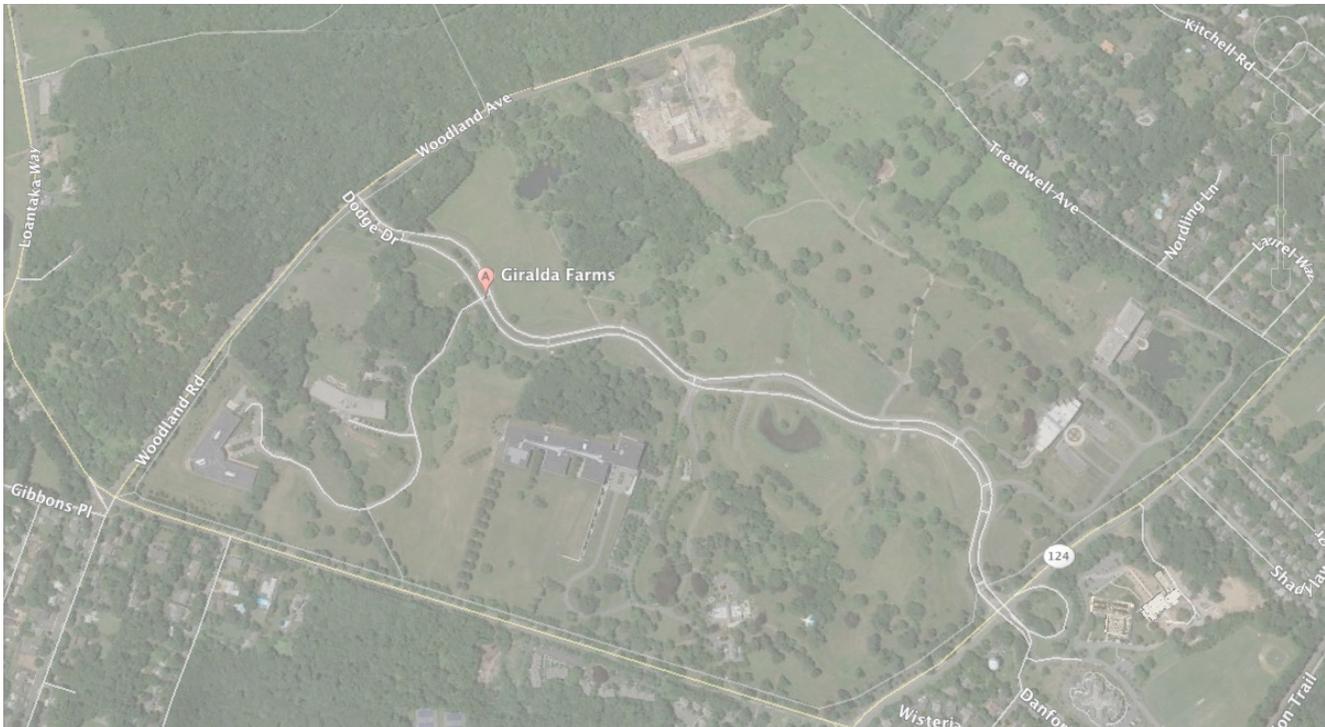


LAND USE ELEMENT AMENDMENT BOROUGH OF MADISON MASTER PLAN



Borough of Madison
Morris County, New Jersey

March 7th, 2014 DRAFT
Adopted _____, 2014



SUSAN G. BLICKSTEIN, AICP/PP, PHD

2014 MASTER PLAN AMENDMENT

Prepared for:

The Borough of Madison Planning Board

Adopted _____, 2014

Prepared by

Susan G. Blickstein, PP/AICP, PhD



NJ Planner's License 5134



MADISON BOROUGH OFFICIALS

Planning Board:

Steven R. Tombalakian, Chairperson

Tom Johnson, Vice Chairperson

Judy Mullins

John Forte

Astri J. Baillie

Peter R. Flemming

Jeffrey Gertler

Mike Kopas

Robert H. Conley, Mayor

Frances Boardman, Administrative Official

Vincent Loughlin, Planning Board Attorney

Borough Officials:

Robert H. Conley, Mayor

Raymond M. Codey, Borough Administrator

Robert A. Vogel, Borough Engineer



INTRODUCTION

This Amendment to the Madison Master Plan refines the land use policies guiding future development and reuse of sites at Giralda Farms. The former Geraldine Dodge Estate consists of 175 acres subdivided into six parcels, one vacant, within Madison. Additional acreage, undeveloped, extends into neighboring Chatham Township. The buildout of Giralda Farms within Madison is capped at 2.25 million square feet, with 1.6 million square feet of space currently constructed or approved. While historically Giralda Farms has served as the corporate headquarters for major businesses, the campus has evolved into a mix of single-tenanted and multi-tenanted office buildings.

The Borough's 2004 Master Plan Reexamination Report recognized the shift to multiple-tenant buildings with higher intensity occupants, resulting in higher parking demand. Current zoning allows only one principal permitted use -- business, administrative and professional offices. The bulk regulations governing the PCD-O (Planned Commercial Development - Office) Zone that encompasses the Giralda campus have not been reviewed for over a decade. Additionally, high office vacancy rates in Morris County (Class A vacancy was 21% in 2013) and continuing soft demand are other factors that have been considered in refining the land use policy for this important asset.

Specifically, this amendment updates the land use policies and goals for the PCD-O District and recommends an expansion in the range of permitted uses on the campus, as well as flexibility with respect to key bulk regulations, including parking. These recommendations have been developed with an eye toward recognizing the unique environmental setting and design of Giralda Farms and the need to more effectively respond to future development opportunities



PCD-O DISTRICT/GIRALDA FARMS LAND USE POLICY

This Master Plan Amendment updates the land use policy for Giralda Farms (PCD-O District) and recognizes both the unique environmental setting and design of the Giralda campus, as well as more recent development trends within the campus, including multi-tenanted buildings and the need to modify certain bulk requirements to better support such development and to more effectively respond to future development opportunities.

Specifically, the following goals are proposed to guide development of Giralda Farms:

- To continue to maximize the economic benefits of Giralda Farms to the community and region by retaining and attracting high quality jobs and innovative businesses that value the unique setting and environmental character of the campus;
- To effectively integrate a broader range of nonresidential uses, including administrative and professional office uses in multi-tenanted buildings, and non-hazardous research/development and technology uses accessory to office uses;
- To recognize the unique environmental setting and design of Giralda Farms and to continue to mitigate and balance the environmental impacts of development with development opportunities through incorporation of sustainable design and low impact development techniques;
- To strengthen and encourage transit connections between the campus and the Madison train station; and,
- To provide greater flexibility with respect to permitted use and bulk standards of the PCD-O District with an eye toward advancing the above goals.

Additionally, the following recommendations should be considered in light of the unique development conditions that prevail on individual sites as site specific approaches to addressing parking needs that balance the above goals will vary given those conditions.



The following modifications to permitted uses and bulk regulations in the PCD-O District should be considered:

1. Broadening the range of principal and/or permitted conditional or accessory uses to allow low impact, non-hazardous uses that complement the primary office use. Specifically, the following uses should be allowed to comprise up to 10% of the floor area of any permitted office building:
 - a. Non-hazardous laboratories, research and development, experimentation and testing;
 - b. Facilities for higher education and/or partnerships between the private sector and higher education; and,
 - c. High technology/innovation business incubator facility.
2. A full service, non-drive through restaurant or private eating club should be considered as a conditional use in existing accessory structures on the campus, provided that access, parking, and security issues are adequately addressed.
3. A boutique hotel may be an option on the campus, provided that concerns related to traffic impacts, sewer/water demand, circulation, security, and campus and community synergy are adequately addressed.
4. With respect to bulk regulations, the following modifications should be considered:
 - a. Clarify that subsurface garages with an average minimum soil depth of 1.5 feet in the PCD-O District do not count toward the calculation of the PCD-O District impervious coverage standards; however, it should be noted that they may be considered impervious for purposes of addressing stormwater runoff and groundwater recharge;
 - b. Consider an increase in the maximum impervious coverage, from 15 to 17.5%, provided that there is no net increase in runoff volume and low impact development techniques are incorporated to address enhanced water quality and groundwater recharge;
 - c. Modify the parking cap so that only surface parking is capped based on a maximum allowable off-street surface parking of 15% of 30 spaces/acre, provided that there is no net increase in runoff



volume and that siting and screening standards are addressed to minimize visual impact. As part of this approach, consider incorporating incentives to encourage the use of low impact development techniques and other sustainable design practices that enhance water quality and groundwater recharge; and,

d. Develop standards to allow the addition of smaller footprint parking structures that are not entirely subsurface. Such standards should address: (1) siting based on natural grades; (2) height not to exceed a maximum of 20 feet above pre-development grade to the highest point of the roof of the parking structure; (3) buffer requirements to ensure that any above grade part of a parking structure is effectively screened with dense plantings, berms, and other landscape elements; (4) architectural standards to ensure structure design compatibility with principal structures; and, (5) locational guidelines to ensure that such structures would not intrude into any required setbacks, with the exception of interior yards that do not abut any public right-of-way. In cases where structures meet these standards, the reviewing Board may exempt the parking provided from the District's surface parking cap.

