

1. Retail trade uses, including convenience, food and liquor stores; automobile parts, home, garden and hobby supply stores; florists; bakeries; pharmacies; general merchandise, clothing and antique stores; and newsstands.
2. Retail service uses, including barber shops and hair salons; repair shops; and studios.
3. Business and professional offices.
4. Eating and drinking places, including outdoor cafes.
5. Financial institutions.
6. Apartments (on second floor only).
7. Any other use, in the opinion of the Planning Board, primarily intended to serve a neighborhood function.

Properties surrounding Meyersville are located in the C, R-3 and R-4 residential zones, as shown on Map 1.

STREETSCAPE INVENTORY

The information on Map 2 provides a streetscape inventory for Meyersville. As indicated, streetscape improvements are very limited and consist of scattered sidewalk, curbing and other improvements.

Street lighting in the center of Meyersville is provided by a single "cobra" style fixture located in the traffic circle, as well as a second light on Gillette Road. Other lighting is located on the outskirts of the village on Meyersville Road.

A public sign inventory of the area notes a variety of safety and directional signs near the center of Meyersville. Private sector signs do little to enhance the visual appeal of the area.

BUILDING AND STRUCTURAL IMPROVEMENTS

Map 3 shows the general building and structural improvements on private property in Meyersville. These improvements include parking areas and driveways.

BUILDING SIZE DATA

Building size data were gathered to quantify the existing build-out in Meyersville and to compare existing development with the requirements of the Zoning Ordinance. As indicated in Table 1, information on each developed parcel of land was researched with respect to lot size, building footprint and gross floor area. This information was then used to generate building coverage and floor area ratio information on a parcel-by-parcel basis.

As shown in the table, most uses exhibit very low building coverage and floor area ratio data. One exception is the Casa Maya site, which offers fairly typical coverage and floor area ratios for a business property.

In total, the district has 23,423 of gross floor area, most of which is located in single story buildings.

PARKING

Off-street parking in Meyersville is adequate at all but one business location in the village. In the one exception, the Casa Maya restaurant has generated constant overflow parking problems, with site users parking in off-site parking lots and at unsafe locations around the restaurant during most hours of operation at the restaurant.

There is virtually no on-street parking permitted in Meyersville, nor is there a substantial need for such parking.

TRAFFIC

The three main roadways in Meyersville are Meyersville Road, New Vernon Road and Hickory Tavern Road. Both Meyersville Road and New Vernon Road provide regional road access for the area, connecting much of Long Hill Township with Route 287 and the employment centers to the north. In 1989, Morris County traffic counts indicated that, in a typical 24-hour period, 4,995 vehicles used New Vernon Road just north of Meyersville.

TABLE 1

Building Size Data for Meyersville

Property	Map No.1	Approximate Lot Area (sq. ft.)	Building Coverage (sq. ft. / %) ²	Gross Floor Area (sq. ft. / FAR) ³
Dom's General Store	1	74,052	1,148 / 1.5	1,148 / .02
The Trading Post (antique shop and residence)	3	44,867	1,260 / 2.8	1,941 / .04
Casa Maya (restaurant, residences and garage)	4	21,000 ⁴	3,899 / 18.6	5,294 / .25
Le Massena (residence and commercial buildings)	5	173,369 ⁵	3,665 / 2.1	5,251 / .03
Archie's	6	65,340	8,740 / 13.4	9,789 / .15
Meyersville Inn	7	130,680	1,865 / 1.4	2,084 / .02
TOTAL (all properties)		509,308	20,577 / 4.0	26,307 / .06

- Notes:
1. See Map 4 for property locations.
 2. Building coverage shows footprint of buildings, and building coverage as percent of total lot area.
 3. Gross floor area expressed in square feet and as floor area ratio.
 4. Includes land area in business zone only.
 5. Includes land in business and residential zone.

Source: Township Tax records and consultant calculations.

Much of the New Vernon Road traffic proceeds west on Meyersville Road while other vehicles feed onto the eastern leg of Meyersville Road as well as Hickory Tavern Road. In all cases, vehicles in Meyersville must negotiate the traffic circle at the center of the village.

As part of this study, detailed weekday traffic counts were undertaken at the center of Meyersville to fully understand how traffic circulation works in the study area. The counts confirmed that the circle at times can be more an obstacle than an aid to local traffic circulation, presenting confusing traffic flows and an obstacle to safe sight distance.

The results of the traffic study clearly indicate that Meyersville Road and New Vernon Road are the most heavily traveled roads in the area, and, as such, should be allowed as unobstructed a circulation pattern as possible. At the same time, however, the counts noted the multiplicity of relatively low volume turning movements relating to Hickory Tavern Road, Gillette Road and the land uses on the south side of the business district. The numerous turning movements in this area point to a continued need for a traffic circle in Meyersville and indicate that additional traffic safety signs are warranted.

The traffic count data collected for this study appear in Map 5.

MERCHANTS SURVEY

Five merchants in Meyersville were surveyed as part of this study. Each was asked basic questions about their business as well as queries into how they felt the village could be improved.

Four of the five businesses surveyed noted a total employment count of one or two workers. All businesses noted that all employees and shoppers parked on the site of the business. Four businesses expressed generally rosy expectations for the future; one business anticipated closing due to an upcoming retirement.

Surprisingly, all five businesses in the survey noted that their respective customer bases were very large, often extending over a multi-county or statewide region.

Suggestions on how to improve Meyersville included the following:

- Add an office complex or professional building to the area. Retain the traffic circle, but redesign it.
- Add a professional building or mixed use stores, and expand the commercial section of the village.
- Provide for "no change" in the village.
- Add a convenience store and small service station but allow village to remain basically the same as it is today.

RESIDENT SURVEY

Informal surveys of residents of Meyersville were also undertaken as part of this study. Among the numerous responses were the following central themes:

- Improve the traffic circle to provide improved traffic safety, sight distance and clarity of traffic flow.
- Improve Dom's site with a new commercial/residential building and eliminate the parking of a construction vehicle on this site.
- Eliminate the front yard parking problem at the Casa Maya restaurant and provide general improvements to this site.
- Continue to prohibit multifamily residential development in the village.

ARCHITECTURAL CHARACTERISTICS AND SITE CONDITIONS

A building-by-building survey of Meyersville resulted in the following summary of the area's architectural characteristics and site conditions (property numbers are keyed to Map 4).

1. **Dom's:** A one-story block and frame building once occupied by a service station. Building is in fair condition; the site is unlandscaped and the parking lot is in disrepair.
2. **Meyersville Presbyterian Church:** Attractive wood frame building with aluminum siding over wood clapboard. Building and site are in very good condition and are an asset to area.
3. **The Trading Post:** Buildings on this site are frame structures with wood clapboard. Home probably built in late 1700's and remains largely in original condition. Buildings and site are in generally good condition, although outdoor storage of merchandise presents some visual impacts to area.
4. **Casa Maya:** Store at front of site is mix of brick and cement, while house to rear is frame building with wood clapboard and vinyl siding. Store has large windows facing circle; building location helps define village center. Building and site in fair condition, with front yard parking, signage and shortage of parking stalls all problems for the area.
5. **Le Massena Residence and Stores:** Retail building is frame structure with mix of brick, stone and shingle exterior; plate glass windows form attractive storefront for area. Residence is frame building with clapboard under vinyl siding. Site is in good condition, but lacks landscaping and paving.
6. **Archie's:** Wood frame house with aluminum siding over wood clapboard. Accessory structures on site appear to be in poor condition. Outdoor storage, cyclone fencing and absence of landscaping are all detriments to area.

TABLE 2

Meyersville's Assets and Liabilities

Topics	Assets	Liabilities
Land Use	Village offers a well-defined commercial center with two popular restaurants, three "antique" stores, a convenience store and other shops.	Some uses in area present parking or outdoor storage problems for area.
Zoning	B-1-20 zoning offers substantial flexibility for land owners.	Many sites in area are underdeveloped with respect to zoning requirements.
Streetscape Inventory	Traffic circle, offers a rather charming rural detail to the area.	Area lacks sidewalks, curbing, attractive street-lights and has too many public safety signs.
Building and Structural Improvements	With only two exceptions, the village's buildings are relatively well located to help define the business district.	Dom's and Le Massena residence are not well situated with respect to other uses in area.
Building Size	Underdeveloped nature of area offers opportunities for modest redevelopment or expansion of businesses in area.	---
Parking	Most sites have adequate off-street parking.	Casa Maya has significant problems with the location and inventory of on-site parking. Front yard parking at Dom's is unattractive.
Traffic	Regional commuter traffic offers many business opportunities for local merchants.	Traffic circle requires improved traffic safety signs.
Merchants Survey	Most businesses in area are rather stable and have been located in Meyersville for many years.	No business in area draws from the neighborhood, as most are regionally oriented enterprises.
Residents Survey	Residents of area are fairly well-united on improving traffic circle, improving or redeveloping Dom's site, and improving the Casa Maya. Most residents in agreement on maintaining rural character of village.	---
Architectural Characteristics	The Trading Post, Meyersville Inn, Le Massena site and church each offer rather attractive traditional architecture consistent with local character.	Casa Maya, Dom's and Archie's offer buildings or grounds that present architecturally incompatible buildings or other visual impacts to area.

ASSETS, LIABILITIES AND PRESSURE POINTS

INTRODUCTION

This section of the development plan summarizes the background studies into a statement of the assets and liabilities of Meyersville. The Plan can then address these various strengths and weaknesses in its planning goals and recommendations.

The background information is also used to identify the area's "pressure points," i.e., those pivotal land parcels most important to the future of Meyersville.

ASSETS AND LIABILITIES

The information in Table 2 summarizes the assets and liabilities of Meyersville by selected topics.

PRESSURE POINTS

The background studies section of this study suggests two basic "pressure points" for the village. These are identified in Table 3.

TABLE 3

Pressure Points in Meyersville

<u>Map Key</u>	<u>Pressure Point</u>	<u>Description</u>
A	Dom's site Block 200, Lot 1 1.7 acres	Successful convenience store located in former service station building. Site is underdeveloped ; parking lot is in dis-repair and parcel lacks landscaping.
B	Casa Maya site Block 194, Lot 1.01 1.3 acres	Site occupied by restaurant, five apartments and a garage. Front and rear yard parking on lot as well.

PLAN GOALS AND RECOMMENDATIONS

INTRODUCTION

This section of the development plan presents the planning goals and recommendations for the future of Meyersville. The goals provide general guidance to the Township in addressing the village, while the recommendations provide specific details on how the goals can be implemented. These goals and recommendations may, of course, change as future conditions warrant.

PLAN GOALS

This land use plan for the village of Meyersville establishes the following planning goals:

1. To preserve and maintain the basic rural character of the village by limiting future commercial development to the present B-1-20 zone and by limiting the provision of new streetscape improvements in the area to those deemed necessary to the health, safety and welfare of local residents and merchants.
2. To encourage certain existing businesses in the area to expand, renovate or otherwise improve their sites to generally improve the visual appeal of the village.
3. To carefully follow the design plans prepared for this study with respect to the area's pressure points.
4. To cooperate with Morris County in providing additional or modified traffic signs for the Meyersville traffic circle.
5. To encourage the cooperation of merchants, property owners, residents and government in the future planning of Meyersville.
6. To address all applicable goals of the Municipal Land Use Law as enumerated at N.J.S.A. 40:55D-2.

PLAN RECOMMENDATIONS

This Plan offers the following specific recommendations as a means of achieving the aforementioned planning goals:

1. Undertake the following basic streetscape improvements in the village to improve the visual appeal and safety features of the area:
 - a. Add sidewalks along appropriate roadways as warranted by pedestrian traffic. Whenever possible, the use of alternative sidewalk materials and creative layouts should be used to minimize the visual impact of the sidewalks on the rural character of the area.
 - b. Add block curbing at all appropriate locations at properties near the center of Meyersville.

- c. Replace the "cobra" light fixtures near the center of Meyersville with one or more traditional fixtures. The addition of streetlights at other locations is not recommended unless required for public safety.
 - d. Remove all unnecessary public safety signs.
 - e. Relocate all overhead utility lines to an underground or rear yard location.
 - f. Provide for new street tree plantings throughout the village.
 - g. Provide for a pedestrian path connecting Meyersville Road with Hickory Tavern Road, possibly to the rear of the developed portion of the Casa Maya site.
2. Encourage the development of Meyersville's two "pressure points" in accordance with the design plan included in this study.

- a. The design plan for pressure point 'A' shows the re-use of Dom's with a two-story mixed-use building addition that would provide apartments over retail uses, a scenario permitted by current zoning. Dom's, which plays an important social and commercial role in Meyersville, should be continued in the expanded building. The design plan for this site shows a 50-foot front yard setback and side and rear yard parking, which would be screened from the center of Meyersville by the building addition.

Development as proposed would have a tremendously positive effect on the village by adding front yard landscaping, new commercial development and providing for a new architectural treatment of the existing structure. Alternatively, the existing structure could be demolished in favor of an all new building. In either event, the design plan is presented as a general guide only; specific details of actual site development should be worked out during the site plan process.

- b. The plan for pressure point 'B' suggests the removal of all front yard parking at the Casa Maya restaurant, as well as the demolition of a garage and bungalow at the rear of this site. The plan further suggests the addition of a second story to the restaurant building, and the expansion of the rear yard parking area. The new building space could be used for commercial or residential space, as now permitted by ordinance.

This design plan would improve the village by, in essence, moving the buildings on the site closer to the circle (and away from residences), and by replacing the unsightly and unsafe front yard parking area with landscaping. The illustrative sketch included at the end of this study shows how the second floor addition would enhance the appearance of the site.

Taken as a whole, the design plan for the two pressure points allows for additional amounts of landscaped open space at the center of Meyersville. These new landscaped areas will complement the existing green space at the Meyersville Inn, Le Massena and church properties, and virtually eliminate front yard parking from every property in Meyersville.

3. New traffic safety signs at the Meyersville circle should be installed after consultation with Morris County. Generally, the signs should provide greater clarity and direction for vehicular movements, preferably creating a counterclockwise traffic flow. New stop signs may also be appropriate.
4. Encourage site specific development details as shown on the Development Concept Map of this study, with particular attention paid to the removal or screening of outdoor storage of materials and merchandise.
5. Continue the current B-1-20 zoning for Meyersville and discourage uses not permitted by this zoning.
6. Require that all new development or renovations in the village provide an architectural design that is compatible with the rural character of the area.



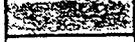
ILLUSTRATIVE DESIGN
BUILDING IMPROVEMENT
CASA MAYA RESTAURANT

MEYERSVILLE

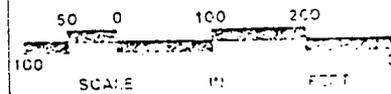
LONG HILL TOWNSHIP, NEW JERSEY



EXISTING LAND USE AND ZONING

-  RESIDENTIAL
-  RETAIL
-  PUBLIC/QUASH-PUBLIC
-  VACANT
-  B-1-20 ZONE LINE AND LIMIT OF STUDY AREA
-  ZONE LINE

MAP 1



PREPARED BY:
CARL G. LINDBLOOM ASSOCIATES, TOWNSHIP PLANNING CONSULTANTS.

DECEMBER 1993

MEYERSVILLE

LONG HILL TOWNSHIP, NEW JERSEY



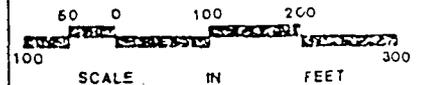
STREETSCAPE INVENTORY

- UTILITY POLE
- UTILITY LINE
- - - - - SIDEWALK
- B — CURBING (Block)
- C — CURBING (Concrete)
- ||||| LIMIT OF STUDY AREA

- SIGNS**
- NP NO PARKING
 - M SPEED LIMIT (SPEED)
 - S STOP SIGN
 - N STREET NAME
 - T TOWN DIRECTORY
 - D DEER CAUTION

- NT TRUCKS PROHIBITED
- KR KEEP RIGHT
- C CAUTION
- OW ONE WAY
- GS GREAT SWAMP DIRECTORY

MAP 2

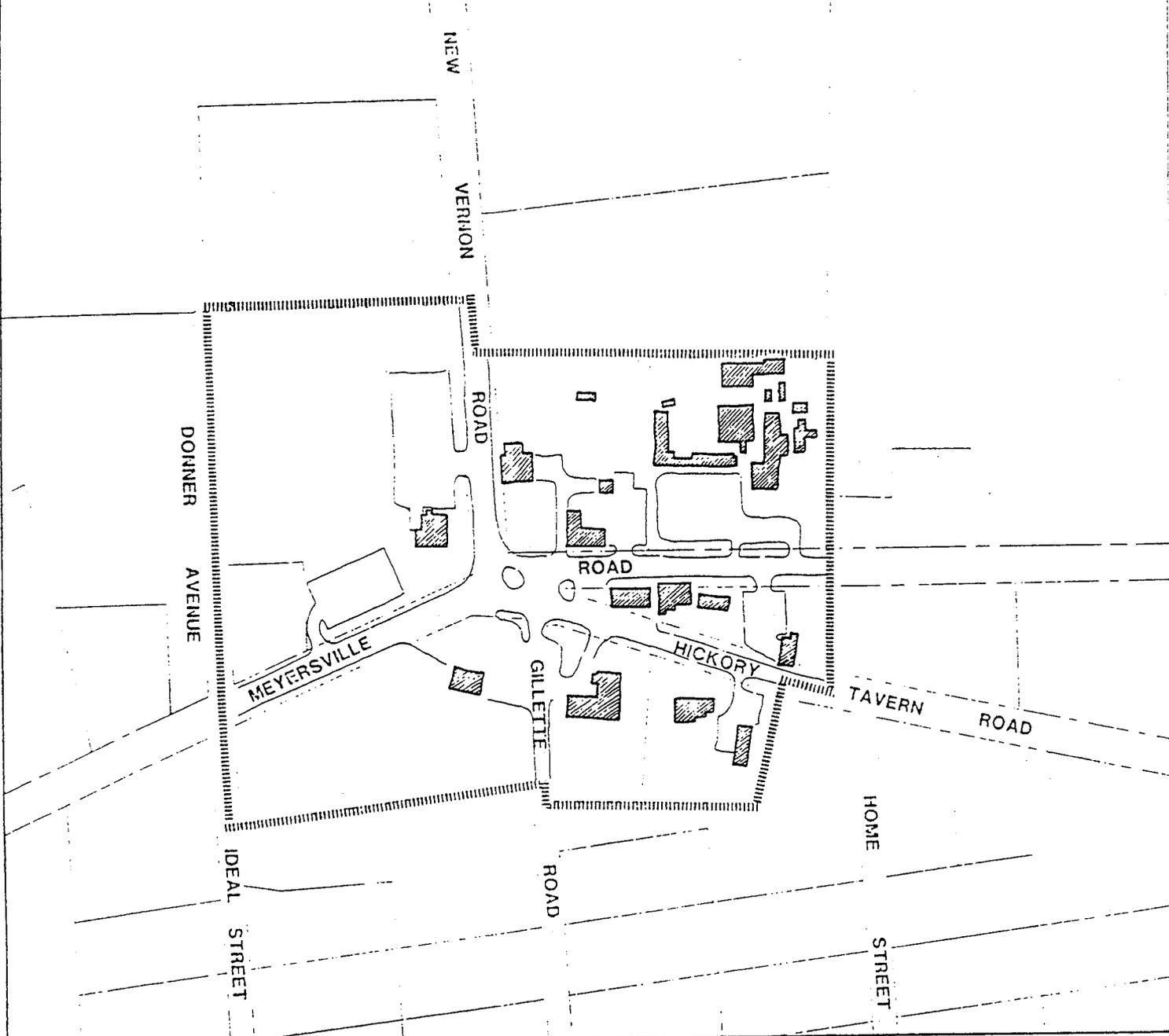


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DECEMBER 1993

MEYERSVILLE

LONG HILL TOWNSHIP, NEW JERSEY



BUILDING AND PARKING AREAS (EXISTING)



BUILDING



PARKING/DRIVEWAYS
(Generalized)



LIMIT OF STUDY AREA

MAP 3



NORTH

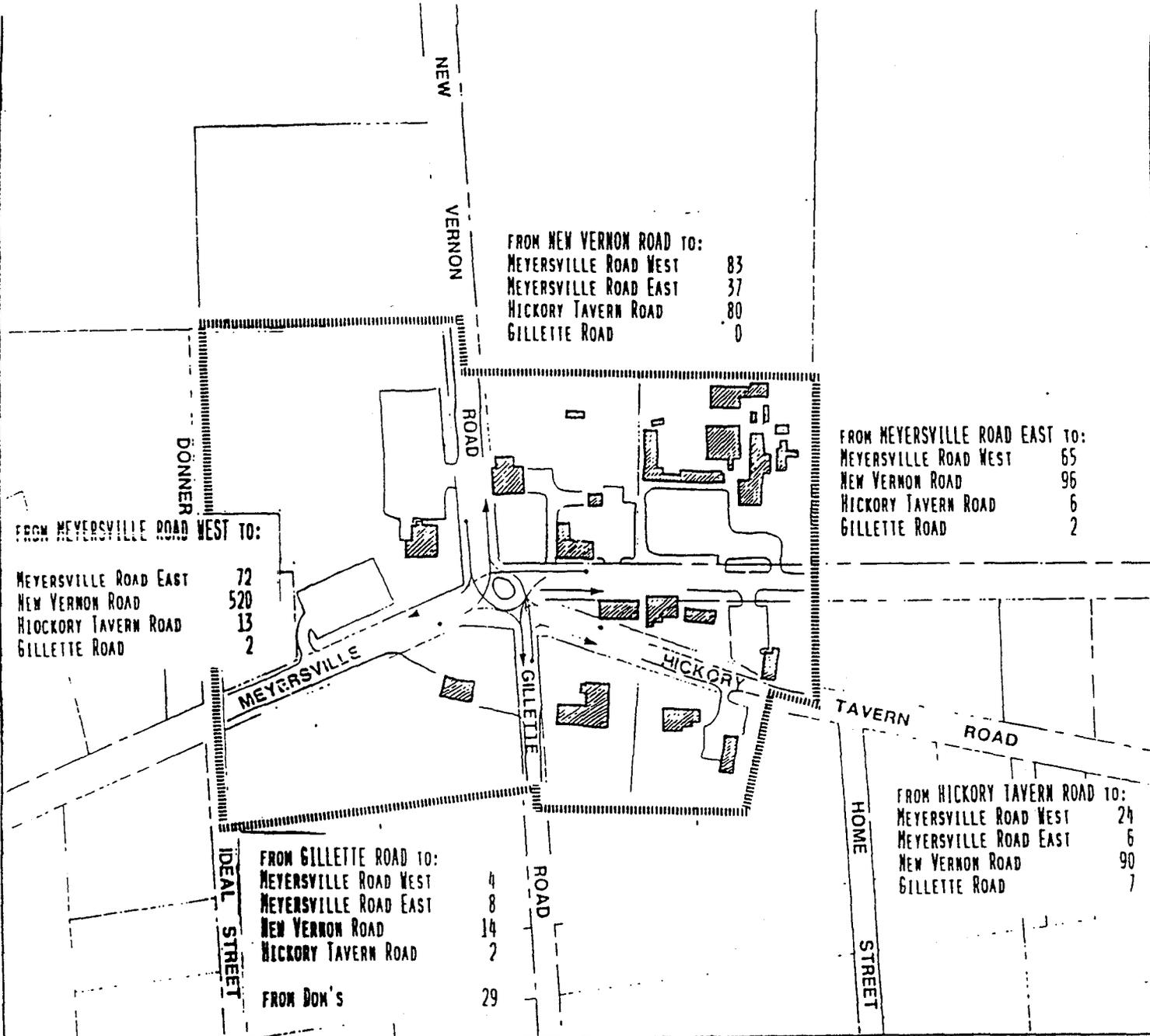


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DECEMBER 1993

MEYERSVILLE

LONG HILL TOWNSHIP, NEW JERSEY



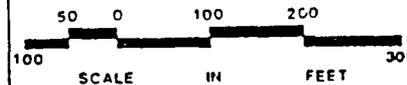
PEAK TRAFFIC VOLUMES

7:15 - 8:15 A.M.

MAP 5



NORTH

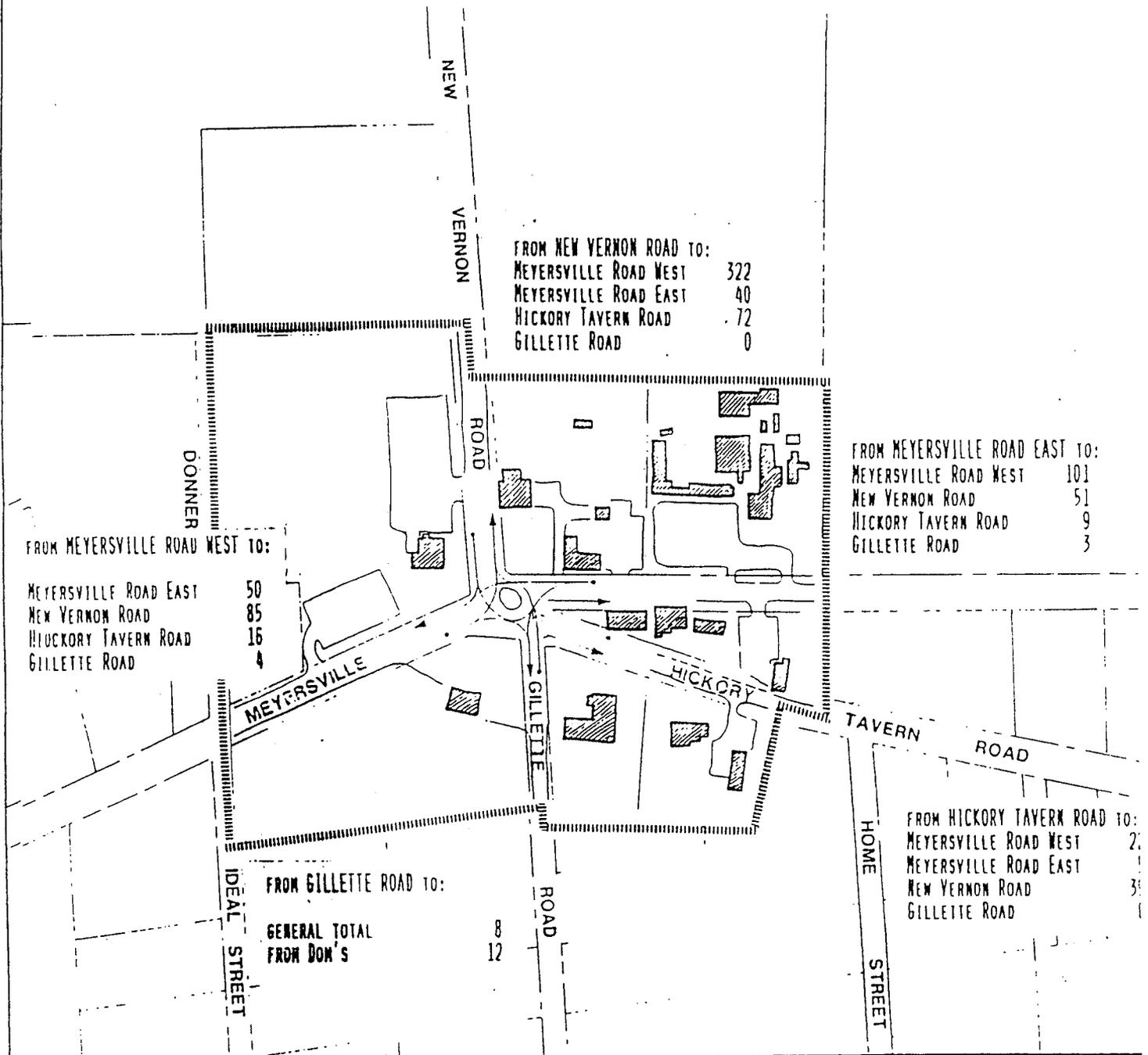


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MEYERSVILLE

LONG HILL TOWNSHIP, NEW JERSEY



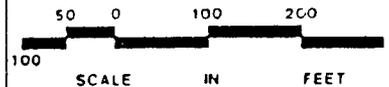
PEAK TRAFFIC VOLUMES

4:30 - 5:30 P.M.

MAP 5 A



NORTH

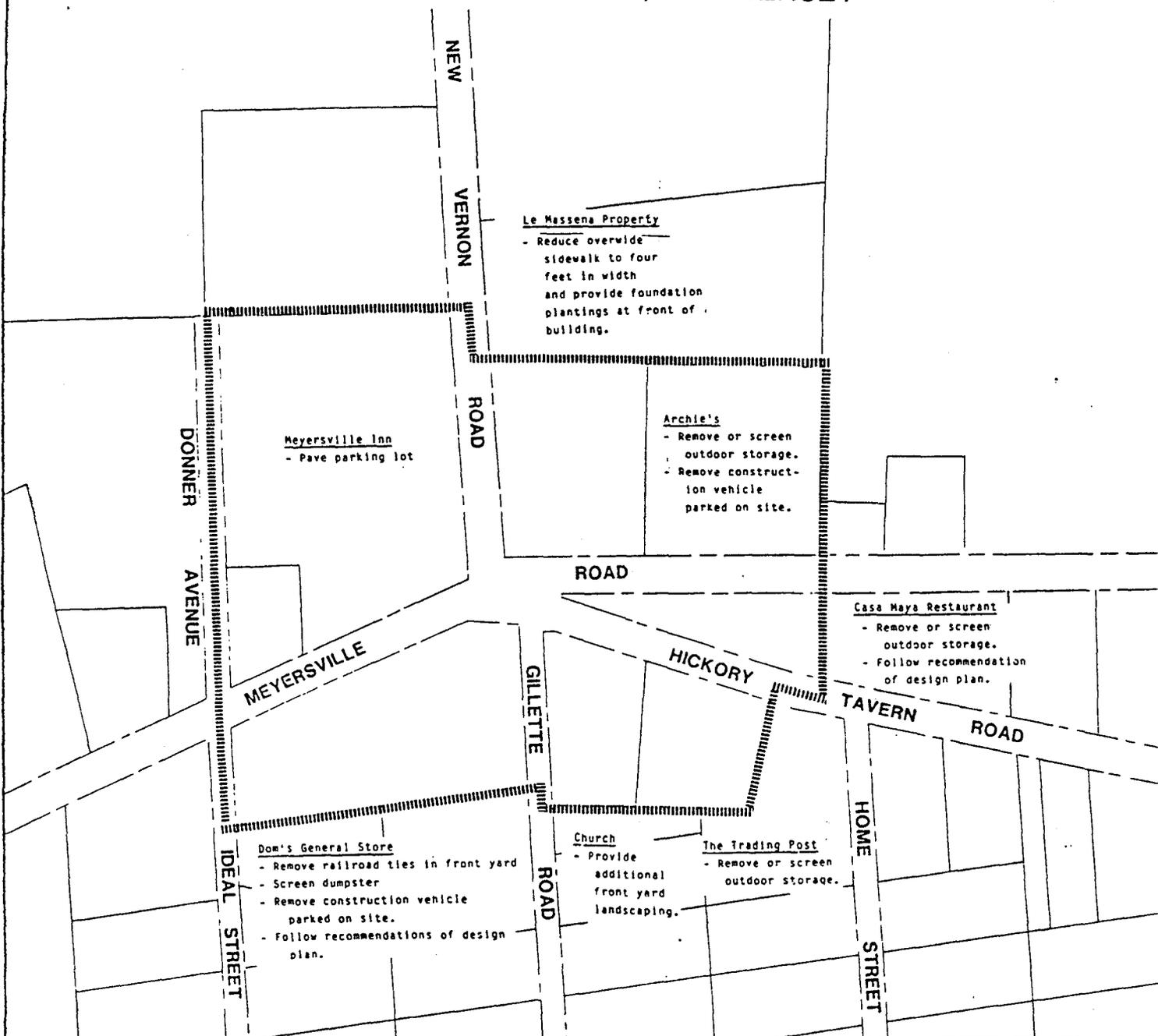


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MEYERSVILLE

LONG HILL TOWNSHIP, NEW JERSEY

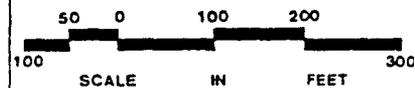


DEVELOPMENT CONCEPT MAP

MAP 6



NORTH



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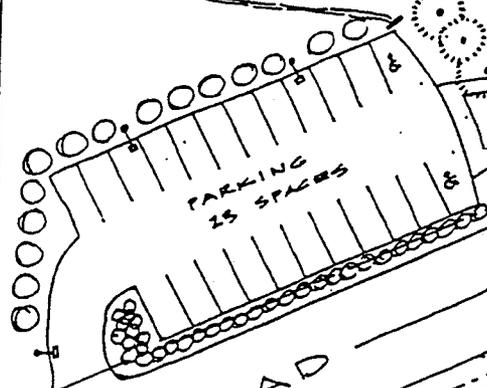
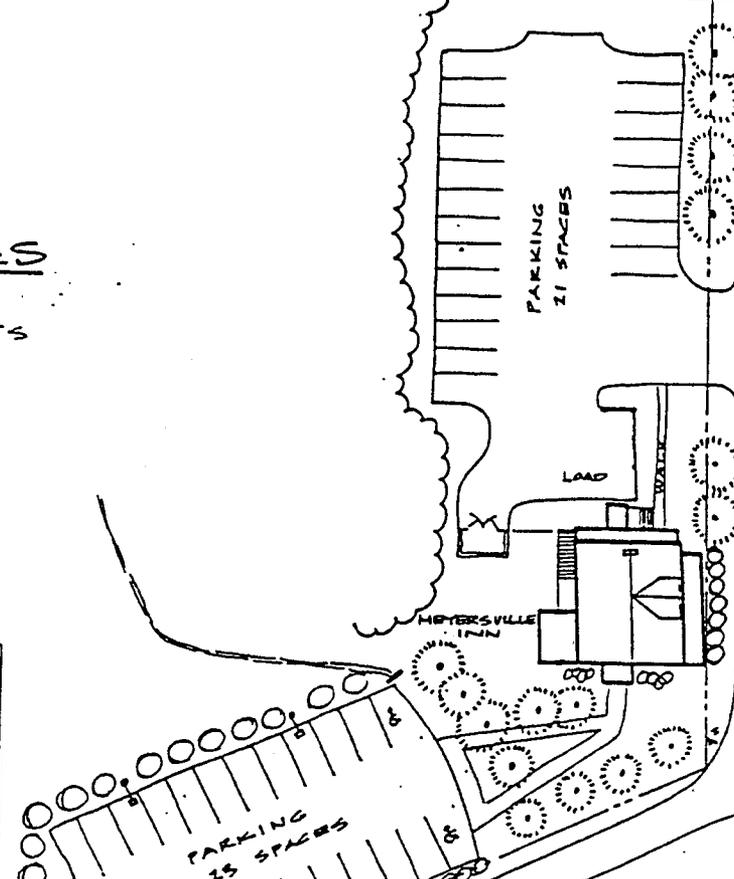
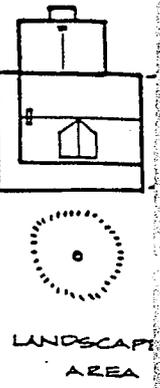
DECEMBER 1993

PLAN NOTES

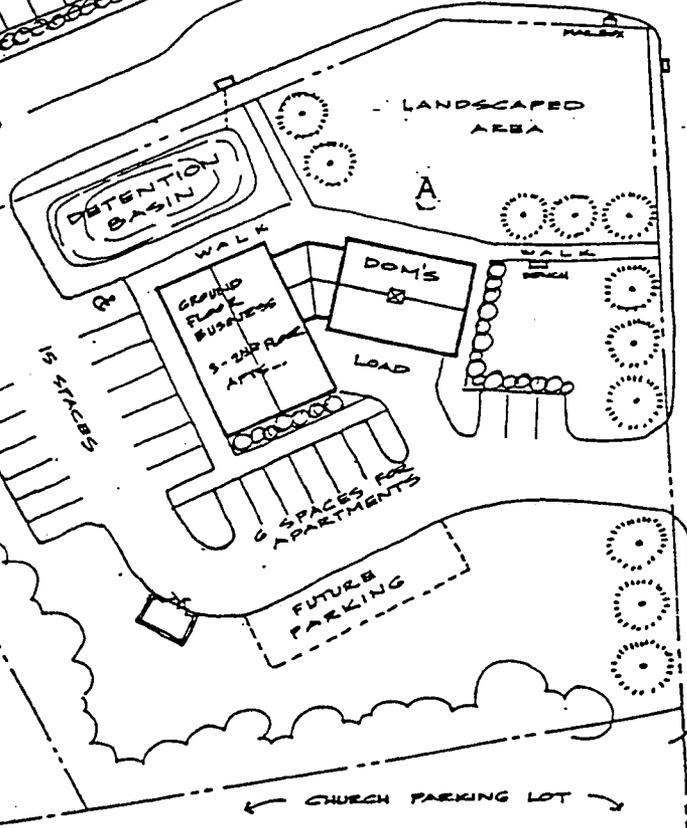
1. PRESSURE POINTS
 - A. DOM'S
 - B. CASA MAYA
2. SIGNS +
 - S - STOP
 - KR - KEEP RIGHT
 - Y - YIELD

DONNER AVE.

TO THE GREAT SWAMP
NEW VERNON ROAD →



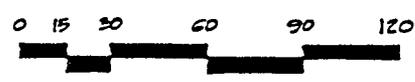
MEYERSVILLE ROAD



DOM'S FUTURE DEVELOPMENT

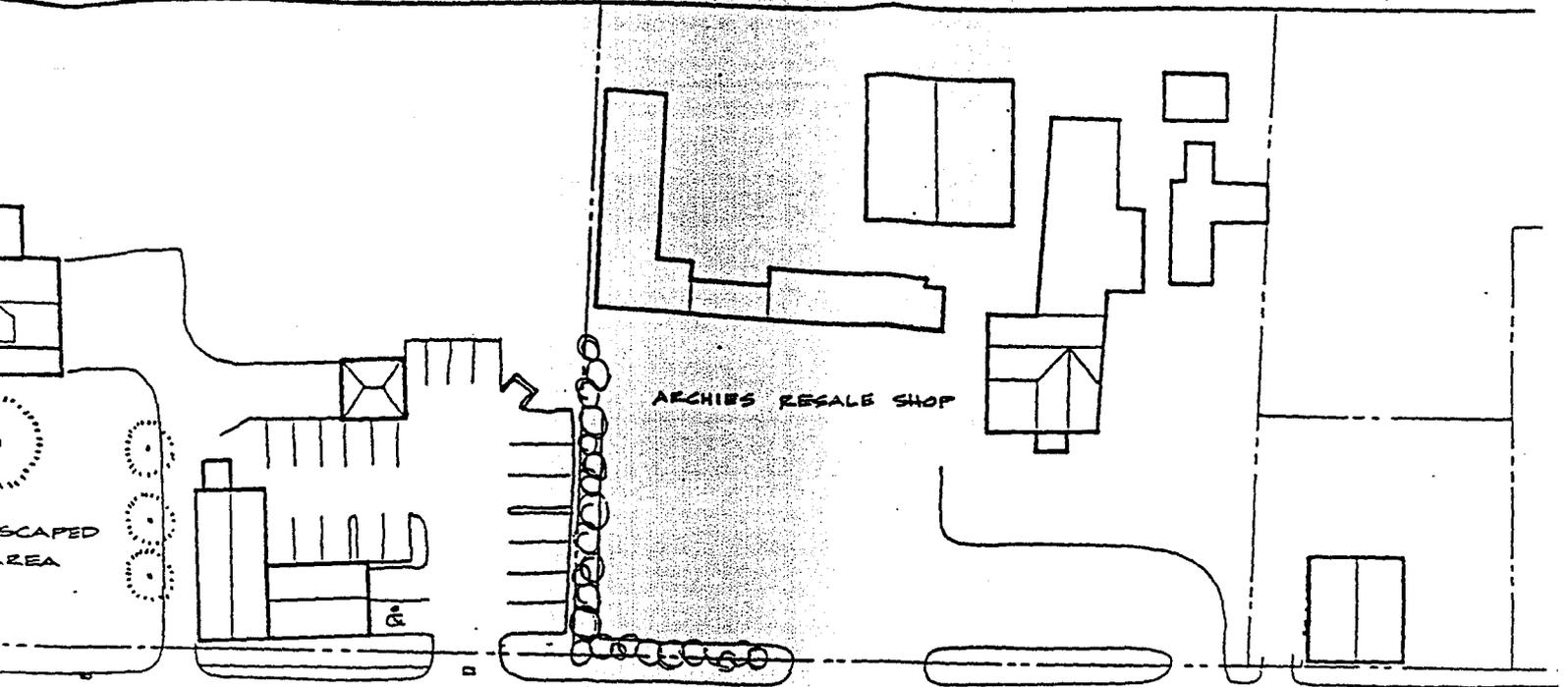
IDEAL ST.

← CHURCH PARKING LOT →

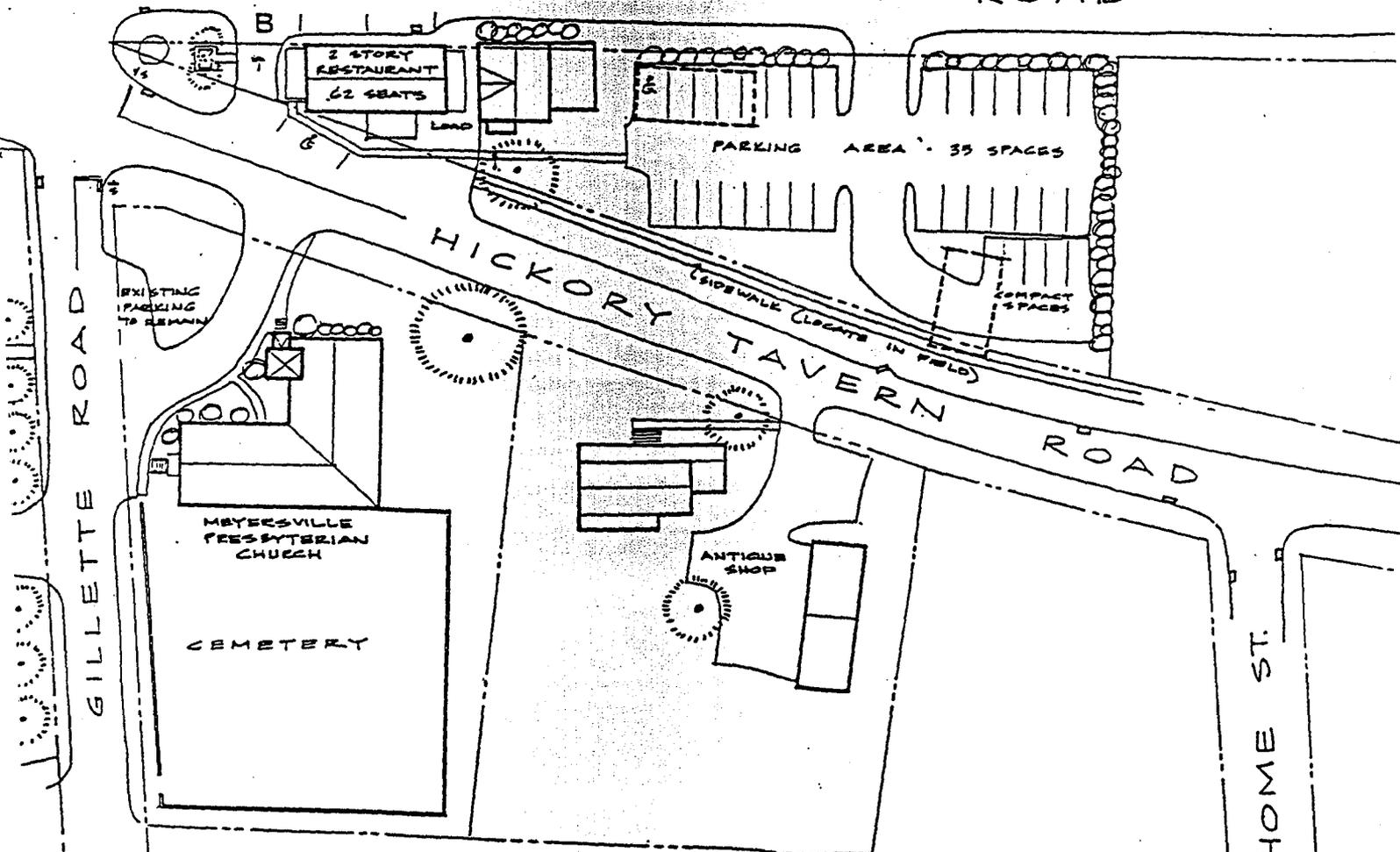


MEYERSVILLE

SCALE IN FEET
DECEMBER, 1993



MEYERSVILLE ROAD



LE DESIGN PLAN
 CARL G. LINDBLOOM ASSOCIATES
 PRINCETON, NEW JERSEY

HOME ST.