

383 BLOOMFIELD AVENUE REDEVELOPMENT PLAN



Township of Verona
Planning Board Meeting
Date: October 6, 2025



LRHL REDEVELOPMENT PROCESS



Current
Step

Next Step

Future
Next
Steps

- 1 **Municipal Council** authorizes Planning Board by Resolution to conduct AINR Study for specific properties.
- 2 **Planning Board** conducts Study. Holds duly noticed public hearing.
- 3 **Municipal Council** accepts the Planning Board's Recommendation and designates the areas in need of redevelopment and rehabilitation by Resolution. Authorizes the preparation of a Redevelopment Plan.
- 4 **Municipal Council** introduces the ordinance to adopt the Redevelopment Plan.
- 5 **Role of the Planning Board** is advisory and checks for consistency with the Master Plan.
- 6 **Municipal Council** adopts the Redevelopment Plan or may amend/revise any portion by an affirmative vote of the full majority. The Redevelopment Plan is an ordinance.
- 7 **Redevelopment Agency/Municipal Council** select/designate a **Redeveloper** and negotiates the **Redeveloper Agreement**.
- 8 The Redeveloper submits a Site Plan Submission to the **Planning Board** for approval, in accordance with Redevelopment Plan.

REDEVELOPMENT / REHABILITATION

Three Step Process

Step 1

Conducted AINR Study to see if area meets statutory criteria.

Established Area in Need of Redevelopment on February 3, 2025, via Resolution 2025-049.

NO EMINENT DOMAIN

Step 2

Prepare & adopt Redevelopment Plan

Step 3

Select a Redeveloper or work with existing property owners
Redeveloper obtains site plan approval

Negotiate the redevelopment agreement

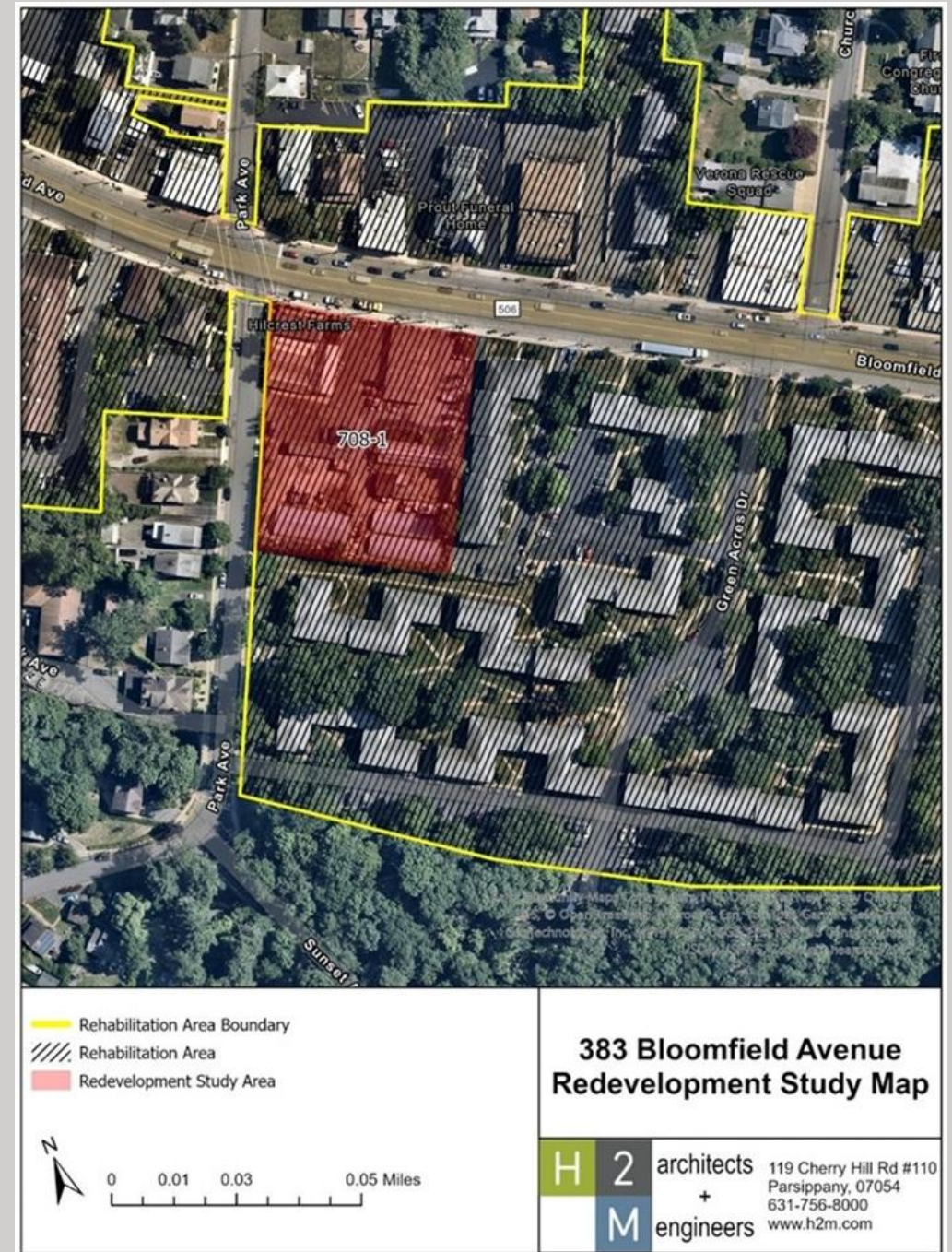
Implement the Plan

Process governed by:
Local Redevelopment & Housing Law
NJSA 40A:12A-1 et. sec.

REDEVELOPMENT PLAN REQUIREMENTS (N.J.S.A: 40A:12A-7)

1. **Planning Goals and Objectives**, including the plan's relationship to local objectives regarding land uses, density, transportation, public utilities, recreation and community facilities, and other public improvements.
2. **Description and Analysis of Concept Plan(s)**, including proposed land uses, and building requirements.
3. **The plan's relationship to the development regulations of the municipality.**
4. **The plan's relationship to master plans** of contiguous municipalities, the county master plan, and the state development and redevelopment plan.
5. **Procedures for amending the plan.**

REDEVELOPMENT & REHABILITATION AREA



REDEVELOPMENT VISION

PROMOTE

Investment and economic vitality by encouraging mixed use commercial and residential development.

ENHANCE

Enhance and maintain the character of the Township by incorporating contemporary planning and design principles.

IMPROVE

Utilize sustainable development principles to improve stormwater management and overall sustainability.

DIVERSIFY

Provide a range of market rate and affordable housing options that meet the current and future needs of Township residents.

REVITALIZE

An obsolete and underutilized area of the Township with high-quality development.

CREATE

Encourage walkability and public transit use and minimize vehicular dependency.

REDEVELOPMENT PLAN OUTLINE

- ❖ Introduction
- ❖ Existing Conditions
- ❖ Definitions
- ❖ Use and Bulk Regulations
- ❖ Building and Site Design
- ❖ Plan Consistency
- ❖ Plan Implementation

REDEVELOPMENT AREA



Zoning Districts

- R-100 - Very Low Single Family Density
- R-70 - Low Density Single Family
- R-50B - Medium/High Density Single Family
- R-50 - High Density Single Family
- A-1 - Multifamily Low Rise
- ETC - Extended Town Center
- TC - Town Center
- P - Public
- SP - Semipublic
- Redevelopment Study Area



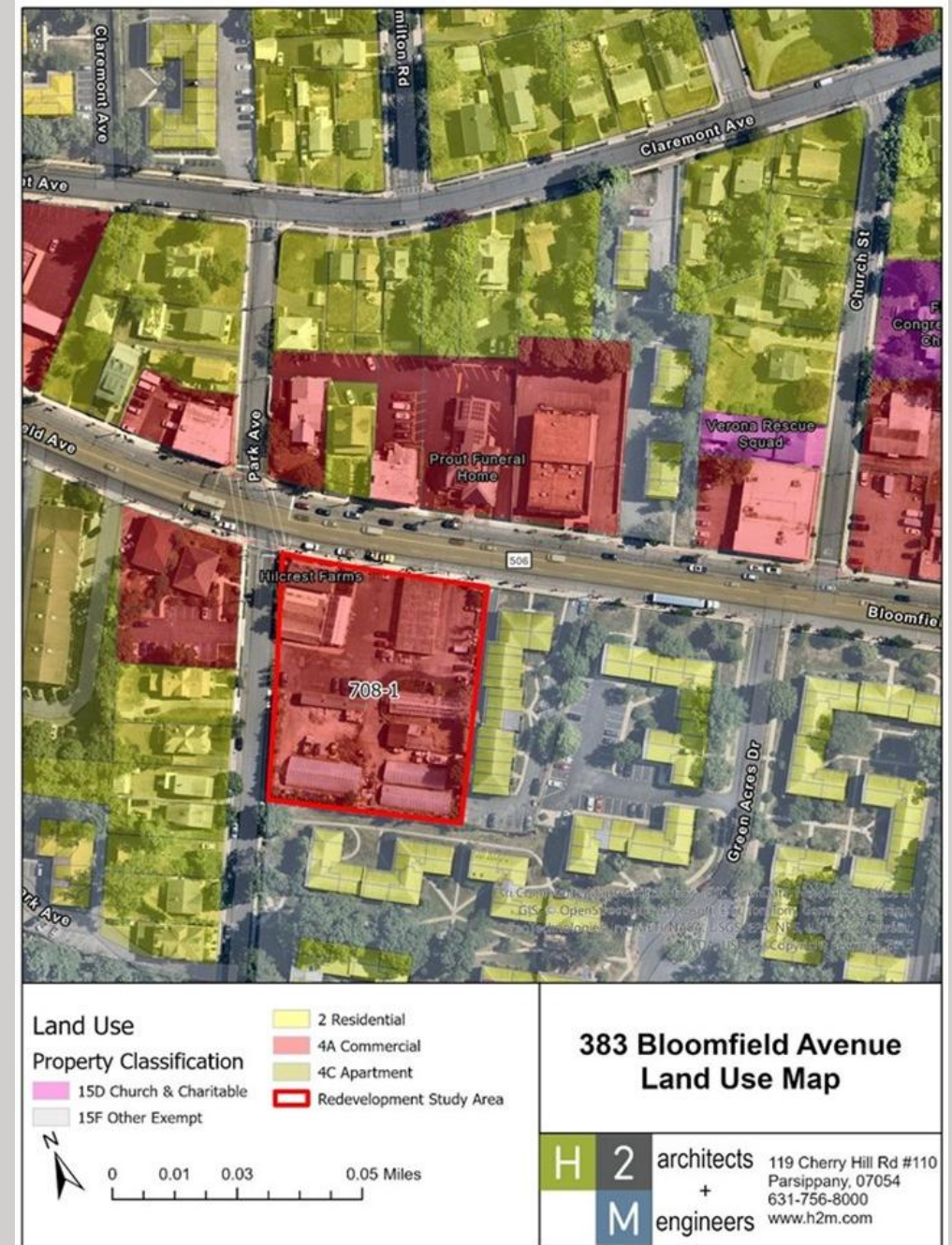
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383 Bloomfield Avenue Zoning Map



119 Cherry Hill Rd #110
Parsippany, 07054
631-756-8000
www.h2m.com

REDEVELOPMENT AREA LAND USE



USE AND BULK STANDARDS

Uses

- ❖ Dwelling Units above the ground floor
- ❖ Art Gallery
- ❖ Art Studio
- ❖ Artisanal Workshop
- ❖ Brewpub
- ❖ Commercial Office Use
- ❖ Learning Center
- ❖ Personal Services
- ❖ Restaurants
- ❖ Retail Sales
- ❖ Retail Services
- ❖ Any combination of the above-listed uses.



Bulk Standards	Requirements
Min. Lot Area	1 acre
Max Density	27 dwelling units/acre
Min Lot Width	210 ft
Min. Front Yard Setback (Bloomfield Avenue)	10 ft
Min. Front Yard Setback (Park Avenue)	20 ft.
Min. Side Yard Setback	30 ft
Rear Yard Setback	30 ft
Max. Building Coverage	40%
Max. Impervious coverage (%)	80%
Max Building Height (stories/feet)	4 stories*/ 50 ft *With the fourth floor stepped back
Max Building Height (stories/feet)	3 stories/50 ft
Improved lot coverage (%)	80%

DESIGN STANDARDS

- ❖ Building and Unit Design:
 - Dwelling unit standards: Section 4.4 in terms of bedrooms, size, and affordable housing standards.
 - Central air conditioning and laundry facilities in the unit.
- ❖ Driveway and Curb Standards: Section 4.5 in terms of driveway access, driveway & median width, and curbs.
- ❖ Parking Standards:
 - Parking prohibited in front yard and permitted underneath building
 - One Loading Space to be provided
 - Parking standards for residential apartments, special needs housing, and non-residential uses
- ❖ On-site Pedestrian Requirements
- ❖ Signage/Awning Standards

BUILDING AND SITE DESIGN



❖ Architectural and Residential Standards:

- Dwelling unit mix and privacy
- Site layout
- Lighting
- Safety

❖ Building materials

- Brick, stone, metal panels or siding, fiber-cement lap siding, fiber-cement shingles, clapboard or synthetic alternative, wood or architectural metal individually and in combination.
- Natural materials encouraged
- No blank facades and buildings shall adhere to the standards listed in the redevelopment plan.

❖ Buffers

- Minimum 15-foot landscaped buffer
- Located within 10 feet of the property line
- Visual screening consisting of evergreen hedges/shrubs and a six-foot privacy fence

BUILDING AND SITE DESIGN



- ❖ Façade design standards
- ❖ Fenestration
- ❖ Roofs
- ❖ Screening for mechanical equipment
- ❖ Trash/Trash Enclosures/Recycling
- ❖ Utilities
- ❖ Lighting

BUILDING AND SITE DESIGN



❖ Stormwater Management Rules

- As per the pertinent Township ordinances

❖ Sustainability

○ Required:

- Landscaping
- Water Management and Recycling

❖ Encouraged :

- Energy Efficiency
- Indoor Air Quality
- Water Efficiency

PLAN CONSISTENCY

- ❖ Relationship to Master Plans
 - Verona Master Plan
 - Adjacent Municipalities
 - 2001 State Development and Redevelopment Plan
 - 2025 State Development and Redevelopment Plan

THANK YOU!