

Master Plan Subcommittee Meeting
Inconsistencies between Master Plan and Boro Ordinances
February 2021

Ordinance Recommendations

I. Change use requirement for restaurants from "Conditional to "Permitted use"

- a. Within the CBD, and possibly include the secondary business district
 - i. **Goal #8 - Page 13** "To preserve and enhance the Borough's Central, Secondary and Office Business District areas by defining their location and functional role in the community." **Page – 14** "the Plan encourages the continued improvement of the community's commercial areas for retail and service commercial uses, and restaurant and entertainment—related uses."
 - ii. **Zoning Considerations - Page 41** "While restaurants are a conditional use within the zone, there are currently no large sit-down restaurants in the central CBD. It is noted that during our discussions with CBD business owners and patrons, there was significant interest for sit-down restaurants, including outdoor dining in the Central and Secondary Business Districts. This interest was also widely supported during the June 10, 2017 public charrette. While the combination of small lot sizes and parking requirements for restaurants pose a potential constraint for restaurateurs, consideration should be given to making restaurants a permitted use to reflect the Borough's receptivity to this need."
 - iii. **Zoning Considerations - Page 47 Section 3** "Modify the ordinance to include restaurants as a principal permitted use within the zone. There was significant consensus from community members and business owners alike that permitting quality sit-down restaurants in the CBD would be a benefit to the community and promote increased visitation during evening hours. In addition to the permitting of restaurants, a review of restaurant regulations, including parking standards, should be considered to make entry into the CBD more attractive to restaurateurs."

II. Create building façade design standards

- a. Brick façades are to be encouraged with the color and style to be similar to the Borough Hall, Public Library, or the Fire Station
 - i. **Goal #8 - Page 14** "This should be achieved within a manner that protects and promotes the physical and aesthetic character of the commercial corridor by designing buildings whose appearance is in line with the architectural style of the Oradell Library, Borough Hall, or Fire Station."
 - ii. **Zoning Considerations - Page 43** "Design Standards. Consideration should be given to implementing design standards that are consistent with the scale and character of the CBD by requiring building designs whose appearance is in line with the architectural style of the Oradell Library, Borough Hall and the Fire Station."
 - iii. **Retail Façade Treatments** – Starts on **Page 81**, Building Wall Area is discussed on **Page 86** "Brick façades are to be encouraged with the color and style to be similar to the Borough Hall, Public Library, or the Fire Station."

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III. Eliminate parking requirement for restaurants

- a. Current requirement is 1 parking space for every 2.5 tables
 - i. **Zoning Considerations - Page 41** "Consideration should be given to a significant reduction in parking standards for restaurants, if not their elimination, since they tend to discourage restaurant development in an area characterized by Oradell's CBD lot configuration.
 - ii. **Parking Needs Analysis - Page 63 Section 4** "The Borough needs to review its parking requirements, as the current requirements do not reflect the most appropriate ratios for some of the uses that exist in the study area. The current standards often result in an excessive parking requirement for some uses; worse, such regulations can serve to discourage potential businesses from considering Oradell as a place to locate."

IV. Easing of restrictions for outdoor and sidewalk dining

- a. Sidewalk width minimums can be reduced

V. Parking time limits within the CBD should be reevaluated to support business

- a. Consider if every block should have varied rules based on...
 - i. Short-term parking supporting take-out
 - ii. Long-term parking for other businesses
 - 1. **Parking Needs Analysis and Recommendations - Page 63 Section 7** "Consideration should be given to updating the Borough's parking standards to include variable parking times based on the period in the day"

VI. The Borough should consider undertaking a comprehensive rewrite of its existing signage regulations

- a. **Existing Signage Regulation Recommendations - Page 69 Section 1** "The Borough should consider undertaking a comprehensive rewrite of its existing signage regulations. As shown in the previous subsection of this report, the current signage regulations are unorganized and scattered, making them difficult to consistently interpret"
- b. **Existing Signage Regulation Recommendations - Page 70 Section 2** "Where appropriate, signage regulations should also be simplified to permit for more flexibility for business owners"

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Other Recommendations

I. Improve pedestrian safety

- a. All crosswalks should be painted the same with highly visible striping
 - i. **Gateway Analysis and Recommendations - Page 80 Section 4** "Paver Patterned Crosswalks: Resurfacing the CBDs' existing crosswalks with a stamped brick pattern is a cost-effective way to provide an aesthetically pleasing accent to the CBD that also serves as a highly functional way to impart a traffic calming measure and subsequently encourage pedestrian activity
- b. Kinderkamack and Oradell Ave should have flashing signs
- c. Improve crosswalk lighting
 - i. **Gateway Analysis and Recommendations - Page 80 Section 3** "Crosswalk Pedestrian Safety Lighting: Should an intersection require added pedestrian safety, additional crosswalk signal systems can be added as noted in the section of the report regarding streetscape corridor improvements."
 - ii. **Illustration on page 81**

II. Traffic calming

- a. Elimination of center island to push traffic to the center of Kinderkamack Rd
 - i. **Parking Needs Analysis and Recommendations - Page 65 Section 11** "Consideration should be given to removing the traffic median and shifting road elements towards the center of the roadway. This will serve to create the same traffic calming effect, but will also lessen pedestrian crossing distances within crosswalks, increase usable space for parallel parking, and allow for potential expansion of sidewalks for outdoor dining space."
- b. Add sidewalk bump-outs at intersections on Kinderkamack Rd
 - i. **Gateway Analysis and Recommendations - Page 80 Section 5** "Extended Coated Asphalt Surfacing: Colored asphalt surfacing is another cost-effective means to improve crosswalk delineation and facilitate traffic calming by delineating a narrower traffic aisle width. It should be noted that this material delineation does not physically narrow the roadway, as it maintains the space of the traveled way available to accommodate turning movements by larger vehicles or emergency services."

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- III. Add Central Business District gateway signage (at the borders of the Central Business District)**
- a. Northbound on Kinderkamack Rd - Consider placing at corner of Brookside Ave
 - b. Southbound on Kinderkamack Rd - Consider placing at corner of Orchard St
 - i. Gateway Analysis and Recommendations - **Page 77** “a gateway goes beyond simple delineation. Ultimately, a gateway establishes and promotes a theme for its accompanying district. It is a first impression, one that imparts to a resident or visitor that they are entering a special place for goods, business, and residence in a given area.
 - ii. Gateway Analysis and Recommendations - **Page 77 Section 1** “A pedestrian-sized monument feature like the one displayed on page 78 can be placed just off the sidewalk near the prominent intersections leading into the CBD.”