

MAIN STREET- STREETScape DESIGN IMPROVEMENTS



Prepared By: Hoyer, Grudl + Associates

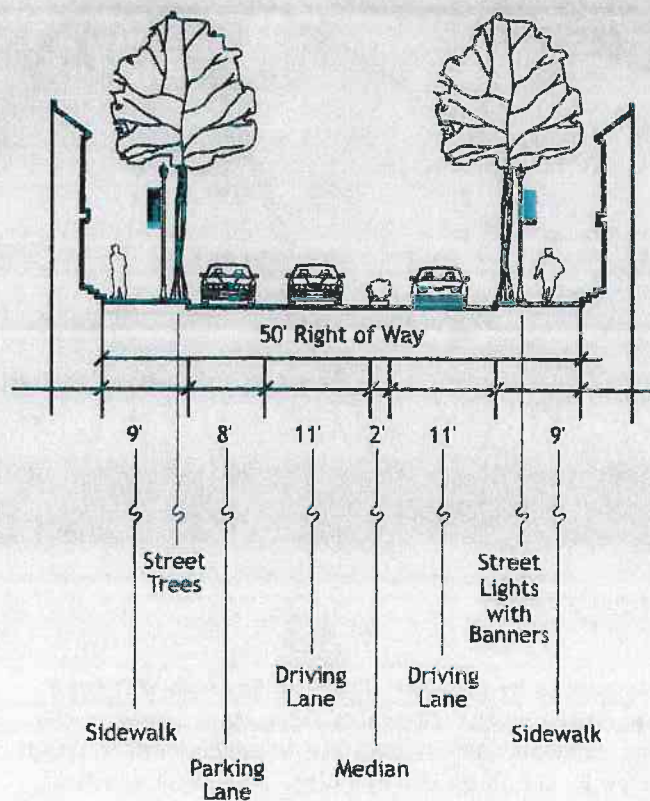
SIDEWALKS

For streetscape improvements to be possible, Franklin Borough will need to upgrade and/or enhance the current sidewalks along Main Street in the Core area. Currently, the sidewalks are inadequate to accommodate street amenities and are hindered by the large utility poles. The total width of

the Main Street is 50 feet which can accommodate larger sidewalks on either side of the street, one row of street parking, and a small median with two-way traffic as illustrated through the following diagram. The Borough should aggressively undertake infrastructure planning for the Main Street to be able to create the base for needed streetscape amenities.

Most of the connector streets, such as Parker Street and Junction Street, do not have sidewalks for safe pedestrian or bicycle access to the Main Street. Within one block of

MAIN STREET CROSS-SECTION



MAIN STREET CROSS SECTION

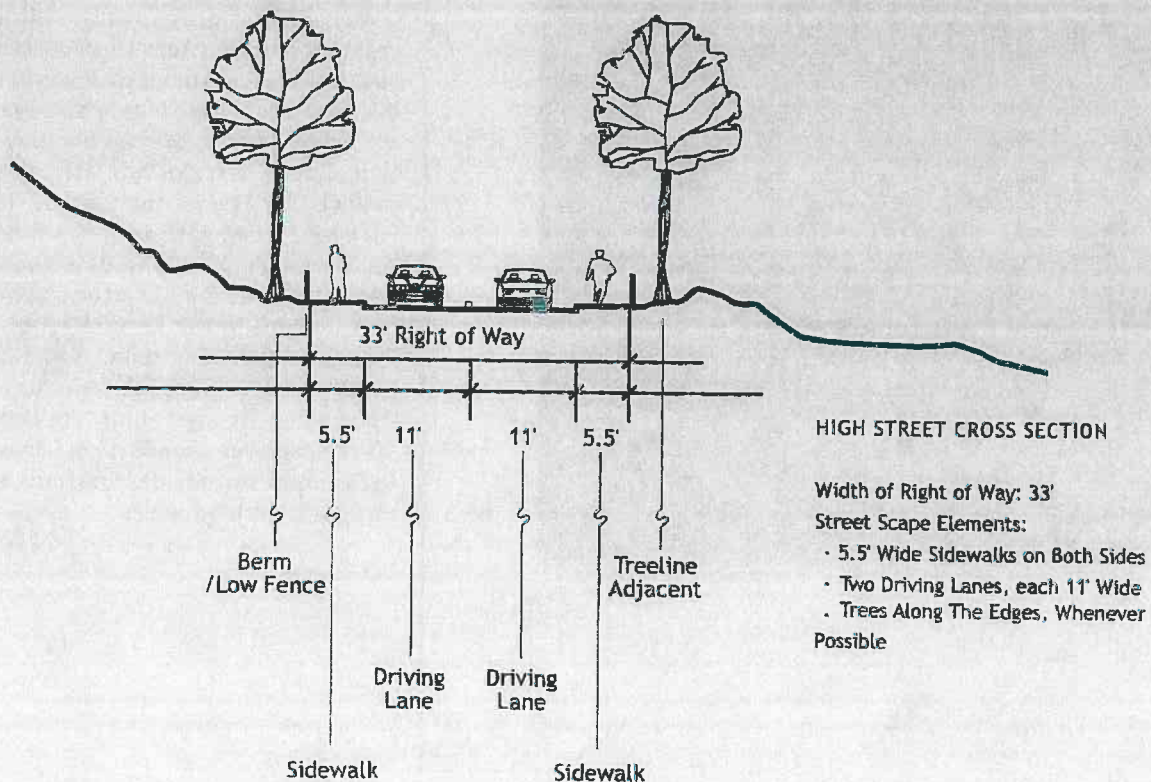
Width of Right of Way: 50'

Street Scene Elements:

- 9' Wide Sidewalks on Both Sides
- Two Driving Lanes, each 11' Wide
- One Side Parallel Parking
- 2' Median
- Street Trees.
- Street Lights with Banners / Signage
- Trash Receptacles, News Paper Stands, Benches, etc, Wherever Appropriate

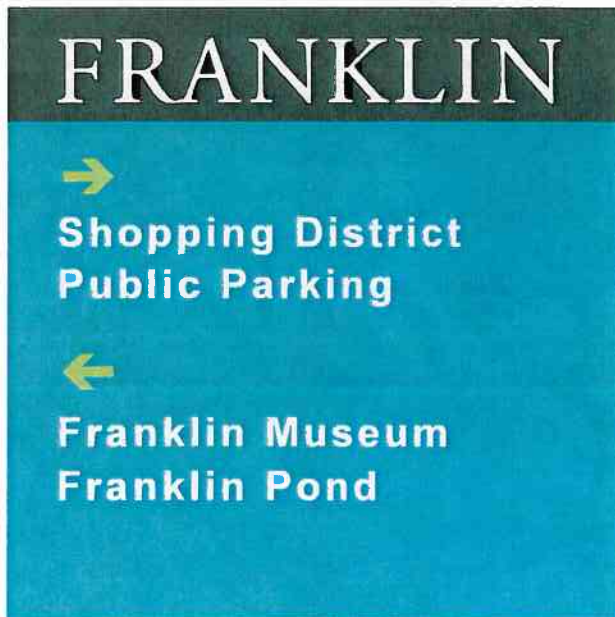
the Main Street, most of the connector streets narrow to approximately 33 feet wide with two-way traffic. Even with that narrowness there is the ability to provide sidewalks on either side of the road and maintain two-way traffic. These sidewalks would only measure approximately 5½ feet but would provide a safe place for those walking to the Main Street. If the Borough were to widen the connector streets, appropriate lighting and banners and streetscape amenities could also be included on those streets. The Borough would only need to widen the streets by four feet (two feet on each side) to provide for appropriate sized sidewalks on the connector streets leading to the Main Street.

HIGH STREET CROSS-SECTION



SIGNAGE

Signage is a crucial design element in contributing to the perception of Main Street as a vibrant, active destination. Signage should be designed to attract visitors to the area and to orient them once they have arrived. Wayfinding signage, street signs, historical signage, and banners should be presented as a unified “package” that serves an aesthetic as well as functional purpose, visually enhancing the area and reinforcing Franklin’s identity. A well-coordinated, effective signage system will provide a visual cue to visitors that they are “in Franklin”. The signage package should be consistent, utilizing a similar color scheme and typeface, and should be unified by a recognizable logo. Due to its recognizability and strong representation of Franklin’s past, it is suggested that the Borough incorporate the image of Carrie Boone Nelson’s iconic “The Zinc Miner” statue in all of its signs. The statue, located in front of the Franklin Mineral Museum, is an instantly recognizable image that can help to reinforce Franklin’s unique identity.

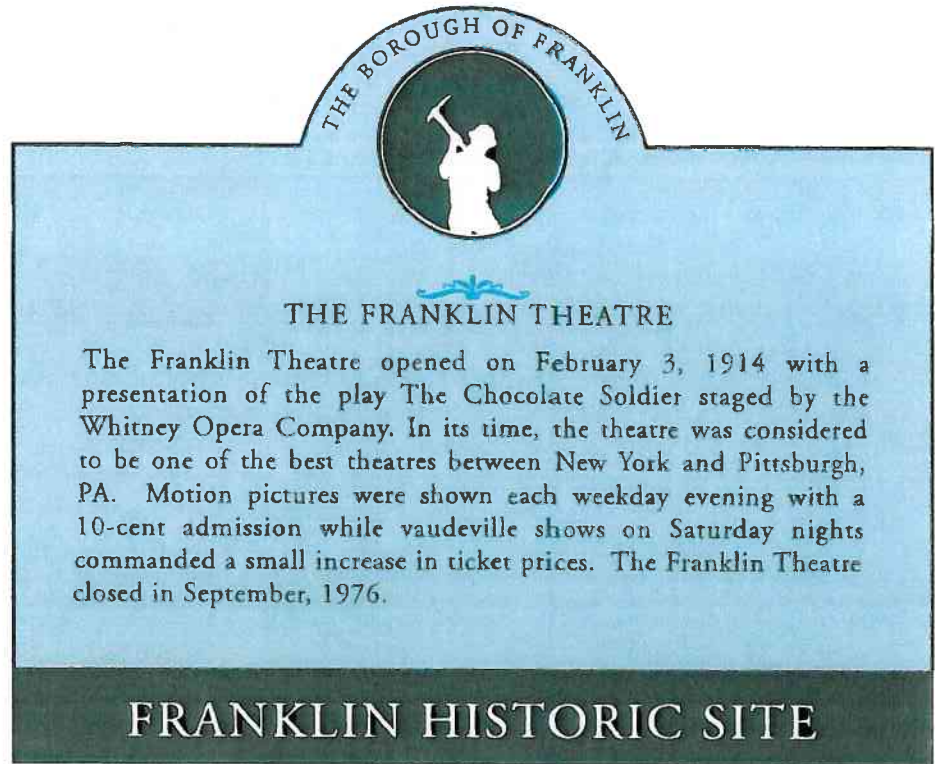


Wayfinding Signage

A Wayfinding signage system directs residents and visitors to important cultural, recreational or governmental destinations. Wayfinding signage should be placed throughout the Main Street corridor and also at key gateway locations, such as the Route 23/High Street gateway. From Route 23, travelers should be directed to Main Street as well as other significant destinations in the Borough (i.e. Franklin Mineral Museum, Franklin Pond, Franklin Borough Building). Wayfinding signage along the Main Street corridor should direct travelers to Franklin’s other destinations as well as public parking areas.

Historical Signs

In order to celebrate its past and educate residents and visitors alike about Franklin's rich history, it is recommended that the Borough install a historical signage system. These historic signs would be placed at significant historic sites throughout the Borough, many of which are on Main Street. The signs would contain a short, informative message about the significance of the site and what it was used for. Suggested sign locations include, but are not limited to,

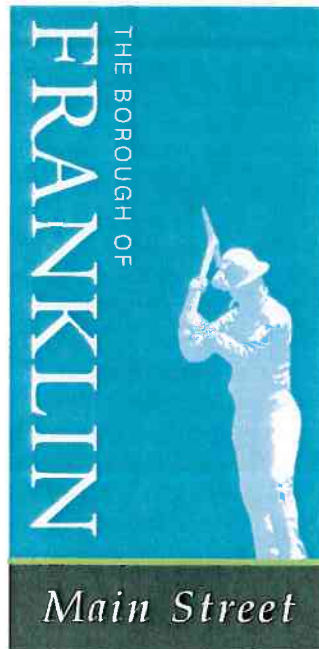
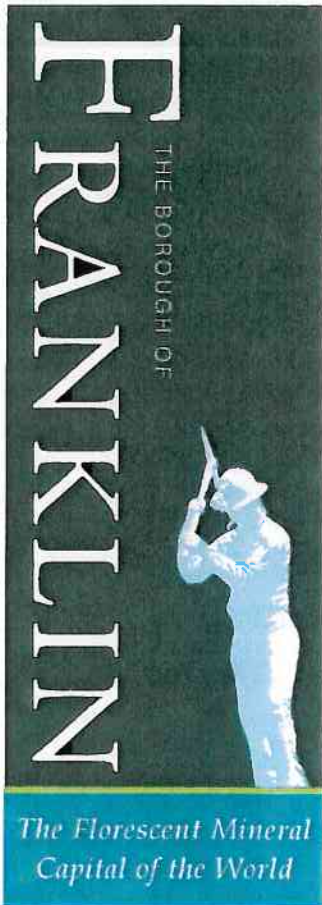


- Zinc Mine Site - General
- Zinc Mine Site - Change House Building
- Zinc Mine Site - Time Office Building (currently Franklin Museum)
- Former New Jersey Zinc Company Store (Corner Deli)
- Former Synder's Hotel (Franklin Laundromat)
- Former Franklin Theatre building
- Former first post office (now Koch Law Office)
- Former New Jersey Zinc Company Administrative Offices
- Original first bank in Franklin (Dr. Richard Scott Dental Office)
- Former McCann residence (Moldanardo property)
- Former Catlin House and dormitory (Westwind Hall)
- Former Col. Fowler house (Ramsey Funeral Home)
- Former Crane's General Store (apartment house at 64 Church Street)
- Old firehouse (Sussex County Library, Franklin Branch)



Street Signs

Clear, bold, well-placed street signs aid in the safe and effective circulation of motorists. Street signs should be considered as part of the overall signage system and should be consistent with other signs in terms of color and logo.



Banners

Banners are an important component of any signage system. They help to create a festive and lively street atmosphere and they reinforce identity. It is recommended that two different banners be used in Franklin - one general 'Franklin Borough' banner and another specifically for use on Main Street. The banners should be compatible but easily differentiated from one another as the concepts reflected within this plan.

The Borough of FRANKLIN

Prepared By
Homer Gruel & Associates

CONCEPTUAL SCENE-STREET SIGNAGE DESIGN FOR FRANKLIN BOROUGH



PARKING

Currently, there are no delineated parking spaces on Main Street. There are areas that are delineated by signage for two (2) hour parking and no overnight parking but these areas are not utilized by patrons of the area but rather by residents because sufficient parking has not been provided for all of the residential conversions that have taken place on Main Street. Over the years this has caused residents to park on Main Street or in the municipal parking lot on Main Street. A revitalized, pedestrian-oriented Main Street with new shops and businesses will require sufficient parking for visitors and shoppers. As such, it is essential that parking be provided along the Main Street corridor, both in the form of on-street parking and pocket parking lots, as follows:

- *On-Street Parking* - In order to provide for organized parking with turnover, it is recommended that there be one dedicated parking lane on Main Street with delineated spaces and parking meters.
- *Pocket Parking Lots* - There is one small parking lot at the corner of Main Street and Parker Street. The lot is located directly across from the Zinc Mine Site and has approximately 70 feet of frontage on Main Street. A surface parking lot is not the most appropriate or best use of this property. As shown on the concept plan, it is recommended that a new commercial/mixed-use building be located along the Main Street frontage of the property, and that the rear of the property continue to be used for public parking as well as parking for the new retail use. If additional parking in the vicinity of Main Street becomes necessary, it is recommended that the Borough establish several small "pocket" parking lots located near Main Street but not fronting on Main Street itself.

Current parking regulations in accordance with the Land Development ordinance will need to be flexible for businesses located along the Main Street. Due to the nature of the area, standard parking requirements would hinder businesses from locating along Main Street and would create the need for parking that would counteract the revitalization of the Main Street.

It is envisioned that through the redevelopment of the Zinc Mine Site parking would be provided on-site to meet the needs for both the residential and non-residential component and provide for additional spaces to be utilized by those shopping or visiting the Main Street area. In addition, it is recommended that the Borough investigate strategies to reduce the amount of resident parking on Main Street itself and in designated municipal parking lots (e.g. enforcement of parking regulations, requiring residents to park on side streets, creating new parking lots, etc.).

Once development begins to occur along Main Street, the opportunity for smaller pocket parking lots and metered parking (that allows for turn-over) along the Street will be apparent. Opportunities may also arise outside of the immediate Main Street area that can be utilized for parking for those heading to the Main Street. A safe, attractive, active atmosphere will entice people to walk to their destination along the Main Street.

IMPLEMENTATION STRATEGIES

The implementation strategies provide a foundation for the future revitalization of Franklin Borough's Main Street. In order to move them forward in a timely manner and make the revitalization process effective, the strategies are broken down into concrete steps and given timeframes. These timeframes range from short-term, ongoing to long-term. The timetable is as follows:

- Ongoing- Reinforcement and enhance support for existing processes
- Short-term- Within one (1) year
- Medium-term- Within three (3) years
- Long-term- Within five (5) years

Long-term implementation strategies are larger and more ambitious than the others and will take detailed planning and more involvement

with local, regional and state partnerships and funding. The revitalization components and related implementation strategies are geared towards meeting the overall goal of:

Revitalizing Main Street as a 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.

This goal is then broken into the specific goals of land use, economic development, circulation and appearance.

Land Use:

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

REVITALIZATION COMPONENT	IMPLEMENTATION STRATEGY	TIME FRAME
Redevelopment of the Zinc Mine Site	Revisit the Zinc Mine Redevelopment Study and move forward with completing a Redevelopment Plan for the Area.	Short
	Investigate whether deeming the area in need of Rehabilitation is more appropriate.	Short
	Develop a clear vision for the site and work with developers to create that vision.	Medium-Long
Adherence and Enhancement of Zoning	Revisit zoning for the Main Street Area and make appropriate changes.	Short
	Adhere to zoning and enhance zoning through development application in the Main Street Area.	On-going
	Recognize and encourage the conversion of first floor residential back to storefront retail.	On-going
Infill-Reuse-Renovation	Create a list of sites along the Main Street to target for in-fill development.	Short
	Assess structures along Main Street to categorize them by need (i.e. rehabilitation, renovation, reuse, etc.).	Short-Medium
	Investigate funding to help finance the rehabilitation and renovation of structures along Main Street.	Short
	Work with landscape planners to redesign and develop a new, usable public open space across from the Zinc Mine site.	Medium-Long

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.

REVITALIZATION COMPONENT	IMPLEMENTATION STRATEGY	TIME FRAME
Activating the economic viability of the Main Street on the Local Level	Development a Main Street sub-committee out of the existing Economic Development Committee.	Short
	Create marketing materials and promote the tax abatement program in the Main Street Core.	Short-Medium
	Work with possible local and regional businesses that have the potential to relocate along Main Street.	On-going
	Bring businesses together and recruit potential new members to strategize and organize around future development of the Main Street.	Short
Activating the economic viability of the Main Street on the Regional Level	Investigate and consider the options of becoming a Main Street Community, Business Improvement District and/or Special Improvement District.	Medium-Long
	Become involved with regional economic development efforts to promote and highlight Franklin Borough and the Main Street.	Short-Medium
	Develop regional programming with surrounding municipalities that focuses on attractions in the region (i.e. Mine Tours)	Long

Circulation:

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

REVITALIZATION COMPONENT	IMPLEMENTATION STRATEGY	TIME FRAME
<p>Enhance connections between Route 23 and Main Street</p>	<p>Meet with the County and State agencies on transportation issues regarding Route 23 and Main Street.</p>	<p>Short</p>
	<p>Outline plan for phased gateway development along key intersections leading to Main Street.</p>	<p>Short</p>
	<p>Develop a plan and implement the creation of an intersection at Route 23 and High Street with connection to the outlying residential area.</p>	<p>Long</p>
<p>Improve pedestrian/multi-modal connection in and around the Main Street</p>	<p>Commission a traffic engineering study to fully evaluate appropriate connections and alignment, one-way and two-way traffic patterns and needed infrastructure.</p>	<p>Short-Medium</p>
	<p>Develop a working relationship with the New Jersey Department of Transportation (NJDOT) regarding funding and implementation of traffic and multi-modal connection initiatives.</p>	<p>Short-Medium</p>
	<p>Investigate funding for proposed trail system in and around the Main Street and develop partnerships with entities that can implement the development of new trails within the Borough.</p>	<p>Medium-Long</p>
	<p>Develop and implement a signage plan for the Main Street extending to the rest of the Borough.</p>	<p>Medium-Long</p>

Appearance:

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

REVITALIZATION COMPONENT	IMPLEMENTATION STRATEGY	TIME FRAME
	Enforce current design standards outlined in the current Land Development Ordinance.	On-going
	Meet with regional and State entities and develop partnerships for funding for streetscape improvements along Main Street.	Short
	Develop specific Main Street Design guidelines and adopt as part of the Borough ordinance.	Medium-Long
	Develop a Historic Commission to aid with design requirements for structures along the Main Street.	Short-Medium
Improve Streetscape Design	Develop a phased plan for the implementation of streetscape amenities along Main Street.	Short
	Develop a financing/capital improvement plan to provide public "gap" financing for improvements.	Medium
	Determine the feasibility of underground utilities along the Main Street and coordinate with future development.	Medium-Long
	Devise an enforcement plan to curb illegal parking and littering of the Main Street.	Short-Medium

FUNDING INITIATIVES

There are several local, regional, state and national funding programs that can assist municipalities with revitalization efforts. Some of the programs are generic and applicable to the overall revitalization of the Borough, while others specifically focus on Main Street activities. A selected listing of such programs is noted in

the tables below. The programs are broken into specific areas including brownfields and redevelopment, economic development, housing, streetscape design and transportation, historic preservation and recreation. The Borough will have to explore its eligibility for such programs with the respective state agencies.

Brownfields and Redevelopment

PROGRAM NAME	PROGRAM DESCRIPTION	AGENCY	CONTACT
Brownfield and Contaminated Site Remediation Reimbursement Program	Allows for qualified developers to obtain reimbursement of up to 75 percent of authorized remediation costs incurred during the redevelopment process.	Commerce Treasury	609-292-5392 609-984-5111
Hazardous Discharge Site Remediation Loan and Grant Program	Provides loans and grants for assessments, remedial investigation and remediation. Site must be part of a municipal redevelopment plan.	NJEDA	609-341-2723
Redevelopment Area Bond Financing	Long-term, low-interest bonds for infrastructure improvements and other predevelopment costs, including demolition and remediation.	NJEDA	609-292-0192
Revenue Allocation District (RAD) Funding	Assists municipalities in encouraging revenue-generating development projects in a RAD as part of an approved redevelopment program. Municipality must designate a RAD of up to 15 percent of the total taxable property within an established redevelopment area.	NJEDA	609-292-0369
NJ Predevelopment Loan Program	Provides funding to cover various predevelopment activities focused on the soft-costs of predevelopment.	NJRA	609-292-3739
Loan and Guarantee Programs	Available to businesses planning to relocate on former brownfield sites. Available for buildings and equipment or for working capital to meet operating expenses.	NJEDA	609-292-0187
Brownfields Redevelopment Loan Program	Provides low-cost interim financing to meet brownfields remediation costs.	NJEDA	609-341-2723
Environmental Opportunity Zones	Created through a municipal ordinance, EZ's enable the ability to offer tax abatements for up to 15 years. In exchange, the owner/developer must remediate the property. The municipality receives incremental payments in lieu of taxes based on a preredemption.	NJEDA	609-292-0187

Economic Development

PROGRAM NAME	PROGRAM DESCRIPTION	AGENCY	CONTACT
Special Improvement Districts (SIDs)	Technical assistance to support economic and community development and management for New Jersey's downtown and business community providing advocacy, training and a clearinghouse of information on NJ's SID statute.	DCA	(609) 633-6272
Special (Business) Improvement District Challenge Grants	Dollar for dollar matching grants up to \$10,000 from DCA to support the technical and professional services needed to establish a Special Improvement District or SID.	DCA	(609) 633-6272
Special (Business) Improvement District loans	To provide loans up to \$500,000 to make capital improvements within designated downtown business improvement zones.	DCA	(609) 633-6272
Main Street NJ Technical Assistance	Technical assistance provided by nationally recognized professional downtown revitalization program providing business communities with the skills and knowledge to manage their own business districts, improving the economy, appearance and image of their traditional downtown.	DCA	609) 633-6283
Community Lending Program	Loans and bonds for businesses that have been in operation for at least two years in neighborhoods where at least 51% of the residents are of low or moderate income or the requested financing will benefit such residents. Loans can be from \$100,000 to \$6 million with a 25% loan guaranty from EDA.	NJEDA	(609) 292-0187
Rural Business Opportunity Grants	Promotes sustainable economic development in rural communities with exceptional needs.	USDA	(202) 720-1400
Small Cities Community Development Block Grant (CDBG)	To fund economic development, housing rehabilitation, community revitalization and public facilities principally for low and moderate-income residents and where other funding is not available.	DCA	(609) 984-6668
County Community Development Block Grant (CDBG)	Federal funds from HUD (Housing and Urban Development) are awarded as a grant to the County to carry out wide range of Community Development activities directed toward revitalizing neighborhoods, economic development, and providing improved community facilities and services.	Sussex County	(973) 579-0500
NJEDA Loan Guarantees	Credit worthy businesses that need additional security to obtain financing. Preference is given to business that are either job intensive, will create or maintain tax ratables, are located in an economically distressed area or represent important economic sectors of the state and will contribute to growth and diversity. Guarantees of conventional loans of up to \$1 Million for working capital or up to \$1.5 for fixed assets(bonds). Can be repaid over 10 years and generally between 30-50% of the loan amount.	NJEDA	(609) 292-1890
Predevelopment funding	Low-interest loans and loan guarantees of up to \$1 million for as long as three years for non-contamination-related site preparation costs. Projects must have municipal support and be a part of a local development plan.	NJEDA	(609) 292-1890

Housing

PROGRAM NAME	PROGRAM DESCRIPTION	AGENCY	CONTACT
At Home Downtown	Provides below-market rate funds to acquire and rehabilitate, refinance and rehabilitate, or construct and finance residential structures with a storefront component.	HMFA	(800) 654-6873
Community Investment Program	CIP is a lending program that provides below-market-rate loans that enable banks to extend long-term financing for housing and economic development that benefits low- and moderate-income families and neighborhoods.	FHLBanks	(202) 955-0002
HOME - Rental rehabilitation	To provide loans to property owners (including nonprofits) for the rehabilitation of substandard housing units.	DCA	(609) 633-6179
HOME- Neighborhood Preservation	To provide financial assistance to property owners for the rehabilitation of substandard housing units.	DCA	(609) 633 6257

Streetscape Design and Transportation

PROGRAM NAME	PROGRAM DESCRIPTION	AGENCY	CONTACT
New Jersey Tree Planting Grant	To positively impact local areas by planting trees on land owned or controlled by state, county or local governments. This is achieved by supporting and encouraging the development of Community Forestry Programs.	DEF	(609) 292-2532
Bicycle Program/Safe Streets to School Program	Addresses pedestrian and bicycle travel needs through the development of bicycle and pedestrian improvements.	DOT	(609) 530-3640
County Aid Program	Funds are appropriated by the Legislature annually for the improvement of public roads and bridges under county jurisdiction. Public transportation and other transportation projects also are included.	DOT	(609) 530-4640
Highway Occupancy Permits	This program provides municipalities and others a permit to occupy state highway right-of-way. This allows for the use of the state right-of-way for the construction of sidewalks, curbs and curb cuts, driveways, buildings, telephone booths, municipal bus shelters, benches, guide rail, landscaping, etc., or for temporary uses such as banners or detours.	DOT	(973) 770-5140
Local Planning Assistance-Bicycle and Pedestrian	To provide technical assistance to counties and municipalities that desire to undertake various planning activities for non-motorized modes. Studies undertaken are to be locally-driven planning studies and require a partnership agreement to commit staff and financial resources.	DOT	(609) 530-6551
Pedestrian Safety	This program includes addressing pedestrian travel needs through the development of pedestrian improvements on state and county systems.	DOT	(609) 530-3640
Transportation Enhancement Program	Transportation Enhancement funds are used only for projects with a direct transportation relationship that enhance quality of life while reaching the greatest number of people. In addition, funds may be used for projects that protect the environment and provide a more aesthetic, pleasant and improved interface between the transportation system and communities.	DOT	(609) 530-3640
Local Aid for Centers of Place Program	Local Aid for Centers of Place is designed to assist municipalities that have formally participated in the New Jersey State Development and Redevelopment Plan (SDRP). This program provides an opportunity to apply for funds to support non-traditional transportation improvements that advance municipal growth management objectives as outlined in the Planning and Implementation Agenda (PIA) of the municipality.	DOT	(609) 530-3640

Historic Preservation and Recreation

PROGRAM NAME	PROGRAM DESCRIPTION	AGENCY	CONTACT
Green Acres Program	Funding for land acquisition and park development.	DEP	(609) 984-0500
Garden State Historic Preservation Trust - grants	Grants for the planning, preservation, improvement, restoration, stabilization, rehabilitation and protection of historic properties. Must be owned by county, municipal or tax-exempt non-profit.	DCA	(609) 984-0473
Historic Preservation Revolving Loan Program	Loans for the preservation, improvement, restoration, stabilization, rehabilitation and protection of historic properties.	DCA	(609) 984-0473
Grants to Support NJ History	Provides grants for the promotion of NJ history including general operation support grants, media grants and special project grants.	State Historic Commission	(609) 292-6062
Emergency Grant and Loan Fund	Provides emergency funding for capital preservation projects of historic properties.	DCA	(609) 984-0473
Eastman Kodack American Gateways	Provides funding for grants to stimulate the planning and design of greenways in communities.	Private	(703) 525-6300
National Recreational Trails Program	Provides financial assistance for developing and maintaining trails and trail facilities.	DEP	(609) 202-2532

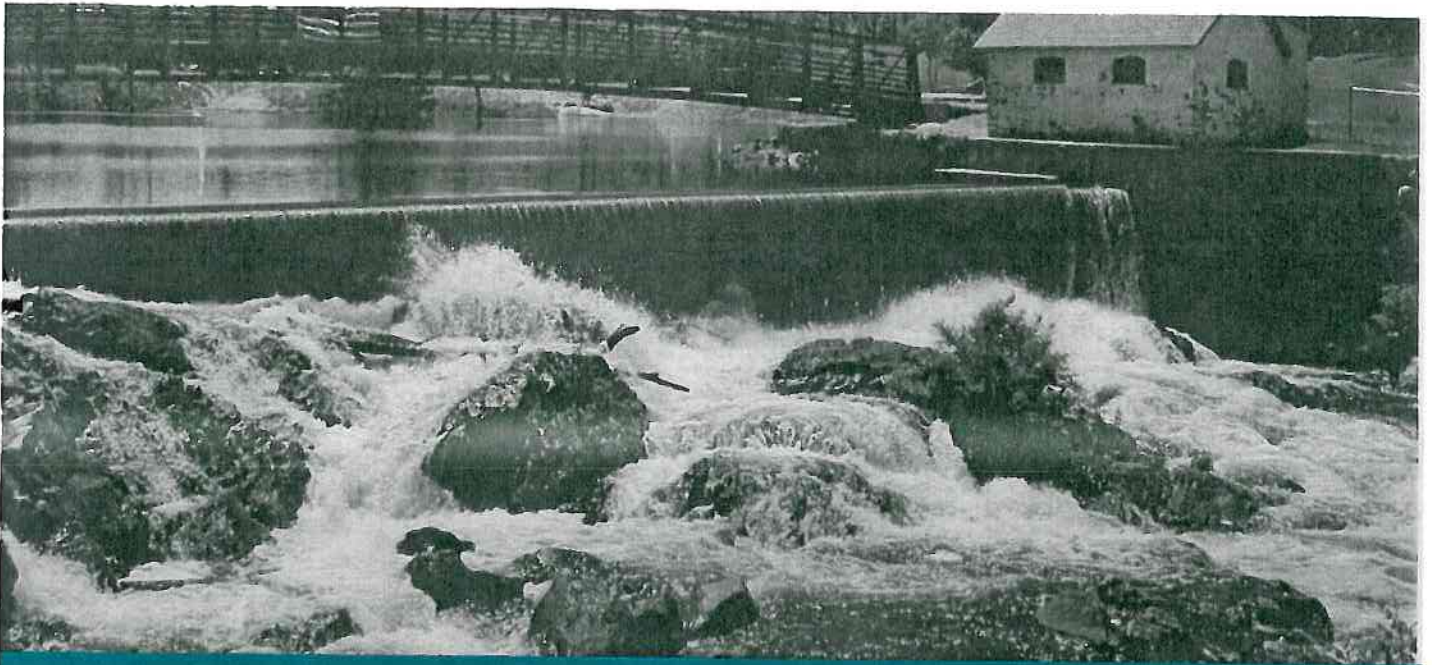


RELATION TO STATE PLANNING GOALS

This Main Street Revitalization Plan is consistent with the State Development and Redevelopment Plan (SDRP). The Plan works to promote several SDRP goals including:

- Goal #1- Revitalize the State's Cities and Towns- Having a strategic plan that focuses on the revitalization of the Main Street in Franklin Borough is a plan that works towards revitalizing the entire Borough. The Main Street is part of the Borough's development center. Targeting the appropriate development to the center and making the area economically viable again will bring about a total revitalization of the Borough.
- Goal #3- Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey- This Plan works to promote appropriately located beneficial economic growth with the Borough utilizing development and renewal of the Main Street.
- Goal #4- Protect the Environment and Clean Up Pollution- Targeting development within the Borough's center and along Main Street protects its environmentally sensitive outlying areas. Focusing on the redevelopment of the Zinc Mine promotes the clean up of an established Brownfield within the Borough.
- Goal #7- Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value- The Plan works to preserve and enhance the Historic and cultural value of the Main Street. The Plan proposes additional open space and a new trail system which would enhance the recreational value of the area.

The Plan also works towards the policy objectives of the Planning Areas in which the Borough is a part of overall. According to the SDRP, Franklin Borough is part of Planning Areas 4, 4B and 5. As outlined in the SDRP, the Plan works towards focusing development within the designated center of the Borough, promoting appropriate economic activities within the center including encouraging tourism and promoting the recreational and natural resource based activities that surround the Main Street, and encouraging appropriate redevelopment within the center along with preservation and reuse of significant historic sites.



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