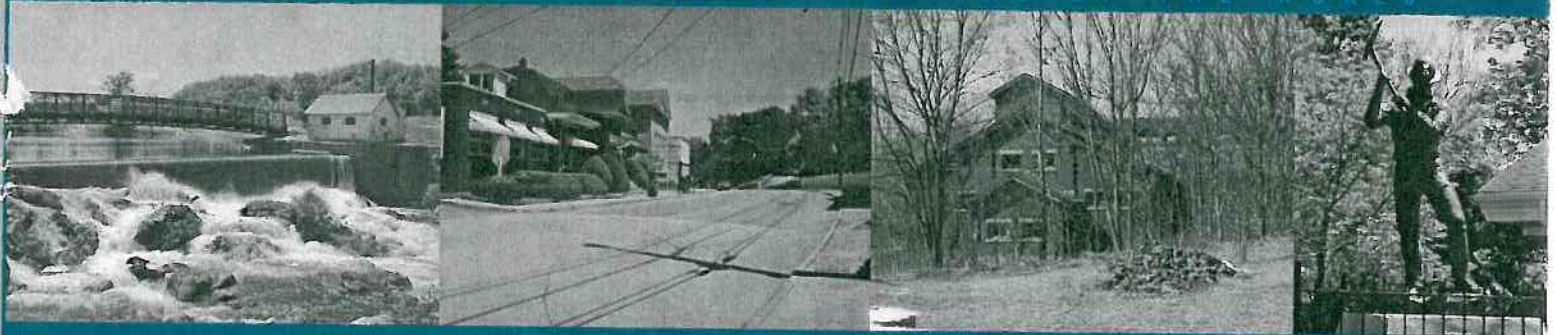


The Borough of **FRANKLIN**

THE FLUORESCENT MINERAL CAPITAL OF THE WORLD



MARCH 2006

MAIN STREET REVITALIZATION PLAN

Prepared by Heyer, Gruel + Associates



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Source: "Images of America - Franklin, Hardyston, Odensburg and Hardyston", by William R. Truran, Arcadia Publishing (2004)

INTRODUCTION

The Borough of Franklin is known as the "Fluorescent Mineral Capital of the World" and was once dubbed the "Model Mining Town of America". The Borough is poised to transform its historic but dormant Main Street, after a decades-long period of stagnation, into a vibrant center of activity. This Main Street Revitalization Plan, funded by a Smart Future Planning Grant, provides a revitalization strategy and implementation plan for the Borough's Main Street, with particular emphasis on the 21-acre zinc mine site.





Developed around iron ore and zinc mining operations, Franklin Borough was a bustling mining town throughout the 19th century and well into the 20th century and home to thousands of immigrant workers. In its heyday in the

early to mid 20th century, Main Street boasted a variety of stores and shops as well as a movie theatre, bank, and post office. The last of the zinc ore was extracted from the mine in 1954. The closing of the zinc mine, coupled with the shifting focus of development from Main Street to Route 23, resulted in the demise of Main Street. Once a lively town center, Franklin's Main Street saw most of its businesses close, with many buildings converted from commercial to residential uses. Increasing development on Route 23 and the proliferation of the automobile meant that people no longer had a reason to go downtown, and they didn't.

Although a few scattered businesses on Main Street have survived, most have not, and there is little hint of the Main Street that once teemed with activity in support of a three-shift, 24 hour-a-day mining operation. But that is about to change.

In anticipation of new growth and development, the Borough has begun to undertake planning efforts in order to appropriately focus and direct that growth. Franklin is a small community with a central developed area and less developed environmentally constrained outlying areas. As such, it is appropriate to direct new growth into the central core of the Borough. This policy of directing growth into "centers", known as smart growth, is the concept on which the State Development and Redevelopment Plan

and Sussex County Strategic Growth Plan are based. Likewise, the Borough's 2003 Master Plan is based on smart growth principles, with its key recommendation being the reestablishment of Main Street as a vibrant focal point of the community. The Master Plan presents numerous recommendations in support of the main goal: revitalizing Main Street.

It should be stressed that a revitalized Main Street is not intended to compete with Route 23. This plan envisions Main Street as a pedestrian-oriented, mixed-use corridor featuring 'niche' retail shops with a focus on local art & crafts and entertainment. Route 23, a highway with automobile-oriented 'big box' development, serves a different purpose and provides different services. In fact, creating and maintaining a vibrant, revitalized Main Street depends, in part, on maintaining a healthy, well-traveled Route 23. Gateway treatments of targeted intersections and new wayfinding signage will help to direct traffic from Route 23 to the somewhat 'off-line' Main Street corridor.

It is the purpose of this plan to provide a focused strategy for the revitalization of Main Street. Based on the recommendations and strategies put forth in the Master Plan, this plan provides more detailed recommendations with regard to land use, circulation, connections, and design, and presents an action plan that will enable the Borough to implement the vision of a revitalized Main Street.



VISION

While the vision for Main Street needs to be tempered with realism, it should nonetheless be bold and innovative, drawing on the history, character, and strengths of the community. This plan envisions that Main Street will once again be a hub of activity, filled with residents and out-of-town visitors shopping, dining, and attending cultural events and entertainment venues. Long-dormant storefronts will re-open, featuring new shops and businesses. The historic theatre will be renovated and adaptively reused as a retail/entertainment venue. The Zinc Mine Site will be comprehensively redeveloped with a mix of uses, including residential, retail, and new community space. The historic Change House on the Zinc Mine Site will be adaptively reused and could function as the new home of the Franklin Museum, and/or as a retail space where local artisans sell their crafts.

This new, revitalized Main Street will feature improved facades, street trees, street lights, and street furniture. Motorists will be directed to Main Street via Route 23 with improved signage

and gateway treatments of key intersections. An attractive wayfinding signage system will direct visitors to notable sites and attractions. Historical signage will educate residents and visitors alike about Franklin's rich history as a mining town. New trails and connections will link Main Street to various other parts of the Borough as well as to a regional trail network.

Unlike many communities, Franklin does not have to create an identity or manufacture a 'sense of place'. The history is rich, nearly palpable, with a number of key buildings still standing. Main Street's compact form and human scale remain intact. Essentially, the basic components of a successful downtown are in place; all that is needed is a strategy that will facilitate revitalization. That strategy, as presented in this plan, involves comprehensive redevelopment of the Zinc Mine Site, appropriate infill development, renovation and redevelopment of existing structures, as well as streetscape, signage, and other aesthetic improvements, all carried out in a way that recognizes and celebrates Franklin's unique history.



GOALS AND OBJECTIVES

The following are the goals and objectives intended to guide the direction of the revitalization of Franklin's Main Street.

Overall Goal

To revitalize Main Street as an economically viable mixed-use, pedestrian-friendly corridor focused around the comprehensive redevelopment of the Zinc Mine Site, featuring niche retail, improved circulation, attractive streetscapes, connections to local open space and regional trail networks, and strong ties to the Borough's history.

Economic Development

To create opportunities for retailers and commercial businesses to locate along the Main Street and enhance economic viability through local and regional planning and attractions.

Land Use

To create a vibrant, functional Main Street featuring a mix of retail, residential, and office uses in appropriate quantities and locations.

Circulation

To improve and enhance pedestrian and vehicular connections linking Main Street to Route 23, local attractions, open space, and regional trail networks.

Appearance

To improve the appearance of Main Street through a combination of façade and signage improvements, street trees, lighting, seating, and public art.



PUBLIC PARTICIPATION

Starting with the Master Plan process in 2002, there were extensive public outreach sessions to identify issues within the Borough with one of the key issues identified being the revitalization of Main Street. From that outreach process, recommendations and concepts for the Main Street area were outlined to the public including the further study and the planning for the Main Street area.

In 2003, Franklin Borough received a Smart Growth grant to continue the study and planning for the revitalization of Main Street including the completion of a redevelopment study and plan for the Zinc Mine site. Public meetings were held regarding the designation of an area in need of redevelopment. The Planning Board recommended designation, but to date the governing body has not acted upon the recommendation.

Public outreach for this Plan occurred through Planning Board meetings where a visual analysis was completed and strengths and opportunities were outlined along with the definition of the core area with an explanation of connections to the rest of the Borough and the region. A final public meeting was held to present concepts and implementation recommendations for the revitalization of the Main Street. The public had an opportunity to give final feedback before the completion of this Plan.

HISTORY OF FRANKLIN

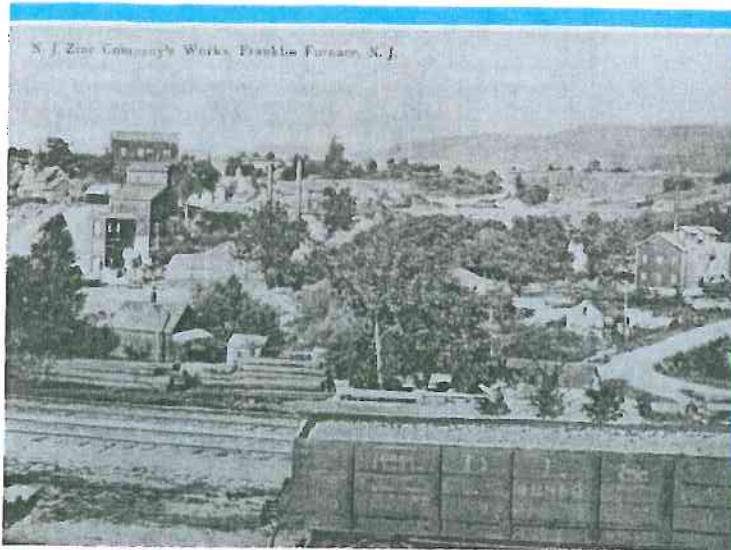
CONTEXT - MAIN STREET AND HISTORY

Franklin's rich past can and should play a significant role in the revitalization of Main Street. The Borough of Franklin developed because of the presence of the mines, and activity in the Borough during the boom years of the mines was, naturally, concentrated around Main Street. Any effort to revitalize Main Street should be based on a thorough understanding and appreciation of Franklin's past, so that the past can be celebrated and promoted as part of the revitalization of Main Street, which once was, and will again be, the heart of Franklin.





Source: "Franklin Borough Then & Now". Franklin Bicentennial Commission (1976)



Source: "Franklin Borough Then & Now", Franklin Bicentennial Commission (1976)



Source: "Images of America - Franklin, Hamburg, Ledgesburg, and Hornyston" William R. Thurn, Arcadia Publishing (2004)

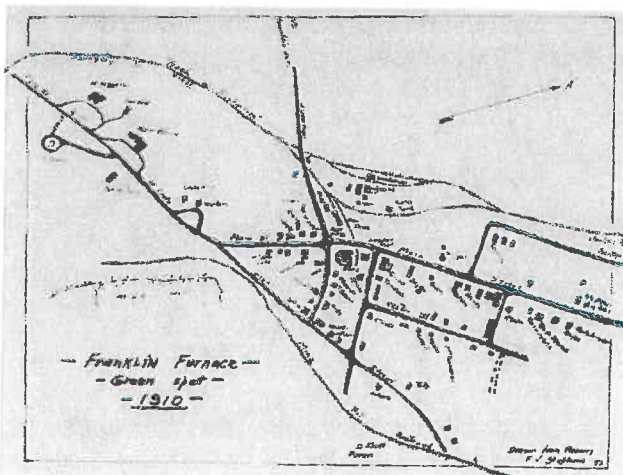
HISTORICAL SUMMARY

Settled in the 1600's by the Dutch, the area that is now Franklin Borough was first known as Franklin Furnace, a village of Hardyston Township. After the presence of iron ore was discovered in the mid 1700's, the iron mining industry began in the area around Franklin Pond. In the 1800's zinc ore was found, and when iron mining activities tapered off in the 1880's, zinc mining became the dominant industry, bringing an influx of immigrant miners to the area, many of eastern European descent. The various small zinc mining operations in Franklin Furnace merged in 1897 to form the New Jersey Zinc Company, which operated the Franklin Zinc Mine, and came to be a controlling factor in the development of Franklin. The New Jersey Zinc Company was, at one point, the largest employer in Sussex County, and is responsible for a great

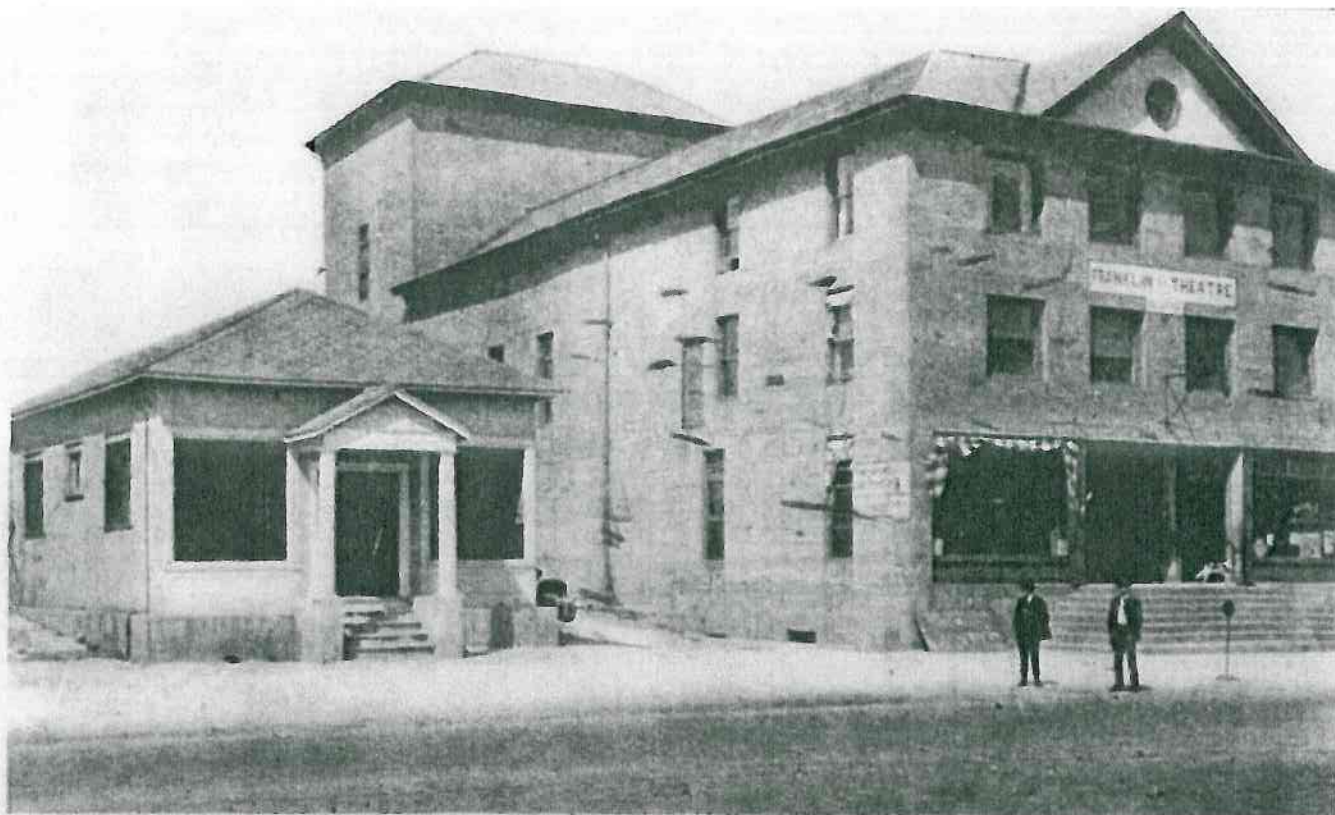
deal of the infrastructure in downtown Franklin; the Company established utilities such as water and electric power, and erected a hospital, a company store, and company housing.

In its heyday, as many as 24 passenger and freight trains stopped in Franklin, dropping off passengers and resources and carrying extracted ore to factories in other locations where value was added. The bustling company town prospered, and by the early 1900's the village of Franklin Furnace had grown and spread from the pond area to the Main Street area. The population of Franklin Furnace, a mere 500 in 1897 when the mines were consolidated, swelled to 3,000 by 1913, when the Borough of Franklin was officially incorporated.

In its prime, the Main Street area was the center of activity in Franklin, featuring a movie theatre, various general stores, a company store, a number of hotels and boardinghouses, a bank, post office, and other small businesses. The blue-collar Borough of Franklin prospered well into the 20th century.



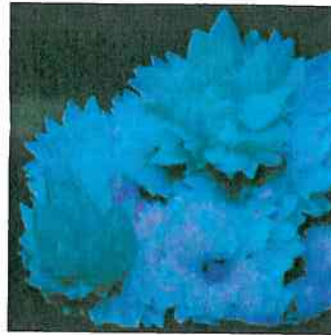
Source: "Franklin Borough Then & Now", Franklin Bicentennial Commission (1976)



SUSSEX COUNTY TRUST CO. & FRANKLIN THEATRE FRANKLIN, N. J.

Source: "Images of America - Franklin, Hardysen, Ogdensburg and Hardyston", by William R. Truran, Arcadia Publishing (2004)

The advent of the automobile led to the end of passenger rail service in Franklin by the 1930's and the disappearance of steam engines soon after World War II. As the popularity of the automobile continued to grow, patterns of business and development changed. In Franklin, Route 23, built in 1929, became the new focus for development. The trend of suburbanization coupled with the closing of the mine in 1954 led to the demise of the once-vibrant Main Street. Over time, businesses closed, or were converted into apartments, creating a mix of residential and scattered retail. Strip-development with plentiful parking on Route 23 thrived, featuring supermarkets, banks, personal services, industries, and various retail stores. The final, symbolic blows to Main Street came in 1976, when the Franklin Theatre, which had been open since 1914, closed, and the post office, a Main Street fixture, was relocated to the Shop Rite plaza on Route 23.

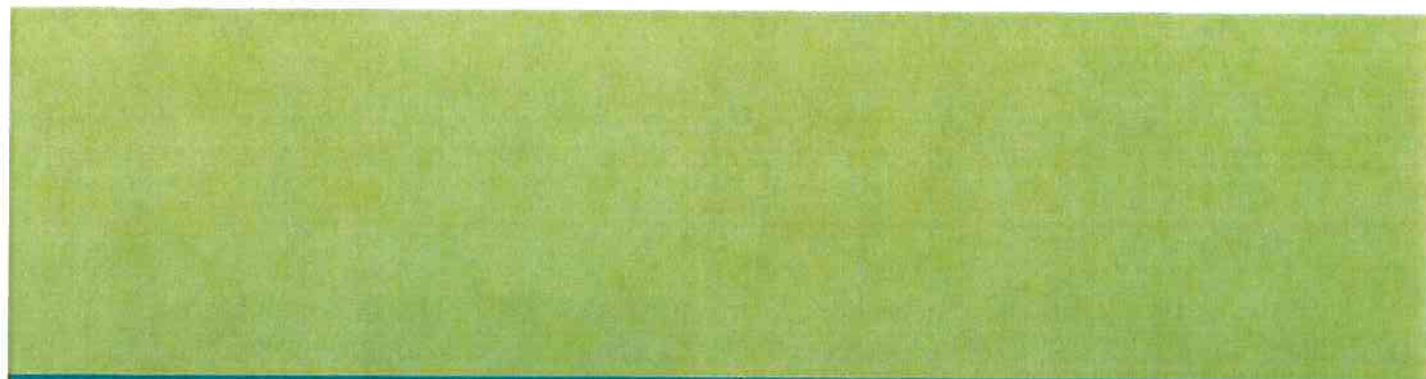


FLUORESCENT MINERALS

In addition to iron and zinc ore, Franklin is known for its many unique mineral deposits. Located over a rich ore body, Franklin is home to over 150 different types

of minerals, many of them fluorescent, and approximately 25 of which are found nowhere else on earth. The impressive array of fluorescent minerals led the New Jersey State Legislature to pass a resolution in 1968 declaring Franklin to be the "Fluorescent Mineral Capital of the World". Due to the overall mineral diversity and high number of fluorescent minerals, Franklin is, indeed, known throughout the world to geologists, mineral collectors, and mining historians. Many of the minerals unique to the Franklin area are on display at the Franklin Mineral Museum, which was incorporated in 1964 and is located south of the Open Cut Mine Site off of Evans Road.





In order to provide recommendations for the effective revitalization of Main Street, it is essential to study how Main Street relates to its surroundings, particularly Route 23, the Open Cut Mine Site, Franklin Pond, the Franklin Mineral Museum, and planned and existing trails. The boundary area includes Main Street but considers these outlying areas in relation to multi-modal connections and drawing population to the Main Street from outlying areas.



EXISTING CONDITIONS ON MAIN STREET

A visual survey of Main Street was conducted in order to assess the existing conditions of the street and to determine what types of improvements are needed. The visual survey is broken down into four categories, each a key characteristic that contributes to the creation of an active, successful pedestrian-friendly street. The four categories are as follows:

- Spatial definition and enclosure
- Street level building use
- Building appearance
- Streetscape/pedestrian amenities

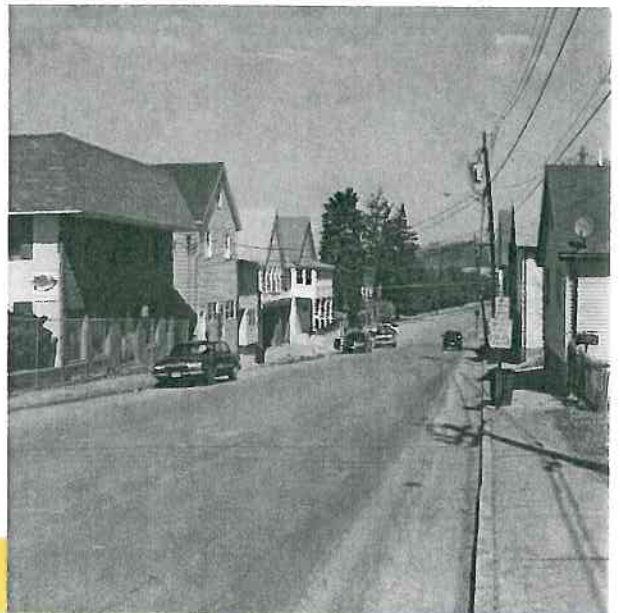
This section discusses and explains each characteristic in brief, and then assesses Franklin Borough's Main Street in terms of each characteristic.

1. Spatial Definition and Enclosure

There are several key elements that help to define the appearance of a street, such as the height of buildings compared to the width of the street (building height to street ratio) and the continuity of the 'streetwall' (spacing between buildings).

- **Building Height to Street Ratio** - Streets are defined vertically by the heights of buildings that line the street and other vertical elements on either side of the street. To create the feel of a traditional "Main Street", it is important to create an appropriate building height to street ratio. A building height to street ratio is the ratio between the width of the street corridor and the height of the building or walls of the corridor. An ideal building height to street ratio is for the street width to be two to three times the height of the defining walls (i.e. 1:2 or 1:3). When the width of the street corridor exceeds the height of the building wall by more than 4 times, special definition begins to be lost. As a general rule, the tighter the spacing, the stronger the 'sense of place'.

- **Continuity of the Streetwall**- The "streetwall" refers to that portion of the building façade immediately adjacent to the street; looking down a street, all the buildings on either side form the streetwall. The appearance of building facades and spacing of buildings are critical elements in the pedestrian experience. Ideally, pedestrians should experience a continuous streetwall of shops and services. The streetwall defines and encloses the pedestrian space, makes walking along the street safer and more comfortable, and ensures that the streetscape is visually interesting. These qualities are lost when there are 'gaps' in the streetwall, caused by vacant lots, inappropriate uses, parking lots fronting on the street, and greatly varied building setbacks. Gaps in the streetwall lead to a displeasing pedestrian experience and interrupt the shopping/window shopping experience.





Spatial Definition and Enclosure on Main Street

The continuity of the streetwall and the building height to street ratio on Main Street were analyzed. For the purposes of this study, Main Street was broken down into five sections, analyzed as follows:



Section One - Evans Street to Borough Hall

This portion of Main Street contains a sparse distribution of buildings built on large parcels of land with considerable setbacks. There are institutional buildings,

professional offices, and single-family homes on large lots. Due to the large lot sizes and setbacks, there is no discernable streetwall in this section of Main Street.



Section Two - Borough Hall to Junction Street

This stretch of Main Street shows some improvement over Section One in terms of buildings located at the edge of the street. However, some of these buildings, such as the law

office of Koch, Nelson & Koch (former post office building), the multi-family residential buildings on the west side of the street, and several single-family homes near the intersection of Junction Street are either too low to provide a strong sense of definition or have side alleys or street fronted parking lots that lead to a loss of definition. Considering the width of Main Street, an adequate building height for the street to get a strong sense of definition would be approximately 34 feet or 3 floors (e.g. theatre building). It should be noted that narrow alleys leading to rear side parking lots are acceptable and in themselves do not weaken the definition of a street, but parking lots fronting the street are generally inappropriate and do compromise the streetwall.

Section Three - Junction Street to Larue Street

This section of Main Street also lacks definition. This is epitomized at the Zinc Mine Site, where the open, unused space creates a sense of emptiness.



The Corner Deli building (former New Jersey Zinc Company Store) is somewhat low in height, however, the position and mass of the building compensate for the lower height. The laundromat building (former Synder's Hotel) is an example of adequate building height, and also serves as an example of appropriate setback from the street.

Section Four - Larue Street to Hudson Street

This section of Main Street contains detached single-family homes on the south side of the street. The north side of Main Street contains a mixture of detached single-family homes and retail/mixed-use buildings as well as several vacant structures, a parking lot fronting Main Street, and an empty lot. As a result, this section lacks a strong sense of definition.

Section Five - Hudson Street to Rutherford Avenue

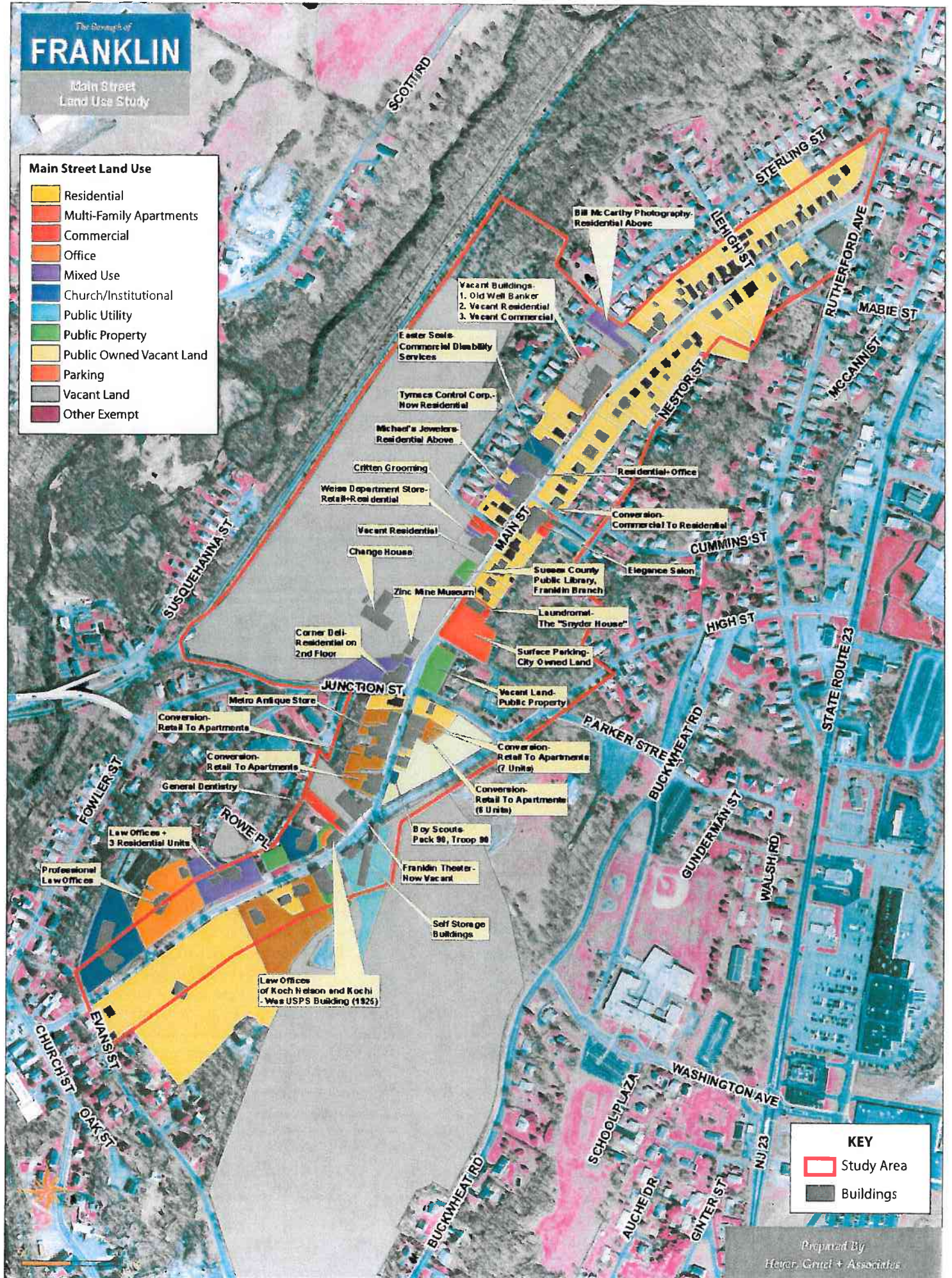
This portion of Main Street is almost entirely comprised of detached single-family homes with fairly consistent setbacks. Although the dwellings are generally low in height, there is some sense of definition as well as rhythm and repetition of buildings in this section. However, due to the predominance of residential uses, this section has the feel of a residential area as opposed to a 'Main Street'.

The Borough of FRANKLIN

Main Street
Land Use Study

Main Street Land Use

- Residential
- Multi-Family Apartments
- Commercial
- Office
- Mixed Use
- Church/Institutional
- Public Utility
- Public Property
- Public Owned Vacant Land
- Parking
- Vacant Land
- Other Exempt



KEY

- Study Area
- Buildings

Prepared By
Hewer, Gruel + Associates



2. Street Level Building Use

If people are to walk on the street and to use the street extensively, there has to be a reason for them to do so. A continuous streetwall with a variety of shops and services and a minimal amount of “gaps” in the street wall (e.g. surface parking) will attract pedestrians and produce a lively streetscape. A variety of smaller retail shops and services (e.g. “niche” shops) on a street attract people with varied interests, making the street active and vibrant. It is vital that a street that is intended to be a pedestrian friendly commercial corridor contain mainly retail shops and services on the street level. Although residential uses are appropriate on upper floors of a downtown commercial corridor, they are generally not appropriate at the street level because they do not generate activity and therefore become ‘dead’ zones in the streetscape.

Street Level Building Use on Main Street

Franklin’s Main Street contains a dearth of commercial uses. The few remaining active businesses, such as the Corner Deli, Michael’s Jewelers, Weiss Department Store, Elegance Salon, and the laundromat, are widely scattered along the multi-block Main Street corridor and are interspersed with vacant buildings, residential conversions, and gaps in the streetscape (i.e. parking lots and the Zinc Mine Site). The result is a disconnected and uninviting pedestrian environment.

3. Building Appearance

- **Facades and Materials** - Streets, especially at the eye level of the pedestrian, must provide visual interest in the form of color, material, and architectural details. While there should be some variety in terms of color and materials in order to maintain visual interest, buildings along a primarily pedestrian commercial corridor should have a sense of continuity and compatibility, sharing common materials and architectural features.
- **Transparency of the Streetwall** - Transparency within the streetwall, or the amount of transparent window display at the street level, is an important element with regard to creating a lively street atmosphere, and with regard to safety and the perception of safety. Transparent windows and doors provide visual interest for people on the street, giving them a glimpse of what happens beyond the streetwall and allowing opportunities for “window shopping”; transparency also enables people within shops to see outside to the street. Overall, transparency of the streetwall creates a visual connection between the public street and the interiors of buildings and makes the street more inviting to the pedestrian. Transparency is directly proportional to the number of windows and doors on buildings at the street level.

Facades and Materials on Main Street

Over the years on Main Street, many facades have been modified in a manner that is inconsistent with the character of the buildings. However, Main Street does contain several examples of buildings with materials and/or architectural features that can be used as a guide or template for new development and renovations of existing buildings. Examples include:

- The classic four-column 'Franklin porch'
- Red brick facades of the Franklin Museum, Change House, and old post office building (Koch, Nelson & Koch)
- Red brick facade and cornice line of the Corner Deli building
- The dark brown stone façade of the single-family residential building on the east side of Main Street, near Rowe place
- Painted white stone facades
- Wood shingle façade of the laundromat

Transparency of the Streetwall on Main Street

There is generally a low level of transparency within the facades on Main Street. Most buildings on Main Street, even ground floor retail uses such as the Metro Antique Store, the laundromat building, and Michael's Jewelers, have a very limited amount of transparency, preventing them from communicating visually with the street. An example of good transparency is the Corner Deli

building at the intersection of Junction and Main Streets. It is important that buildings that are restored, renovated or redeveloped on Main Street exhibit ample transparency.

4. Streetscape/Pedestrian Amenities

An attractive, high-quality streetscape is vital to creating an inviting and appealing pedestrian environment, and contributes significantly to the 'feel' of a traditional small town "Main Street". The streetscape includes street trees, appropriate street lights, directional signage, comfortable benches, adequate trash receptacles, well-maintained sidewalks, decorative features such as banners or clocks, and public art.

Streetscape/Pedestrian Amenities on Main Street

In addition to a lack of retail shops, part of the reason that Franklin's Main Street lacks the feel of a traditional small town "Main Street" is the noticeable absence of any streetscape treatment; there are no street trees, street lights, or pedestrian amenities, leading to a somewhat cold and unwelcoming appearance. The addition of these streetscape elements would greatly enhance the appearance of Main Street and contribute to a welcoming, pedestrian-friendly environment.





Main Street REVITALIZATION STRATEGY

INTRODUCTION

The goal of this plan is to reestablish Main Street as a vibrant focal point of the community— an economically viable, mixed-use, pedestrian-friendly corridor focused around the comprehensive redevelopment of the Zinc Mine Site, featuring niche retail, improved circulation, attractive streetscapes, connections to local open space and regional trail networks, and strong ties to the Borough's history. Key components to the revitalization of Main Street include the following:

- Redevelopment of the Zinc Mine Site
- Implementation of zoning standards
- Appropriate infill development, and renovation and redevelopment of existing structures
- Activating the economic viability of the Main Street
- Enhanced connections linking Main Street to Route 23
- Improved pedestrian connections
- Streetscape Design
- Parking

SCOPE

As stated earlier, the entire Main Street corridor and its connection to the larger area surrounding Main Street were studied in order to generate appropriate recommendations for the revitalization of Main Street. Some recommendations in this plan involve connections between Main Street and its surroundings, such as Route 23, the Open Cut Mine Site, Franklin Pond, the Franklin Mineral Museum, and planned and existing trails. These recommendations involve vehicular circulation improvements, gateway treatments, new pedestrian and multi-modal trails, and wayfinding signage.

Many recommendations are specific to Main Street itself. After studying the Main Street corridor, it was determined that the core area is the three-block section of Main Street between Borough Hall and Hudson Street and that revitalization efforts should initially be focused there. The Borough Hall

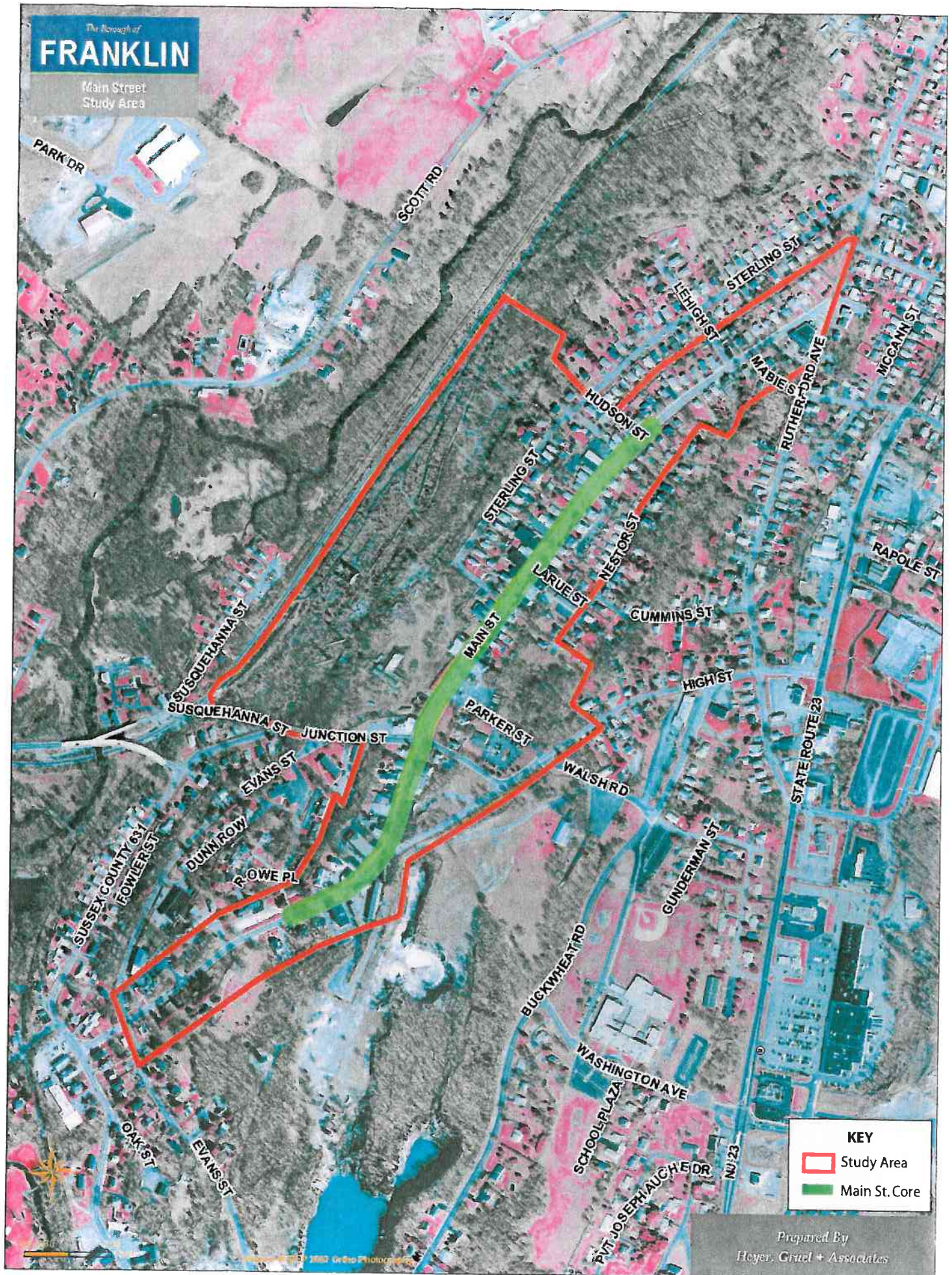
to Hudson Street section was selected for several reasons:

- The area south of Borough Hall contains mostly institutional uses on large lots, and though many of these buildings are historic, this section of the street is not appropriate to be included as part of the commercial Main Street corridor.
- The two block portion of Main Street between Hudson Street and Rutherford Avenue is almost purely residential.
- The Borough of Franklin has a tax abatement incentive available for properties on Main Street between Hudson Street and CR 631 (Church Street). The program offers a 5-year tax incentive for businesses that perform major renovations to existing buildings or newly construct on Main Street as outlined in the ordinance.
- Rather than continue to have retail uses sparsely dotting the corridor, it is better, from a planning perspective, to concentrate retail uses within a compact core area.

As such, recommendations that are specific to Main Street, such as façade and streetscape improvements, are intended to be implemented within the “core” Borough Hall to Hudson Street section of Main Street.

The Borough of
FRANKLIN

Main Street
Study Area



ZINC MINE SITE

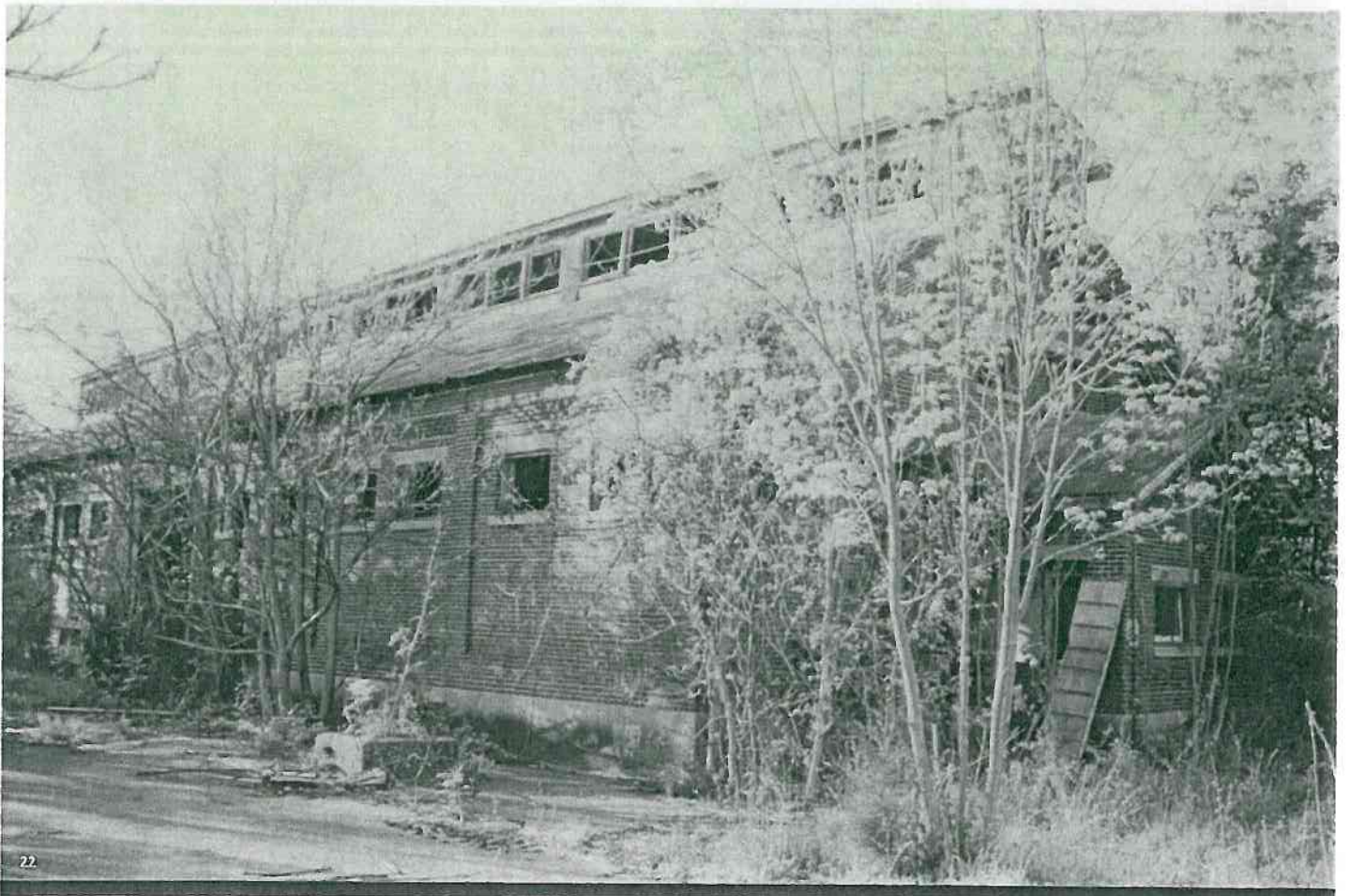
INTRODUCTION

The most crucial component of the revitalization of Main Street is the redevelopment of the Zinc Mine Site. Due to its significant size and location on Main Street, the Zinc Mine Site will be the centerpiece around which Main Street is revitalized.

LOCATION AND HISTORY

Approximately 21 acres in size, the former New Jersey Zinc Company site is located on the west side of Main Street, north of Junction Street, south of Hudson Street, and east of the abandoned New York, Susquehanna and Western Railroad right-of-way. The site has two development areas divided by several acres of very steep slopes. The "upper area" is approximately 4 acres adjacent to

the Main Street side of the site and the "lower area" is approximately 17 acres adjacent to the abandoned rail right-of-way. Still remaining today are some remnants of when the site was an active mine, including the Change House, two brick smokestacks, and the Time Office (Franklin Museum), as well as several other deteriorating structures. The New Jersey Zinc Company discontinued mining operations at the site in 1954. Subsequently, the site was used as a chemical plant until an explosion closed the plant in 1977. The site has remained vacant since.



PLANNING BACKGROUND

The 2003 Franklin Borough Master Plan addressed the Zinc Mine Site, calling it the "centerpiece" for the revitalization of the Main Street area. The Master Plan provided several recommendations for the site, including adaptive reuse of the Change House, and creating a new village center consisting of mixed use buildings organized around a central green space adjacent to Main Street.

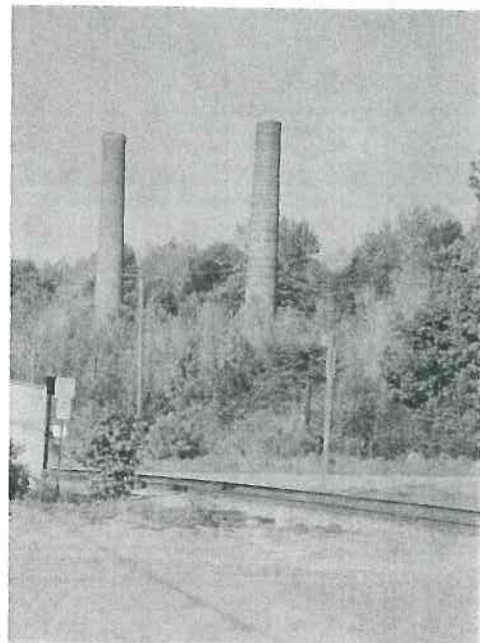
In 2004 the Borough's land development ordinance was amended. Among the changes was the establishment of the Zinc Mine Zone. The purpose of the zone, as stated in the ordinance, is to "create a new village center with a mix of destination and niche commercial uses, limited residential and new community space. This zone is the cornerstone for the development of Main Street". The ordinance divides the Zinc Mine Zone into two sections, lower and upper. The lower section is to be developed as a planned adult community that is connected to the upper section. Permitted uses for the upper section include mixed-use buildings; retail shops; restaurants; art, music, dance & photographic studios and galleries, and offices, among others.

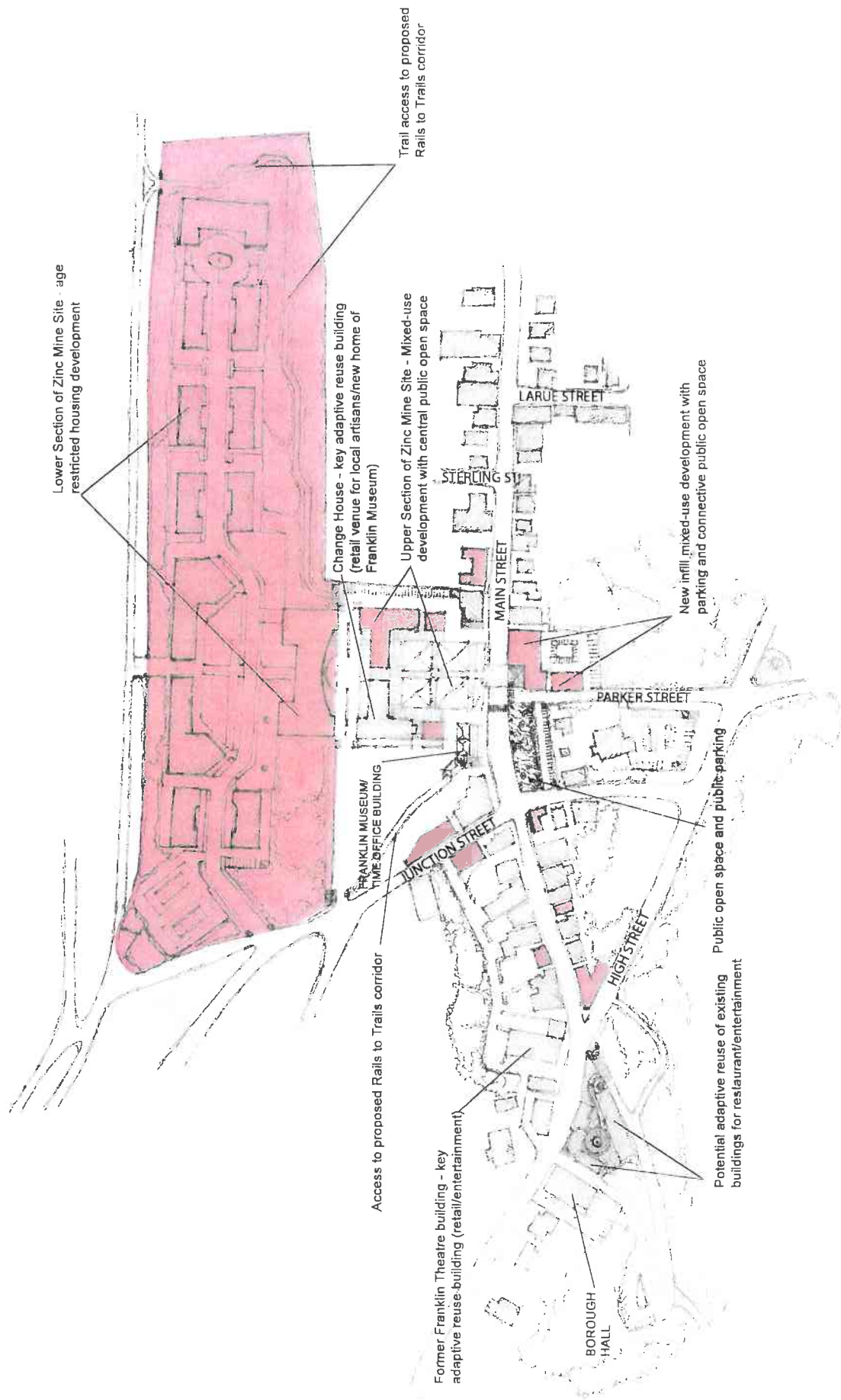
Additional standards in the ordinance include the following:

- That the Change House be preserved and integrated into the development and that no new buildings in the upper section be larger in area than the Change House.
- That a pedestrian connection be established between Main Street and the Rails to Trails corridor.
- That not more than 25% of the total number of residential certificates of occupancy be granted prior to buildout of the upper section.

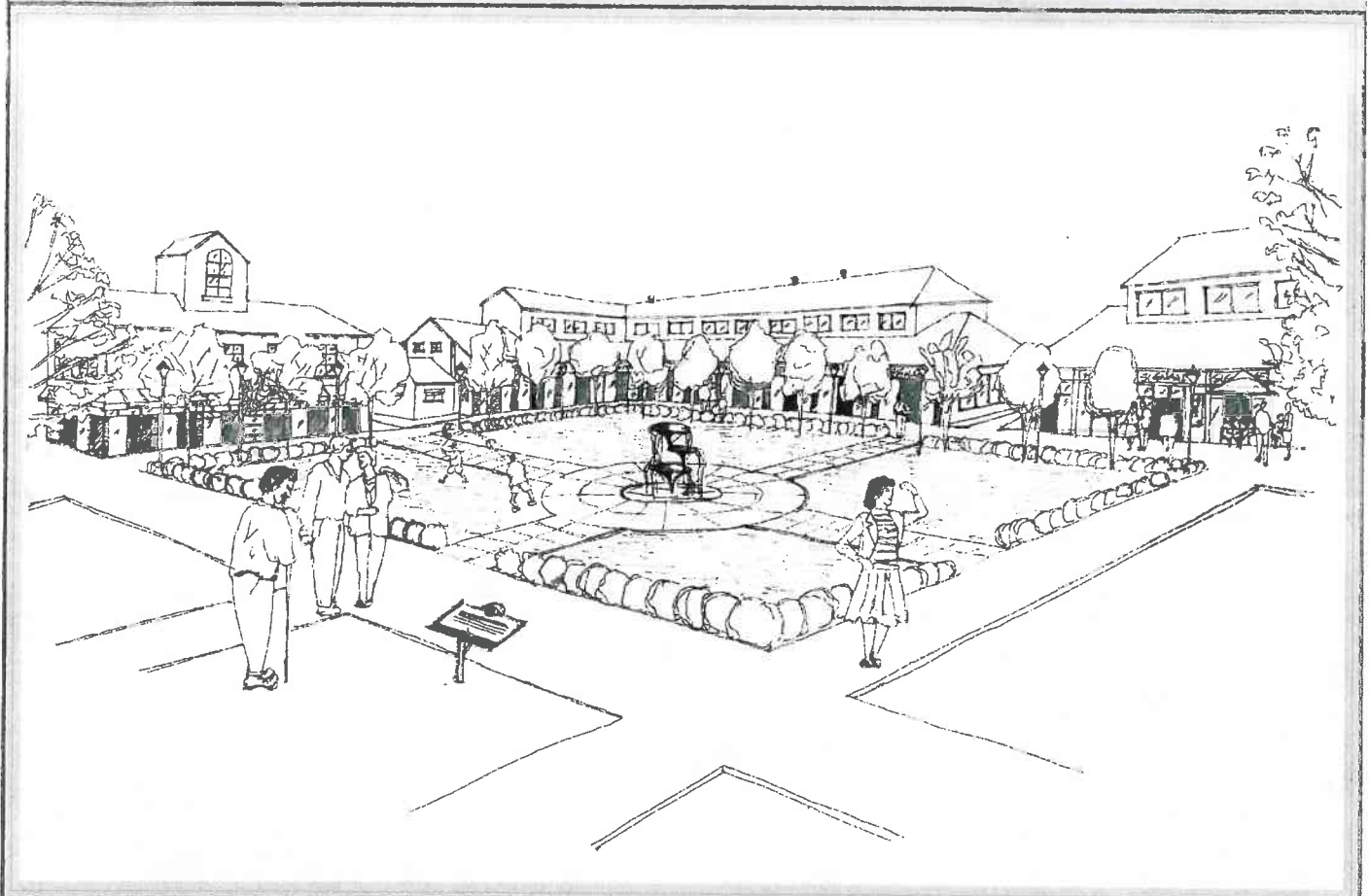
It is the intent of the ordinance, and the Master Plan, to create a "village center" on the upper section of the site. As shown on the conceptual plan, this plan recommends that the village center involve mixed-use buildings organized around a central green space/plaza with amenities such as seating, lighting, and public art. The buildings should be unified in their overall design treatment (e.g. materials, color, signage, lighting).

There should be a strong visual and pedestrian connection between the village center and Main Street, and, as required, additional pedestrian connections between the village center and the lower section of the site as well as the Rails to Trails corridor. It is vital that development of the Zinc Mine Site be part of the first phase of development in the revitalization of Main Street. At a permitted residential density of 35 units per acre, the Zinc Mine Site will provide the critical mass of purchasing power needed to create the economic jumpstart of Main Street.





CONCEPT SKETCH - UPPER SECTION OF ZINC MINE SITE



Prepared By: Hoyer, Grud + Associates

CHANGE HOUSE

The historic Change House building should figure prominently into the design for the upper section of the Zinc Mine Site, a point made in both the Master Plan and the Borough ordinance. Currently in a state of disrepair, the Change House should be restored and refurbished in a historically accurate manner and adaptively reused. The Change House should be, as stated in the Master Plan, the "key" building of the upper section. New buildings should relate visually to the Change





House, sharing similar materials and architectural elements. As required by the ordinance, no new buildings should be larger in size than the Change House. Possible new uses for the Change House include retail space where local artisans and craftsmen can display and sell their

wares or reuse into a local eating establishment that serves the local residents and would draw others from outside of the Borough.

This plan also recommends that the Borough study the feasibility of relocating the Franklin Museum to the Change House. Currently located in the small former time office building at the front of the site, the museum, which details the history of



Franklin, would have more room to house exhibits if it were relocated to the Change House. The Time Office building could continue to be used as an annex to the museum or could be restored to appear as it did when the mine was in operation.

redevelopment allows a municipality to determine the best and most effective use for a given property, and gives the municipality control over how the property is redeveloped.

In the case of the Zinc Mine Site, the Borough of Franklin has already recognized that redevelopment can be an effective planning tool. In 2003 a redevelopment area determination report was prepared for the Zinc Mine Site. The 2003 report determined that the area was in need of redevelopment, and the Borough Planning Board subsequently made a recommendation to the Borough Council that the area be deemed an area in need of redevelopment pursuant to the LRHL. The Borough Council, however, has not taken final action on the Planning Board's recommendation. This plan continues to recommend the process of redevelopment as an effective tool for the Zinc Mine Site or the use of the alternative process of deeming the area in need of rehabilitation. This process allows for many of the same tools as redevelopment but does not exercise the power of eminent domain.

REDEVELOPMENT

One of the most effective planning tools in the revitalization of targeted areas is the process of redevelopment as defined by the Local Redevelopment and Housing Law (LRHL). The process of statutory redevelopment involves selecting an area, determining whether or not that area is, as per the LRHL, "in need of redevelopment" and, if so, preparing a redevelopment plan outlining specific land uses and building requirements. The use of



ZONING

The Borough land development ordinance was amended in 2004. Among the changes to the ordinance were the creation of the Main Street Retail Zone and the Main Street Mixed-Use Zone. These new zones contain appropriate zoning standards and should be adhered to and enhanced to create a revitalized Main Street.



B-1 MAIN STREET RETAIL ZONE

The Main Street Retail Zone includes properties in the Main Street 'core' commercial area. The Main Street Retail Zone begins at Borough Hall and extends north along Main Street ending just north of Larue Street. The Main Street Retail Zone allows a variety of retail uses as well as restaurants; mixed-use buildings; art/music/dance/photographic studios & galleries; offices; apartments on upper floors; townhouses/attached single-family; and financial institutions. Theatres are permitted as a conditional use.

It is the vision of the Franklin Master Plan, as well as this plan, to create a fun, unique 'niche' retail district with a focus on crafts and entertainment. The Master Plan encourages niche retail uses such as consignment and antique shops, art galleries, restaurants, and coffee shops, and recommends that the former Franklin Theatre be restored either as a working theatre or as new exhibition space.

B-2 MAIN STREET MIXED-USE ZONE

The Main Street Mixed-Use Zone is intended to contain additional mixed-use development along Main Street to provide for employment, retail opportunities and housing. There are several Main Street Mixed-Use zones in Franklin. The key Main Street Mixed-Use Zone extends along Main Street roughly from Church Street to High Street; there are several other pockets zoned Main Street Mixed-Use, located on the northern end of Main Street and along Rutherford Avenue in the Main Street vicinity. The Borough ordinance allows for mixed-use buildings; retail sales & trade; retail and personal service shops; offices; restaurants; art/music/dance/photographic studios & galleries; hotels; financial institutions; clubs & lodges; greenhouses & nurseries; government buildings; medical & dental clinics; and

agricultural uses. Theatres are permitted as a conditional use.

Main Street Mixed-Use Zone - Recommendation

The recently amended Borough ordinance does not permit apartments or townhouses/attached single-family uses in the B-2 Main Street Mixed-Use Zone. The 2003 Master Plan recommended to allow for residential uses within the Main Street Mixed-Use Zone. As such, there is currently a discrepancy between the ordinance and the Master Plan. The Borough must decide whether a change should be made to the ordinance to allow for residential, ideally on the second floor, in the Main Street Mixed-Use Zone.

INFILL AND REUSE

There are two key adaptive reuse buildings along the Main Street corridor - the Change House and the former Franklin Theatre building. As previously stated, the Master Plan and the Borough land use ordinance calls for the Change House to be retained and adaptively reused to function as the key building on the upper section of the Zinc Mine site. The former Franklin Theatre is an important historic building in a



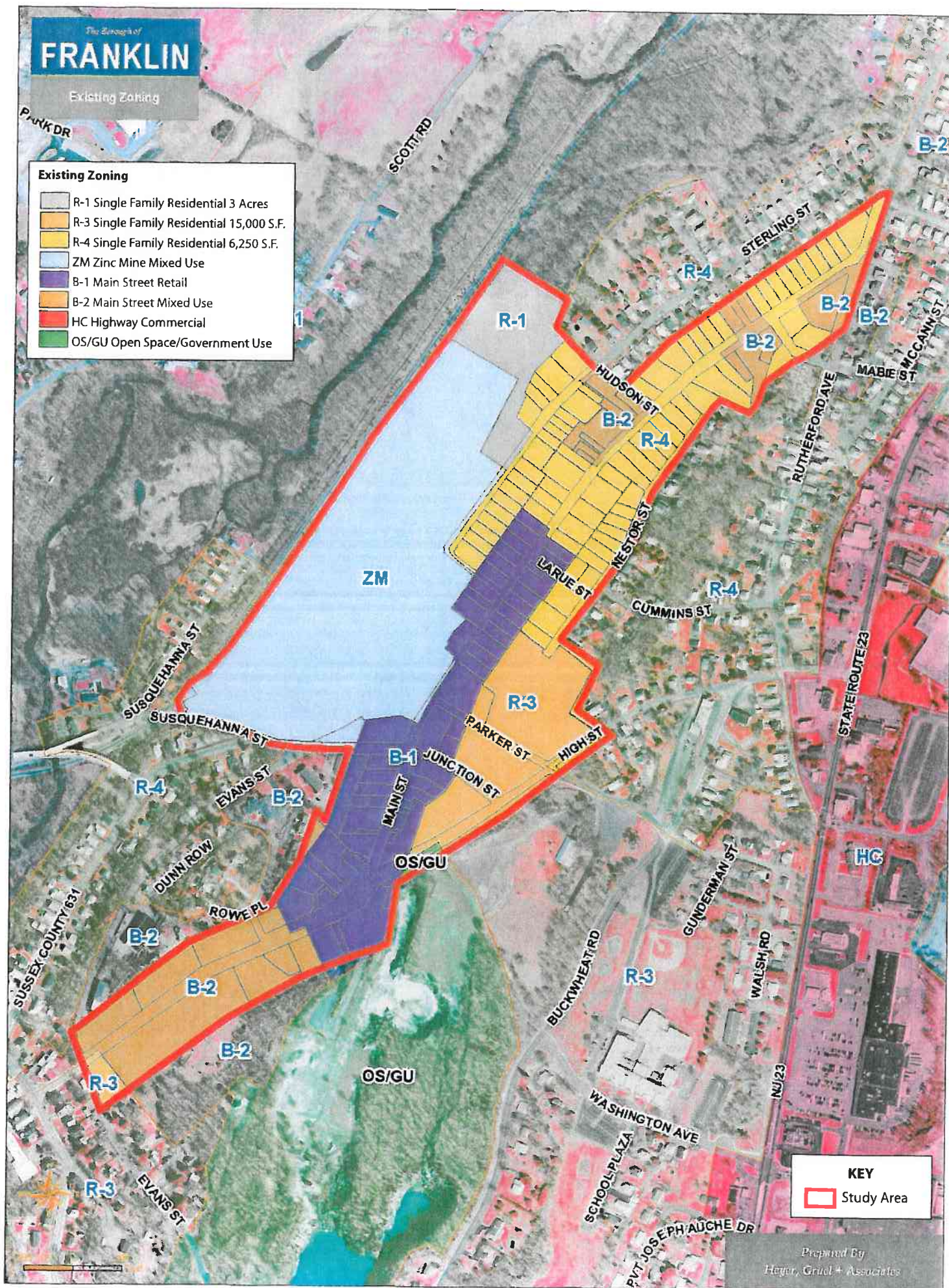
Source: "Franklin Borough Then & Now", Franklin Bicentennial Commission (1976)

The Borough of FRANKLIN

Existing Zoning

Existing Zoning

- R-1 Single Family Residential 3 Acres
- R-3 Single Family Residential 15,000 S.F.
- R-4 Single Family Residential 6,250 S.F.
- ZM Zinc Mine Mixed Use
- B-1 Main Street Retail
- B-2 Main Street Mixed Use
- HC Highway Commercial
- OS/GU Open Space/Government Use



KEY

Study Area

Prepared By
Heger, Grisel & Associates



prominent location along the Main Street. The theatre building is privately owned and is currently being renovated. This plan recommends that the building be restored as a working theatre or used as a retail/entertainment venue with possible exhibition space. In addition, this plan suggests that, regardless of whether the building is restored as a working theatre or not, that the marquee be rebuilt as part of the building façade; the marquee could be used as a space to display information or promote Borough events.

Due to the decline of Main Street as a commercial corridor over the last several decades, many of the former commercial buildings were converted into residential uses. This plan recommends that when opportunities exist, the Borough encourage conversions from residential back to commercial or mixed-use buildings in order to create an active, vital commercial corridor within the compact Main Street 'core' area. It is also recommended that key infill sites, such as the municipally-owned site located on the east side of Main Street on the north side of Parker Street be developed with mixed-use or retail buildings (with associated parking) as shown on the Zinc Mine/Main Street concept plan. This site is currently being utilized for municipal parking. The size and location of the

parcel (across from the Zinc Mine Site) make it a key infill site. Developing it will fill in significant 'gaps' in the streetwall and increase vitality and activity on Main Street.

The site located south of Parker Street is currently an undefined and under-utilized open green space. This plan recommends that this space be converted to a useful open passive recreation space that provides seating and assembly amenities such as a gazebo. The relocation of significant monuments or historical structures would also be appropriate for this site. Connectivity to the Zinc Mine and adjoining retail space should be realized through the design of the site and the design should promote the site as a key gathering space along Main Street and within the Borough. A small parking lot may also be appropriate to incorporate along the rear of the site.

ECONOMIC DEVELOPMENT

For the revitalization of Main Street to occur and be successful, the economic viability of the area must be increased. This effort needs to be implemented in two contexts: the local context and the regional context.



LOCAL

The local economic initiative for the revitalization of Main Street is a key component and must be aggressive in nature. One of the first elements should be the creation of a subcommittee of the Economic Development Committee to focus just on Main Street efforts. This subcommittee could ensure that implementation strategies outlined within the Plan are moving forward and could be the point of contact for all Main Street matters. Some of the key initiatives that this committee could focus on include:

- Actively promoting the tax abatement program along Main Street.
- Work with possible businesses within the Borough and regionally for consideration of relocation along Main Street.
- Development of marketing materials that highlight the Main Street and current revitalization efforts.
- Investigate becoming a Main Street community through the State Department of Community Affairs.
- Investigate the possibility of a Business Improvement District (BID) or Special Improvement District (SID).
- Involving the local Chamber of Commerce that will not only benefit Main Street but the entire Borough.
- Package tours with Ogdenberg's mine museum, etc.

The Borough should also move forward with Plan Endorsement through the State Planning Commission to be qualified for relevant programs through State agencies. This will require an effort from all levels of the Borough but is crucial for any future planning for the entire Borough and the revitalization of the Main Street.

REGIONAL

There are several regional economic development efforts in which Franklin Borough can become an active participant. A subcommittee or specified representatives should become a part these established efforts as a voice and promoter for Franklin Borough. Special attention should be paid to developing close partnerships with surrounding municipalities to further develop regional attractions (i.e. Mine Tours) and with the County to prioritize planning and development initiatives around the revitalization of Main Street. Some of the regional organizations that the Borough should focus on include:

- *Skylands Tourism Council*- The Skylands of New Jersey Tourism Council, Inc. is a non-profit coalition of businesses, cultural and recreational interests dedicated to the promotion of tourism in Hunterdon, Morris, Somerset, Sussex and Warren counties. The Council is the official regional representative to the New Jersey Department of Travel & Tourism.
- *Sussex County Chamber of Commerce*- The Sussex County Chamber of Commerce offers expertise to its members to help make Sussex County an economically viable place to work and live.
- *Sussex County Economic Development Partnership, Inc.*- The Sussex County Economic Development Partnership, Inc. (SCEDP) is dedicated to the creation of sustainable economic opportunity and prosperity to improve the quality of life in Sussex County, NJ. The SCEDP will proactively facilitate the recruitment, retention and expansion of business that will compliment, and be consistent with, the character and environment of Sussex County.

The Borough should also investigate regional arts and theatre groups that could make a home in Franklin Theatre, Zinc Mine site, and storefronts along the Main Street.

CONNECTIONS

In order to revitalize Main Street, it is necessary to improve visibility and access to Main Street from Route 23. It is also necessary to improve pedestrian connections between the Main Street area and other Borough destinations (e.g. Franklin Pond, the Open Cut Mine Site, and the Franklin Mineral Museum), as well as creating new trail connections between Main Street and the Rails to Trails corridor as well as Hamburg Mountain. Enhanced vehicular and pedestrian connections will generate activity, improve circulation, and link the Borough's attractions together.



The Franklin Borough Master Plan provided a number of recommendations regarding improvements to vehicular and pedestrian connections. Those recommendations remain appropriate and valid and, as such, are reiterated here, some with additional detail provided.

VEHICULAR CONNECTIONS

Recommended improvements to the vehicular circulation system in the Borough include gateway treatments of key intersections as well as traffic signal and road adjustments.

Morley Shirt Factory

The former Morley Shirt Factory site is a large property located on Route 23 opposite the key Route 23/High Street intersection. Independence Lane, a local connector road providing access to a residential development east of the Shirt Factory site, terminates at Mitchell Avenue on the east side of the site. In order to improve circulation and provide a more direct route to Main Street from residential development east of Route 23, it is recommended that the Borough continue to pursue construction of a new road through its right-of-way bordering the old Morley Shirt Factory property connecting High Street with Independence Lane.

Route 23/High Street Intersection

The Route 23/High Street intersection is a key location in Franklin, especially with regard to providing access to the Main Street corridor. This intersection is the most important potential gateway location in Franklin. In addition to gateway treatment recommendations, which are discussed in further detail below, it is recommended that a signal be installed at this intersection; as part of the implementation of this plan, it is recommended that the Borough initiate discussions with the County and New Jersey Department of Transportation (NJDOT) regarding the feasibility of installing the signal. In addition, it is recommended that the road access to Rutherford Avenue from Route 23 be vacated.

Access to Main Street

In order to create a more aesthetically attractive and inviting entrance to the Main Street corridor, The Master Plan recommended that High Street and Parker Street be improved to create a gateway corridor from Route 23 to Main Street. The proposed corridor, as delineated in the Master Plan, includes:

- High Street from Route 23 to Parker Street
- Parker Street from High Street to Main Street

An alternative and/or additional corridor includes:

- High Street from Route 23 to Buckwheat Street
- Buckwheat Street from High Street to Parker Street
- Parker Street from Buckwheat to Main Street



GATEWAYS

Franklin Borough has a limited number of transportation connections to neighboring municipalities and the region due to its location. However, there are several potential "gateway" locations throughout the Borough. This is also true with connections to the Main Street. Gateways are entrance points into neighborhoods, districts, or communities and are important in attracting travelers that pass through on a daily basis. Gateways can be defined or reinforced by developing gateway "treatments", which often include landscaping, signage, and vertical elements such as arches or pylons. Gateways create a welcoming effect and can assist in marketing efforts by delineating the routes to major destinations and can help to establish a community's identity. This plan recommends that the Borough install gateway treatments for the Main Street area at the following locations:

- High Street Gateway - Intersection of High Street and Route 23
- South Gateway - Intersection of Evan Street and Main Street
- North Gateway - Intersection of Rutherford Avenue and Main Street
- West Gateway- Route 94 and Route 631 to Junction Street

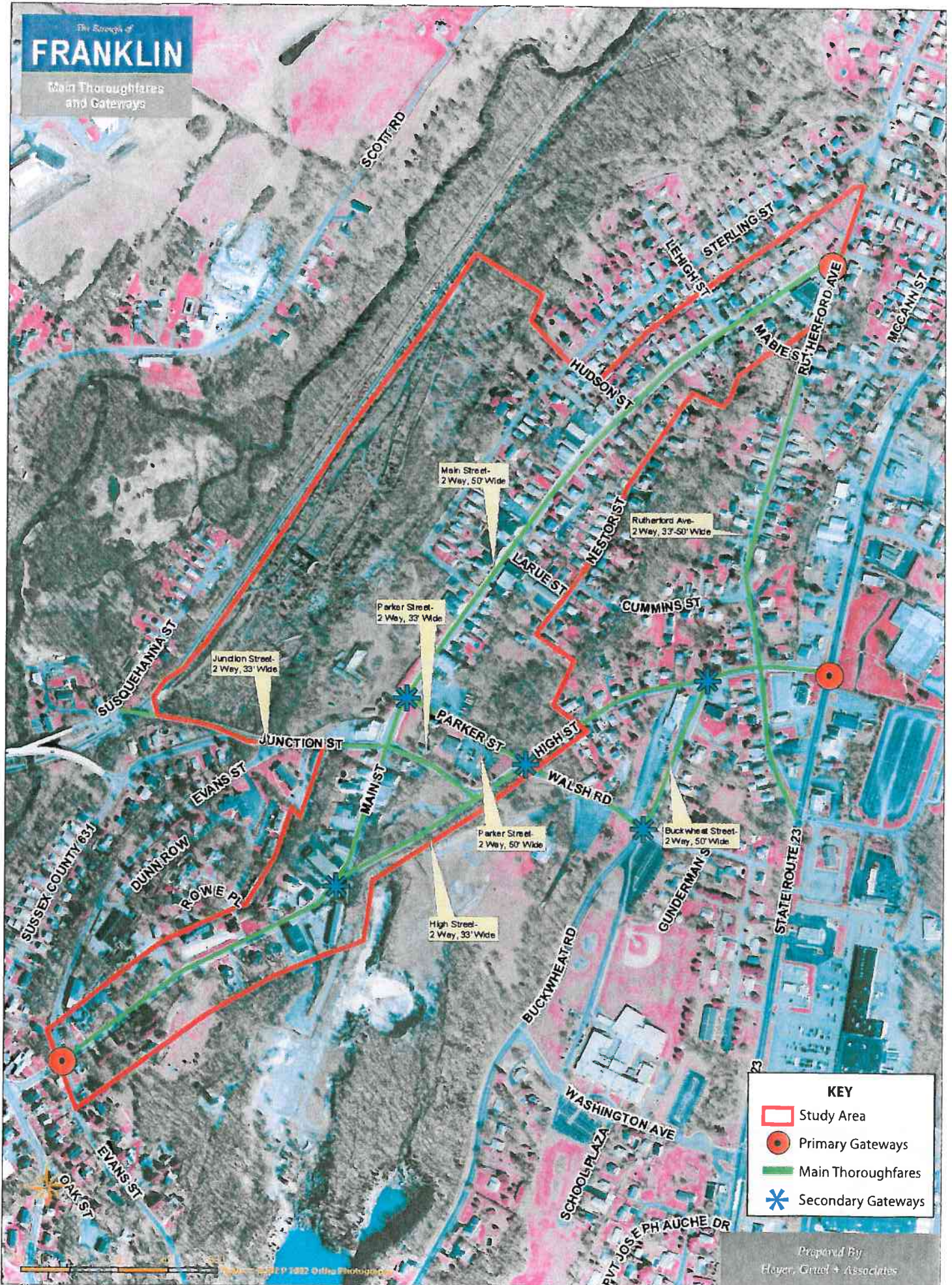
Other key locations

- Main Street and High Street
- Main Street and Parker Street
- Parker Street and High Street
- Parker Street and Buckwheat Street
- Buckwheat Street and High Street



The Strength of FRANKLIN

Main Thoroughfares
and Gateways



KEY

- Study Area
- Primary Gateways
- Main Thoroughfares
- ✱ Secondary Gateways

Prepared By
Hoyer, Grisel & Associates

PEDESTRIAN CONNECTIONS

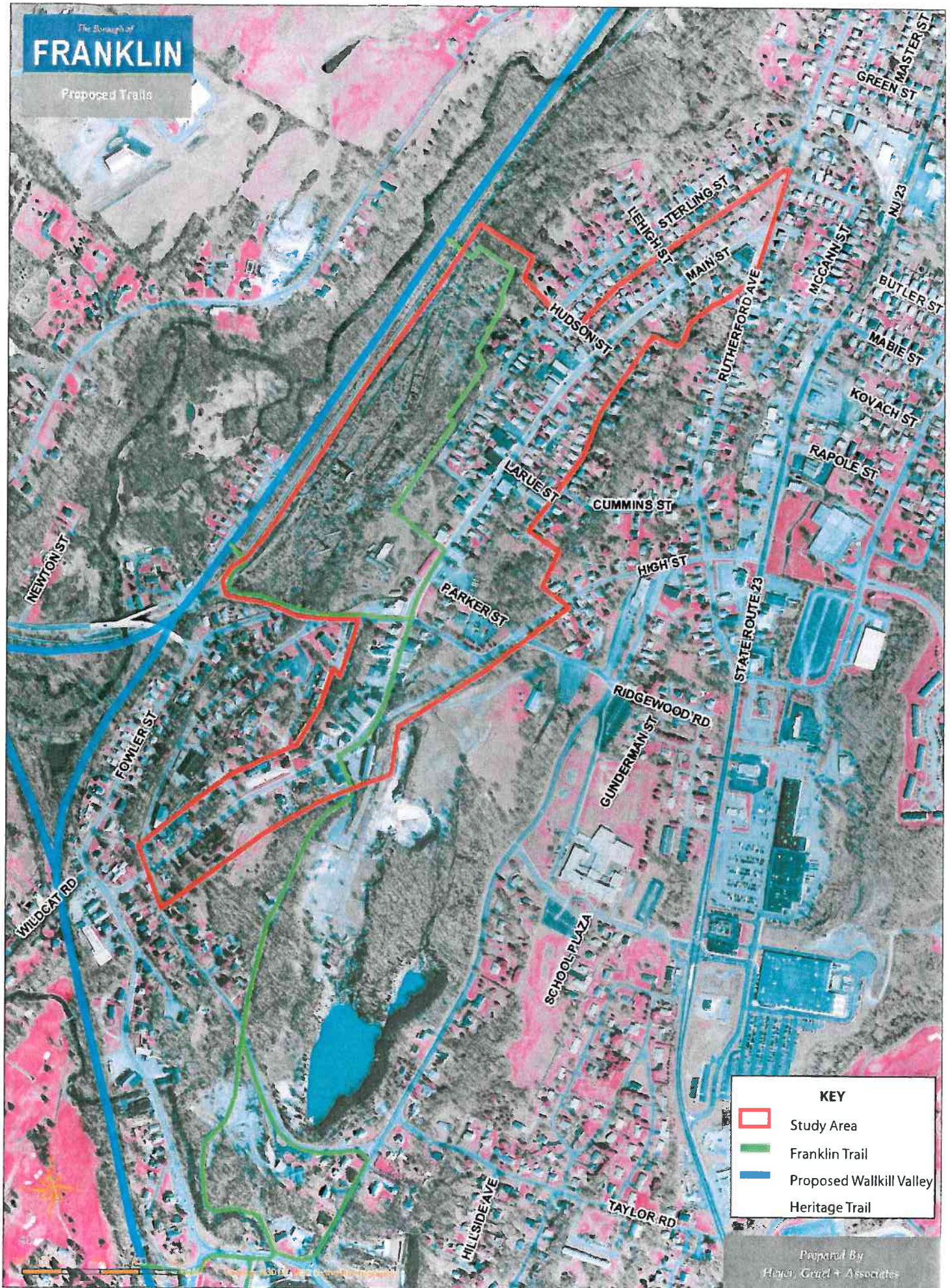
Part of the key to reestablishing Franklin's Main Street area as a viable downtown is to enhance pedestrian connections throughout the Borough. It is a goal of the Master Plan to create strong pedestrian and bicycle connections throughout Franklin. The Master Plan recommended that a continuous pedestrian friendly system connect school districts, major commercial corridors, the Main Street area, Franklin Pond and other open space/rails to trails systems. Improved pedestrian/bicycle connections will facilitate pedestrian flow throughout Franklin, enhance access to potential tourist attractions and recreational amenities, and will link Franklin to a larger regional trails network.

This plan recommends that a new trail be created that links various sites in Franklin to the proposed Wallkill Valley Heritage Trail (along the abandoned New York, Susquehanna and Western Railroad right of way), part of the regional rails to trails network. The trail would connect the rails to trails corridor, the Zinc Mine site, Main Street, the Borough building, the Open Cut Mine Site, the Franklin Mineral Museum, Franklin Pond, the Hardyston School property, Route 23, and the Hamburg Mountain Wildlife Management Area. This should be a well designed path that can accommodate pedestrians and bicycles. There should be directional trail signage that provides options and highlights the key sites that it links.






The Borough of
FRANKLIN

Proposed Trails



KEY

-  Study Area
-  Franklin Trail
-  Proposed Walkkill Valley Heritage Trail

Prepared By
Hagen, Gravel & Associates

DESIGN IDENTITY

The Borough's rich history as a mining town, its unique fluorescent minerals, and its built form (i.e. compact human-scale development, topography) create Franklin's sense of place, or "identity". This identity is what makes Franklin special and unique from other towns, and as such it should be celebrated and reinforced. This can be done through the selection of appropriate street furniture (e.g. benches, street lights), restoration of historic facades, compatible infill development, and a coordinated signage system.



APPROPRIATE FACADE DESIGN - CORNER DELI BUILDING

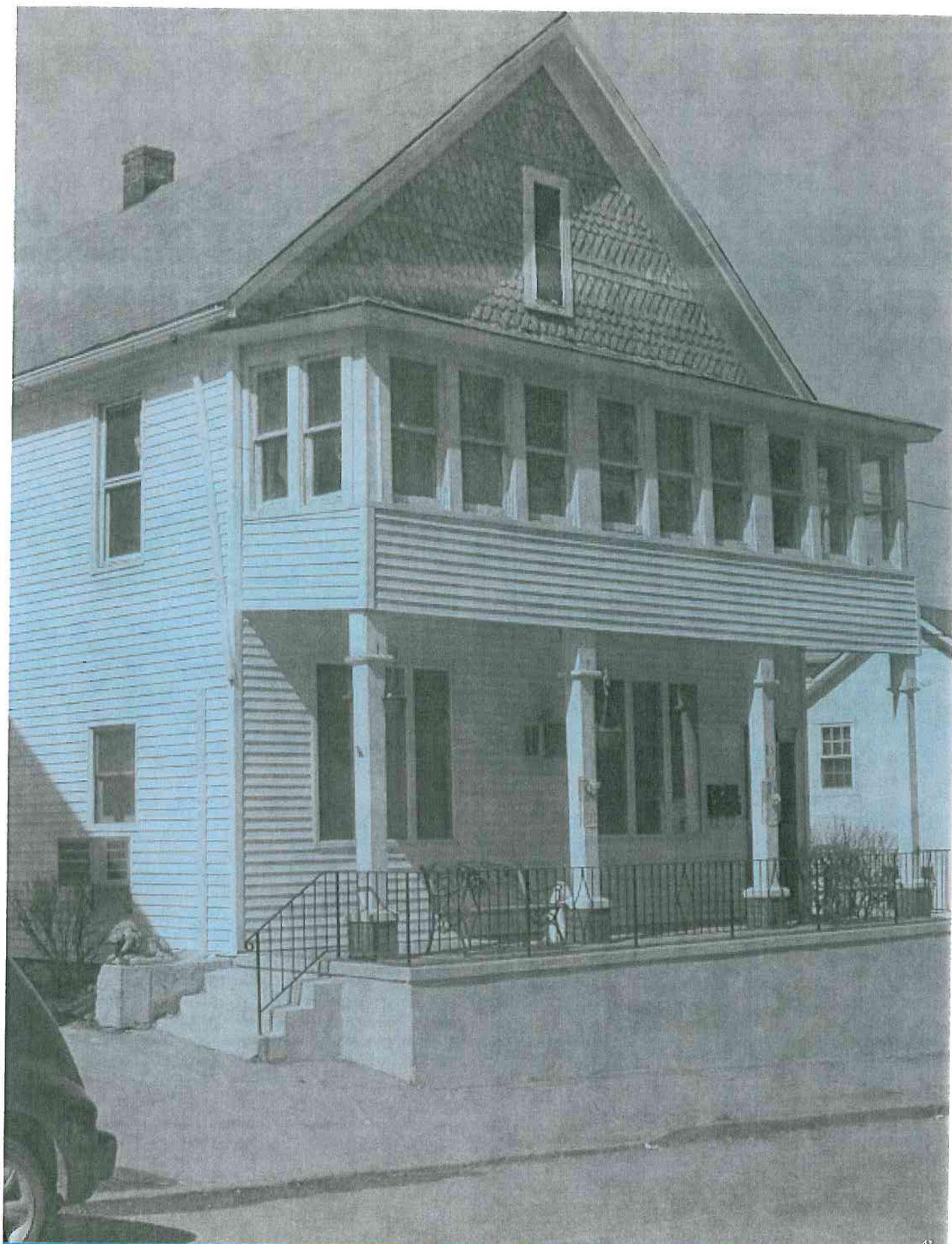


Prepared By: Hoyer, Grunl + Associates

FACADES

As stated in the Master Plan, given the importance of Franklin's historic resources, the revitalization of Main Street should be carried out in a manner that both takes advantage

of Franklin's history and protects its valuable and irreplaceable historic resources. However, not all buildings on Main Street can or should be saved. There are several examples of attractive, historically significant buildings on Main Street, such as the Koch





law firm, Franklin Museum/Time Office building, Change House, Corner Deli, and laundromat. Some of these buildings are merely in need of maintenance while others require more substantial improvements; where

necessary, improvements and renovations should be carried out in an historically accurate manner and in accordance with the design standards in the Borough land development ordinance.

Many of Main Street's other buildings have been converted over the years from retail to office or residential uses. In the process, haphazard facade renovations occurred; inappropriate and incompatible materials were used, and original materials and architectural elements were covered up. The Borough land development ordinance contains design standards which specifically address building additions, renovations, and new development with regard to materials, color, design, and architectural elements, and these standards should be adhered to.

In addition, renovations, new development and redevelopment should strive, where possible, to emulate the architectural elements and design of select historic structures (or features of certain structures) on Main Street (e.g. the four-column 'Franklin Porch'; red brick facades of the Change House, Koch law firm, Franklin Museum/Time Office; red brick facade and cornice line of the Corner Deli; and wood shingle facade of the laundromat).

Lastly, this plan continues to recommend the creation of a Historic Preservation Commission which could have, among its powers, the authority to advise the Planning Board and Borough on the designation of historic sites and districts, and to advise the Planning Board and Board of Adjustment on development applications that may impact historic sites or resources.

STREETSCAPE

Street Trees

Street trees are an essential component of any streetscape. They provide color and visual interest and contribute to creating an appealing pedestrian environment. Trees should be selected on the basis of appropriateness, including health, maintenance, and habit (e.g. crowns that will not obscure signage). If possible, trees should exhibit year-round interest (i.e. attractive flowers, fall color, winter habit and bark). It is recommended that trees be at least 3 inches in caliper upon installation. Trees should be spaced between 30 and 40 feet on center depending on the size of selected trees. Spacing over 40 feet on center is not recommended. The following is a list of suggested street trees. It is recommended that at least three species be used along the Main Street corridor in order to enhance visual interest and avoid a monoculture.

- *Tilia cordata* 'Greenspire' - Littleleaf Linden
- *Gleditsia Triacanthos* var. *inermis* 'Shademaster' - Thornless Common Honeylocust
- *Prunus sargentii* - Sargent Cherry
- *Zelkova serrata* 'Green Vase' - Japanese Zelkova



Street Lights

One of the main components of any streetscape is lighting. Street lights enhance the pedestrian environment and are vital in providing a feeling of safety and security. Although most

of Main Street does not currently have street lights, there are two street lights on Main Street outside of Borough Hall. It is recommended that the same type of street light (pole and fixture), or equivalent, be provided along the Main Street corridor. However, it is recommended that light poles be between 14 and 16 feet in height. Banner brackets should also be provided. Lighting

levels should provide a feeling of safety along with creating a pleasant atmosphere on the Main Street.

Currently there are several utility poles that provide "highway" style lighting along with utility connections that clog the Main Street with overhead wires. The Borough should investigate the feasibility of removing some if not all of the poles and replace with lighting recommended here. This would give way for more sidewalk space and provide a more pleasing atmosphere along the Main Street.



Benches

Benches are a vital part of any relaxed comfortable pedestrian-friendly streetscape. Benches should be placed throughout the Main Street corridor in order to give pedestrians a place to rest

and/or people-watch. Model C-138 (metal with wooden slats) by Victor Stanley, Inc or equivalent is recommended.



Trash Receptacles

Trash receptacles are necessary in creating a clean, orderly pedestrian-friendly environment. It is recommended that trash receptacles be placed throughout the Main Street corridor. Model SD-42 by Victor Stanley, Inc. or equivalent is recommended.



Bike Racks

It is recommended that bicycle racks be supplied throughout the Main Street corridor. Bicycle racks encourage the use of bicycles, making it easier and more convenient for bicyclists to stop in town.

Bicycle racks will be especially important on Main Street given the proposed trails and recommended pedestrian/bicycle connections throughout Franklin. The Bike Hitch by Dero (or equivalent) is recommended.

Public Art

Public art is a common denominator of many high quality public spaces. Public art entivens and enriches public spaces such as streetscape and plazas, creates a fun and lively atmosphere and contributes to the sense of place. Public art includes statues, murals, and fountains, and can also be used in imaginative ways, such as to screen parking lots and blank facades or to invigorate open space and bus shelters. This Plan recommends that public art be placed in strategic locations throughout the Main Street corridor. There are several opportunities along the Main Street for public art. In particular, this plan recommends public art as part of the proposed public plaza in the center of the 'upper' section of the Zinc Mine Site, the wall on the south side of the Main Street/High Street intersection and the proposed open space across from the Zinc Mine. It is recommended that public art incorporate images and symbols from Franklin's rich and unique history.

