

BOROUGH OF RUTHERFORD
2007 MASTER PLAN PROCESS

Goals and Tasks from the Rutherford Vision Statement: 2025

| <i>Residential Neighborhoods</i> | |
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| GOALS | TASKS |
| <ul style="list-style-type: none"> ➤ Maintain existing residential neighborhoods as attractive, high quality areas and ensure that renovations and new construction are compatible with existing neighborhood character. | <ul style="list-style-type: none"> • Review and revise master plan and land development ordinances –including revisiting zoning for consistency with the existing mass, bulk, and scale of residential neighborhoods. |
| <ul style="list-style-type: none"> ➤ Provide housing options for all generations, serving both existing and new residents. | <ul style="list-style-type: none"> • Ensure that Rutherford maintains its well-deserved reputation as “The Borough of Trees”. |
| | <ul style="list-style-type: none"> • Continue with effective code enforcement to ensure that properties are well-maintained. |
| | <ul style="list-style-type: none"> • Determine and maintain appropriate housing densities based on public input and vision for town character and the need for new housing. |
| | <ul style="list-style-type: none"> • Evaluate the need for special setback regulations specific to front porches in residential neighborhoods. |
| | <ul style="list-style-type: none"> • Evaluate the need for historic preservation zoning regulations. |

| <i>Downtown Core</i> | |
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| GOALS | TASKS |
| ➤ Continue to restore the harmony and appearance of the downtown streetscape by encouraging restoration of classic buildings that have been inappropriately altered and ensure that all new construction and alterations fit harmoniously within the framework established by the historic and classic architectural character of the downtown. | <ul style="list-style-type: none"> • Manage traffic and pedestrian issues and ensure adequate parking in the Downtown. |
| ➤ Continue to encourage a mix of quality commercial businesses, retail, entertainment, dining, and upper story residences in the downtown area to create vibrancy and to serve local and regional markets. | <ul style="list-style-type: none"> • Review and revise master plan and land development ordinances –including revisiting zoning for consistency with the existing mass, bulk, and scale of commercial neighborhoods. |
| ➤ Manage traffic and pedestrian issues and ensure adequate parking in the Downtown. | <ul style="list-style-type: none"> • Continue implementation of the Park Avenue Business Improvement Façade and Streetscape Regulations. |
| | <ul style="list-style-type: none"> • Encourage downtown establishments to better cater to modern shopping and leisure preferences and to promote a “nightlife” atmosphere. • Offer assistance and incentives to property owners for historic preservation and appropriate improvements. • Identify properties requiring attention and assess ways to promote their revitalization. • Increase the utilization of the Williams Center with a diversity of regular uses and special events. • Provide additional public parking opportunities in the downtown. |

Community Facilities

| GOALS | TASKS |
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| <p>➤ Preserve, maintain, and develop a comprehensive open space and indoor/outdoor recreation system that provides: active and passive recreation opportunities for all age groups and ability levels while meeting or exceeding state and/or national safety standards.</p> | <ul style="list-style-type: none"> • Facilitate a public dialogue regarding potential alterations and uses to the Williams Center. |
| | <ul style="list-style-type: none"> • Promote interlocal agreements among Borough departments, local civic organizations and local institutions and encourage regionalized services with other municipalities when appropriate and cost effective. • Create a comprehensive park plan. • Seek and obtain outside funding required to achieve the stated goal. • Improve utilization of riverfront properties for public recreation. • Create facilities for teens and young adults that offer educational and social opportunities. • Solicit public feedback for the types of recreational activities and facilities needed for Rutherford. • Utilize public school facilities (and possibly construct new facilities) to create a network of after-school and weekend recreational/social spaces for teens and young adults. |

| <i>Gateways</i> | |
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| GOALS | TASKS |
| ➤ Improve the “Gateway” entrances into Rutherford; | <ul style="list-style-type: none"> • Implement site specific vision plans for the “Gateway” entrances. |

| <i>Revitalization</i> | |
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| GOALS | TASKS |
| ➤ Revitalize the West End area; and, on a borough-wide basis, prevent properties from deteriorating into a substandard underutilized condition. | <ul style="list-style-type: none"> • Implement site specific, zone specific landscaping and sidewalk improvements. |
| | <ul style="list-style-type: none"> • Enforce existing property maintenance code. |

| <i>Access and Linkages</i> | |
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| GOALS | TASKS |
| ➤ Promote local transportation programs and ensure that regional transportation projects will improve the overall quality of life in the Borough. | <ul style="list-style-type: none"> • Form a bikeway advocacy group/steering committee to promote bicycling interests in Rutherford. |
| ➤ Provide better access to the Meadowlands area and to waterfront properties. | <ul style="list-style-type: none"> • Design and create a network of biking/pedestrian pathways on local roads and within other appropriate linear public rights-of-way. |
| ➤ Create a “bike friendly” environment in Rutherford where riding around town on a bike is a safe and viable alternative to driving. | <ul style="list-style-type: none"> • Maintain a dialogue with state and federal transportation agencies. |