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SEYMOUR STREET REDEVELOPMENT PLAN

Prepared for the Township of Montclair, NJ by

PHILLIPS PREISS GRYGIEL LLC | Planning & Real Estate Consultants | 2016

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1 INTRODUCTION

1.1 STATUTORY BASIS

This Redevelopment Plan has been prepared for the Seymour Street Redevelopment Area in the Township of Montclair, Essex County, New Jersey. The area includes properties located within the heart of Montclair Center, the Township's central business district. This Plan focuses on the redevelopment of the subject area into an Arts and Entertainment District.

In March 2014, the Township of Montclair Council directed the Township's Planning Board to study 16 properties in 3 different areas, including 8 properties in the subject area, in order to determine whether they constituted an "Area in Need of Redevelopment" in accordance with the criteria specified in the Local Redevelopment and Housing Law (LRHL) at N.J.S.A 40A:12A-5. The Township retained Clarke Caton Hintz to conduct a Redevelopment Area Investigation. On June 22, 2015, a public hearing on the investigation was held by the Planning Board, which recommended that certain properties within the study area qualified as an Area in Need of Redevelopment by resolution adopted on July 13, 2015. Based on the findings of the report, the Township Mayor and Council adopted an Area in Need of Redevelopment designation for the subject area by resolution adopted on July 21, 2015. The Mayor and Council then requested and authorized the Township Planning Board to prepare a redevelopment plan for the Seymour Street area. Block 3106, Lot 10 – which is physically connected to the Wellmont Theater building on Block 3106, Lot 10.01 – is included in the Redevelopment Area on the basis of an "Area in Need of Rehabilitation" designation which was adopted by resolution of the Mayor and Council on February 16, 2016.

1.2 RELATIONSHIP TO MONTCLAIR ZONING ORDINANCE

The specific provisions set forth in this Redevelopment Plan shall supersede, govern and control the equivalent standards set forth in the Zoning Ordinance of the Township of Montclair. For items not addressed in this Redevelopment Plan the Montclair Township Municipal Code shall be applicable.

1.3 DESCRIPTION OF THE REDEVELOPMENT AREA BOUNDARIES

The Seymour Street Redevelopment Area ("Redevelopment Area") is located in the central portion of Montclair Center, the Township's central business district (see Figure 1). The tax parcels included in the Redevelopment Area are listed in Table 1 and also shown in the aerial photograph and tax map in Figures 2 and 3. The Redevelopment Area encompasses a total area of approximately 3.5 acres located to the south of Bloomfield Avenue and 1.08 acres located within Block 3205 to the north of Bloomfield Avenue. For planning purposes, the Block 3105 lots will be considered together as the East Parcel and the Block 3106 lots will be known as the West Parcel. The Block 3205 property will be referred to as the Midtown Lot.

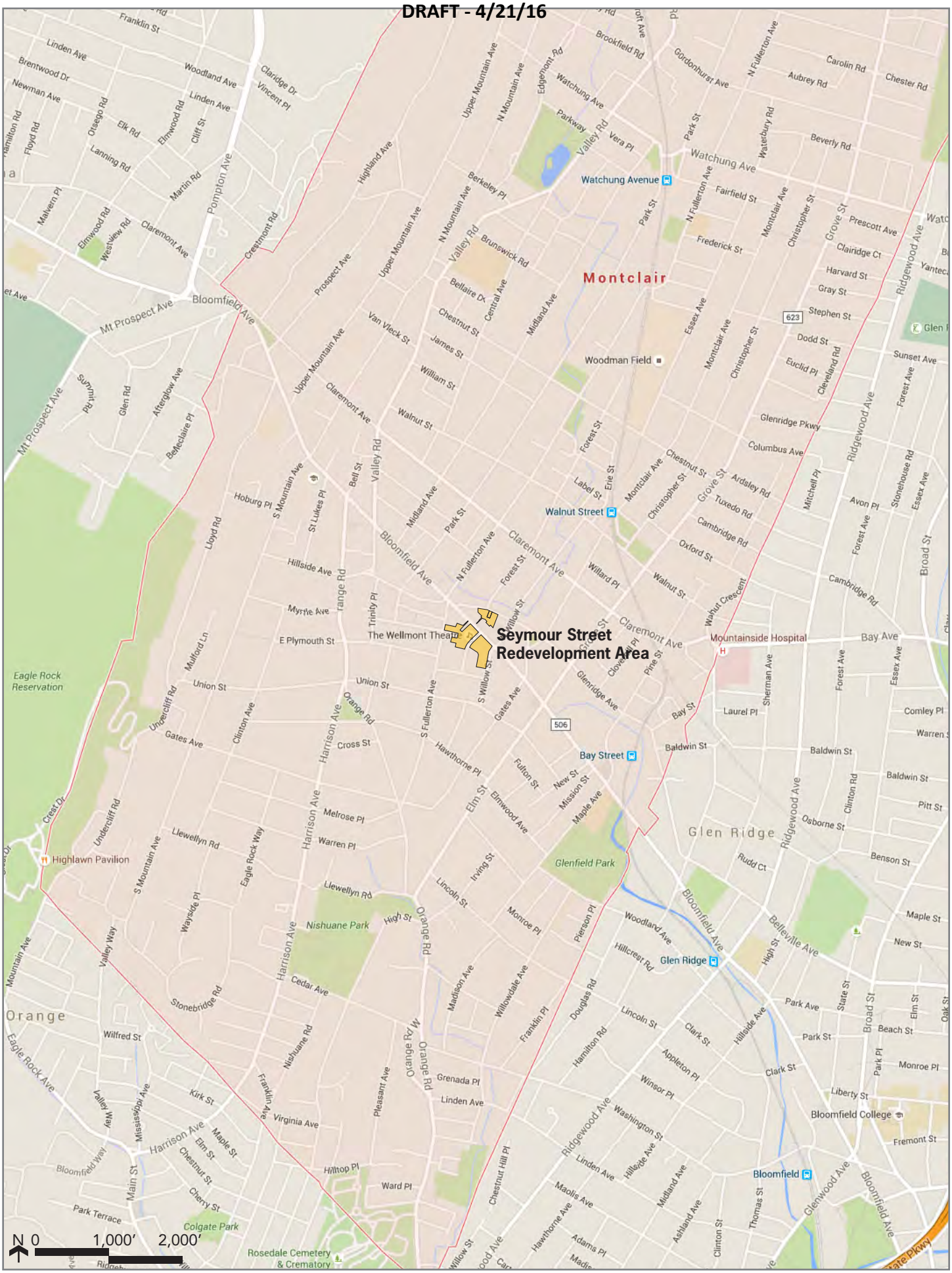

FIGURE 1: LOCATION MAP | SEYMOUR STREET REDEVELOPMENT PLAN | Phillips Preiss Grygiel LLC 2016

FIGURE 2: TAX MAP OF THE PLAN AREA | **SEYMOUR STREET REDEVELOPMENT PLAN** | Phillips Preiss Grygiel LLC 2016

FIGURE 3: AERIAL PHOTOGRAPH OF THE PLAN AREA | SEYMOUR STREET REDEVELOPMENT PLAN | Phillips Preiss Grygiel LLC 2016

Table 1: Tax Parcels Included within the Seymour Street Redevelopment Area

Block	Lot	Owner	Lot Area (Acres)	Status
3105	1	Somerset Tire Services, Inc.	0.26	Redevelopment Area
3105	2	Town of Montclair	0.61	Redevelopment Area
3105	9	BSREP II Wellmont GSA, LLC	0.62	Redevelopment Area
3106	10	Montclair '01 LLC Asset Realty	0.19	Rehabilitation Area
3106	10.01	BSREP II Wellmont Theater NJ, LLC	0.34	Redevelopment Area
3106	17	Town of Montclair	1.52	Redevelopment Area
3205	26	Town of Montclair	1	Redevelopment Area
3205	27	Town of Montclair	0.08	Redevelopment Area
TOTAL			**4.62 acres**	

1.4 Existing Conditions

The Redevelopment Area is characterized by a mix of land uses. There are 3 Township-owned surface parking facilities in the Redevelopment Area which consist of a total of 286 parking spaces. The privately-owned properties in the Redevelopment Area consist of the Wellmont Theater (Block 3106, Lot 10.01), which was recently renovated and reprogrammed under new management, the former Social Security Administration building (Block 3105, Lot 9), which was recently transferred to an affiliate of the owner of the Wellmont Theater, a mixed-use building adjacent to the Wellmont Theater, commonly referred to as the "Kahn Building" (Block 3106, Lot 10) and the STS Autocare Center at the corner of Bloomfield Avenue and Willow Street (Block 3105, Lot 1). Block 3105, Lots 1 and 9, and Block 3106, Lots 10 and 10.01 are located within the Montclair Town Center Historic District.

The East Parcel has approximately 208 feet of frontage along Bloomfield Avenue and 250 feet of frontage along Willow Street. The West Parcel has approximately 155 feet of frontage along Bloomfield Avenue. Access to the S. Fullerton parking lot is provided via driveways located along S. Fullerton Avenue and Seymour Street. The S. Willow parking lot is accessed from both Seymour Street and Willow Street via existing driveways.

In terms of surrounding land uses, there are several multifamily residential buildings which range from 2 to 8 stories along Seymour Street. There is an existing 3 story office building and several 1 to 3 story retail

buildings located along S. Fullerton Avenue within Block 3106 to the west of the Redevelopment Area. S. Willow Street contains a 2 story auto repair facility and several 2 to 3 story 2-family and multifamily dwelling structures to the east and south of the Redevelopment Area.

Vehicular circulation bordering the East and West Parcels is accommodated by two-way traffic flow on Bloomfield Avenue, South Fullerton Avenue, South Willow Street and Roosevelt Place. Seymour Street is a one-way street with traffic flowing from Bloomfield Avenue south to Roosevelt Place. Sidewalks are present throughout the Redevelopment Area. There is also a pedestrian alley connecting the S. Fullerton Parking Lot on Block 3106, Lot 17 to Bloomfield Avenue.

There is a significant grade change within the East and West parcels of approximately 35 feet from the lowest point at the STS Autocare Center property to the highest point near S. Fullerton Avenue. Existing retaining walls are placed throughout the Township parking areas to accommodate the change in slope. For reference purposes, Figure 4 provides measurements of the existing grades in relation to the top of roof of existing buildings within and surrounding the Redevelopment Area.

The Midtown Lot (Block 3205, Lots 26 and 27) is an 85-space Township-operated parking facility located along Glenridge Avenue. It is located behind mixed-use buildings with frontage along Bloomfield Avenue, of which several have loading areas accessed through the Midtown Lot. As illustrated in Figures 2 and 3, an existing pedestrian walkway between Lots 8 and 9 provides a direct physical connection to Bloomfield Avenue. The Midtown Lot is surrounded by a mix of uses, including retail shops, restaurants and other commercial uses along Bloomfield Avenue and restaurants, retail, auto repair and office uses along Glenridge Avenue. Access is from Glenridge Avenue, which is one-way in a westerly direction to the west of Forest Street and two-way to the east of Forest Street.

1.5 Master Plan Classification

The Unified Land Use and Circulation Element of the Township's Master Plan, adopted by the Planning Board in 2015, places the Redevelopment Area within the Montclair Center Downtown (C-2) planning area (see Figure 5). The Master Plan provides the following suggested framework for the C-2 areas of the Township:

> Parcels covered by Zone 2 should allow construction of dense, compact development that maintains the current zoning which permits 6-story buildings and a maximum density of 55 units per acre. The Township should investigate the feasibility of an incentive zoning option that would permit an increase in height to 7 stories and 65 units per acre in exchange for appropriate public benefits.

In reference to the "incentive zoning" concept, the Master Plan further states that:

> associated improvements tied to [height/density] bonuses may include, but are not limited to, sidewalk/pedestrian infrastructure upgrades, the provision of bicycle parking infrastructure such as dedicated bike storage/parking for visitors and residents, bike share or car share programs or

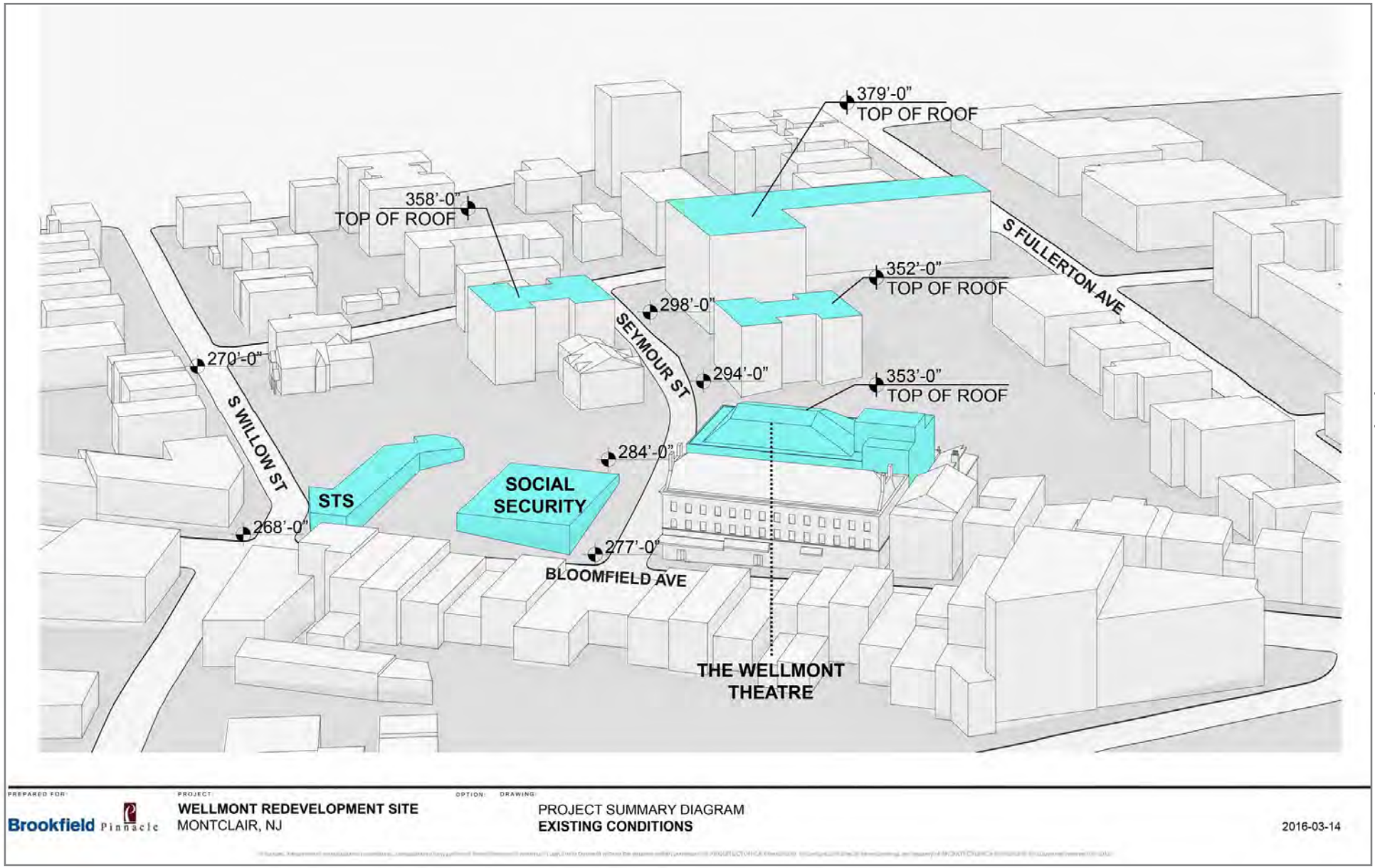

FIGURE 4: EXISTING TOPOGRAPHY AND BUILDING HEIGHTS WITHIN THE SEYMOUR STREET AREA | SEYMOUR STREET REDEVELOPMENT PLAN | Phillips Preiss Grygiel LLC 2016
SOURCE: ARQUITECTONICA International

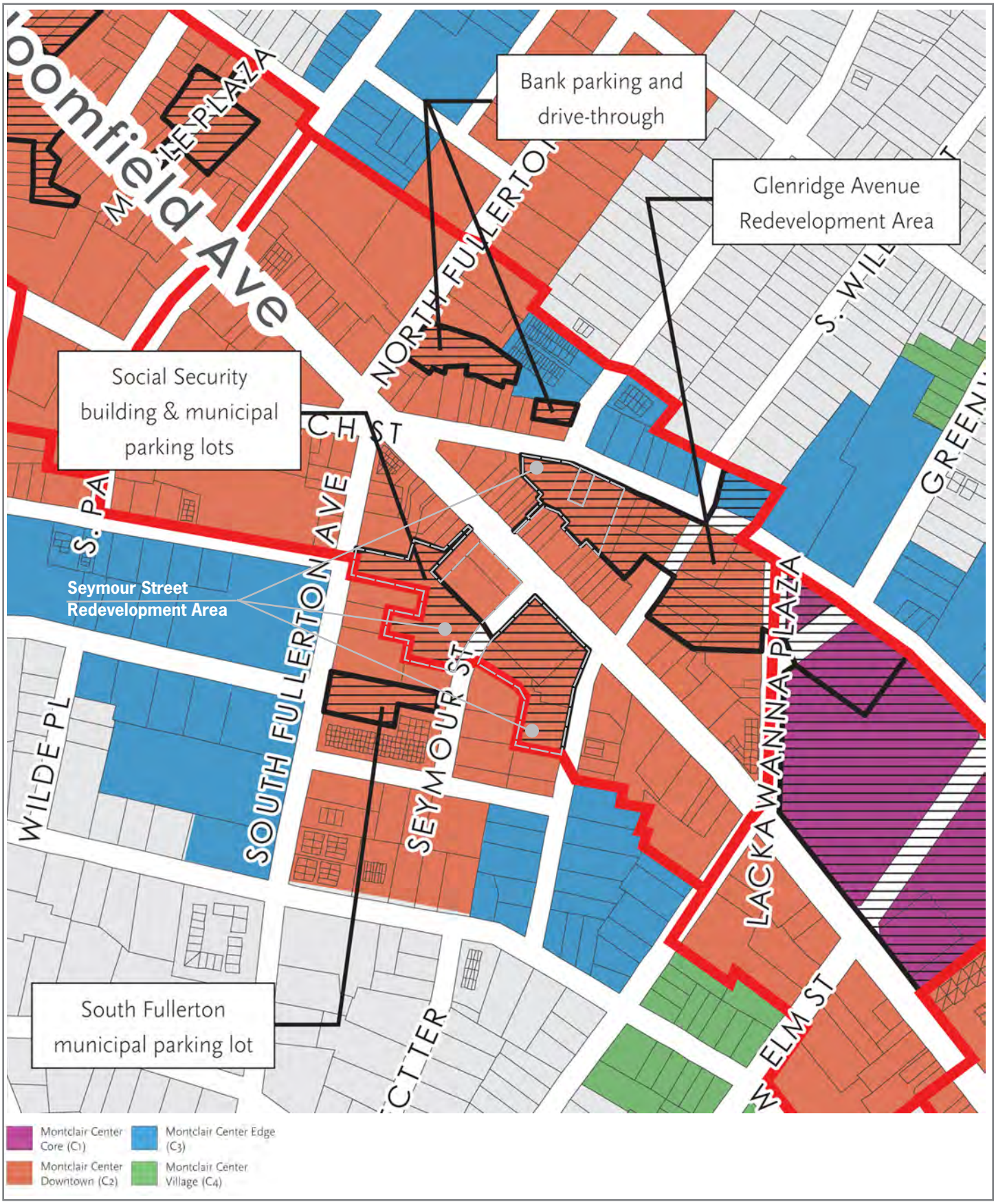

FIGURE 5: MASTER PLAN CLASSIFICATION | SEYMOUR STREET REDEVELOPMENT PLAN | Phillips Preiss Grygiel LLC 2016

the provision of courtesy loaner vehicles in lieu of parking, and/or contributions to planned public transit improvements.

The Master Plan sets forth several other recommendations relative to potential bulk and building standards for the C-2 area, including:

- New development should contribute to a consistent street wall along Bloomfield Avenue, Church Street and Glenridge Avenue, while not drastically changing the character of well-established corridors.

- Zoning design standards should require a minimum stepback of 10 feet at the 4th story and 15 feet at the 6th story and/or regulate street-to-building ratios so that new construction has similar vertical wall heights as existing structures – this should ensure that Bloomfield and Glenridge Avenues do not become cavernous.

- Facades should be constructed with high quality materials while allowing for maximum first floor transparency.

In terms of land uses, the Master Plan recommends the following for the C-2:

- Buildings should be a blend of retail, office and residential uses with a high ratio of ground-floor windows. When possible, the Township should encourage the construction of residential and office development above retail stores.

- Zoning should permit a mix and balance of uses that allow the district to be active during all times of the day and night.

Other relevant Master Plan land use policies include the following:

1. Encourage short-to-medium length blocks and when long blocks are necessary require publicly-accessible cut-throughs.
2. Require that buildings front onto streets.
3. Establish strong building-street connections.
4. Ensure that buildings contribute to a continuous succession of facades.
5. Discourage off-street parking from fronting onto or being visible from the street.
6. Give developers incentives to provide their residents with alternatives to individual car ownership.
7. Establish appropriate sidewalk widths.
8. Define permitted uses according to generic categories.
9. Ensure that high-quality pedestrian amenities are provided.

For parking, the Master Plan recommends adjusting code-required parking ratios for Montclair Center in particular and strongly encourages shared parking "to maximize existing and future parking supply within the business districts." It notes that "shared parking strategies are best applied in business districts that have a mix of land uses, because the concept of shared parking is based on the premise that different uses

require parking at different times of the day." It further directs that "new parking should be to the rear of buildings within new parking decks and garages faced with liner buildings of retail and residential."

Additionally, "constrained [parking] resources at peak times" is identified as an "impediment to development" that also "inhibits pedestrian exploration of Montclair Center." The plan also notes that "community members expressed that existing off-street parking lots and garages are not sufficiently easy to find or access, and do not provide a feeling of security for the user."

With respect to the Midtown Lot, the Montclair Township Planning Board adopted an Amendment to the Unified Land Use and Circulation Element of the Master Plan in February 2016 which recommends the rezoning of a number of properties with frontage along Glenridge Avenue, including the Midtown Lot. Specifically, the Amendment recommends the rezoning of this area from its current C-1 classification, which allows a maximum building height of 6 stories, to a new C-3C Historic Center district, which would allow a maximum building height of 3 stories. This recommendation of the Planning Board has not yet been acted on by the Mayor and Council.

The above policies provide the framework for the land use and design standards set forth in this Redevelopment Plan. Further discussion of the Master Plan's "arts district" concept is provided in Chapter 3 and a required Master Plan consistency analysis is provided in Section 10.1.

1.6 Current Zoning

As illustrated in Figure 6, the Redevelopment Area is located within four different zoning districts, which include the C-1 Central Business District, OR-3 Garden Apartment and Office Building, R-3 Garden Group and R-4 Three-Story Apartment districts (see summary in Table 2). The Midtown Lot, Wellmont Theater, Kahn Building (Block 3106, Lot 10) and portions of the East and West Parcels are located within the C-1 Central Business district. A mix of uses, especially local- and regional-retail and dining, are encouraged within the C-1 zoning district. The OR-3 zone district along South Fullerton Avenue allows business and professional offices, one- and two-family dwellings and multifamily units. The southerly portion of the Redevelopment Area is split between the R-3 and R-4 zone districts. Both districts allow residential uses including one- and two-family dwelling units and low-rise multifamily residential developments.

Table 2: Summary of Existing Zoning in the Redevelopment Area

Zone	Permitted Uses	Max Height
C-1	First floor: retail and restaurants; Upper floors: apartments and offices	67 feet/ 6 stories
OR-3	One/two-family dwellings; multifamily units	35 feet/2 stories
R-3	One/two family dwellings; multifamily units	40 feet/ 2.5 stories
R-4	One/two-family dwellings; multifamily units	42 feet/ 3 stories

Figure 6

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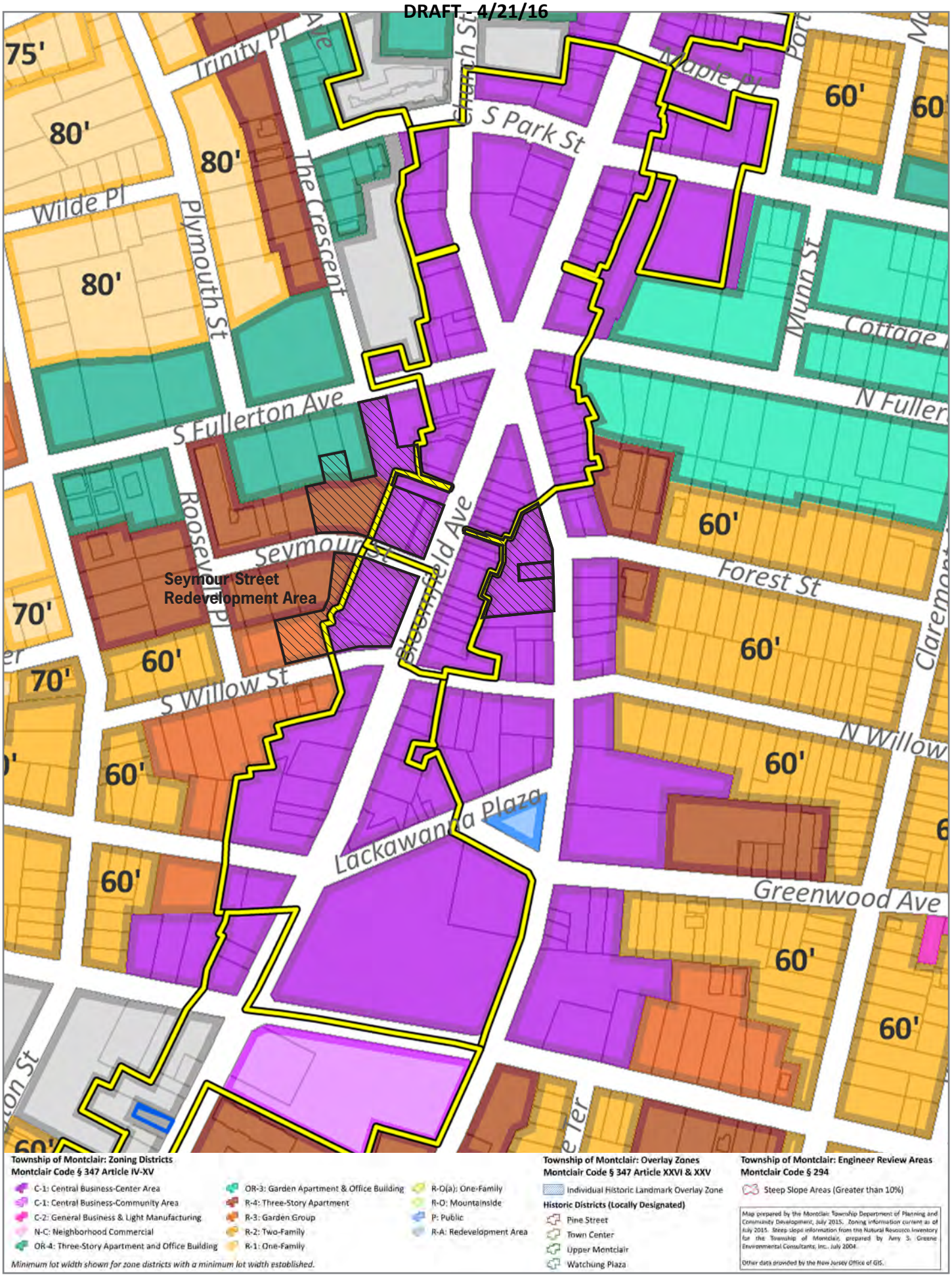

FIGURE 6: EXISTING ZONING | **SEYMOUR STREET REDEVELOPMENT PLAN** | Phillips Preiss Grygiel LLC 2016

2 DEFINITIONS AND WORD USAGE

This Plan sets forth standards for land uses, building and site design and parking. A deliberate distinction is made between "shall" and "should" throughout this plan.

> "Shall" means that a redeveloper is required to comply with the specific regulation or seek a deviation in accordance with the criteria set forth in Section 12.2 of this plan.
>
> "Should" means that a redeveloper is encouraged to comply but is not required to do so. If the exact recommendation cannot be met, the Planning Board will entertain a modification that meets the underlying spirit and intent of the guideline and/or the plan generally.

Except as otherwise provided below, words that appear in this Redevelopment Plan shall be interpreted in accordance with the "Definitions" section in the Township's Zoning Ordinance as set forth in Section 347-1.

Art Gallery – A commercial establishment that engages in the sale, loan and/or display of paintings, sculpture, photography, video art or other works of art. An art gallery does not include uses such as a library, museum or non-commercial gallery that may also display paintings, sculpture, video art or other works of art.

Arts Collective – Area used as a meeting place and/or exhibition center for the exchange of ideas between artists, members of the professional art community and the general public, which may provide exhibition space, work space, meeting space, lecture halls, performance space and sculpture parks, as well as food and beverage facilities.

Artist Studio – A studio for artist activities, such as painting, sculpture, photography or video art.

Artisan Industrial Studio – A studio for artisan-related crafts, which are more intensive uses, such as metalworking, glassblowing, furniture making, pottery, leathercraft and related items.

Live Entertainment – Any one or more of any of the following that is performed live by one or more persons, whether or not done for compensation and whether or not admission is charged: musical act, including karaoke, theatrical act, including stand-up comedy, play, revue, dance, magic, disc jockey or similar activity. Live entertainment may be conducted in conjunction with another use, such as a restaurant or bar or bowling alley, where such other use is open for business even when there are no performances scheduled and/or maintains hours of operation distinct from times of scheduled performances. Live entertainment does not include any form of entertainment related to an adult use or sexually-oriented business.

Live Performance Venue – A facility for the presentation of live performances, including musical acts, theatrical plays or acts, including stand-up comedy and magic, and dance clubs. A live performance venue

is only open to the public when a live performance is scheduled and does not include any form of entertainment related to an adult use or sexually-oriented business.

Live/Work Dwelling – A structure combining a dwelling unit with a non-residential use permitted in the zoning district in which the structure is located that is principally used by one or more of the residents. A live/work dwelling may also include the combination of a dwelling unit with arts-related activities, such as painting, photography, sculpture, music and film, principally used by one or more of the residents.

Microbrewery, Microdistillery or Winery – An establishment for the manufacture, blending, fermentation, processing and packaging of alcoholic beverages with a floor area of 10,000 square feet or less that takes place wholly inside a building. Such establishments may also include retail components, such as food and beverage service and retail sales of products. A facility that only provides tasting or retail sale of alcoholic beverages is not a microbrewery, microdistillery or winery use and is instead considered a retail establishment.

Recording and Rehearsal Studio – A facility for sound/video recording, broadcasting and mixing and/or rehearsal space.

Setback – A setback means the required minimum horizontal separation between a property line and a face of a building or structure. Entry stairs, window bays and porches may encroach on a setback as allowed in the ordinance or as noted herein.

Stepback – A stepback is a required minimum horizontal separation between the façade plane of designated upper level(s) of a building and the façade plane of the lower level(s) of the same building. The purpose of a stepback is to create more light and air on the street and sidewalk by increasing the horizontal separation of upper building masses from the public right-of-way. Stepbacks also help reduce the perceived bulk and height of buildings, from a pedestrian's perspective, by "stepping back" the upper mass of buildings from the sidewalk.

Story – That portion of a building included between the surface of any floor and the surface of the floor next above it; or if there is no floor above it, then the space between the floor and ceiling next above it. Any story which equals or exceeds 20 feet in height as measured between the floor and the floor of the story or roof next above it shall constitute two stories. Architectural embellishments, mechanical equipment enclosures, elevator penthouses and rooftop landscape improvements shall not be counted as a story. A parking level under a building which is not more than half of its height above grade shall not be considered a story.

Temporary Outdoor Entertainment Events – A temporary live entertainment event, such as the performance of live music, revue or play within an outdoor space.

Temporary Mobile Food Establishment – A vehicle-mounted food establishment, where food preparation and service is housed in a truck or a trailer, typically called a food truck.

Temporary Storefront Gallery – A temporary gallery within storefront windows where artwork is displayed to the public.

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3 VISION AND OBJECTIVES

The Township of Montclair's vision for the Seymour Street Redevelopment Plan is to create a regional arts and entertainment destination that builds on the rejuvenated Wellmont Theater and the existing arts assets in the Montclair community. The concept of an arts and entertainment center was advanced during the preparation of the Unified Land Use and Circulation Element of the Township's Master Plan, which was adopted by the Planning Board in 2015. The fourth objective of the Master Plan is to "establish Montclair as a regional center for the arts, with particular focus on creating an 'Arts and Entertainment District' in Montclair Center." The Master Plan emphasizes the Township's role as a "magnet for the creative community" with a rapidly growing arts and entertainment sector that is as an increasingly important engine of the local economy. From an economic development perspective, the Master Plan also recognizes arts and entertainment as the most prevalent market niche in Montclair and identifies the "presence of theaters, museums and other major arts venues as catalysts for neighborhood and regional development."[1]

In order to capitalize on this opportunity, the Master Plan specifically recommends the creation of an arts sub-district oriented around the Wellmont Theater. In addition, nearly all of the policy directives of the Economic Development section of the Master Plan refer to the importance of the arts and entertainment. For example:

- Facilitate the establishment of "arts districts" as an approach to revitalizing neighborhoods where galleries and other arts venues are concentrated.
    - Support the creation and preservation of inviting public spaces and commons areas in "arts districts" to encourage people to congregate, interact and exchange ideas.
    - Encourage the location of retail, entertainment and services that complement arts districts.

- Capitalize on the presence of theaters, museums and other major arts venues as catalysts for neighborhood and regional development.
    - Develop stronger ties between arts and cultural institutions and institutions of higher learning, such as Montclair State University and Bloomfield College, to bring university-related arts programming to the community.
    - Encourage the creation of exterior exhibits, programs or physical improvements that extend the creativity of the venue to the larger neighborhood.
    - Design public capital improvements that reflect the presence of these major art and cultural institutions.

- Use public art to strengthen the "sense of place" and highlight the heritage and character of neighborhoods.
    - Create a public art program and work with developers and corporations to incorporate public art as a standard component of development projects throughout the Township.

[1] See discussion at pp. 50-52 of the Township Master Plan's Unified Land Use and Circulation Element, adopted in 2015.

- Utilize the arts community to provide technical assistance on public arts projects.
- Include public art in capital projects such as streetscape and park improvements.
- Develop a variety of funding mechanisms to support ongoing public arts projects.

A well-designed and successful arts and entertainment destination will enhance the livability of Montclair, generate more foot traffic to support Montclair Center businesses, reinforce Montclair's identity as a place for arts, culture and entertainment, attract and retain the creative class, expand the community's access to the arts and create new and nurture existing local artist networks. This Redevelopment Plan is intended to implement this important recommendation of the Master Plan.

Several recent events provided further momentum behind the arts and entertainment center concept. First, the Wellmont Theater was purchased by an affiliate of Pinnacle Companies, a Montclair-based developer (BSREP II Wellmont Theater NJ, LLC). Pinnacle subsequently embarked on a major interior renovation of the Wellmont Theater, which was completed in October 2015. In the interim, Pinnacle purchased the Social Security Administration property from the federal government. Thus, two of the key properties in the Redevelopment Area are controlled by the same owner.

In light of this emerging opportunity, the Township of Montclair hosted a visioning workshop on October 15, 2015 to allow the community to guide the future development of this area. The workshop helped formulate the following 6 planning principles which guide this Redevelopment Plan.

1. *Attract a mix of arts and entertainment-oriented land uses.* Such uses might include music, theater and other entertainment venues, restaurants, bars and cafes, art studios and galleries, live/work units and multi-family residential dwellings.

2. *Accommodate a great public space as the central design feature of the area.* This will be achieved by vacating the portion of Seymour Street in front of the Wellmont Theater to create an active and inviting public plaza. This space should provide a dramatic pedestrian entrance from Bloomfield Avenue and its design shall integrate the arts-centric identity of the area through the creative use of landscape/hardscape elements and innovative programming.

3. *Create a pedestrian-oriented environment throughout the district.* Pleasant and safe walking paths should permeate the entire project area. The spillover of post-event pedestrian traffic onto adjacent residential streets should be discouraged through the physical planning of the area.

4. *Provide adequate parking while avoiding the creation of an auto-oriented destination.* The Redevelopment Area should be a pedestrian- rather than auto-oriented destination, which encourages walking and utilization of transit alternatives. However, adequate parking shall be provided through a shared parking program. Any existing public parking spaces that are removed to facilitate the redevelopment project shall be replaced.

5. *Complement the context and character of adjacent areas through appropriate building massing and high-quality urban design.* The design of the project shall emphasize creating a positive impact on the Bloomfield Avenue streetscape by requiring a visually engaging architecture. The

use of stepbacks and other appropriate massing strategies shall be required to break down the massing of new buildings.

6. *Contribute to the sustainability of the Montclair community.* The design of the entire site shall emphasize energy and water conservation through good design, encourage transit alternatives and promote dark sky-friendly lighting. Finally, the plan should enhance the livability of Montclair by providing a place for the entire community to gather.

The following chapter outlines the overall land use requirements for the Redevelopment Area which are intended to implement the above vision. This is followed by a number of building, site design and other standards which ensure that new development within the Arts and Entertainment District will be of the highest quality and attain the abovementioned principles.

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4 LAND USE REQUIREMENTS

4.1 OVERVIEW

Pursuant to the Master Plan, the overarching land use vision for the Redevelopment Area is to create an arts and entertainment district with a synergistic mix of uses oriented around a large public space. The overall plan for the area is conceptually illustrated in Figure 7.

The West Parcel, will be developed with a new structured parking facility with potential penthouse stories containing residential, office or other permitted uses. Arts and entertainment, retail or other active uses are encouraged within the first story but not required. The westerly portion of Lot 17 (i.e., the stem portion extending to S. Fullerton Avenue) will remain undeveloped and continue to be utilized for surface parking. The existing pedestrian alley to Bloomfield Avenue within Lot 17 will be preserved. The Wellmont Theater is hereby required to be maintained as an entertainment venue. Lot 10 shall be exempt from the below standards and shall remain subject to the underlying zoning as set forth in the Montclair Zoning Ordinance.

The East Parcel, which consists of Block 3105, Lots 1, 2 and 9, will be developed with a mixed-use building containing various arts, entertainment and retail uses within its lower portions and office and/or multifamily residential dwellings within the upper stories. The East Parcel building shall have a pedestrian-oriented design along its public plaza and Bloomfield Avenue frontages with transparent storefronts that provide views to restaurant and retail interiors. Outdoor seating areas are encouraged along the plaza.

The portion of Seymour Street located within the Redevelopment Area will be vacated and improved with a public plaza with seating areas and innovative landscape and hardscape features. The total area of the public plaza will be a minimum of 14,000 square feet. The Wellmont Theater and new uses within the East and West Parcel buildings will interact with and contribute to the vitality of the public plaza as a central gathering place in the community.

The Midtown Lot will be developed with a structured parking facility that will include (a) the replacement of all 85 of the existing public surface parking spaces in the Midtown Lot; (b) parking spaces allocated to the development within the East and West Parcels; and (c) new public parking spaces. The parking facility will be operated by a professional commercial parking operator similar to the Crescent Deck.

The Appendix includes conceptual site plans, massing views and building sections that show the intended layout/configuration for the East and West Parcels. These are included for illustrative purposes only. Changes as allowed under the requirements of this Redevelopment Plan may occur based on more complete site survey information, market conditions and more detailed architectural and engineering plans.

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FIGURE 7: OVERALL PLAN | SEYMOUR STREET REDEVELOPMENT PLAN | Phillips Preiss Grygiel LLC 2016

4.2 Permitted Principal Uses

4.2.1 West Parcel

1. Multifamily residential dwellings
2. Age-restricted senior residential dwellings
3. Live/Work Dwellings
4. Retail, including convenience and specialty retail and personal service establishments
5. Restaurants and other eating and drinking establishments
6. Art Gallery
7. Arts Collective
8. Artist Studio
9. Artisan Industrial Studio
10. Live Entertainment
11. Live Performance Venue
12. Microbrewery, Microdistillery or Winery
13. Recording and Rehearsal Studio
14. Health or fitness facilities
15. Offices (permitted above the first story only)
16. Structured parking facilities
17. Surface parking facilities

4.2.2 East Parcel

1. Multifamily residential dwellings
2. Age-restricted senior residential dwellings
3. Live/Work Dwellings
4. Retail, including convenience and specialty retail and personal service establishments
5. Restaurants and other eating and drinking establishments
6. Art Gallery
7. Arts Collective
8. Artist Studio
9. Artisan Industrial Studio
10. Live Entertainment
11. Live Performance Venue
12. Museum and exhibit space
13. Microbrewery, Microdistillery or Winery
14. Recording and Rehearsal Studio
15. Health or fitness facilities
16. Offices (permitted above the first story only)
17. Structured parking facilities

4.2.3 Midtown Lot

1. Structured parking facility

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4.3 Special Use Requirements

4.3.1 Public Plaza

A public plaza located between and partially within the West and East Parcels with a minimum area of 14,000 square feet shall be provided. Temporary outdoor entertainment events and temporary mobile food establishments shall be permitted within the public plaza. The design of the public plaza shall be subject to the review of the Planning Board in accordance with the guidelines and standards set forth in Chapter 7 and Section 9.3.

4.3.2 Arts and Entertainment

A minimum of 38,500 square feet of arts and entertainment uses shall be provided within the Redevelopment Area, consisting of the following:

(a) The Wellmont Theater, on Block 3106, Lot 10.01, which has a gross floor area of approximately 28,500 square feet, shall be preserved and utilized as a live performance venue.

(b) In addition to the Wellmont Theater, a minimum of 10,000 square feet of gross floor area shall be provided for publicly-accessible arts and entertainment facilities, which may include one or more of the following uses (inclusive of any accessory uses customarily incidental to the principal use):
   1. Live performance venues
   2. Arts and entertainment education facilities
   3. Recording and rehearsal studios
   4. Artist studios
   5. Artisan industrial studios
   6. Art galleries
   7. Arts collectives
   8. Museum facilities

4.3.3 Office

A minimum of 30,000 square feet of gross floor area within the Redevelopment Area shall be allocated to office use.

4.3.4 Residential

A maximum of 250 residential units, including age-restricted senior units, may be located within the Redevelopment Area.

4.4 Permitted Accessory Uses

1. Surface and structured parking facilities
2. Public plazas
3. Electric car-charging stations
4. ATM facilities located within building vestibules
5. The following may be installed on the rooftop of any building:
   a. Solar panels
   b. Rooftop terraces, gardens and decks

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   c. Green roof systems
   d. Storm water retention systems
   e. Mechanical units
6. Amenity spaces customarily incidental to a multifamily residential development
7. Uses that are customarily incidental to a principal permitted use located within the same parcel

4.5 Prohibited Uses

1. Drive-thru facilities, such as drive-thru ATM facilities, banks and restaurants
2. Sidewalk ATM facilities
3. Sexually-oriented businesses

4.6 Affordable Housing

Affordable housing requirements for the redevelopment project shall be determined by the Township of Montclair Mayor and Council.

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5 PARKING

5.1 OVERVIEW

The parking requirements of this Redevelopment Plan derive from three key Township policy directives:

1. Montclair Township will continue to own the land underlying the current South Fullerton, South Willow and Midtown parking lots.

2. All 286 of the existing public parking spaces within the Redevelopment Plan will be replaced as part of the redevelopment project.

3. All of the parking necessary to support the redevelopment project and replacement of public parking will be funded by the designated redeveloper.

With the above framework as a guide, the following sets forth the requirements for addressing the (a) parking demand generated by the redevelopment of the East and West Parcels, (b) the replacement of all existing public parking spaces and (c) the creation of a minimum of 100 new public parking spaces within the Redevelopment Area.

5.2 MINIMUM PARKING REQUIREMENTS

The minimum number of parking spaces that are to be provided and maintained for each land use shall be determined based on the parking ratios listed in Table 3. The requirements reflect the downtown location of the Redevelopment Area and its proximity to existing Township parking facilities and public transportation resources.

Note that the maximum number of required parking spaces will be determined based on a shared parking analysis (see Section 5.5).

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Table 3: Minimum Parking Requirements

USE	MINIMUM PARKING REQUIREMENT
Multifamily dwellings and live/work units Age-restricted senior housing	1.1 spaces per dwelling unit 0.75 spaces per dwelling unit
Offices	4 spaces per 1,000 square feet of gross floor area
Arts and Entertainment Uses*	2 spaces per 1,000 square feet of gross floor area
Retail Restaurants Microbrewery, microdistillery or winery Health or fitness clubs	3 spaces per 1,000 square feet of gross floor area

*Includes:

1. Live performance venues
2. Arts and entertainment education facilities
3. Recording and rehearsal studios
4. Artist studios
5. Artisan industrial studios
6. Art galleries
7. Arts collectives
8. Museum facilities

5.3 Allocation of Required Parking to the Midtown Lot

The Township intends to develop a structured parking facility on the current Midtown Lot. The Midtown Lot is an accessible and convenient parking location for visitors to the Redevelopment Area. The redeveloper may provide up to 50% of the required parking for the non-residential uses in the redevelopment project within the new parking facility on the Midtown Lot.

5.4 Replacement of Existing Public Parking Spaces

The Redevelopment Area contains a total of 286 public parking spaces in the Midtown, S. Willow and S. Fullerton parking lots (see Table 4).

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Table 4: Breakdown of Parking Spaces within Township Parking Lots

	Meter	Permit	Total
Midtown Lot	48	37	85
S. Willow Lot	15	49	64
S. Fullerton Lot	55	82	137
TOTAL	**118**	**168**	**286**

The 85 existing parking spaces within the Midtown Lot will be replaced within the new structured parking facility to be constructed on the property.

The 201 existing public parking spaces within the S. Fullerton and S. Willow Lots will be replaced in accordance with the following requirements:

- A minimum of 60 permit parking spaces will be included in parking facilities constructed on the East and West Parcels. The use of these spaces will be permitted and coordinated with the Township of Montclair

- The balance of the existing public parking spaces (141) shall be replaced anywhere within the Redevelopment Area.

Finally, it is anticipated that approximately 11 on-street parking spaces presently located on Seymour Street will be removed in order to facilitate two-way circulation along Seymour Street. These spaces shall be replaced within a parking facility located on the West Parcel and accessed from Seymour Street.

5.5 Shared Parking

A determination of the actual parking requirement for the Redevelopment Area shall be based upon the shared parking opportunities provided by the mixed-use nature of the project. The redeveloper shall be required to submit a shared parking analysis as part of the site plan application. The required public parking spaces pursuant to Section 5.3 will be excluded from the shared parking analysis and it is assumed the public parking spaces will be 100% utilized at all times. The shared parking analysis must be prepared by a qualified parking expert or licensed professional planner based on the anticipated hours of operation and specific operational characteristics of the anticipated users in the proposed development.

The shared parking analysis should include the following steps:

1. *Determine the minimum parking requirement for the individual uses in the development project.* The minimum number of parking spaces that are to be provided for each use shall be based on the parking ratios included in Table 3.

2. *Adjust for shared parking*. The minimum parking requirement for each use shall be multiplied by the "occupancy rate" as indicated in Table 5.

3. *Tabulate the minimum parking requirement for each time period*. The sum of the adjusted minimum parking requirements for each land use for each of the six time periods shall be calculated to determine an overall project minimum parking requirement for each time period.

4. *Total minimum parking requirement*. The highest of the six time period total shall be the minimum parking requirement for the mixed use project.

5. *The surplus parking spaces shall remain available for public parking at all times.* See further requirements in Section 5.5 below.

If the shared parking analysis is deemed acceptable, the Planning Board may relax the aggregate total of required spaces to account for the shared use of the provided spaces.

Table 5: Parking Occupancy Rates for Shared Parking

USES	MONDAY-FRIDAY			SATURDAY-SUNDAY		
	8AM-6PM	6PM-12AM	12AM-8AM	8AM-5PM	6PM-12AM	12AM-8AM
Residential	60%	100%	100%	80%	100%	100%
Professional/Business Office	100%	20%	5%	5%	5%	5%
Retail/Arts and Entertainment Uses	90%	80%	5%	100%	70%	5%
Restaurant	70%	100%	10%	70%	100%	20%
Institutional Educational	100%	20%	5%	10%	10%	5%

Source: Victoria Transport Policy Institute/NJ Parking Matters Handbook

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5.6 Creation of New Public Parking Spaces

The shared parking analysis shall demonstrate that a minimum of 100 new public parking spaces will be available within the Redevelopment Area at the time of peak parking demand generated by the new uses in the East and West Parcels. This will ensure that at least 386 public parking spaces will be available for the community at all times (286 existing public parking spaces + 100 newly created public parking spaces).

Additional public parking spaces shall be available at all other times of the day.

5.7 Parking Management Plan

Any site plan application for the redevelopment of the East and/or West Parcels shall include a Parking Management Plan that provides a narrative description and accompanying tables explaining how the parking demand generated by the various proposed uses within the Redevelopment Area will be addressed. As an existing use, the Wellmont Theater (Lot 10.01 in Block 3106) is not technically required to meet a minimum parking requirement. However, the Parking Management Plan will address parking demands generated by the Wellmont Theater and demonstrate an improvement from existing (i.e., pre-redevelopment) parking conditions.

5.8 Parking Stall Dimensions

Dimensions of parking spaces within parking garages shall be a minimum of 8.5 feet in width by 18 feet in length. Dimensions of other parking spaces shall be in accordance with Section 281-9 of the Site Plan Review Ordinance.

5.9 Car-Sharing

If the redeveloper is able to secure an agreement with an established car-sharing company, such as ZipCar or Enterprise CarShare, six (6) spaces may be substituted for each space devoted to a shared car. Car-sharing should be detailed and accounted for in the redeveloper's shared parking analysis.

5.10 Electric Car-Charging Facilities

All parking facilities within the Redevelopment Area shall include at a minimum two electric car charging stations as well as the infrastructure necessary to support additional car charging facilities to accommodate future demand.

5.11 Bus Parking

A dedicated parking area shall be provided within the West Parcel to accommodate tour buses for Wellmont Theater and other events within the arts and entertainment district.

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6 BUILDING HEIGHT AND MASSING

6.1 BUILDING HEIGHT

The sloping topography of the Redevelopment Area presents both challenges and opportunities from a design viewpoint. For instance, it is anticipated that the entrances to the East Parcel building at the level of Willow Street will be 2 stories below the entrances to the building from the public plaza. This also allows for the parking garage to be built into the grade of the site and not visible from the public plaza.

Due to the unique conditions posed by the site topography, building height will be controlled in terms of the number of stories along each frontage or façade as well as by absolute height as measured from mean grade.

The maximum building height and massing requirements for the East and West Parcels are set forth below. Conceptual plan, massing and building section diagrams which graphically depict the potential zoning envelope within both parcels are included within the Appendix.

6.1.1 East Parcel

The massing of the East Parcel building is intended to transition or "step up" building height and bulk from the lowest portion of the building along Willow Street to its highest point along the building façade to the rear of the public plaza. The prescribed massing requirements are also intended to emulate the physical character of surrounding buildings, including the existing heights of buildings along Bloomfield Avenue, the transition in height between the Kahn building (Block 3205, Lot 10) and the Wellmont Theater (Block 3205, Lot 10.01) and the varying heights of up to 8 stories of the existing multifamily buildings along Seymour Street to the south of the Redevelopment Area.

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6.1.1.1 Willow Street Façade

Story	Maximum Height as Measured from Mean Grade Elevation of the East Parcel (277 feet)	Vertical Massing Requirements	Horizontal Massing Requirements
1	40 feet	No required setbacks or stepbacks along Willow Street All building mass shall be setback 15 feet from the property line along Block 3105, Lot 3	Façade shall be broken down into smaller units in order to avoid one long uninterrupted facade
2			
3			
4	62 feet	Building shall be stepped back at least 7 feet from the lower stories	Material changes or other design strategies should be used to differentiate 4th and 5th story mass from the lower stories
5		5th story building mass is prohibited within 100 feet of the southerly property line along Block 3105, Lot 3	
6	72 feet	6th and 7th story mass is prohibited within 24 feet of the easterly property line along Willow Street 6th and 7th story building mass is prohibited within (a) 100 feet of the southerly property line along Block 3105, Lot 3; and (b) 75 feet of northerly property line along Bloomfield Avenue	6th and 7th story mass shall not exceed 70 feet of linear frontage along Willow Street
7	85 feet		

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6.1.1.2 Bloomfield Avenue Façade

Story	Maximum Height as Measured from Mean Grade Elevation of the East Parcel (277 feet)	Vertical Massing Requirements	Horizontal Massing Requirements
1	52 feet	No required setbacks or stepbacks	Façade shall be broken down into smaller units in order to avoid one long uninterrupted facade
2			
3			
4			
5	62 feet	Building shall be stepped back at least 7 feet from the lower stories	Material changes or other design strategies should be used to differentiate 5th story mass from the lower stories

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6.1.1.3 Seymour Street/Public Plaza Façade

Story	Maximum Height as Measured from Mean Grade Elevation of the East Parcel (277 feet)	Vertical Massing Requirements	Horizontal Massing Requirements
1	52 feet	All building mass shall be setback at least 12 feet from the westerly property line along Seymour Street	Façade shall be broken down into smaller units in order to avoid one long uninterrupted facade
2			
3			
4			
5	72 feet	Portion of 5th story building mass across from the Wellmont Theater shall be stepped back at least 7 feet above the lower stories 5th story building mass is prohibited within 50 feet of northerly property line along Bloomfield Avenue	The transition between the 4th and 5th stories shall approximately align with the property demarcation between the Kahn Building (Block 3106, Lot 10) and the Wellmont Theater (Block 3106, Lot 10.01)
6	85 feet	6th story mass is prohibited within 100 feet of the northerly property line along Bloomfield Avenue 6th story building mass is prohibited within 10 feet of the southerly property line along Block 3105, Lot 8	6th story mass shall not exceed 70 feet of linear frontage along Seymour Street

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6.1.2 West Parcel

The massing of the West Parcel envisions the construction of a 5-story structured parking facility which is compatible with the heights of the Wellmont Theater and surrounding multifamily residential structures. Two penthouse stories will be allowed on top of the parking structure if a stepback of at least 15 feet is provided along the easterly and westerly facades of the structure.

Story	Maximum Height as Measured from Mean Grade Elevation of the West Parcel as measured along Seymour Street frontage (290 feet)	Vertical Massing Requirements	Horizontal Massing Requirements
1	55 feet	No required setbacks or stepbacks	See design requirements for parking facilities in Section 6.6
2			
3			
4			
5			
6	80 feet	Building shall be stepped back at least 15 feet from the lower stories along the easterly and westerly facades	Material changes or other design strategies should be used to differentiate 6th and 7th story mass from the lower stories
7			

6.2 Roof Requirements

Mechanical equipment shall be setback from the building façade by 20 feet and screened from view at the street level.

Green roof elements are strongly encouraged for all new buildings within the Redevelopment Area.

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7 ARCHITECTURE AND TOWN CENTER DESIGN

[INSERT SMITH MARAN WORK PRODUCT]

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8 SIGNAGE

From a sign design perspective, it is recognized that an arts and entertainment district presents distinct signage needs and different sign opportunities as compared to other areas in Montclair Center. A cohesive signage program can support the arts and entertainment identity of the district and contribute to its vibrancy and overall sense of place. Creative, artistic, sculptural and historic approaches to signage are particularly encouraged.

The objective of the below sign regulations is to strike a balance between encouraging signage that instills a certain vibrancy to the district while respecting the existing historic character of Bloomfield Avenue and the integrity of adjacent residential properties.

With the exception of the additional sign(s) allowed under Section 8.1.1 below, Lot 10 in Block 3106 shall remain subject to the Township of Montclair's sign ordinance (Sections 347-105 to -111).

8.1 IDENTIFICATION SIGNAGE FOR THE WELLMONT THEATER

A marquee sign for the Wellmont Theater should be maintained in its present location (above the theater entrance along the public plaza). The marquee sign shall not exceed 100 square feet per side. In addition, a blade sign of not more than 100 sq. ft. may be affixed to the Lot 10 building façade to be visible from Bloomfield Avenue. A portion of the blade sign – but no more than 40% - may consist of a digital/LED programmable message display to advertise upcoming events.

8.2 PUBLIC PLAZA SIGN STANDARDS

A programmable digital display kiosk, which may include an interactive display, is permitted within the public plaza. The kiosk must be 50 feet from the Bloomfield Avenue right-of-way. The digital display screen shall not exceed 55" as measured diagonally across the screen. The maximum height of the kiosk is 8 feet.

8.3 SIGN STANDARDS FOR THE EAST AND WEST PARCELS

8.3.1 Total Sign Square Footage per Tenant

The maximum area of all signs devoted to a single tenant shall not exceed 3.75 square feet per linear foot of street or public plaza frontage occupied by that tenant measured along the wall to which the signs are attached, or 150 square feet, whichever is less.

8.3.2 Permitted Wall Signs

8.3.2.1 Permitted Wall Signs along Bloomfield Avenue

The maximum area of all wall signs devoted to a single tenant shall not exceed 1.5 square feet per linear foot of street frontage occupied by that tenant measured along the wall to which the signs are attached, or 100 square feet, whichever is less.

8.3.2.2 Permitted Wall Signs along Public Plaza (Seymour Street)

The maximum area of all wall signs devoted to a single tenant shall not exceed 1.5 square feet per linear foot of public plaza frontage occupied by that tenant measured along the wall to which the signs are attached, or 100 square feet, whichever is less.

8.3.2.3 Requirements for all Wall Signs

In those cases where a ground-floor retail tenant has more than one street frontage, the tenant is permitted the maximum wall sign square footage allowable on each frontage.

Retail wall signs shall be face-mounted or pin-mounted on the façade, projecting not more than 14 inches from the face of the building.

No permitted wall sign shall exceed 4 feet in height. The top of the sign shall not extend above grade at a height greater than 20 feet.

Wall signs may be backlit or externally-illuminated, but may not be internally-illuminated.

8.3.3 Projecting Signs

The number of projecting signs shall not exceed one per tenant. A single tenant shall not display both a projecting sign and awning or canopy sign on the same façade but a single tenant may display a wall sign and a projecting sign on the same façade.

The area of any projecting sign within the East Parcel shall not exceed 16 square feet. The sign itself shall not exceed 6 feet in overall height or be mounted higher than the wall to which it is attached.

Projecting signs may not extend at an angle other than 90 degrees from building facades.

8.3.4 Awning Signs

Sign copy may be located on permitted awnings in lieu of projecting signs on first-story uses. An awning must not display any graphic other than the name of the business, the logo and the street number. No sign shall be placed on any portion of an awning except the valance. The sign area shall be less than 30 percent of the surface area of the valance. Such sign copy may be non-illuminated or indirectly illuminated.

Sign text shall be located on the lowest 12 inches of the awning and such text shall not be higher than 6 inches.

The horizontal projection of any awning shall not exceed 3 feet from the face of a building. The vertical distance from the top to the bottom of any awning shall not exceed 4 feet, including any valance.

8.3.5 Structured Entrance Canopy Signs

Sign copy may be located on permitted canopies in lieu of projecting signs. A canopy must not display any graphic other than the name of the business, the logo and the street number. Sign copy may be placed on the valance of the canopy. The sign area shall be less than 30 percent of the surface area of the valance.

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Sign text shall be located on the lowest 12 inches of the canopy and such text shall not be higher than 6 inches.

In lieu of copy on a valance, channel letter may extend up to a maximum height of 12 inches from the top surface of the canopy at its edge closest to the sidewalk provided that the canopy does not exceed 15 feet as measured horizontally.

Such sign copy may be backlit or externally-illuminated, but may not be internally-illuminated.

The horizontal projection of any canopy may extend to a point 2 feet from the back of the curb (or edge of public plaza). The outer column supports shall be located to ensure adequate clear space along the sidewalk. The vertical distance from the top to the bottom of the canopy shall not exceed 2 feet, including any valance.

8.3.6 Window Signs

Retail window signs are permitted provided that the aggregate sign area of window signs shall not exceed fifteen percent of the glazed area of the first story retail window in which the sign is placed. Retail window signs shall be affixed flush with or inside the glazing, and letters and graphics may be opaque. No portion of any retail window sign shall be located higher than 10 feet above grade.

One programmable digital display sign may be affixed to the East Parcel building façade located along the public plaza.

Digital signage shall be placed and oriented to the public plaza so as to reduce visibility from drivers along Bloomfield Avenue and mitigate light trespass into residential properties to the south.

8.3.7 Permitted Signage along Willow Street

Directional signs are the only sign type permitted along Willow Street.

8.4 Project Identification Sign

A project identification sign for the arts center is permitted. A freestanding sign may be located along the Bloomfield Avenue frontage or within the public plaza which may contain a combination of letters and logos identifying the project only, not individual tenants. It shall be lit indirectly or halo lit.

A banner sign crossing the public plaza may be permitted for up to 21 days in connection with special events subject to the approval by the Director of Planning and Redevelopment.

8.5 Sign Colors

All signage shall be limited to a maximum of three colors excluding black and white.

8.6 Sign Illumination

All light for signs shall be designated to minimize glare. Light levels at property lines shall be less than 0.1 footcandle.

Flashing signs, reflective glass and illuminated tubing outlining roofs, doors, windows or wall edges of a building are prohibited.

Illumination of signs from external sources is encouraged provided glare is minimized.

Light from all light sources shall be diffused to eliminate hot spots. Light sources shall be protected from damage.

8.7 Prohibited Signs

The following signs are prohibited:

- Signs emitting a sound, odor or visible matter such as smoke or vapor. No sign erected shall contain audio equipment.
- Exterior use of advertising devices such as banners, streamers, pennants, flags, balloons, lights (whether flashing, flickering, blinking or rotating), wind-operated devices and any other type of fluttering or flashing devices or emitting an unsteady or glaring light.
- Portable or movable signs, such as sandwich board signs, except portable signs utilized by restaurants to indicate valet service.
- Revolving signs of any type, including searchlights.
- Neon signs of any kind, whether located on the exterior or interior of a wall or window if visible from the street upon which the premises fronts.
- Roof signs.
- Off-premises signs. This does not include public service announcements which may be shown as part of digital displays.

8.8 Temporary Signs

The temporary sign regulations set forth in Section 347-109.3 of the Township Code shall be applicable to the Redevelopment Area.

8.9 Directory and Wayfinding Signage

A wayfinding signage program shall be required to direct pedestrians to and from nearby parking facilities and Montclair Center destinations as well as throughout the site.

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9 SITE DESIGN STANDARDS

9.1 SUSTAINABILITY

All applications for development shall demonstrate the ability to obtain LEED Silver certification for as evidenced by a completed LEED Checklist with supporting documentation. The LEED Checklist shall be completed by a LEED Accredited Professional and submitted as part of the site plan application. The Township shall retain a LEED Accredited Professional to review the project's compliance during the site plan review process.

9.2 RECONFIGURATION OF SEYMOUR STREET

The portion of Seymour Street abutting the East and West Parcels will be closed in order to facilitate the construction of a 14,000 square foot public plaza. The remainder of Seymour Street to its intersection with Roosevelt Place will become a two-way road. It will terminate at the public plaza with a cul-de-sac which provides access to the parking facility within the West Parcel (as illustrated in Figure 7 as well as the conceptual plans contained in the Appendix).

9.3 PUBLIC PLAZA

The public plaza will be designed by a licensed landscape architect with experience in urban mixed-use developments.

The design of the plaza should seamlessly connect to the streetscape atmosphere along Bloomfield Avenue.

Illuminated handrails, stairs, bollard and other features to provide a subtle nighttime glow can provide an aesthetically pleasing and safe nighttime environment.

Trees, bio-swales, decorative grasses and other plantings are encouraged to demarcate space within the plaza, provide shade and enhance on-site storm water management. Permanent and non-permanent planters are encouraged.

Public art, including sculpture installations and functional art pieces (such as artistic/sculptural seating elements), is strongly encouraged.

The plaza shall be universally accessible in accordance with ADA requirements.

9.4 VEHICULAR ACCESS TO THE EAST AND WEST PARCELS

Vehicular access to the East Parcel, including any off-street loading areas, will be provided via one driveway along Willow Street. The West Parcel will be accessed via a driveway along S. Fullerton Avenue similar to the existing access to the S. Fullerton parking lot. No new curb cuts are allowed along Bloomfield Avenue.

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9.5 LOADING

The East Parcel building shall contain at least one dedicated off-street loading space.

Loading for the Wellmont Theater is not allowed within the public plaza space. A loading plan for the Wellmont Theater shall be submitted as part of the applicant's site plan application for any the key portions of the project, which would include the West Parcel parking facility, the public plaza and the East Parcel Building.

The overall adequacy of the proposed loading spaces shall be subject to the review of the Planning Board during the site plan review process.

9.6 POTENTIAL SEYMOUR STREET LOADING AREA WITHIN BLOCK 3106, LOT 12

Block 3106, Lot 12 (i.e., 5 Roosevelt Place) contains a small unused sliver of property located between the Plymouth Lot and Seymour Street (see location identified in Figure 7). This property is located outside of the Redevelopment Area. The surrounding residential community has noted that under current conditions traffic on Seymour Street is periodically blocked by trucks that double-park to make local deliveries. A potential solution to this issue would be to construct a dedicated loading zone for local deliveries within the existing dead space on Block 3106, Lot 12. The parties should make reasonable efforts to construct a loading zone within this area that maintains a sidewalk for pedestrian circulation.

9.7 BICYCLE STORAGE

Multifamily residential uses shall include a dedicated bicycle storage area for building residents. In addition, bike racks shall be provided adjacent to or within the public plaza.

9.8 STORM WATER MANAGEMENT

Non-structural storm water management systems, such as bioswales, plantings and green roofs, are encouraged to enhance on-site infiltration and reduce and filter runoff.

The stormwater control measures outlined in Section 295 of the Township Code shall apply.

9.9 PUBLIC ART

The development of the East and/or West Parcels shall include the following public art components:

1. The construction of a 14,000 square foot public plaza designed in accordance with the design standards and guidelines set forth in Chapter 7. Architecture and Town Center Design and Section 9.3 of this Redevelopment Plan.
2. A plan for the programming of the public plaza with arts-oriented activities.
3. The installation of an iconic piece of sculpture subject to the approval of Mayor and Council and the Montclair Public Arts Committee.

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9.10 Pedestrian Walkways

As illustrated in the conceptual plans contained in the Appendix, an enclosed pedestrian walkway shall be provided within the West Parcel that provides a connection between the public plaza and the remaining surface parking area within the S. Fullerton lot. The walkway shall be well-lit and well-maintained and should include an arts component to create a visually-interesting pedestrian experience.

In addition, the designated redeveloper shall coordinate with the Township to extend a sidewalk or striped pedestrian walking path which connects the enclosed pedestrian walkway to S. Fullerton Avenue.

Other required pedestrian access shall be provided as follows:

- From the S. Fullerton Avenue parking lot to the public plaza along the southerly façade of the Wellmont Theater via a partially covered walkway with a minimum width of 10 feet.
- From the S. Fullerton Avenue parking lot to Bloomfield Avenue via the existing alley between Lots 8 and 9.
- From Bloomfield Avenue into the public plaza.
- From Seymour Street into the public plaza.

All pedestrian access ways shall be open to the public at all hours and shall be well-lit.

9.11 Utilities

All necessary utilities to be provided within the Redevelopment Area shall be placed underground.

9.12 Lighting

All applications for development shall be subject to the lighting standards set forth in Section 281-8.3 of the Township Code, except as further specified herein. As part of the required lighting plan, applicants shall be required to submit a master inventory of all exterior lighting fixtures. This shall include fixture types, counts, locations, mounting methods, heights, light source types and the rated initial lumens of each. Calculations shall be provided to show the total lumens by acre and the light fixture groupings output versus the square foot limits set forth below. Applicants should strive to achieve lighting levels below the maximum levels, but it is not a requirement as long as a reasonable justification is provided by the applicant.

- *For properties adjacent to residential uses:* A maximum of 110,000 initial rated lumens per acre and 2.5 lumens per square foot.
- *For all other properties:* A maximum of 225,000 initial rated lumens per acre and 5 lumens per square foot.

Applicants should use full cut-off light fixtures for all exterior light sources and fully shielded light sources for interior, non-climate controlled spaces such as parking structures.

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Decorative and architectural lighting is an appropriate use, but should take advantage of highly focused, lower lumen LED fixtures utilizing times in order to avoid dusk to dawn use.

9.13 STREETSCAPE

Certain street furnishings and landscaping will be required to soften the sidewalk environment and enhance the walking experience. The following elements are recommended for bordering the Redevelopment Area. The design, placement and dimensions of these features shall be determined by the Planning Board during site plan review.

- Street furniture shall be provided along Bloomfield Avenue. Benches, waste cans, bike racks and other street furniture shall be placed at regular intervals and convenient locations that do not impede pedestrian or vehicular circulation. All street furniture shall adhere to Montclair Township standards or shall be submitted for specific review and approval by the Planning Department. Raised masonry planters with integral edge seating are encouraged at street corners and wider sidewalks. The applicant and/or property owner shall be responsible for the maintenance of street furniture, including raised planter landscaping and care, the emptying of garbage and any repairs necessary due to graffiti or vagrancy.
- The pedestrian portion of the public right-of-way shall include both a sidewalk walking area and a tree planting strip between the sidewalk and the curb.
- Where applicable, required setback areas, sidewalks and tree planting strips shall be decoratively paved to match the prevalent sidewalk design of Downtown Montclair (i.e., brick edging and concrete walking areas).
- Tree grates shall be provided for each street tree.
- Where street trees are not currently provided, they should be planted at approximately 30 feet on center and subject to a 20 percent variance for placement, along the curbside edge of the public sidewalk on all streets. Exceptions to the 30 foot spacing are allowed for curb cuts to parking areas, lobby entrances and utility facilities located within the sidewalk area.
- Along Bloomfield Avenue, sidewalks shall be furnished with benches and trash cans.
- Streets shall include pedestrian-scale street lighting.
- Bike racks holding 6 or more bicycles should be appropriately located within the Redevelopment Area.

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10 Plan Consistency Review

10.1 Relationship to Montclair Master Plan

The objectives and policies of this Redevelopment Plan are consistent with the goals and policies outlined in the Township's Master Plan. As noted in Chapter 3, the Unified Land Use and Circulation Element specifically recommends the creation of an Arts and Entertainment District and highlights the Redevelopment Area as a unique opportunity to implement this vision. The arts district concept was touted as a strategy to revitalize surrounding neighborhoods, increase quality of life for residents, and bolster the local economy.

The Master Plan places the East and West Parcels within the C-2 designation, along with the majority of lands within Montclair Center, and provides several suggested land use standards. In particular, the Master Plan recommends a maximum building height of 6 stories with upper-story stepbacks above the 4th and 6th stories. It suggests that densities should be keyed to a maximum of 55 units per acre. The Master Plan also proposes the creation of an incentive zoning program that grants up to 7 stories of height in exchange for public benefits such as public space and art.

This Redevelopment Plan is designed to implement the Arts and Entertainment District concept. The creation of a public plaza, the requirement for 38,500 square feet of arts and entertainment uses, the provision of at least 100 new public parking spaces and the arts programming that will occur within the Redevelopment Area all represent valuable public benefits. The plaza in particular has the potential to become an iconic and lively public gathering space, which will strengthen Montclair Center and the community as a whole. These factors, considered along with the unusual topography of the area, support the allowance of a maximum building height of 7 stories (in reference to the incentive zoning concept introduced in the Master Plan). In addition, the plan requires upper-story stepbacks, which is consistent with the Master Plan recommendations. Finally, the Redevelopment Plan promulgates specific architectural and urban design principles that are compatible with the surrounding community and that foster a walkable, lively urban environment.

A 2016 Amendment to the Master Plan recommends the rezoning of a portion of Glenridge Avenue, inclusive of the Midtown Lot, to a new C-3C zone district which would limit maximum building height to 3 stories. The Mayor and Council have not acted on this recommendation of the Planning Board. This Redevelopment Plan envisions the development of a 4-story parking facility on the Midtown Lot. The Planning Board notes that the concept of developing a parking facility on the Midtown Lot was not considered during its consideration of the Glenridge Avenue Amendment, in which case its recommendations did not anticipate or evaluate the potential benefits of a 4-story parking facility or its appropriateness within its surrounding land use context. The Township believes the Midtown Lot presents a unique opportunity to accommodate the increased demand for parking within Montclair Center such that the benefits of allowing an additional story of parking spaces outweigh any detriments resulting from a deviation from the Master Plan.

Based on the above, the redevelopment activities envisioned under this Plan are consistent with and/or serve to effectuate the goals and objectives of the Township of Montclair Master Plan's Unified Land Use and Circulation Element.

10.2 Relationship to Adjacent Municipalities

The Seymour Street Redevelopment Area is not adjacent to any of those surrounding municipalities. Given its physical separation, the Redevelopment Plan will not affect those nearby municipalities to any significant degree. Other than to have a generally positive impact via the creation of a new pedestrian-oriented, mixed-use cultural center that serves the Essex County region.

10.3 Relationship to Essex County Master Plan

Although the County of Essex does not have a current Master Plan, the revitalization of the Montclair Center district, which encompasses the Seymour Street Redevelopment Area, generally is considered consistent with the land use planning goals of the Essex County Planning Board. The County of Essex prepared a Cross-acceptance Report dated December 16, 2004. This County Report presents a detailed discussion of how the policy objectives of the State's Metropolitan Planning Area are being satisfied by the Township in its many planning documents. The Report concluded that the Township had a "very good" performance grade in implementing the goals and policies of the State Plan.

10.4 Relationship to State Development and Redevelopment Plan

The revitalization of the Seymour Street Redevelopment Area and establishment of an Arts and Entertainment District in the vicinity of existing cultural and arts-related uses is consistent with the goals, strategies, and policies outlined in the 2001 New Jersey State Development and Redevelopment Plan.

On the State Plan Policy Map, the Redevelopment Area is located within a PA-1 Metropolitan Planning Area, which is identified in the State Plan as an appropriate location to accommodate new growth. The revitalization of existing urban centers is one of the key objectives of the State Plan. The Redevelopment Area has the infrastructure in place to accommodate the development envisioned in the Redevelopment Plan, and therefore is an appropriate location for growth in accordance with the State's objectives for PA-1 areas. The Seymour Street Redevelopment Plan will redevelop several underutilized properties with a mixed-use arts-centric development to better serve the needs of the Montclair community and the State as a whole. In addition, the State Plan places a strong emphasis on preserving and enhancing the existing historic and cultural assets within communities, as well augmenting the role of the arts and its positive impact on communities. Therefore, the redevelopment activities envisioned under this Plan are considered consistent with State Planning Policies, including Montclair Township's designation as a Transit Village.

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11 Redevelopment Actions

11.1 Outline of Proposed Actions

Construction of new structures and other improvements will take places as proposed in this Redevelopment Plan. Other actions that may need to be undertaken to implement the Redevelopment Plan may include the clearance of dilapidated, deteriorated, obsolete or underutilized structures or uses; provisions for public infrastructure necessary to service and support new development; and vacation of easements as may be necessary for redevelopment.

All redevelopers shall be required to enter into a Redeveloper's Agreement with the Township that stipulates the precise nature and extent for the improvements to be made and their timing and phasing as permitted therein.

11.2 Properties to be Acquired

The Redevelopment Plan does not anticipate the need to acquire privately-owned property within the Redevelopment Area. However, the Township preserves the right to acquire certain lots which are eligible for acquisition.

11.3 Relocation

The Redevelopment Plan does not anticipate the displacement of relocation of any residents or businesses within the Redevelopment Area. However, should the Township acquire properties within the Redevelopment Area, it will undertake the following steps to provide for relocation:

- At the time of property acquisition, the actual extent of displacement will be determined
- A Workable Relocation Assistance Plan (WRAP) will be prepared and submitted to the New Jersey Department of Community Affairs for approval
- The Township will comply with the requirements of the State's relocation statutes and regulations as applicable, and will provide all benefits and assistance required by law

11.4 Infrastructure

In addition to the new development described in the foregoing chapters, several other actions may be taken to further the goals of this Plan. These actions may include, but shall not be limited to: 1) provisions for infrastructure necessary to service new development; 2) environmental remediation; 3) vacation of public utility easements and other easements and rights-of-way as may be necessary to effectuate the redevelopment.

11.5 Other Actions

The Redevelopment Agreement between the Township and each redeveloper will contain the terms, conditions, specifications, and a description of required performance guarantees (such as performance bonds or other acceptable performance security) pertaining to redeveloper's obligation to provide the infrastructure and improvements required for the project, including the provisions of water, sanitary

sewer, and sanitary sewer service as well as sidewalks, curbs, streetscape improvements, street lighting, and on and off-site traffic controls and road improvements for the project or required as a result of the impacts of the project.

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12 General Provisions

12.1 Amendment to Zoning Map and Zoning Ordinance

The Zoning Map referenced in Section 347-4 of the Zoning Ordinance of the Township of Montclair is hereby amended to reference this Redevelopment Plan. Additionally, the listing of zoning districts in Section 347-3 of the Zoning Ordinance is hereby amended to include reference to said Redevelopment Plan.

12.2 Deviation Requests and Requests for Design Exceptions

The Montclair Township Planning Board may grant deviations from the regulations within this Redevelopment Plan, where by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions or physical features uniquely affecting a specific piece of property, the strict application of any bulk regulation adopted pursuant to this Redevelopment Plan would result in peculiar practical difficulties to or exceptional and undue hardship upon, the redeveloper. The Montclair Planning Board may also grant such relief in an application relating to a specific where the purposes of this Redevelopment Plan would be advanced by a deviation from the strict requirements of this Plan and the benefits of the deviation would outweigh any detriments. No relief may be granted under the terms of this section unless such deviation or relief can be granted without substantial detriment to the public good and without substantial impairment of the intent and purpose of the Redevelopment Plan. An application for a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accord with the requirements of public notice as set forth in N.J.S.A. 40:55D-12a and b.

Notwithstanding the above, no deviations can be granted that would permit any of the following: a use or principal structure that is not otherwise permitted by this Redevelopment Plan; or an increase in the maximum permitted height of a principal structure by more than 10 feet or 10%, whichever is less.

No deviation from the requirements herein shall be cognizable by the Township of Montclair Zoning Board of Adjustment.

12.3 Qualifications of the Redevelopment Team

Qualifications of the full design and development team shall be presented to the Township of Montclair prior to the designation of the redeveloper. The team shall demonstrate experience with mixed-use placemaking within a similar historic urban or suburban town center context. Team qualifications shall include a minimum of the following:

- Name, contact information and qualifications for all members of the design and development team, including but not limited to the developer, architect, civil engineer and traffic engineer.
- A list of completed projects of similar size, use and configuration.
- A list of at least 3 professional references per principal member of the design and development team.

- If the contractor has been selected, include information and qualifications for the company, project manager and site supervisor. If no contractor has been selected at the time of site plan application the developer shall submit this information to the Township upon selection of a contractor.

12.4 Site Plan and Subdivision Review

The review of all applications for redevelopment within the Seymour Street Redevelopment Area shall consist of the following steps:

1. **Design Submission**. All applications for development shall initially be reviewed by Township staff with the assistance of the Redevelopment Design Consultant. Applicants are encouraged to submit conceptual plans prior to submitting full applications. The Consultant shall prepare a report summarizing its findings and recommendations for use by the Township Council, Planning Department, Historic Preservation Commission, Planning Board and Applicant. The Redevelopment Design Consultant shall be appointed annually by the Planning Board.

2. **Design Review**. All development applications shall be reviewed by the Historic Preservation Commission prior to being heard by the Planning Board. The Historic Preservation Commission shall review the application for consistency with the design standards in this plan. The Commission shall report to the Planning Board at its next scheduled meeting falling at least 15 days after the review of the application by the Historic Preservation Commission. The report shall include a statement of findings on the proposed plan in regard to the design standards herein and recommendations for acceptance or amendment based on the findings. The Planning Board shall consider the report of the Historic Preservation Commission in its review of the site plan.

3. **Development Applications**. All applications for development must be approved by the Planning Board. Any site plan or subdivision plan within the Redevelopment Area shall be in accordance with the requirements of this Redevelopment Plan and the land development ordinances of the Township of Montclair (Chapters 202, 281, 295 and 301 of the Township Code), except that where this Redevelopment Plan contains provisions that differ from those in the ordinance, this plan shall prevail.

4. **Submission Requirements.** All applications for development shall include the checklist requirements listed in Section 202-29.1 of the Township Code, as well as the following:

    - Phasing plan (if applicable)
    - Development applications involving 10,000 square feet of commercial space and/or ten (10) dwelling units must also submit the following:
        - Traffic Study that considers mass transit routes and evaluates the cumulative effect of the ingress and egress requirements of the proposed development and the effects on adjacent and affected roadways created by the proposed development.
        - Parking Management Plan.

- LEED Certification Spreadsheet.
- Fiscal Impact Analysis evaluating the fiscal impacts of the project to the Township.
- Utility Impact Analysis evaluating the impacts to Township utilities.
- Public Art Plan.

12.5 Adverse Influences

No use shall be permitted which, when conducted under proper and adequate conditions and safeguards, will produce corrosive, toxic or noxious fumes, glare, electromagnetic disturbance, radiation, smoke, cinders, odors, dust or waste, undue noise or vibration, or other objectionable features so as to be detrimental to the public health, safety or general welfare.

12.6 Non-Discrimination Provisions

No covenant, lease, conveyance or other instrument shall be affected or executed by the Township Council or by a redeveloper or any of its accessors or assignees, whereby land within the Redevelopment Area is restricted by the Township Council, or the redeveloper, upon the basis of race, creed, color or national origin in the sale, lease, use or occupancy thereof. Appropriate covenants, running with the land forever, will prohibit such restrictions and shall be included in the disposition instruments. There shall be no restrictions of occupancy or use of any part of the Redevelopment Area on the basis of race, creed, color or national origin.

12.7 Duration of the Plan

The provisions of this Plan specifying the redevelopment of the Redevelopment Area and the requirements and restrictions with respect thereto shall be in effect for a period of 30 years from the date of approval of this plan by the Township Council.

12.8 Completion of Redevelopment

Upon the inspection and verification by the Township of Montclair that the redevelopment within the Redevelopment Area has been completed, a certificate of completion shall be issued by the redeveloper. All redevelopment agreements associated with the implementation of this Redevelopment Plan shall be in effect until the issuance of such a certificate.

12.9 Severabilitiy

If any section, paragraph, division, subdivision, clause or provision of this Redevelopment Plan shall be adjudged by the courts to be invalid, such adjudication shall only apply to the section, paragraph, division, subdivision, clause or provision so judged, and the remainder of this Redevelopment Plan shall be deemed valid and effective.

12.10 Procedure for Amending the Redevelopment Plan

This Redevelopment Plan may be amended from time to time upon compliance with the requirements of state law. A non-refundable application fee of $5,000 shall be paid by the party requesting such amendment, unless the request is issued from any agency of Montclair Township. The Township Council,

at its sole discretion, may require the party requesting the amendments to prepare a study of the impact of such amendments, which study must be prepared by a professional planner licensed in the State of New Jersey.

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13 Summary of Compliance with the Statutory Provisions of the LRHL

In accordance with the LRHL (NJSA 40A:12A-1 et seq.), the following statements are made:

- The Redevelopment Plan lays out the proposed land uses and building requirements for the Redevelopment Area.

- The Redevelopment Plan does not require acquisition of any privately-owned properties or relocation of any residents or businesses.

- The Redevelopment Plan herein has delineated a definite relationship to local objectives as to appropriate land uses, transportation and infrastructure, recreational and municipal facilities and other public improvements. The Plan has laid out a specific development program intended to carry out the planning objectives of the Township of Montclair.

- The Redevelopment Plan is substantially consistent with the Master Plan for the Township of Montclair. The Plan also advances the goals and objectives of the New Jersey State Development and Redevelopment Plan.

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14 APPENDIX

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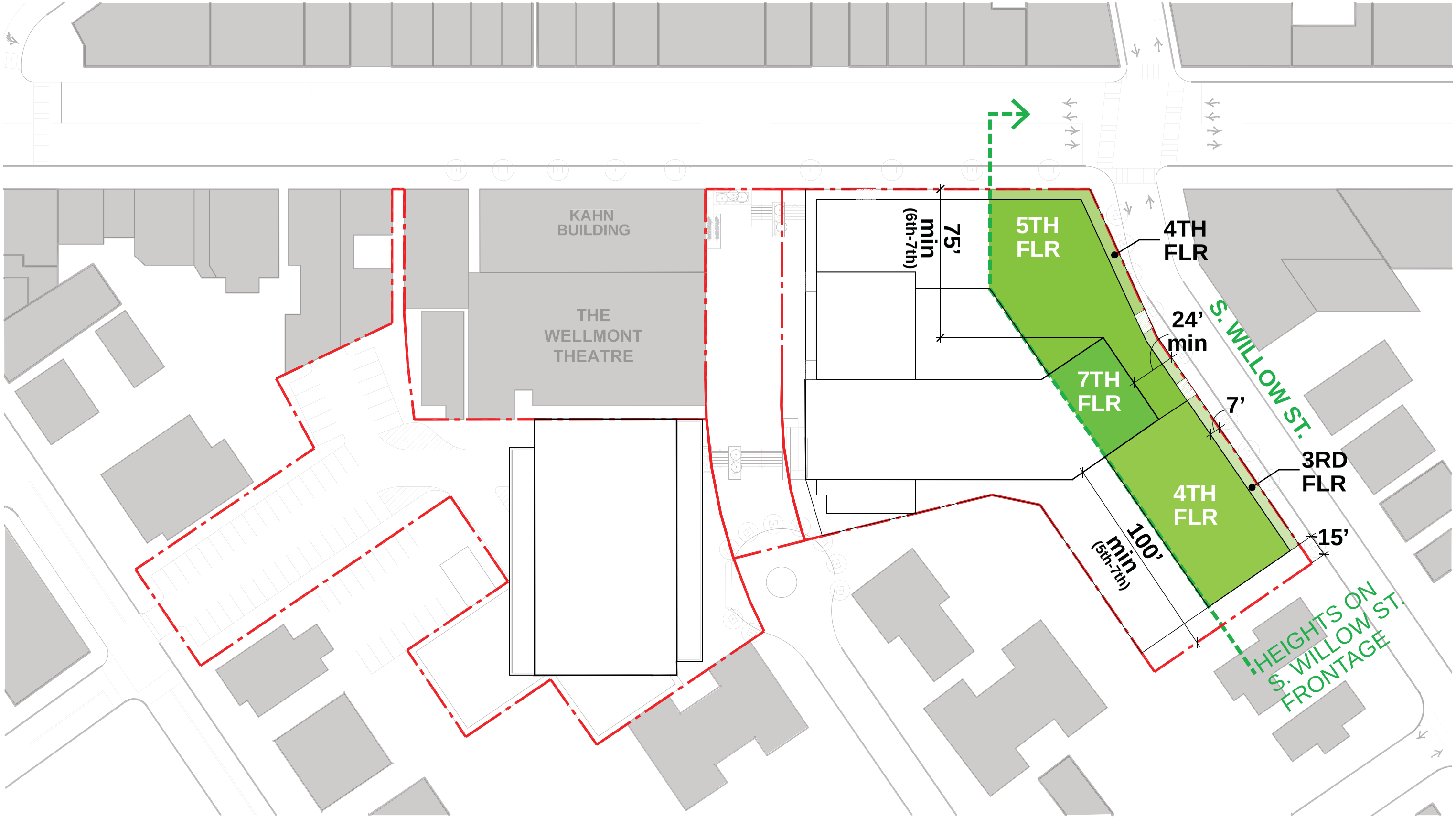
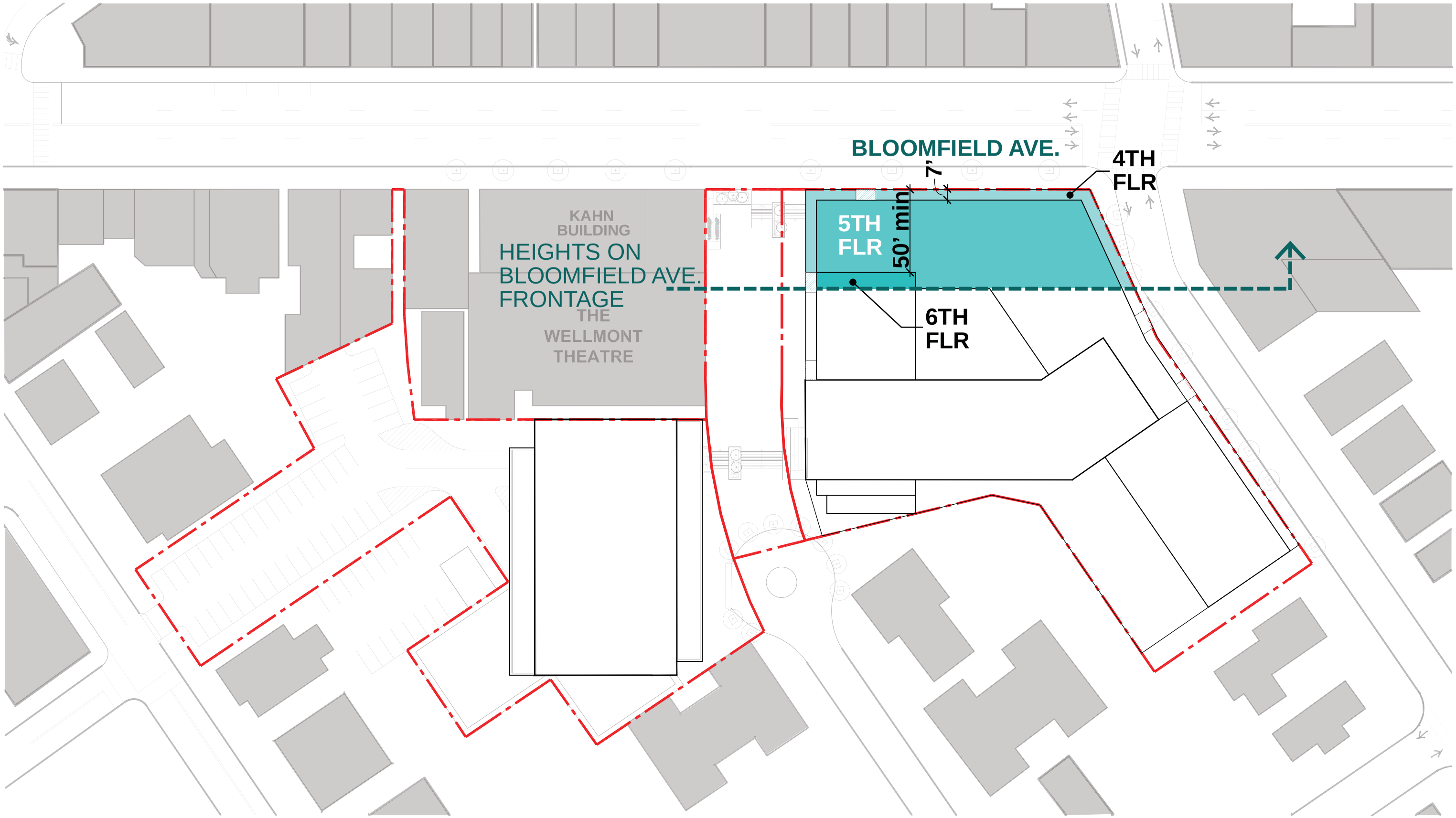
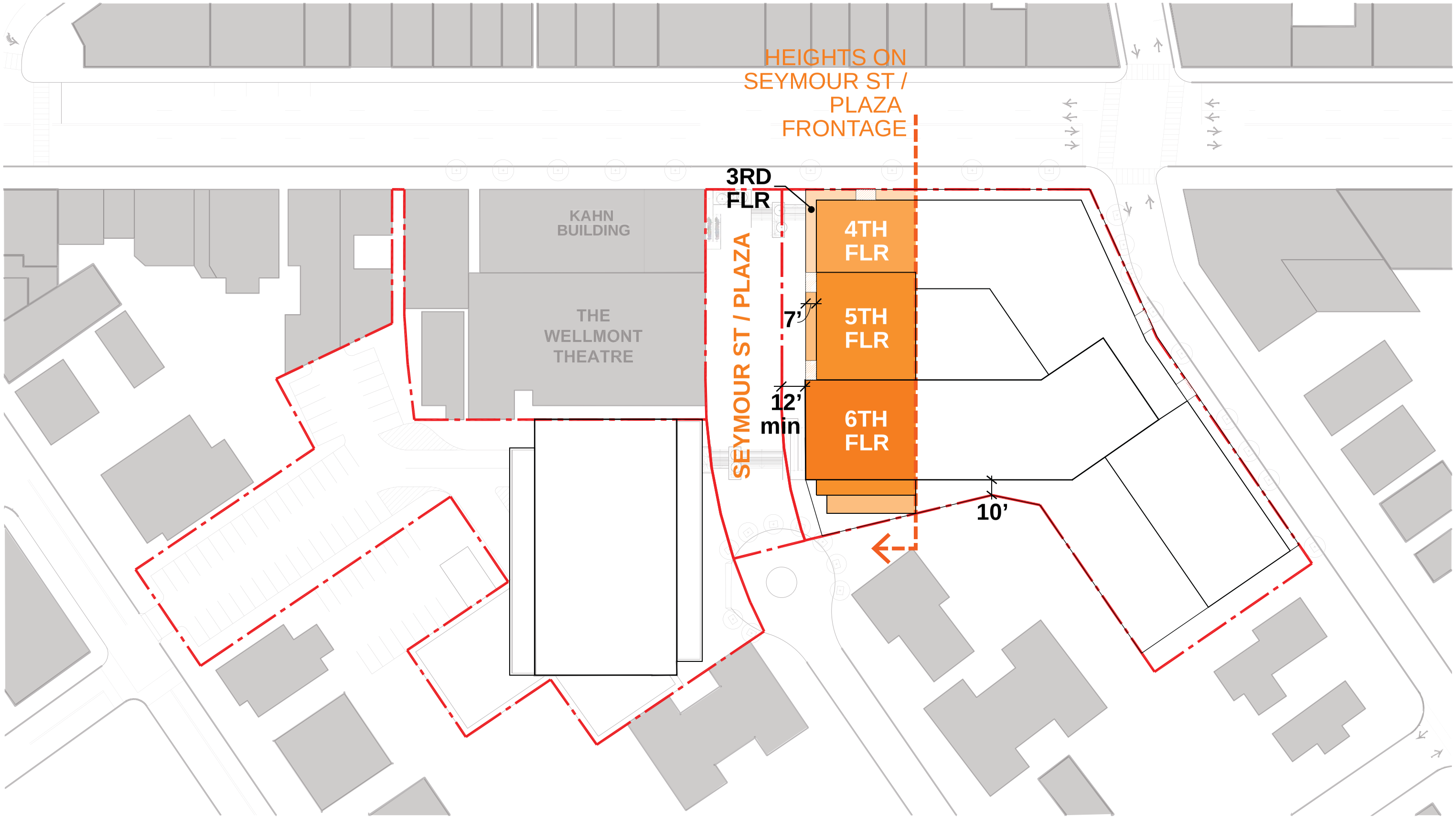

KAHN BUILDING
THE WELLMONT THEATRE
75' min (6th-7th)
5TH FLR
4TH FLR
24' min
7TH FLR
7'
3RD FLR
4TH FLR
100' min (5th-7th)
15'
S. WILLOW ST.
HEIGHTS ON S. WILLOW ST. FRONTAGE

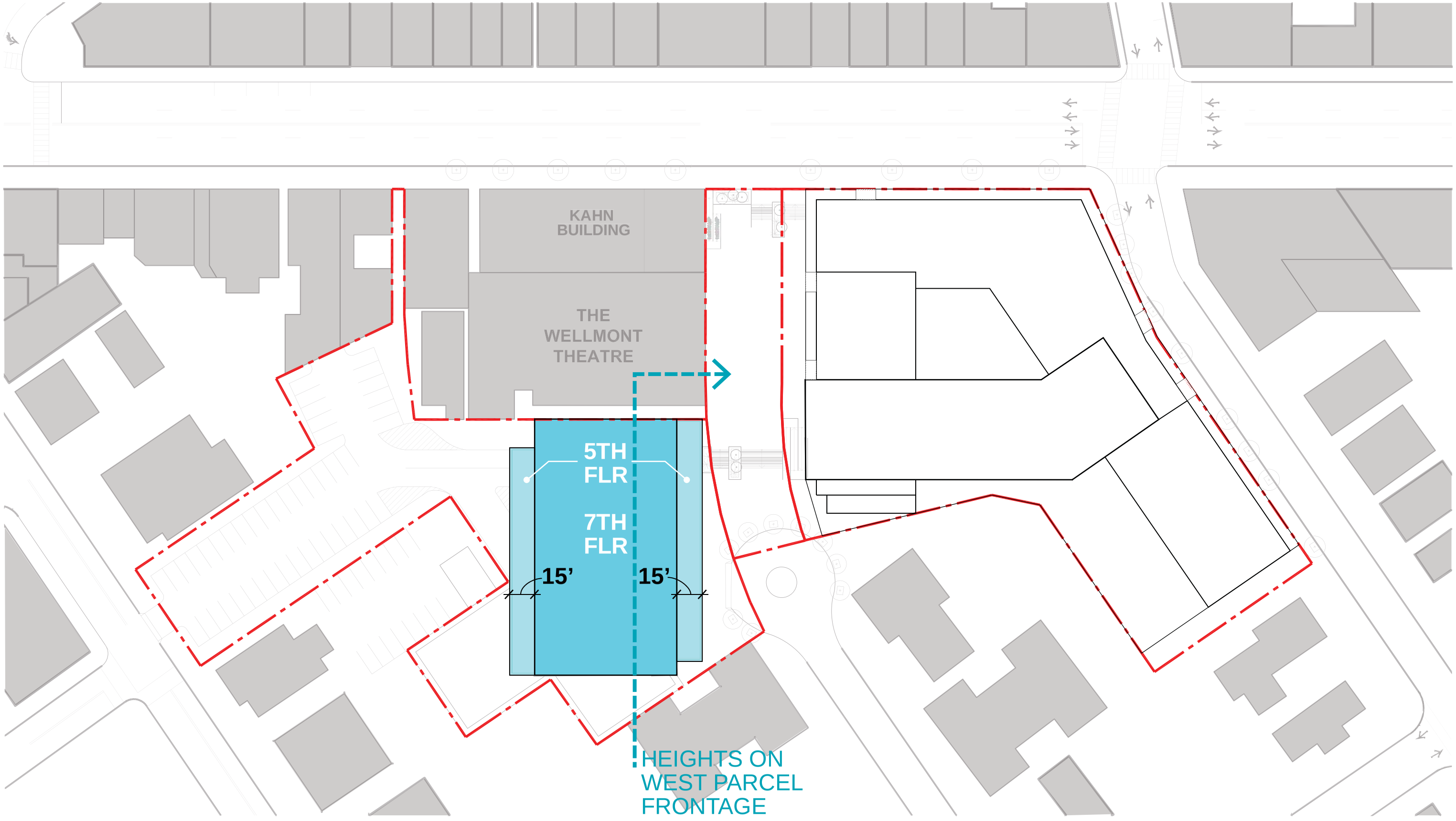
DRAFT - 4/21/16


BLOOMFIELD AVE.
4TH FLR
7'
50' min
5TH FLR
6TH FLR
KAHN BUILDING
HEIGHTS ON BLOOMFIELD AVE. FRONTAGE
THE WELLMONT THEATRE

DRAFT - 4/21/16


HEIGHTS ON SEYMOUR ST / PLAZA FRONTAGE
3RD FLR
4TH FLR
5TH FLR
6TH FLR
7'
12' min
10'
SEYMOUR ST / PLAZA
KAHN BUILDING
THE WELLMONT THEATRE

DRAFT - 4/21/16

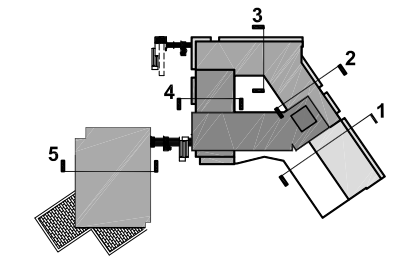

KAHN BUILDING
THE WELLMONT THEATRE
5TH FLR
7TH FLR
15’
15’
HEIGHTS ON WEST PARCEL FRONTAGE

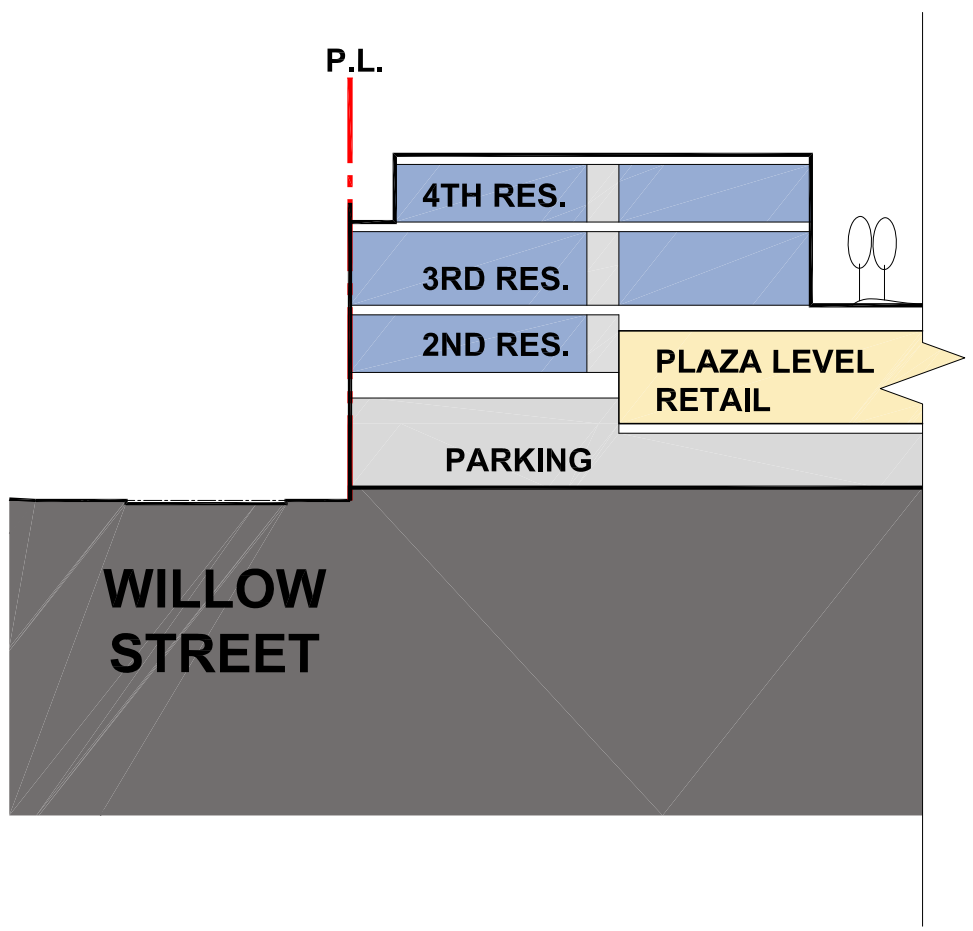
DRAFT - 4/21/16

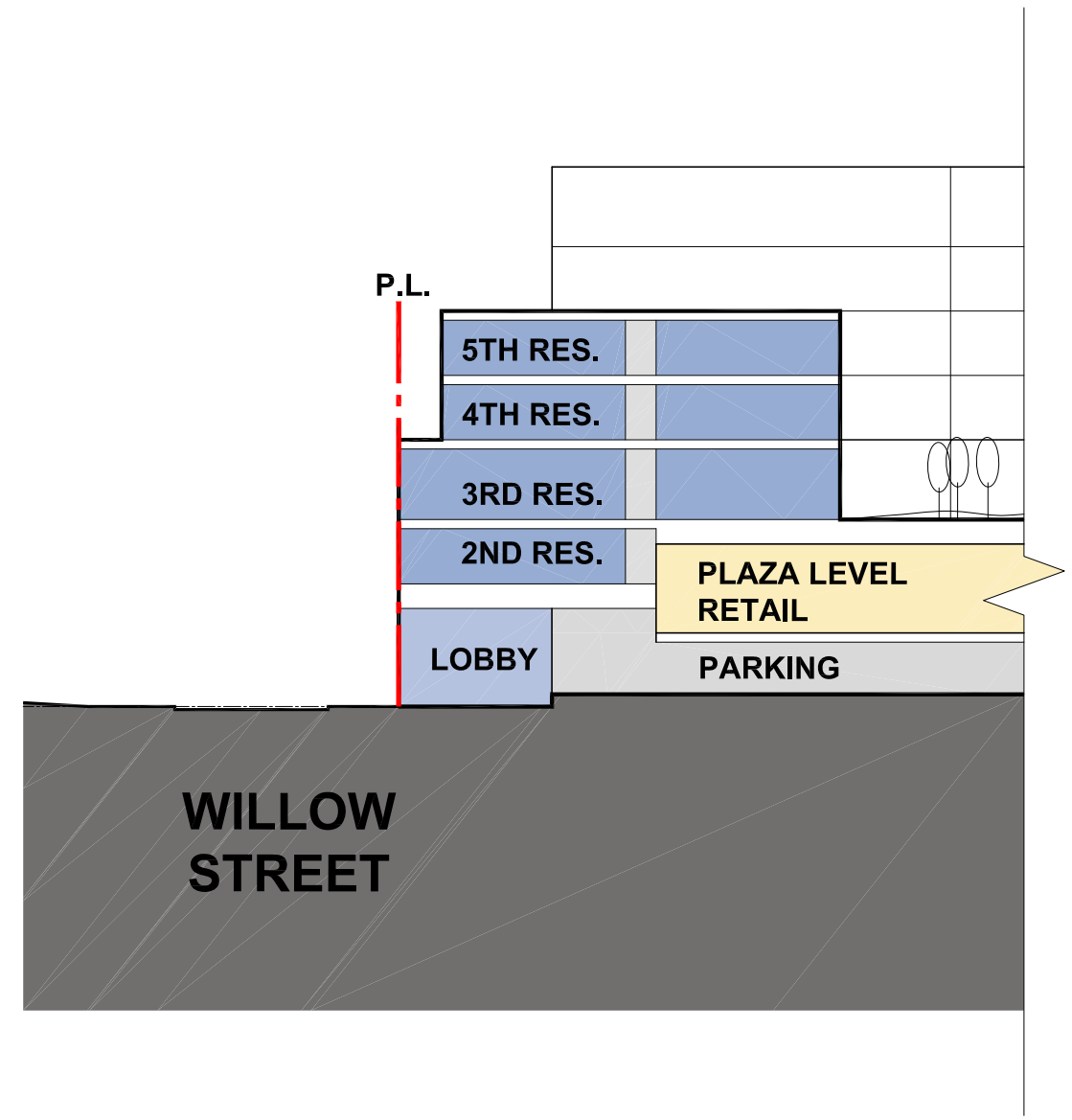
Bloomfield Ave

RESTAURANT & GRI
Xocolate
309
Xocolate
Xocolate
Xocolate

NO
PARKING
ANY
TIME







DRAFT - 4/21/16

PREPARED FOR:

Brookfield Pinnacle

PROJECT:

WELLMONT REDEVELOPMENT SITE
MONTCLAIR, NJ

SCHEME:

A11

DRAWING:

SECTION 1

SECTION 2

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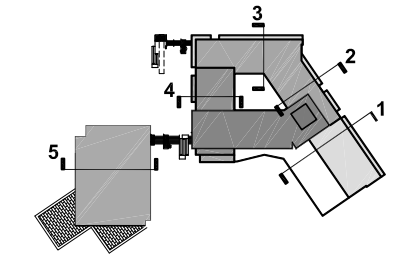
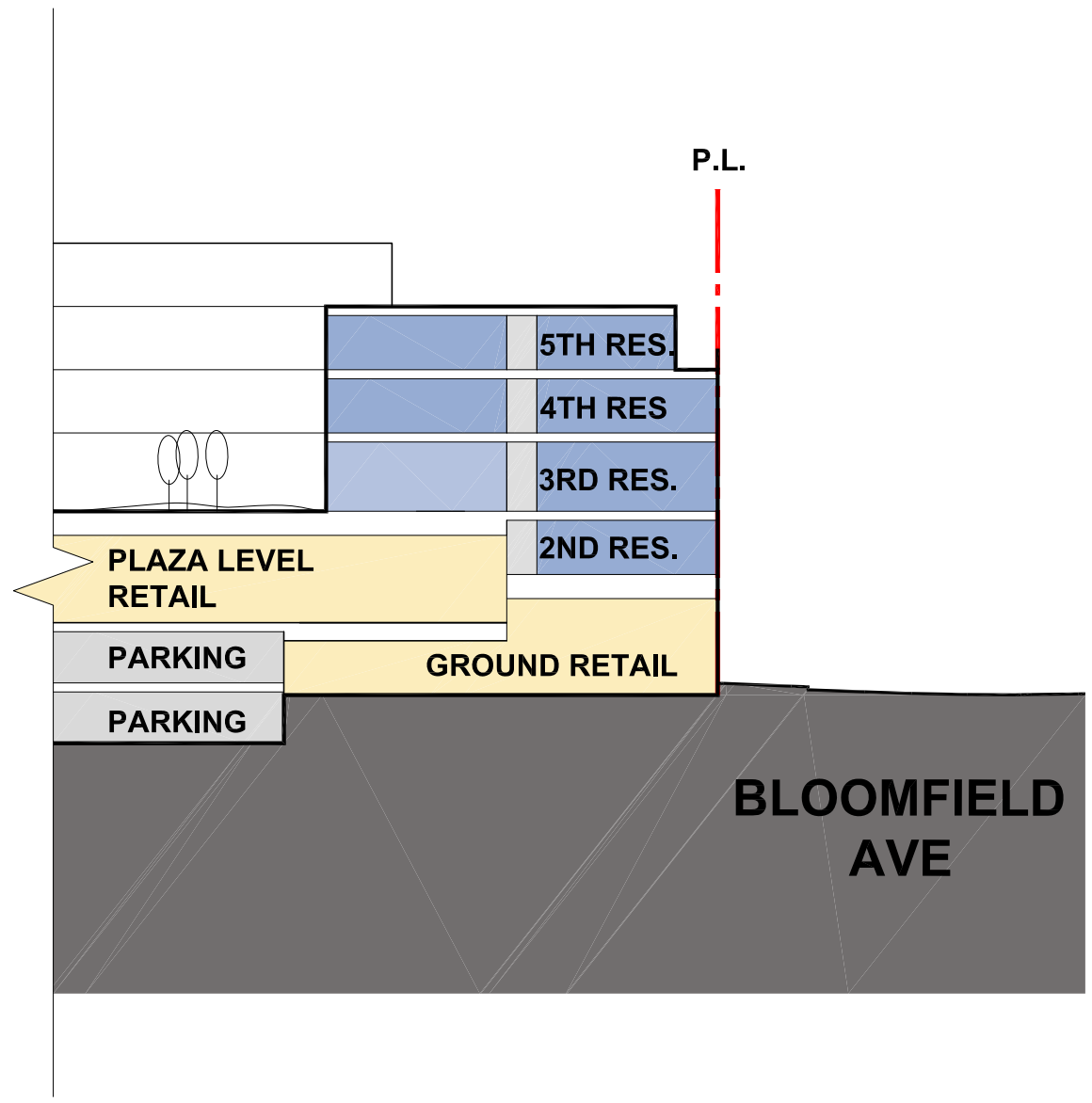
SCALE:

1" = 30'

DATE:

2016 - 04 -20





DRAFT - 4/21/16

PREPARED FOR:

Brookfield Pinnacle

PROJECT:

WELLMONT REDEVELOPMENT SITE
MONTCLAIR, NJ

SCHEME:

A11

DRAWING:

SECTION 3

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SCALE:

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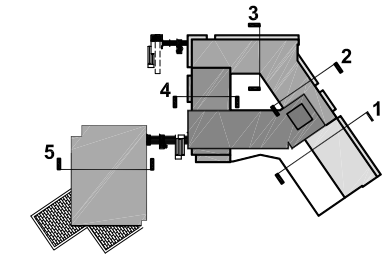
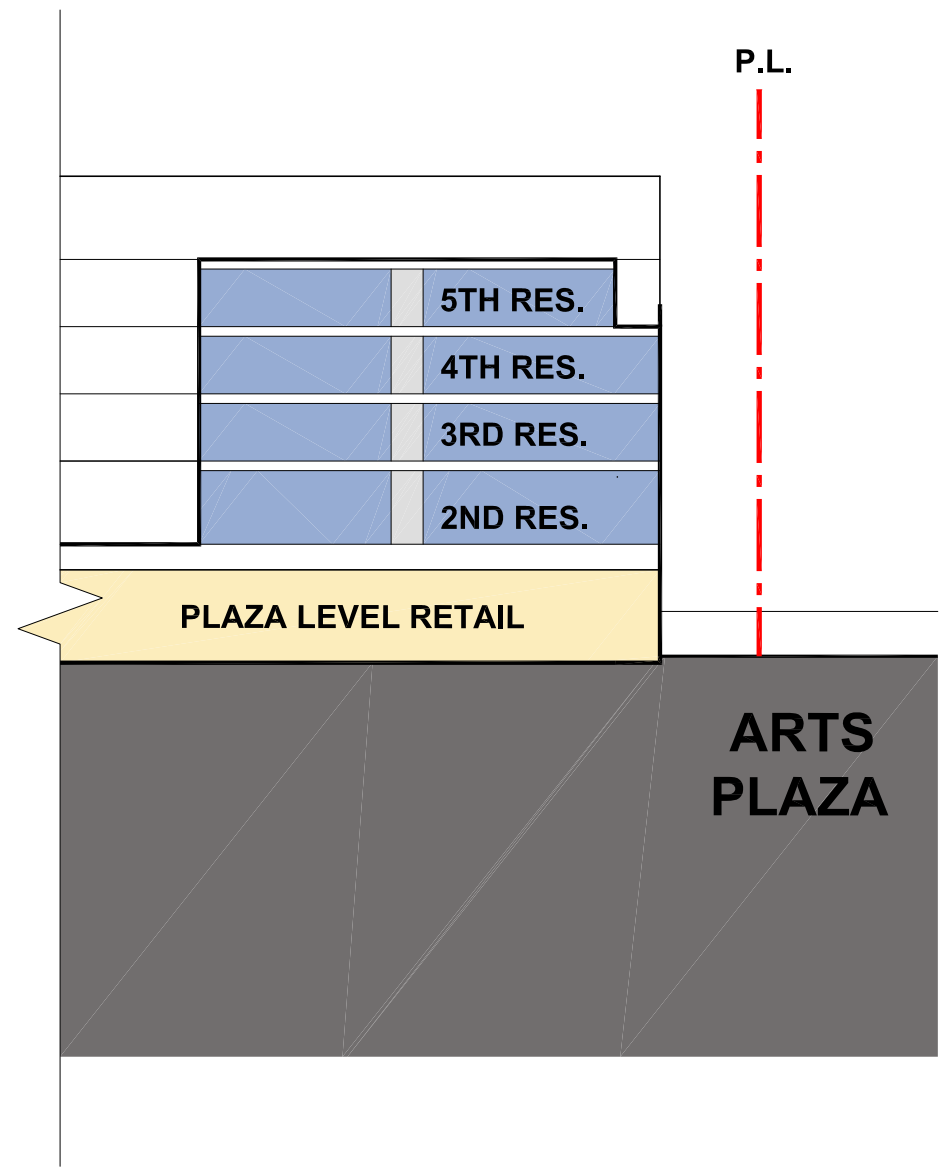
2016 - 04 -20





DRAFT - 4/21/16

PREPARED FOR:

Brookfield Pinnacle

PROJECT:

WELLMONT REDEVELOPMENT SITE
MONTCLAIR, NJ

SCHEME:

A11

DRAWING:

SECTION 4

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SCALE:

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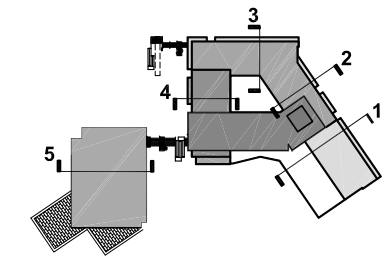
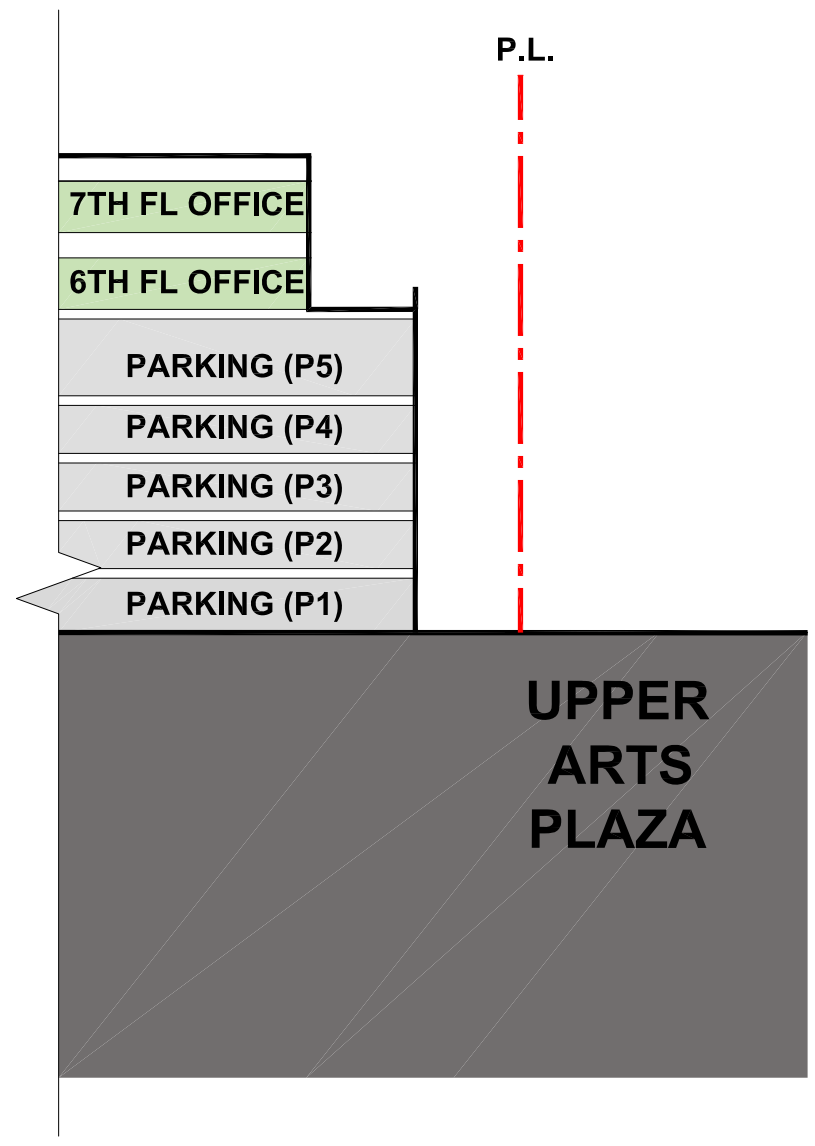
DATE:

2016 - 04 -20





DRAFT - 4/21/16

PREPARED FOR:

Brookfield Pinnacle

PROJECT:

WELLMONT REDEVELOPMENT SITE
MONTCLAIR, NJ

SCHEME:

A11

DRAWING:

SECTION 5

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SCALE:

1" = 30'

DATE:

2016 - 04 -20