

**TOWNSHIP OF VERONA  
COUNTY OF ESSEX, STATE OF NEW JERSEY**

**ORDINANCE No. 2026-02**

**ADOPTING THE REDEVELOPMENT PLAN FOR 320 BLOOMFIELD  
AVENUE AND 11 CHURCH STREET (BLOCK 704, LOTS 18 AND 20)  
REDEVELOPMENT AREA**

**WHEREAS**, on May 6, 2024, the Township Council (“the “Township Council”) of the Township of Verona, in the County of Essex, New Jersey (the “Township”) adopted Resolution 2024-075 declaring the entirety of Bloomfield Avenue Corridor, which includes the above referenced property, as an Area in Need of Rehabilitation; and

**WHEREAS**, on September 9, 2024, the Township Council adopted Resolution 2024-151 declaring the above referenced block and lots as an Area in Need of Redevelopment (the “320 Bloomfield Avenue and 11 Church Redevelopment Area”); and

**WHEREAS**, more than 45 days have passed since said Resolution was adopted, and no actions have been filed challenging such action; and

**WHEREAS**, N.J.S.A. 40A:12A-7 provides for a procedure for the adoption of a redevelopment plan for all or a portion of a duly designated redevelopment area; and

**WHEREAS**, Block No. 704, Lots 18 and 20 in the Township (the “Property”) are located within the 320 Bloomfield Avenue and 11 Church Street Redevelopment Area; and

**WHEREAS**, N.J.S.A. 40A:12A-7.a., provides that “No redevelopment project shall be undertaken or carried out except in accordance with a redevelopment plan adopted by ordinance of the municipal governing body, upon its finding that the specifically delineated project area is located in an area in need of redevelopment or in an area in need of rehabilitation, ...”; and sets forth statutory requirements for the contents of a Redevelopment Plan; and

**WHEREAS**, the Township Council directed its planning consultant, H2M engineers and architects (the “Professional Planner”) to prepare a draft redevelopment plan concerning the 320 Bloomfield Avenue and 11 Church Street Redevelopment Area; and

**WHEREAS**, the Township Council is desirous of enacting a redevelopment plan to guide the future use, development and redevelopment of Blocks 704, Lots 18 and 20, heretofore designated as an area in need of redevelopment with provisions to enable the construction of a mixed-use building with affordable housing.

**NOW, THEREFORE, BE IT ORDAINED**, by the Township Council of the Township of Verona, County of Essex and State of New Jersey as follows:

**SECTION 1.** The Redevelopment Plan, as filed in the Office of the Township Clerk and attached hereto as Exhibit A and by the reference made a part hereof is hereby approved and adopted pursuant to N.J.S.A. 40A-12A-1 et. seq.

**SECTION 2.** If any section, sub-section, paragraph, sentence or any other part of this ordinance is adjudged unconstitutional or invalid, such judgment shall not affect, impair or invalidate the remainder of this ordinance.

**SECTION 3.** This ordinance shall take effect 20 days after final passage and publication as prescribed by law.



ATTEST:

*Jennifer Kiernan*  
JENNIFER KIERNAN  
MUNICIPAL CLERK

**NOTICE**

**I HEREBY CERTIFY THAT THE AFOREMENTIONED ORDINANCE WAS PUBLISHED IN THE STAR LEDGER, A NEWSPAPER PUBLISHED IN THE COUNTY OF ESSEX AND CIRCULATED IN THE TOWNSHIP OF VERONA, IN THE ISSUES OF JANUARY 26, 2026 AND POSTED ON THE TOWNSHIP'S LEGAL NOTICES WEBPAGE ON MARCH 11, 2026.**

**JENNIFER KIERNAN, CMC  
MUNICIPAL CLERK**

INTRODUCTION: January 19, 2026  
PUBLIC HEARING: March 9, 2026  
EFFECTIVE DATE: March 30, 2026



# Township of Verona 320 Bloomfield Ave and 11 Church St Redevelopment Plan

*Prepared by:*





# REDEVELOPMENT PLAN

FOR THE BLOOMFIELD AVENUE AND CHURCH STREET

REDEVELOPMENT AREA

## Verona Planning Board

Christopher Tamburro, Mayor  
Jack McEvoy, Deputy Mayor  
Kevin O'Sullivan, Township Manager  
Jessica Pearson, Chairperson  
Jason Hyndman, Vice Chairperson  
David Freschi  
Tim Camuti  
Jesse Lilley  
Julie Parker  
Jim Day –Alt. #1  
Dylan Margarell– Alt. #2  
Greg Mascera, Esq., Board Attorney  
Mr. Peter Ten Kate, Township Engineer  
Kathleen Miesch, Planning Board  
Secretary

## Verona Township Council

Christopher Tamburro, Mayor  
Jack McEvoy, Deputy Mayor  
Alex Roman, Councilman  
Christine McGrath, Councilwoman  
Cynthia Holland, Councilwoman

## Consultants:

H2M Associates, Inc.  
119 Cherry Hill Road, Suite 110  
Parsippany, NJ 07054

## Adopted by Verona Township Council:

March 9, 2026

*The original of this report was signed and sealed in accordance with N.J.S.A. 45:14A-12*



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Sanyogita Chavan PP, AICP, License Number: 33LJ00593300

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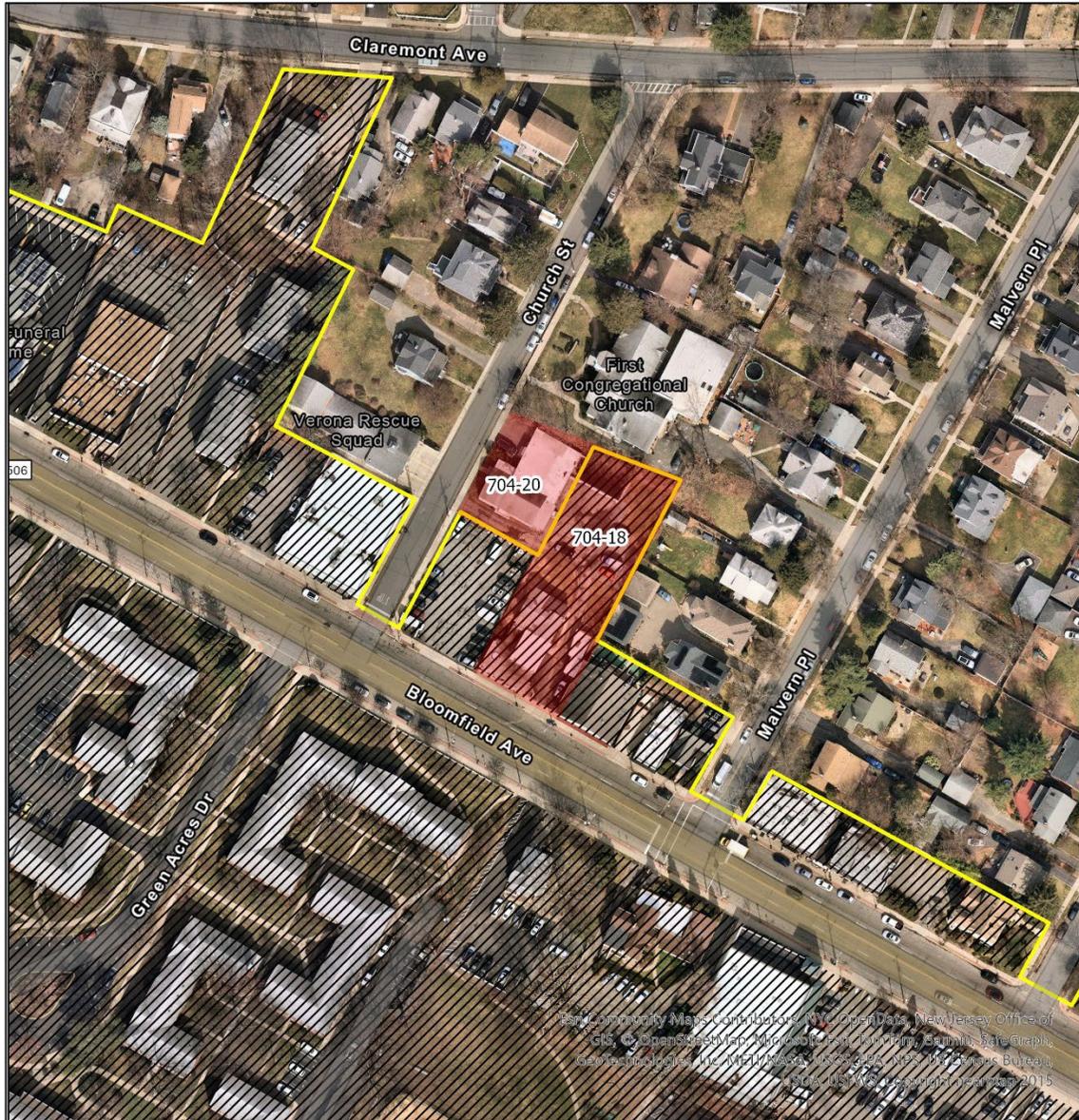
## 1.0 INTRODUCTION

### 1.1 BASIS FOR THE PLAN

This redevelopment plan has been prepared for the Bloomfield Avenue and Church Street Area in Need of Redevelopment within the Township of Verona, Essex County, New Jersey. The Bloomfield Avenue and Church Street Avenue Redevelopment Area comprise of two abutting interior lots of approximately 0.55 acres located at the intersection of Bloomfield Avenue and Church Street. These lots—Block 704, Lot 18 (320 Bloomfield Avenue) and Block 704, Lot 20 (11 Church Street)—result in a L-shaped configuration. Presently, Lot 18 is developed with a one-story structure fronting Bloomfield Avenue, which is attached to a two-story residential dwelling unit; a one-story accessory structure along the westerly property line; and a three-car garage along the rear property line. Lot 20 is developed with a one-story commercial building, which is attached to a 1½-story single-family dwelling. The entirety of the Bloomfield Avenue corridor has been designated an area in need of rehabilitation pursuant to Resolution 2024-75, which includes Lot 18 as seen in **Figure 1**. These two properties are designated as a non-condemnation area in need of redevelopment pursuant to Resolution 2024-151, which means that the Township **will not use eminent domain** to acquire these properties. The resolutions are included herein in **Appendix A**. This redevelopment plan provides the development regulations and other standards to guide the redevelopment of the Bloomfield Avenue and Church Street Avenue Redevelopment Area (“Redevelopment Area”).



**Figure 1: Redevelopment Area Map**



**Legend**

- Redevelopment Area
- Rehabilitation Boundary
- Rehabilitation Area



0 0.01 0.03 0.05 Miles

**Bloomfield Ave. and Church St.  
Redevelopment Area Map**

|   |   |            |   |
|---|---|------------|---|
| H | 2 | architects | 119 Cherry Hill Rd #110<br>Parsippany, 07054<br>631-756-8000<br>www.h2m.com |
| M |   | engineers  |   |



## **1.2 PURPOSE/VISION**

The Bloomfield Avenue and Church Street Redevelopment Plan sets forth standards for development and site improvements in the declared area in need of redevelopment. The Bloomfield Avenue and Church Street Redevelopment Plan (“Redevelopment Plan”) is intended to attract businesses and residential uses along the Bloomfield Avenue corridor while maintaining the small-town charm and character. This Redevelopment Plan is proposed to address a number of Township’s issues and priorities, such as help stimulate economic development, remove conflicts for mixed-use development, incentivize property and façade improvement, promote walkability by activating the ground floors of structures, and help create a place where people will want to live, work, play, and shop.

The Redevelopment Area is in close proximity to an assortment of retail and commercial uses, and existing residential uses. These uses include a church to the north, the Verona Rescue Squad building and a residential home to the west, commercial use to the southwest at the corner of Bloomfield Avenue and Church Street, commercial and residential single-family uses to the east, and multi-family residential (garden apartments) and commercial uses to the south along Bloomfield Avenue. The site is also near the NJ Transit 29 bus stops along Bloomfield Avenue and about half a mile from NJ Transit 11 bus stops located at the intersection of Pompton Avenue and Claremont Avenue. The proximity to major bus routes connecting to nearby towns and attractions encourages the use of public transportation and reduces dependency on automobiles, which in turn helps to create a more walkable and attractive downtown.

## **1.3 NOTE ON PLAN TERMINOLOGY**

Throughout the Redevelopment Plan, a conscious distinction is made in the regulations between “shall” and “should.” “Shall” means that a developer is required to comply with the specific regulation, without any deviations. “Should” means that a developer is encouraged to comply but is not required to do so.

## **1.4 REQUIRED COMPONENTS OF THE REDEVELOPMENT PLAN**

The Local Redevelopment and Housing Law (LRHL) pursuant to N.J.S.A 40A:12A-7 requires that a redevelopment plan includes an outline for the planning, development, redevelopment, or rehabilitation of the redevelopment plan area sufficient to indicate the following:

1. Its relationship to definite local objectives as to appropriate land use, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.
2. Proposed land uses and building requirements in the project area.
3. Adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe, and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
4. An identification of any property within the redevelopment area which is proposed to be acquired in accordance with the redevelopment plan.



5. Any significant relationship of the redevelopment plan to:
  - a. The master plans of contiguous municipalities.
  - b. The master plan of the county in which the municipality is located.
  - c. The State Development and Redevelopment Plan adopted pursuant to the "State Planning Act" P.L. 1985, c.398 (C.52:18A-196 et al.).
6. As of the date of the adoption of the resolution finding the area to be in need of redevelopment, an inventory of all housing units affordable to low- and moderate-income households, as defined pursuant to section 4 of P.L.1985, c.222 (C.52:27D-304), that are to be removed as a result of implementation of the redevelopment plan, whether as a result of subsidies or market conditions, listed by affordability level, number of bedrooms, and tenure.
7. A plan for the provision, through new construction or substantial rehabilitation of one comparable, affordable replacement housing unit for each affordable housing unit that has been occupied at any time within the last 18 months, that is subject to affordability controls and that is identified as to be removed as a result of implementation of the redevelopment plan. Displaced residents of housing units provided under any State or federal housing subsidy program, or pursuant to the "Fair Housing Act," P.L.1985, c.222 (C.52:27D-301 et al.), provided they are deemed to be eligible, shall have first priority for those replacement units provided under the plan; provided that any such replacement unit shall not be credited against a prospective municipal obligation under the "Fair Housing Act," P.L.1985, c.222 (C.52:27D-301 et al.), if the housing unit which is removed had previously been credited toward satisfying the municipal fair share obligation. To the extent reasonably feasible, replacement housing shall be provided within or in close proximity to the redevelopment area. A municipality shall report annually to the Department of Community Affairs on its progress in implementing the plan for provision of comparable, affordable replacement housing required pursuant to this section.
8. Proposed locations for zero-emission vehicle fueling and charging infrastructure within the project area in a manner that appropriately connects with an essential public charging network.
9. The redevelopment plan may include the provision of affordable housing in accordance with the "Fair Housing Act," N.J.S.A. 52:27D-301 et seq. and the housing element of the municipal master plan.
10. The redevelopment plan shall describe its relationship to pertinent municipal development regulations as defined in the "Municipal Land Use Law," P.L.1975, c. 291 (C.40:55D-1 et seq.).
11. The redevelopment plan must state whether it shall supersede applicable provisions of the development regulations of the municipality or constitute an overlay zoning district within the redevelopment area.
12. All provisions of the redevelopment plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan; but the municipal governing body may adopt a redevelopment plan which is inconsistent with or not designed to effectuate the master plan by affirmative vote of a majority of its full authorized membership with the reasons for so acting set forth in the redevelopment plan.



## **2.0 EXISTING CONDITIONS**

### **2.1 2024 AREA IN NEED OF REDEVELOPMENT INVESTIGATION SUMMARY**

On January 22, 2024, the Township Council authorized the Planning Board to undertake a preliminary investigation to determine whether the properties, identified in the Township's Tax Maps as Lots 18 and 20 on Block 704, qualified as an area in need of redevelopment according to the criteria set forth in Section 5 of the LRHL (N.J.S.A. 40A:12A-5). On June 27, 2024, Verona Township's Planning Board held a public hearing on the findings of the preliminary investigation as set forth within the report entitled "320 Bloomfield Avenue and 11 Church Street Area in Need of Redevelopment Preliminary Investigation Report ("AINR Report"). The AINR Report found that parcels within the area met criteria "d" and "h." A summary of the necessary criteria as presented in the AINR Report and met by the study area is listed below.

- **Criterion d**  
Areas with buildings or improvements which, by reason of dilapidation, obsolescence, overcrowding, faulty arrangement or design, lack of ventilation, light and sanitary facilities, excessive land coverage, deleterious land use or obsolete layout, or any combination of these or other factors, are detrimental to the safety, health, morals, or welfare of the community. Both parcels in the Redevelopment Area were classified as meeting the "d" criterion, as the properties were found to be inconsistent with modern land use planning standards and practices.
- **Criterion h**  
Designation of the delineated area is consistent with smart growth planning principles adopted pursuant to law or regulation. Smart Growth Area Classification commonly refers to growth that serves the environment, economy, and community equally. It attempts to concentrate development into already-existing communities, when possible. Additionally, it addresses the inherent interconnections between environmental protection, social equity, public health, and economic sustainability. Selected areas throughout the State of New Jersey are designated as a Smart Growth Area by NJ State's Office for Planning Advocacy, from the spatial data related to the 2001 New Jersey State Development and Redevelopment Plan (SDRP). The SDRP was adopted pursuant to the State Planning Act and contains several smart growth policies and goals and a map that reflects the State's desired growth patterns. The properties in the Redevelopment Area were classified as meeting the "h" criterion, as the properties are located within Planning Area 1 (PA-1) known as the Metropolitan Planning Area. The PA-1 areas contribute to smart growth planning principles, pursuant to the SDRP, under the State Planning Act. Both the parcels are located within a walkable distance to bus stops and are in an area with existing water and sewer.

The Planning Board recommended that the Township Council designate the said parcels as an area in need of redevelopment. The Township Council accepted the Planning Board's recommendation and designated the area as an area in need of redevelopment on September 9, 2024.

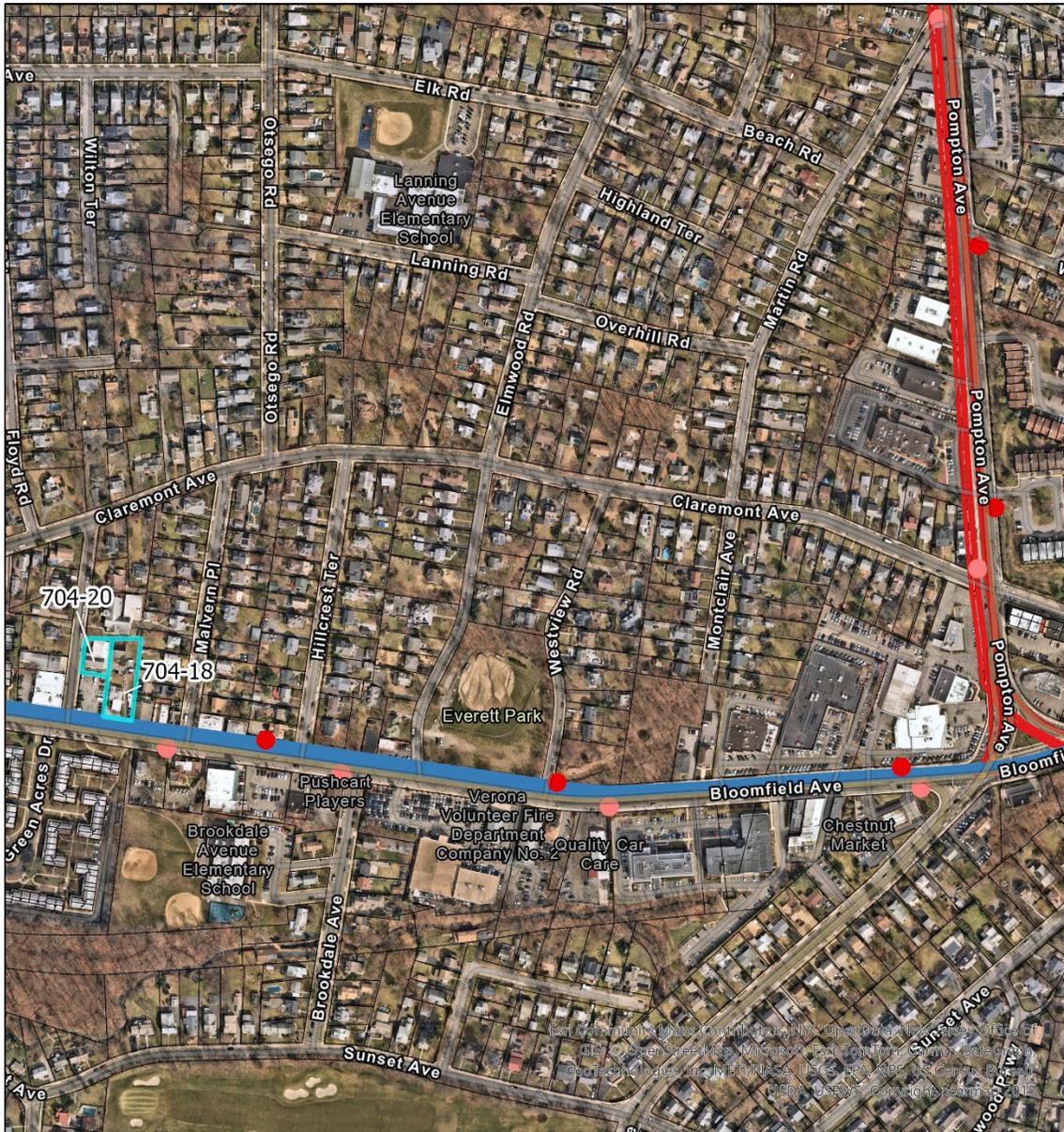


## **2.2 SURROUNDING AREA CONTEXT**

The Redevelopment Area is located on the eastern side of Verona, at the intersection of Bloomfield Avenue and Church Street. Bloomfield Avenue, a roadway under Essex County's purview, traverses from Fairfield to Newark. This roadway cuts through the heart of Verona and serves as the Township's traditional downtown. The Redevelopment Area is serviced by the NJ Transit 29 bus route, which runs from Essex Mall in West Caldwell to Newark Penn Station. Additionally, the Redevelopment Area is a 10-to-15-minute walk from the NJ Transit #11 bus stops that are located at the intersection of Pompton Avenue and Claremont Avenue. These transit routes are shown in **Figure 2**. The NJ Transit #11 bus runs between Willowbrook Mall in Wayne Township and the City of Newark. Riders in the Redevelopment Area can also access the #11 bus stops by riding on the westbound #29 bus route for about ½ mile and disembarking on the intersection of Pompton Avenue and Bloomfield Avenue or walking the distance. The optimal walking distance between a transit station or stop and a place of employment/residential use is between ¼ mile (1,320 feet) and ½ mile (2,640 feet), which places the redevelopment area within walking distance of a good bus service.



**Figure 2: Public Transit**



Document Path: X:\IVROT (Township of Verona)\IVROT\2401-320 Bloomfield Avenue 11 Church Street\GIS\IVROT Transportation 2024.aprx

|  |  |   |  |
|--|--|---|--|
| <p><b>Bus Routes</b></p> <p>— 11 (Red line)</p> <p>— 29 (Blue line)</p>  |  | <p><b>Bus Stops</b></p> <p>● Inbound (Red dot)</p> <p>● Outbound (Red dot)</p>        |  |
|  |  |   |  |
| <p><b>Township of Verona</b></p> <p><b>Public Transportation Map</b></p> |  |   |  |
|  |  | <p>119 Cherry Hill Rd #110<br/>Parsippany, 07054<br/>631-756-8000<br/>www.h2m.com</p> |  |



The redevelopment area is bounded by Bloomfield Avenue to the south and Church Street to the west. The surrounding uses include a church to the north, Verona Rescue Squad building and residential single-family use to the west, commercial uses to the east and southwest along Bloomfield Avenue, residential single-family uses to the east, and a multi-family residential (garden apartments) and commercial uses to the south, along Bloomfield Avenue.

The Redevelopment Area, as shown in **Figure 3**, is located within one (1) zoning district - the Township's "**ETC**" **Extended Town Center**. A list of permitted uses allowed in the zone district is provided below. The complete zoning standards for are located in Chapter 150 of the Township Code.

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### *ETC – Extended Town Center*

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#### **Section 150-17.15 Permitted uses.**

In District ETC, only the following uses are permitted:

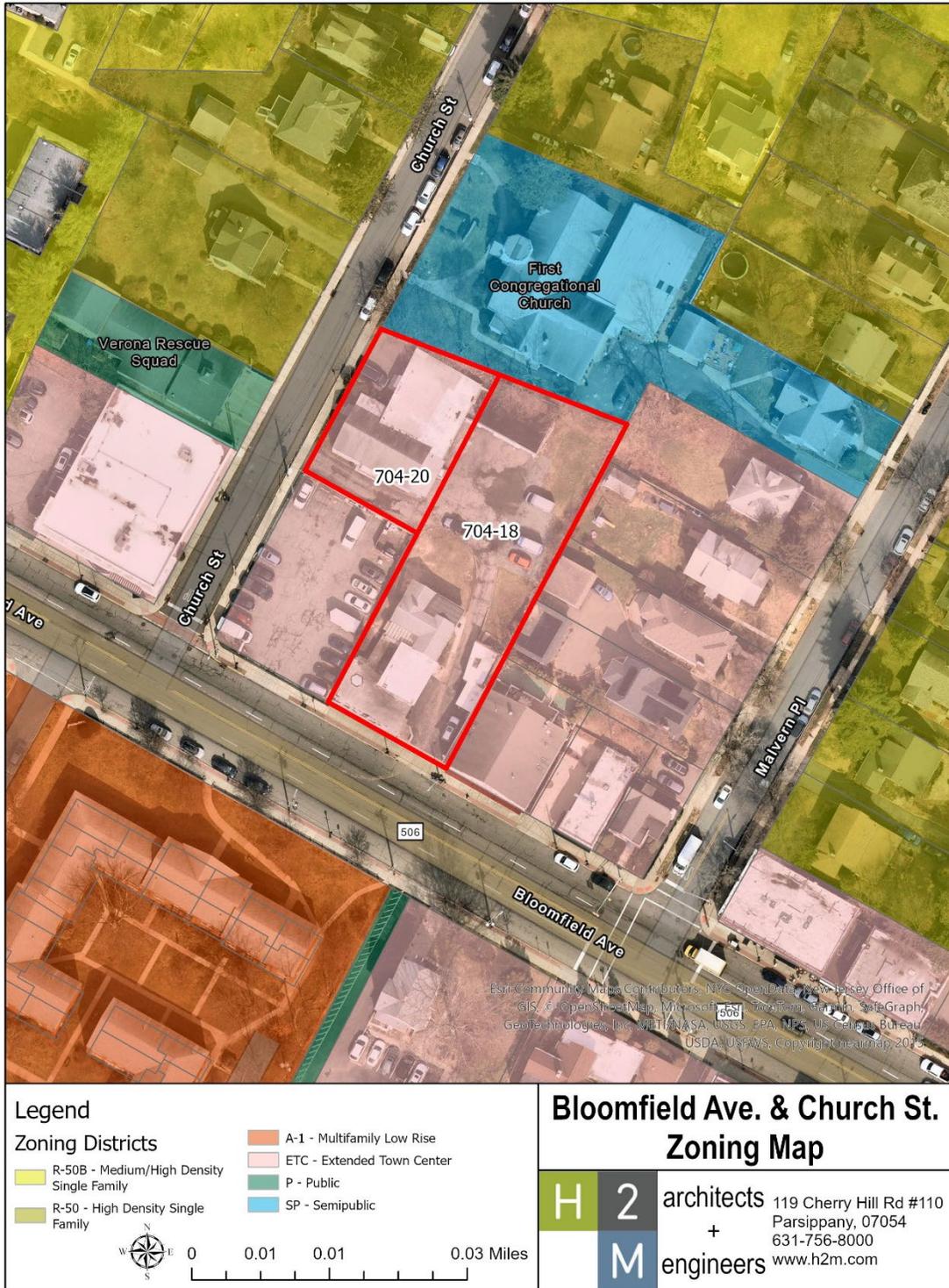
1. Retail stores and retail service establishments, including stores or shops for retail business conducted entirely within the confines of a building.
2. Cafeteria.
3. Full-service restaurant.
4. Snack and nonalcoholic beverage bar.
5. Confectionery and nut store.
6. Baked goods store.
7. Retail bakery.
8. Caterer, off site.
9. Caterer, on site.
10. Limited-service restaurant.
11. Banks and other financial institutions.
12. Commercial and professional offices.
13. Wholesale trade.
14. Family day-care centers.
15. Personal service establishments.

Conditional uses within the ETC District subject to area, yard and bulk regulations and other controls identified in the conditional use regulations within the Township Code:

1. Automobile sales subject to the conditional uses standards set forth in Section 150-8.4.
2. Mixed residential and retail subject to the mixed-use standards set forth in Section 150-8.3.
3. Mixed retail and commercial (nonmedical) subject to the mixed-use standards set forth in Section 150-8.3.
4. Mixed retail and professional office (nonmedical) subject to the mixed use standards set forth in Section 150-8.3.
5. Automobile service stations subject to the conditional uses standards set forth in Section 150-8.5.
6. Massage parlors subject to the conditional use standards set forth in Section 150-8.11.



**Figure 3: Bloomfield Avenue and Church Street Redevelopment Area Zoning Map**





**Figure 4: Bloomfield Avenue and Church Street Redevelopment Area Land Use Map**





### **2.3 RELATIONSHIP TO MASTER PLAN AND LOCAL GOALS AND OBJECTIVES**

The Township's latest Master Plan was adopted in September 2022. The Master Plan sets forth the goals and objectives for land uses within the Township. The following information from the plan relates to the redevelopment area:

#### *2022 Master Plan.*

The Master Plan addresses several planning issues and priorities pertaining to revitalizing the Verona's downtown and commercial corridor along Bloomfield Avenue. These planning issues include stimulating economic development, increasing diversity in housing stock, removing conflicts for mixed-use development, incentivizing property and façade improvement, promoting walkability by activating the ground floors of structures, and being a place where people will want to live, work, play, and shop. The Master Plan acknowledges that Verona is a nearly fully built-out community and, thus, future major development would likely be through redevelopment initiatives. The Land Use Element provides guidelines for future development and redevelopment that address the aforementioned planning issues but aims to maintain the character of the Township's residential neighborhoods. The Economic Development Element addresses these planning issues by encouraging strategic use of infill development and redevelopment to continue to ensure the Bloomfield Avenue corridor is vibrant and attractive to visitors and residents.

The 2022 Master Plan's goals and objectives address the topic of redevelopment and are listed below:



**Land Use Goal #5:**

*“Promote growth in appropriate areas that meet current and future land use trends.”*

**Land Use Objective #5c:**

*“Utilize redevelopment designations, where appropriate, to provide greater commercial and housing options.”*

**Land Use Objective #5f:**

*“Guide the future development and/or redevelopment of land within the Township so as to incorporate new construction without undue disruption to the established character of the Township.”*

**Land Use Goal #7:**

*“Ensure zoning districts regulations and land uses align with the Township’s development goals.”*

**Land Use Objective #7a:**

*“Incentivize improvements along the Bloomfield Avenue corridor.”*

**Land Use Objective #7e:**

*“Promote smart growth policies in future development in commercial and mixed-use zones.”*

**Land Use Goal #9**

*“Continue to meet the municipal obligation to provide the Township of Verona its fair share of affordable housing for low- and moderate-income households.”*

**Economic Development Goal #1**

*“Continue to ensure Bloomfield Avenue is a vibrant and attractive downtown.”*

**Economic Development Objective #1a:**

*“Consider the rehabilitation and redevelopment of existing buildings and storefronts.”*

**Economic Development Objective #1c:**

*“Utilize incentives for infill development and redevelopment along Bloomfield Avenue commercial corridor.”*



## **2.4 REDEVELOPMENT PLAN OBJECTIVES**

The Township seeks to promote the redevelopment of the area located at 320 Bloomfield Avenue (Block 704, Lot 18) and 11 Church Street (Block 704, Lot 20) into an area that is attractive to passersby and improves an underutilized property. The Redevelopment Plan helps to achieve the Township's goals of spurring economic development within the Bloomfield Avenue corridor by capitalizing on the area's proximity to public transportation and existing commercial and retail businesses. This will enable the Township to increase diversity of commercial options and housing types, while maintaining the existing character of the surrounding residential and commercial areas.

The objectives for this Redevelopment Plan are to:

1. Promote investment and economic vitality by encouraging mixed use commercial and residential development that activates the street-level.
2. Enhance and maintain the character of the Township by incorporating contemporary planning and design principles that instill a sense of place and provide an attractive livable environment.
3. Utilize sustainable development principles to improve stormwater management and overall sustainability.
4. Provide a range of market rate and affordable housing options that meet the current and future needs of Township residents.
5. Revitalize an obsolete and underutilized area of the Township with high-quality development.
6. Encourage walkability and public transit use and minimize vehicular dependency.

## **2.5 RELATIONSHIP TO ZONING ORDINANCE**

This Redevelopment Plan shall constitute an overlay to the provisions set forth within the Zoning Ordinance of the Township of Verona (the "Zoning Ordinance"). In all situations where zoning issues are not specifically addressed herein, the Zoning Ordinance of the Township of Verona shall, however, remain in effect. The Township's Zoning Map shall be amended upon the adoption of this Plan in accordance with N.J.S.A. 40A:12A-7.c to reflect this new classification.



## **3.0 DEFINITIONS**

The definitions set forth within Section 150-2.3 shall apply to this plan, with the following additional definitions.

### **Art Gallery**

A room or building devoted to the exhibition and/or sale of works of art.

### **Art Studio**

An artist's workspace, employed for the activities such as painting, pottery (ceramics), sculpture, scrapbooking, photography, graphic design, animation, or creation of music or dance practice.

### **Artisanal Workshop**

Shops of special trade, including the small-scale manufacturing, compounding, assembly, processing, packaging or similar treatment of such products as: baked goods, candy, ceramics, pottery, china, weaving and other textile arts, painting, woodworking and other artistic endeavors and similar trades. Retail sales on the premises of products made on the premises are required.

### **Bistro**

A small-scale restaurant, with or without some food prepared off-site and pre-packaged with seating at tables or counters.

### **Blade Sign**

A vertically oriented wall sign that projects perpendicular to the facade of the building.

### **Brewpub**

An establishment that sells at least 25% or more of its product in-house and is accompanied by a restaurant area for dine-in use only.

### **Ghost Kitchen or Virtual Kitchen**

A food production facility for meals solely intended for offsite consumption and dependent on delivery by on-demand food couriers or a delivery service.

### **Learning Center**

A facility at which students are provided with academic enrichment opportunities other than a regular academic program or other traditional schooling, and/or additional activities designed to complement their regular academic program, in consideration for a fee for the services offered in these centers that is the responsibility of a student or parent, guardian or other representative of the applicable student.



### **Shared Kitchen**

A use providing access to space and tools to local small producers for a fee or with a sublease. This space shall be focused on tools such as a health-inspected, commercial kitchen for food production that a small business can rent by the hour. Such spaces shall be a minimum of 2,000 square feet in area. Such a space shall not be used as a ghost kitchen or virtual kitchen.

## **4.0 USE AND BULK REGULATIONS**

### **4.1 Land Uses**

The purpose of the Redevelopment Plan is to create a mixed-use development that will help spur economic growth in Verona's commercial and retail corridor on Bloomfield Avenue. The new commercial or retail uses on the ground floor will add to the commercial options for residents and visitors. The new market rate and affordable rental units, located above the ground floor, will increase the diversity of housing types for current and future Verona residents. The Redevelopment Plan aims to reduce vehicle dependency and promote walkability by taking advantage of its location within walking distance of NJ Transit bus stops and Verona Park. The Redevelopment Area aims to create an attractive and vibrant downtown area that can be enjoyed by residents and visitors. The Redevelopment Area uses, and bulk regulations will supersede the use bulk regulations of the underlying ETC Zone District, shown in **Figure 3**:

1. Permitted Uses:
  - a. Personal services, retail sales, and retail services, including stores or shops for retail where the business is conducted entirely within the confines of a building, on the first floor.
  - b. Residential Apartments on the second and third floor. No residential use shall be permitted on the first floor.
  - c. Full-Service Restaurants
  - d. Bakery
  - e. Personal service establishments
  - f. Bistros
  - g. Cafes
  - h. Learning Center
  - i. Art Studio
  - j. Art Gallery
  - k. Brewpub
  - l. Artisanal Workshop
  - m. Shared Kitchen except Ghost Kitchen or Virtual Kitchen
  - n. Nothing herein shall prohibit two or more singular uses listed above.
2. Accessory Uses:
  - a. Accessory uses customarily incidental to the principal or conditional use.
  - b. Off-street parking in accordance with Section 4.6 of this Redevelopment Plan.
  - c. Private recreation facilities, intended for the use by residents of the premises.
  - d. Outdoor restaurant seating in accordance with Section 150-7.23.



- e. Sidewalk café in accordance with Section 150-7.22.
- f. Refuse and recycling enclosures.

**4.2 Bulk Regulations**

Development in the Redevelopment Area is subject to the requirements in the table below.

| Bulk Standards                            | Requirements           |
|---|------------------------|
| <b>Min. Lot Area</b>                      | 0.5 acre               |
| <b>Max Density</b>                        | 23 dwelling units/acre |
| <b>Min Lot Width</b>                      | 75 ft                  |
| <b>Min Lot Frontage</b>                   | 75 ft                  |
| <b>Min. Front Yard Setback</b>            | 8 ft                   |
| <b>Max. Front Yard Setback*</b>           | 10 ft                  |
| <b>Min. Side Yard Setback (one)*</b>      | 5 ft                   |
| <b>Min. Side Yard Setback (both)*</b>     | 15 ft                  |
| <b>Rear Yard Setback</b>                  | 75 ft                  |
| <b>Max. Building Coverage</b>             | 40%                    |
| <b>Max Building Height (stories/feet)</b> | 3 stories/50 ft        |
| <b>Improved lot coverage (%)</b>          | 80%                    |
| <b>Max Floor Area Ratio</b>               | N/A                    |

\*This shall be landscaped and planted to enliven the area.

**4.3 PROHIBITED USES IN REDEVELOPMENT AREA**

1. The prohibited uses as per Section 150-4.3 of the Zoning Ordinance shall apply to the Redevelopment Area.
2. The following uses shall be further prohibited in the Redevelopment Area:
  - a. Ghost Kitchen
  - b. Virtual Kitchen

**4.4 BUILDING AND UNIT DESIGN**

1. Dwelling unit size: One- or two-bedroom units are permitted and must meet the following criteria:
  - a. One-bedroom rental units – minimum 600 square feet
  - b. Two-bedroom rental units– minimum 850 square feet
  - c. Three-bedroom rental units- minimum 1,150 square feet
  - d. Affordable Housing is required as per the adopted Housing Element and Fair Share Plan and the pertinent municipal ordinances.
  - e. Each change in lease occupancy (including lease assignment and lease sub-letting) would require the issuance of a certificate of continued occupancy to verify continue compliance with the foregoing, the reasonable cost of each such inspection to be borne by the owner of the improvements constructed in the Bloomfield Avenue and Church Street Redevelopment Area.



2. Buildings with residential uses shall provide laundry facilities and central air conditioning for each dwelling unit either in the unit or in common areas accessible only to residents. Window air conditioning units are not permitted. Television connections shall be provided for each unit. One satellite dish shall be permitted per structure and shall not be visible from any street.

**4.5 DRIVEWAYS & CURBS**

1. Driveways shall not be located closer than five (5) feet from a property line, nor closer than ten (10) feet from an existing driveway on an adjacent property.
2. Two-way driveways shall be a minimum of 24 feet wide; in instances where a center median is proposed, the median shall be a minimum of 5 feet in width and the driveway shall be a minimum of 18 feet in width. Depressed curb may be provided to enable circulation of emergency vehicles.
3. Curbs along public rights-of-way shall be poured-in-place concrete or other masonry material such as Belgian block.

**4.6 PARKING**

1. Parking is prohibited in any required front yard setback.
2. Parking shall be located to the rear of a building. No parking is permitted along Bloomfield Avenue.
3. Adequate fire and emergency access must be provided subject to the Township of Verona Fire Department.
4. All parking spaces shall be at least nine feet by eighteen feet, except that two and one-half feet of the length may be included in any overhang.
5. On-site parking shall not be used for any purpose other than parking.
6. Adequate parking facilities for accessibility to people with mobility impairments shall be provided as required by the Americans with Disabilities Act (ADA).
7. Parking in the Bloomfield Avenue and Church Street Redevelopment Area shall be required based on the following table.

| Permitted Uses          | Minimum Parking Requirements |
|-------------------------|------------------------------|
| One-bedroom apartment   | 1.8 spaces per unit          |
| Two-bedroom apartment   | 2.0 spaces per unit          |
| Three-bedroom apartment | 2.1 spaces per unit          |
| Non-residential uses    | 1 space per 250 square feet  |

- a. Residential uses must be provided off street parking. Out of the total number of parking spaces required, 10% of the total required parking spaces can be provided through on-site compact car parking spaces. Each compact parking space shall not be less than eight feet wide and 16 feet deep.
- b. The Planning Board may grant deviations and exceptions based on the ratios provided above, where it is demonstrated that the projected parking demand will be less than



that required by the Redevelopment Plan through the availability of transit, shared parking or otherwise.

- c. All off-street parking must comply with regulations for Make-Ready EV parking spaces set forth by P.L. 2021, c.171 of the Municipal Land Use Law. By providing Make-Ready EV spaces, no more than 10% of the required off-street parking may be waived in the Redevelopment Area.
8. Overnight Parking. No person shall park a vehicle on any day between the hours of 12:00 am and 4:00 am upon any street or any part of the street within the Redevelopment Area, unless otherwise provided for by the Township Ordinance.

#### **4.7 ON-SITE PEDESTRIAN REQUIREMENTS**

1. Pedestrian walkways shall be provided connecting Bloomfield Avenue to building entrances and connecting parking areas to building entrances.
2. Where practical, pedestrian walkways shall be raised above the grade of streets, drives, parking lots and other paved areas. Where pedestrian walks cannot be raised, they shall be constructed of a material that is different from the adjacent pavement. Pedestrian walkways shall be of a different material than parking areas.
3. Walks, sidewalks and parking areas shall have lighting as required by the Township's land use ordinances and as otherwise required by the Planning Board.
4. Internal walkways shall be a minimum of four-feet wide and shall be designed to comply with the requirements of the Americans with Disabilities Act (ADA).

#### **4.8 BICYCLE PARKING REQUIREMENTS**

1. A designated area for bicycle parking should be provided inside the building or outside in a protected area. Parking should be provided in such a way that allows for a bicycle to be properly secured, via a bicycle rack or locker.
2. A minimum of one internal (1) bike parking space per 10 units should be provided, with additional outdoor bike racks located for public and private use. When determination of the number of bicycle parking results in a fractional space, any fraction less than 0.5 should be rounded down and greater than 0.5 should be rounded up.



#### **4.9 SIGNAGE**

1. One monument sign identifying the residential use may be provided at the entrance to the parking along Church Street. The sign base shall have a maximum height of two and a half feet with the sign face on the top of the base. The material and appearance of the sign base shall be complementary to the building. The sign shall have a maximum width of five feet, maximum height of three feet, and maximum area of 15 square feet. The sign shall be set back at a minimum distance of five feet from the right-of-way of Church Street.



2. Defer to the façade signs standards set forth within Section 150-7.9 of the Township's Code for non-residential uses.
3. Awnings associated with principal permitted non-residential uses shall conform to the following specifications:
  - a. Fixed awnings attached to buildings shall not extend from the building more than 24 inches, nor be greater than 36 inches in height. Drop or retractable awnings shall not extend from the building more than six feet. The lower edge of the curtain of any awning or canopy shall be no closer to the ground or sidewalk than eight feet. No part of the iron or other supporting framework shall be closer than seven feet eight inches to the ground or sidewalk.
  - b. Lettering on any such awning must be located on the vertical fringe and must be no more than four inches in height. Lettering or other graphics on the ends of a canopy or awning are specifically prohibited.
  - c. No internal lighting for awnings shall be permitted.
  - d. One awning sign per storefront window or storefront bay shall be permitted.
  - e. Text and graphics on the projecting sign shall be limited to the name and logo of the business only. Address labels, operating hours and contact information are prohibited.
  - f. Awnings shall be permitted in the following four colors: hunter green, classic navy, tan, or classic burgundy.
  - g. Awning signs shall be made of a high-quality canvas, woven acrylic, or similar material. Vinyl, plastic, mylar, and other shiny or glossy materials are prohibited. "Egg crate" undersides to awning signs are prohibited.
  - h. The awning shall be permitted as per the following standards:
    1. Maximum of width of the building front.
    2. Maximum height of three feet.
    3. Maximum valance height of 12-inches.
    4. Maximum depth/projection of 2 feet.
    5. Maximum letter height of 4 inches.
4. Blade sign shall be permitted for non-residential uses as per the following standards:
  - a. Minimum vertical clearance between the ground level and the bottom of the sign shall not be less than eight (8) feet.
  - b. No internal lighting for blade signs shall be permitted.
  - c. On multistory buildings, projecting signs shall not extend above the bottom of the second-floor windowsills.
  - d. One blade sign per façade is permitted as per the following standards:
    1. Maximum area: 8 square feet
    2. Width: maximum 4 feet
    3. Height: maximum 2 feet
    4. Depth/projection: maximum 2 feet
    5. Letter Height: 8-inches maximum



## 5.0 BUILDING AND SITE DESIGN

These design guidelines shall be applied with the relevant use and bulk standards to reinforce the physical and spatial character of the Redevelopment Area. The following guidelines are intended to create a plan that excels at providing comfortable, convenient and aesthetically pleasing mixed-use development for the Township.

### 5.1 ARCHITECTURE AND RESIDENTIAL STANDARDS

1. **Dwelling Unit Mix.** The mix of dwelling units shall be of the size and the mix set forth in Section 4.4 in an arrangement that promotes the enjoyment of the dwelling units, other on-site facilities and the community as a whole by residents of the development. The Planning Board shall require, as a condition of final approval of the development plan, the provision that the locations of the dwelling unit mix conform with the above standards.
2. **Dwelling Unit Privacy.** Adjacent dwelling units shall be adjoined in such a manner as to provide code required STC values for soundproofing and privacy between such units.
3. **Site Layout.** Surface parking lots are not permitted in the front yard along Bloomfield Avenue and shall maintain the minimum front yard setback along Church Street.
4. **Entrance Lighting.** A minimum of one (1) low-wattage incandescent or LED light fixture shall be provided outside the exterior entrance to the residential portion of the building.
5. **Fire Escapes.** Buildings containing dwelling units located above the second story and requiring a second means of egress pursuant to the Uniform Construction Code shall not utilize an attached external fire escape as one of the required means of egress.
6. **Type of Lighting Source.** Low-wattage lamps shall be used along all sidewalks, walkways, courtyards and plazas and on any building or unit. Parking lot lighting shall be incandescent or another light source compatible with the same. Both shall comply with the Township's lighting standards.
7. **Cable Television Utility.** All dwelling units shall be provided with such facilities for potential linkage to the Township's cable television utility.
8. **Common Entrances.** Common entrances, lobbies, elevators and/or stairwells shall be designed to promote safety and security of residents and visitors using such areas.

### 5.2 BUILDING MATERIALS

1. Building materials. Permitted building materials shall consist of the following, individually or in combination: brick, stone, metal panels or siding, fiber-cement lap siding, fiber-cement shingles, clapboard or synthetic alternative (Hardie board), wood or architectural metal. Exterior insulated finishing systems (EIFS) and vinyl siding shall not be permitted.
2. Natural materials are encouraged.
3. Nonnatural materials intended to imitate natural materials shall not be permitted.



4. There shall be no blank facades and buildings shall adhere to the standards listed above and in this document.

### **5.3 BUFFERS**

1. A minimum 10-foot landscaped buffer is required along residential zones and uses.
2. There shall be a landscaped area of at least 10 feet between the Bloomfield Avenue sidewalk and the front of any building or structure.
3. Such buffer shall include a visual screen designed to produce dense cover consisting of evergreen or evergreen-type hedges or shrubs, spaced at intervals of not more than five feet, located and maintained in good condition within 10 feet of the property line. A six-foot high privacy fence shall be provided along with the plantings. The six-foot privacy fence shall be made of either solid wood or vinyl and shall be provided along any property line that borders a residential property. Chain-link fencing or wire-mesh fencing is not permitted.

### **5.4 FAÇADES**

1. The building shall provide scale-defining architectural elements or details, such as windows, spandrels, awnings, porticos, pediments, cornices, pilasters, columns and balconies. These elements should reflect the existing character and scale of Verona and incorporate elements that relate the façade to existing buildings along Bloomfield Avenue, while not imitating the exact elements.
2. All entrances to a building, except service and emergency egress doors, shall be defined and articulated by architectural elements such as lintels, pediments, pilasters, columns, porticos, porches, overhangs, railings, balustrades and other elements, where appropriate. Any such element utilized shall be architecturally compatible with the style, materials, colors and details of the building as a whole, as shall the doors.
3. Building exteriors shall have vertical and/or horizontal offsets to create visual breaks on the exterior. Monotonous, uninterrupted walls or roof planes shall be avoided. Building wall offsets, including projections such as balconies, canopies, awnings, and signs, recesses, and changes in floor level, shall be used in order to add architectural interest and variety and to relieve the visual effect of a simple, long wall. Similarly, roofline offsets, dormers, or gables shall be provided in order to provide architectural interest and variety to the massing of a building and to relieve the effect of a single, long roof.
4. In any mixed-use building, the difference between ground floor commercial uses and upper-level residential uses shall be reflected by differences in façade. Ground floor commercial entrances shall be accentuated through the use of cornice lines and can be accentuated further through the use of distinct but comparable materials, signs, and awnings.
5. Articulate the building entrance in the façade to make it easily identifiable by pedestrians and motorists and to provide architectural interest.



6. The architectural treatment of the front facade shall be continued in its major features around all visibly exposed sides of a building. All sides of a building shall be architecturally designed to be consistent with regard to style, materials, colors and details.
7. There shall be no blank facades along any side, especially the sides that are visible from the street and parking lot.
8. Fenestration:
  - a. Nonresidential space fronting Bloomfield Avenue should be designed with storefront type display windows and a new ground floor commercial space. The ground floor shall be comprised of a regular rhythm of storefront bays and window treatments such that the ground floor façade is predominately glazed. The glazing materials shall be highly transparent, with low reflectivity. The area above the storefronts shall be articulated with a sign band area and/or lintel composed of detailed layers of relief that create depth and shadow.
  - b. Upper floor windows shall be vertically proportioned and be vertically aligned with the location of windows and doors on the ground floor below.
  - c. Fenestration patterns should utilize large window openings and/or tight groupings of smaller windows.
  - d. Window sizing and spacing shall be consistent with and complementary to the overall façade composition.
  - e. Window types shall be consistent with the building elements.
  - f. Roofs shall be provided in accordance with Section 5.5 of this Redevelopment Plan.

## **5.5 ROOFS**

1. The shape, pitch, and color of a roof should be architecturally compatible with the style, materials, and colors of such building.
2. If the building has a flat roof, a parapet shall project vertically to hide any roof-mounted mechanical equipment. Additionally, a cornice shall project out horizontally from the façade and shall be ornamented with moldings, brackets, or other detailing.
3. Roofline offsets shall be provided along any roof measuring more than 50 feet in length in order to provide architectural interest and articulation to a building.

## **5.6 MECHANICAL EQUIPMENT SCREENING**

1. Screening of rooftop mechanical equipment is required.
2. All rooftop mechanical equipment (HVAC, exhaust systems, etc.) shall be screened from view from all adjacent public streets, open spaces and parks in all directions and elevations to minimize the negative impact.



3. Screening materials shall be consistent with the architectural detail, color and materials of the building. Wire mesh screening is not permitted.
4. All roof and HVAC systems must meet the building code requirements and be set back a minimum of 15 feet from any street or public open space and screened to not be visible from any adjacent public street or public property within the Redevelopment Area.
5. If wall pack ventilation units are being used, they are required to match the adjacent building material color.
6. The parapet wall to screen mechanicals shall not be counted towards the building height calculation.

### **5.7 TRASH/TRASH ENCLOSURES/RECYCLING**

1. All trash enclosures shall follow all regulations set forth by Section 446-9 of the municipal code.
2. All loading, refuse collection and service and utility areas must be sufficient to serve the business being conducted on the parcel without using adjacent streets. No such areas shall be visible from any neighboring property or adjacent street and must be setback 10 feet or more from adjacent streets. Provision must be made for handling all freight in rear yards or on those sides of the buildings which do not face a street. The recommended method of screening shall consist of walls and gates compatible in color and texture with the building material, buffered by a landscape strip. The strip shall have a minimum width of three (3) feet and shall be located on all sides that do not include an entry access or abut a windowless façade. Buffers shall be planted so as to sufficiently obscure the view of the facilities from public view throughout the year and walls and gates constructed as to minimize any emissions of noise or odor. The screen shall not be less than five (5) feet in height at the time of planting and eight (8) feet in height at the time of maturity.
3. All outdoor containers shall be visually screened within a durable, noncombustible enclosure, so as not to be visible from adjacent lots or sites, neighboring properties or streets. No collection areas shall be permitted between a street and the front of a building. Chain-link fencing or wire-mesh screening is not permitted.
4. Collection areas shall be effectively designed to contain all material generated on site and deposited between collections. Deposited materials should not be visible from outside the enclosure.
5. Collection enclosures shall be designed of durable materials with finishes and colors which are unified and harmonious with the overall architectural theme.
6. Collection areas shall be located upon the site so as to provide clear and convenient access to collection vehicles. Refuse collection and recycling areas shall not be located within required landscaped yards and buffers.
7. An option to reduce the visual impact of the collection containers is to store and compact material inside the building, thus eliminating the need to screen outside containers.



8. Delivery, loading, trash removal or compaction, or other such operations may be limited by the Township between certain hours where noise impacts at the lot line of any adjoining residential property or district shall be required to meet Township and State requirements. Also, the applicant shall provide an effective litter management plan, subject to Township's approval. Such management plan shall be submitted with an application for final site plan approval.
9. Any internal collection and storage of trash or recycling within the building shall be in an area easily accessible by residents and shall be maintained to prevent any foul odors or spillage and to prevent any condition which may pose a hazard to life, health and safety. A refuse collection room shall be provided at the cellar or lowest story to receive the refuse. Such rooms shall be enclosed with walls and roofs constructed of material having a minimum fire resistive rating of three hours, except that gypsum masonry may not be used for such enclosure walls. Openings to such rooms shall be provided with fireproof, self-closing doors having a minimum fire resistive rating of one and one-half hours.
10. Trash and recycling collection shall be through a private service to be paid by residents of the improvements constructed in the Redevelopment Area and not by the general revenue or tax collections of Township of Verona. A recycling and trash pickup plan shall be submitted. The owner or occupant of each commercial establishment or dwelling unit shall be responsible for removing or making arrangements for the removal of garbage and recyclable items, such removal to be made regularly scheduled intervals, not less than once a week. The owner shall be provided credit in accordance with the law.
11. All bulk containers used by retail or retail service establishments or dwelling unit shall at all times be kept in good repair, be structurally sound and leak-proof and constructed to stand firmly upright and shall be equipped with a cover which is secured to the unit or able to be secured. No bulk container shall be filled in excess of its stated capacity, causing overflow and unsanitary conditions. All users of bulk containers shall ensure that such containers are emptied promptly, not less than once a week. All bulk containers shall be maintained to prevent any foul odors or spillage and to prevent any condition which may pose a hazard to life, health and safety.

## **5.8 UTILITIES**

All new utility distribution lines and utility service connections from such lines to buildings in the Redevelopment Area shall be located underground. To the extent possible, existing utility lines should also be relocated underground. Remote readers for all utilities, in lieu of external location of the actual metering devices, are preferred.

## **5.9 LIGHTING**

1. Adequate lighting shall be provided for all parking areas and pedestrian walkways. All outdoor lighting, including streetlamps and accent lighting, should comply with "dark sky" standards intended to reduce light pollution. Dark sky standards require that lighting is downcast, illuminates only the intended areas, and does not cause disabling glare that affects driver safety and reduces the visibility of starry night skies. Lighting for a building



must be contained on the property on which the building is located. LED lighting shall be permitted in addition to all of the conditions of the Township ordinance standards for lighting.

2. All lighting shall be serviced by underground wiring.
3. Spotlight-type fixtures attached to buildings are prohibited.
4. Light fixtures attached to the exterior of a building are encouraged and should be architecturally compatible with the style, material, and colors of the building. Exterior light fixtures attached to the building shall not project more than 24 inches from the building line.
5. Where lights along lot lines will be visible from the interior of adjacent buildings, the lights shall be properly shielded and/or mounting heights reduced.
6. All lighting designs and installations are subject to Township review and approval.
7. All lighting plans shall be accompanied by a point-by-point plan indicating numerical illumination levels. The plan shall indicate the average, minimum, maximum and minimum to maximum illumination levels for maintained foot-candles.

#### **5.10 STORMWATER MANAGEMENT**

All developments in the Redevelopment Area shall also comply with all the pertinent Township ordinances as found in Chapter 150, Article 25.

#### **5.11 SUSTAINABILITY**

The following sustainable development standards and practices are required in the redevelopment area:

1. Landscaping
  - a. Use native species and species that are recommended in Chapter 150, Attachment 3, that do not need excessive watering for all landscaping trees and plantings.
  - b. Retain existing trees and shrubs and replant more trees than removed. Any trees slated for removal shall be replaced in accordance with Chapter 493, Article II.
  - c. Provide landscaping in the required eight (8) foot front yard setback and in the buffer areas.
2. Waste Management and Recycling
  - a. Facilitate recycling in common areas within buildings and in outdoor open spaces by providing easily accessible recycling bins.
  - b. Facilitate recycling in dwelling units by adding recycling bins and ensuring that the recycling drop-off location is clear and accessible.
  - c. Ensure that each trash room includes recycling containers or a mechanism to separate trash from recyclable materials.
  - d. Provide sufficient recycling collection capacity through meeting a minimum required 0.0625 cubic yards per resident and 0.035 cubic yards per full time employee of any commercial uses.



The following sustainable development standards and practices are not mandatory but are strongly encouraged in the redevelopment area:

1. Energy Efficiency
  - a. Ensure refrigerators, washers, dryers, and dishwashers are ENERGY STAR rated.
  - b. Specify windows with a low-E coating and follow ENERGY STAR guidelines.
  - c. Ensure windows are operable in dwelling units to allow residents to naturally vent or cool space.
  - d. Include digital, programmable and user-friendly thermostats in the dwelling units.
2. Indoor Air Quality
  - a. Incorporate ENERGY STAR rated fans that automatically vent in bathrooms in dwelling units.
  - b. Protect ducts and HVAC from dust during construction to ensure they are clean before occupancy.
3. Water Efficiency
  - a. Use WaterSense rated fixtures in dwelling unit bathrooms.



## 6.0 PLAN CONSISTENCY

The Redevelopment Plan carefully considers the needs, issues and opportunities of multiple jurisdictions in an effort to further the goals of existing plans.

### 6.1 RELATIONSHIP TO MASTER PLANS

#### *Verona Master Plan.*

This Plan acknowledges and serves to address many of the goals and objectives noted in the 2022 Master Plan associated with redevelopment including:

- **Goal #5** of the **Land Use Element** is to “Promote growth in appropriate areas that meet current and future land use trends.” Furthermore, **Objective #5c** aims to “utilize redevelopment designations, where appropriate, to provide greater commercial and housing options” applies to Township’s efforts to utilize redevelopment to diversify housing stock and increase commercial options within the Township. This is in addition to **Objective #5f** which aims to “guide the future development and/or redevelopment of land within the Township so as to incorporate new construction without undue disruption to the established character of the Township.”
- **Goal #7** of the **Land Use Plan Element** is to “Ensure zoning districts regulations and land uses align with the Township’s development goals.” Furthermore, **Objective #7a** aims to “incentivize improvements along the Bloomfield Avenue corridor” and Objective #7e “Promote smart growth policies in future development in commercial and mixed-use zones.” The Redevelopment Plan inherently aligns with these objectives as it aims to create attractive, multi-family housing and commercial space on an underutilized lot with property and building conditions that represent dilapidation, faulty arrangement or design, and excessive land coverage.
- **Goal #9** of the **Land Use Plan Element** is to “Continue to meet the municipal obligation to provide the Township of Verona its fair share of affordable housing for low- and moderate-income households.”
- **Goal #1** of the **Economic Development Element of the 2022 Master plan**, “continue to ensure Bloomfield Avenue is a vibrant and attractive downtown” is a guiding goal for the Redevelopment Plan which aims to improve an area along Bloomfield Ave.

#### *Adjacent Municipalities*

The Redevelopment Area is not close to the boundaries of any of the neighboring towns. Nevertheless, in reviewing the master plans for the adjacent municipalities of Essex Fells, North Caldwell, West Orange, Montclair, and Cedar Grove, there are no inconsistencies with the goals and recommendations of this plan.

#### *2025 State Development and Redevelopment Plan (SDRP)*

The SDRP was adopted on December 17, 2025. This Plan has identified 10 aspirational goals to achieve the 2050 vision for a stronger and fairer New Jersey. The entire Redevelopment Area is within the PA-1 Metropolitan Planning Area. Two of the SDRP’s intents for the PA-1 area is to provide for much of the state’s future growth in compact development and redevelopment, and promote growth that occurs in Centers, other appropriate areas that are pedestrian friendly, and in compact transit-oriented forms. The SDRP encourages new development in existing developed areas and encourages preservation in areas not suited for development.



## **7.0 IMPLEMENTATION**

### **7.1 DESIGNATION OF REDEVELOPMENT ENTITY & ITS POWERS**

1. The Verona Township Council shall be the designated Redevelopment Entity as permitted under the LRHL (N.J.S.A. 40A: 12A-1 et seq.) and shall for the purposes of this plan be identified as the Verona Redevelopment Agency (“VRA”).
2. The VRA may designate an entity to implement redevelopment plans and carry out redevelopment projects in the area designated by this plan, if necessary.
3. When necessary for the implementation of this plan, VRA, as authorized shall designate and enter into a contract with a redeveloper for any construction or other work forming a part of this Redevelopment Plan (N.J.S.A. 40A: 12A-4(c)).
4. The designated redeveloper shall agree to retain interest acquired in the project until the completion of construction and development of the specified project, as required by this Redevelopment Plan. The redeveloper shall further agree not to lease (other than residential leases to residential end-users of the residential units and site improvements constructed in the Redevelopment Area), sell or transfer any interest acquired, or any part thereof, without prior written approval of the VRA.

### **7.2 CRITERIA AND PROCEDURES FOR REDEVELOPER SELECTION AND IMPLEMENTATION OF THE REDEVELOPMENT PLAN**

1. Applicants wishing to be designated as redeveloper(s) shall submit the following materials to the VRA, together with any other materials requested by the VRA (collectively, “Redeveloper Materials”):
  - a. Documentation evidencing financial responsibility and capability with respect to proposed development.
  - b. Estimated offering price and deposit for acquisition of any land(s) to be acquired from the municipality for development.
  - c. Estimated total development cost.
  - d. Fiscal impact analysis addressing the effect of the proposed project on municipal services and tax base.
  - e. Detailed description of proposed public amenities and benefits.
  - f. Estimated time schedule for start and completion of development.
  - g. Conceptual plans and elevations sufficient in scope to demonstrate the design, architectural concepts, parking, vehicle and pedestrian circulation, landscaping, and sign proposals for all uses.
  - h. A detailed proposal for the transition and relocation assistance that will be provided to existing tenants, including where feasible incorporation of existing tenants in the project.
  - i. A certification that no member of the governing body nor any member of the VRA will receive any pecuniary benefit from the Redeveloper or as a consequence of the redevelopment of the subject properties.



- j. The VRA shall review such submissions, may request supplemental information (which supplemental information shall be considered within the scope of “Redeveloper Materials”) and, in its reasonable discretion, determine the acceptability of such submissions and determine whether to proceed with redeveloper designation and negotiation of a redevelopment agreement.
2. The redeveloper will be obligated to carry out the specified improvements in accordance with the Redevelopment Plan and the Redevelopment Agreement.
3. The redeveloper shall devote land within the Redevelopment Area for the uses specified therein.
4. Upon completion of the required improvements, the conditions determined to exist on the subject property at the time of the determination of the Redevelopment Area shall be deemed to no longer exist, and the land and improvements thereon shall no longer be deemed “in need of redevelopment” pursuant to the LRHL.
5. No covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the redevelopers, the Township, or successors, lessees, or assigns of any of them, by which the land in the Redevelopment Area is restricted as to sale, lease, or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, sex, sexual orientation, or marital status.
6. Neither the redeveloper nor Township and the VRA, nor the successors, lessees, or assigns shall discriminate upon the basis of race, color, creed, religion, sexual orientation, ancestry, national origin, sex, or marital status in the sale, lease or rental in the use and occupancy of land or improvements erected thereon or any part thereof the Redevelopment Area.

### **7.3 GENERAL PROVISIONS**

1. The VRA and the Verona Planning Board specifically reserve the right to review and approve the redeveloper’s plan and specifications with respect to their conformance to the Redevelopment Plan. Such a review shall be based on submissions to both agencies of a site context plan locating the proposed project in the Redevelopment Area; a site plan illustrating all site features; and building elevations for facades facing primary and secondary streets. If design changes are made after submission, no construction related to the changed project features can take place until a site plan and other pertinent drawings reflecting such additions or changes have been submitted and approved by both agencies. This pertains to revisions and additions prior to, during, and after completion of such improvements.
2. As part of the final site plan approval process, the Planning Board may require a developer to furnish performance guarantees pursuant to N.J.S.A. 40:55D-53. Either the Township Attorney or the Planning Board shall approve such performance guarantees. The amount of such performance guarantees shall be determined by the Township and shall be sufficient to assure completion or improvements within two years of final site plan approval.
3. The redeveloper shall also comply with the requirements of the LRHL, P.L. 1992, Chapter 79.
4. No building shall be constructed over an easement in the project area without prior written approval of the Township of Verona.



5. Utility easements, when necessary, shall be provided by developers and approved by the Township of Verona.
6. The developer(s) of the Redevelopment Area shall submit, if needed, a storm water management plan as part of the design submission for review by the Planning Board, which is intended to minimize the quantity of storm water entering the municipal sewer system or flowing directly into any adjacent streams.

#### **7.4 SITE PLAN AND SUBDIVISION REVIEW**

1. Any subdivision of lots and parcels of land within the Redevelopment Area shall be in accordance with the requirements of this plan and the site plan and subdivision ordinance of Township of Verona, except that where this Redevelopment Plan contains provisions that differ from those in the subdivision ordinance, this plan shall prevail.
2. Prior to commencement of construction, site plans for the construction, and/or rehabilitation of improvements to the Redevelopment Area, prepared in accordance with the requirements of the Township Zoning Ordinance and the Municipal Land Use Law (N.J.S.A. 40:55D-1 et. seq.) and shall be submitted by the developer(s) to the Planning Board for approval.
3. Any revisions to plans previously approved by the Planning Board must also be submitted to the Planning Board for approval. This pertains to revisions or additions prior to, during, and after completion of the improvements.

#### **7.5 INFRASTRUCTURE**

Infrastructure improvements may include, but are not limited to gas, electric, water, sanitary and storm sewers, pumping station, telecommunications, curbs, and sidewalks. The extent of the redeveloper's responsibilities will be outlined in the redeveloper's agreement with the Township of Verona. All improvements shall comply with applicable federal, state and local law.

#### **7.6 ACQUISITION AND RELOCATION**

The Redevelopment Plan does not anticipate the need to acquire privately-owned property within the Redevelopment Area by the Township of Verona. All properties will be acquired through private negotiation between individual property owners and the designated redeveloper.

#### **7.7 AFFORDABLE HOUSING REQUIREMENTS**

The Redevelopment Area contains no housing units affordable to **low- and moderate-income** households, as defined pursuant to section 4 of P.L. 1985, c.222 (C.52:27D-304). Any proposed residential development of five (5) or more units within the Plan Area shall provide the required percentage of affordable housing as per the Township's Adopted Housing Element and Fair Share Plan. Such residential developments will comply with accepted UHAC standards and be otherwise subject to all laws and regulations governing affordable housing in the Township of Verona and the State of New Jersey.



## **7.8 REQUESTS FOR DEVIATIONS AND DESIGN EXCEPTIONS**

The Verona Planning Board may grant deviations from the regulations contained within this Redevelopment Plan, whereby 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 Planning Board may also grant such relief 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 if such deviation or relief will have substantial detriment to the public good or substantial impairment of the intent and purpose of this Redevelopment Plan.

An application for a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the requirements of public notice as set forth in N.J.S.A. 40:55D-12.a and b. Notwithstanding the above, no deviations should be granted that would permit any of the following: a use or principal structure that is not otherwise permitted by this plan; or an increase in the maximum permitted density; 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 Verona Zoning Board of Adjustment.

## **7.9 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.

## **7.10 PROCEDURES FOR AMENDING THE 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 the Township of Verona. The municipal governing body, at their sole discretion, may require the party requesting the amendments to prepare a study of the impact of such amendments, which study shall be prepared by a professional planner licensed in the State of New Jersey.

## **7.11 DURATION OF THE PLAN**

The selected redeveloper(s) within the Redevelopment Area shall begin the development of land and construction of improvements within a reasonable period of time, as specified in a redevelopment agreement.



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

#### **7.12 COMPLETION OF REDEVELOPMENT**

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

#### **7.13 SEVERABILITY**

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.



## **APPENDICES**

**APPENDIX A**

**RESOLUTION 2024-075 DECLARING BLOOMFIELD  
AVENUE AS AN AREA IN NEED OF REHABILITATION**

**RESOLUTION 2024-151 DESIGNATING THE PROPERTIES  
KNOWN AS 320 BLOOMFIELD AVENUE (BLOCK 704, LOT  
18) AND 11 CHURCH STREET, (BLOCK 704, LOT 20) AS AN  
AREA IN NEED OF REDEVELOPMENT**

**TOWNSHIP OF VERONA  
COUNTY OF ESSEX, STATE OF NEW JERSEY**

**RESOLUTION No. 2024-075**

A motion was made by Deputy Mayor McEvoy; seconded by Mayor Tamburro that the following resolution be adopted:

**DECLARING BLOOMFIELD AVENUE AS AN AREA IN NEED OF  
REHABILITATION**

**WHEREAS**, the Local Redevelopment and Housing Law, *N.J.S.A. 40A:12A-1, et seq.* (the "Redevelopment Law") provides a mechanism to empower and assist local governments to promote the advancement of community interests through programs of redevelopment for the expansion and improvement of commercial, industrial, residential, and civic facilities; and

**WHEREAS**, the Redevelopment Law empowers the Township of Verona ("Township"), by and through its Township Council (the "Governing Body"), to delineate an area within the Township as an area in need of rehabilitation if the area qualifies under one of the criteria enumerated under *N.J.S.A. 40A:12A-14*; and

**WHEREAS**, Township Manager directed the Township's planning firm, H2M Associates, Inc. ("H2M"), to conduct a preliminary investigation to determine if the Bloomfield Avenue corridor ("Study Area"), as described in the attached boundary map, and which is generally bounded by Sunset Avenue to the east, White Rock Road to the west and an irregular boundary along properties fronting on Bloomfield Avenue, qualifies as an area in need of rehabilitation pursuant to *N.J.S.A. 40A-12A-14*; and

**WHEREAS**, H2M's findings, presented in a revised report entitled "*Area in Need of Rehabilitation Study Bloomfield Avenue Corridor*" dated March 15, 2024, attached herewith as **Exhibit A** ("H2M Report"); and

**WHEREAS**, the H2M report concludes that because (a) more than half of the housing stock were built before 1974 and, therefore, are at least 50 years old and (b) a majority of the water and sewer infrastructure in the delineated area is at least 50 years old and is in need of repair or substantial maintenance, the Study Area qualifies as an area in need of rehabilitation under the Redevelopment Law; and

**WHEREAS**, on February 26, 2024, the Governing Body referred the Study Report and this Resolution in draft form to the Planning Board for review and comment; and

**WHEREAS**, on April 16, 2024, the Planning Board returned this resolution and H2M Report with a recommendation that the Study Area be delineated as an area in need of rehabilitation; and

**WHEREAS**, the Township Council finds it to be in the best interest of the property owners and business owners within the Study Area to delineate the Study Area as an area in need of rehabilitation, and that based upon the H2M report and the Planning Board's recommendation, finds that the Study Area meets the criteria of *N.J.S.A. 40A:12A-14* of an area in need of rehabilitation.

**NOW, THEREFORE, BE IT RESOLVED** by the Township Council of the Township of Verona, County of Essex, and State of New Jersey, as follows:

1. Based upon the facts reported in the H2M report and the recommendation of the Planning Board, the Township Council find that the Study Area, consisting of the Bloomfield Avenue Corridor, meets the eligibility criteria of *N.J.S.A. 40A:12A-14* for designation as an area in need of rehabilitation in that (a) a majority of water and sewer infrastructure in the Study Area is at least 50 years old and is in need of repair or substantial maintenance and (b) more than half of the housing stock in the Study Area is at least 50 years old. The Township Council further find that the designation of the Study Area as an area in need of rehabilitation is expected to prevent further deterioration and promote the overall

development of the Township of Verona in accordance with the requirements of *N.J.S.A. 40A:12A-14*.

2. The Township Council hereby delineates the Study Area and all of the properties therein as an area in need of rehabilitation (hereinafter, the Study Area shall be the "Rehabilitation Area"), which delineation allows the Township Council to, among other things, adopt redevelopment plans for all or part of the Rehabilitation Area, enter into redevelopment agreements with redevelopers within the Rehabilitation Area, and adopt an ordinance pursuant to *N.J.S.A. 40A:12A-21, et seq.*, authorizing short-term tax exemptions and/or abatements to properties located within the Rehabilitation Area. Furthermore, the Township Council may further direct the Planning Board to conduct investigations to determine whether specific properties within the rehabilitation area meet the redevelopment criteria, pursuant to *N.J.S.A. 40A:12A-5*.
3. The Township Council hereby directs the Municipal Clerk to transmit a copy of this Resolution to the Commissioner of the Department of Community Affairs in accordance with the Redevelopment Law.
4. All Township officials and employees are hereby authorized and directed to take all action necessary and appropriate to effectuate the terms of this Resolution.
5. This Resolution shall take effect immediately.

**ROLL CALL:**

**AYES:** Holland, McGrath, Roman, McEvoy, Tamburro

**NAYS:**

**THIS IS TO CERTIFY THAT THE FOREGOING IS A TRUE AND EXACT COPY OF A RESOLUTION ADOPTED BY THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF VERONA AT A REGULAR MEETING HELD ON MAY 6, 2024.**

  
**JENNIFER KIERNAN**  
**MUNICIPAL CLERK**



**TOWNSHIP OF VERONA  
COUNTY OF ESSEX, STATE OF NEW JERSEY**

**RESOLUTION No. 2024-151**

A motion was made by Councilman Roman; seconded by Deputy Mayor McEvoy that the following resolution be adopted:

**DESIGNATING THE PROPERTIES KNOWN AS 320 BLOOMFIELD  
AVENUE (BLOCK 704, LOT 18) AND 11 CHURCH STREET, (BLOCK 704,  
LOT 20) AS AN AREA IN NEED OF REDEVELOPMENT**

**WHEREAS**, the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1, et seq., as amended and supplemented (the "Redevelopment Law"), provides a process for municipalities to participate in the redevelopment and improvement of areas in need of redevelopment or as areas in need of rehabilitation; and,

**WHEREAS**, by Resolution adopted on January 22, 2024, the Township Council (the "Township Council") of the Township of Verona (the "Township") authorized and directed the Planning Board of the Township of Verona (the "Planning Board") to conduct a preliminary investigation of the properties identified as 320 Bloomfield Avenue, (Block 704, Lot 18) and 11 Church Street, (Block 704, Lot 20) on the tax map of the Township (the "Study Area") to determine whether all or a portion of the Study Area meets the criteria set forth in the Redevelopment Law to be designated as an area in need of redevelopment without condemnation powers ("Non-Condemnation Redevelopment Area"); and,

**WHEREAS**, in accordance with the Redevelopment Law, a study was performed by Sanyogita Chavan, AICP, PP of H2M Associates, the Planning Board's Professional Planner (the "Planner") to determine whether the Study Area should be designated an area in need of redevelopment; and,

**WHEREAS**, the Planner conducted an investigation and prepared a report with a map of the Study Area depicting the proposed redevelopment area and the location of the parcels under consideration which included a statement of the basis for the investigation and other information, in a report entitled "Township of Verona, 320 Bloomfield Avenue and 11 Church Street, Area in Need of Redevelopment Preliminary Investigation Report" (the "Study"), memorializing its findings and recommendations; and,

**WHEREAS**, the Study concluded that the Study Area satisfies the criteria set forth in N.J.S.A. 40A:12A-5(d) and 5(h), including but not limited to faulty design creating a hazardous condition and a negative impact on public health, safety, and welfare to be designated as a Non-Condemnation Redevelopment Area under the Redevelopment Law; and,

**WHEREAS**, pursuant to the Redevelopment Law, the Planning Board held a duly noticed public hearing concerning the Study ("Public Hearing") and gave an opportunity to be heard to all persons interested in or affected by a determination that the Study Area is a Non-Condemnation Redevelopment Area; and,

**WHEREAS**, at the Public Hearing the Planning Board reviewed the findings of the Planner set forth in the Study, heard expert testimony from the Planner (Sanyogita Chavan, AICP, PP) concerning the potential designation of the Study Area as an area in need of redevelopment using the criteria set forth in the Redevelopment Law, and opened the Public Hearing to members of the public for comment and to present their own evidence and/or to address questions to the Planning Board and its representatives concerning the potential designation of the Study Area as an area in need of redevelopment; and

**WHEREAS**, on July 25, 2024, based on its review of the Study and the testimony presented at the Public Hearing, the Planning Board adopted a resolution (the "Planning Board Resolution"), in the form introduced to it at the Public Hearing, accepting and adopting the recommendations contained in the Study, and recommending that the Study Area be declared a Non-Condemnation Redevelopment Area for the reasons set forth therein; and

**WHEREAS**, after careful consideration of the Study, the Planning Board Resolution, and all of the relevant facts and circumstances concerning this matter, the Township of Verona seeks to designate the Study Area as an area in need of redevelopment.

**NOW, THEREFORE, BE IT RESOLVED**, by the Township Council of the Township of Verona as follows:

**SECTION 1.** The aforementioned recitals are incorporated herein as though fully set forth at length.

**SECTION 2.** Based upon the evidence and the recommendation of the Planning Board, the properties in the Study Area satisfy the criteria for designation as an area in need of redevelopment set forth in N.J.S.A. 40A:12A-5(d) and 5(h), and such properties are hereby designated as an area in need of redevelopment without condemnation powers.

**SECTION 3.** In connection with the redevelopment of the Study Area, the Township shall be authorized to use all the powers provided under the Redevelopment Law for use in a redevelopment area, other than the power of eminent domain.

**SECTION 4.** The Township Council hereby directs the Township Clerk to transmit a certified copy of this Resolution forthwith to the Commissioner of the Department of Community Affairs for review pursuant to Section 6(b)(5)(c) of the Redevelopment Law.

**SECTION 5.** The Township Council hereby directs the Township Clerk to serve, within ten (10) days hereof, a copy of this Resolution upon (i) all record owners of property located within the Study Area, as reflected on the tax assessor's records, and (ii) each person who filed a written objection prior to the Public Hearing, service to be in the manner provided by Section 6(b)(5)(d) of the Redevelopment Law.

**SECTION 6.** This Resolution shall take effect immediately.

**ROLL CALL:**

**AYES:** Holland, McGrath, Roman, McEvoy, Tamburro

**NAYS:**

**THIS IS TO CERTIFY THAT THE FOREGOING IS A TRUE AND EXACT COPY OF A RESOLUTION ADOPTED BY THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF VERONA AT THE REGULAR MEETING HELD ON SEPTEMBER 9, 2024.**

  
**JENNIFER KIERNAN, CMC**  
**MUNICIPAL CLERK**

