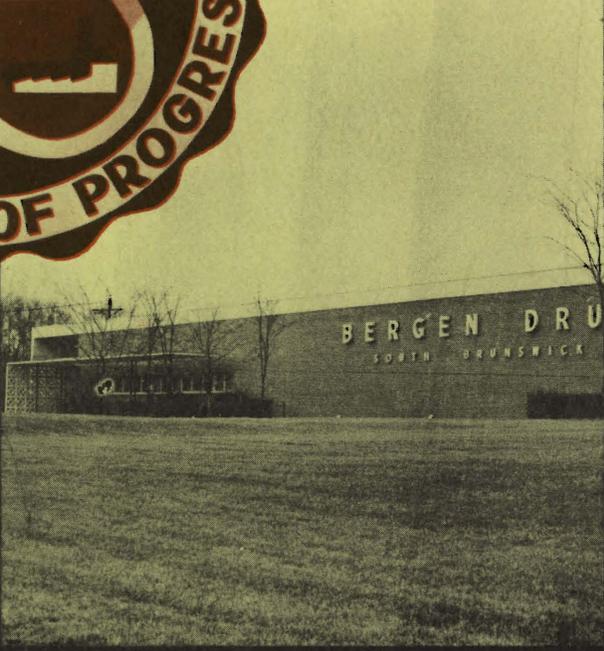
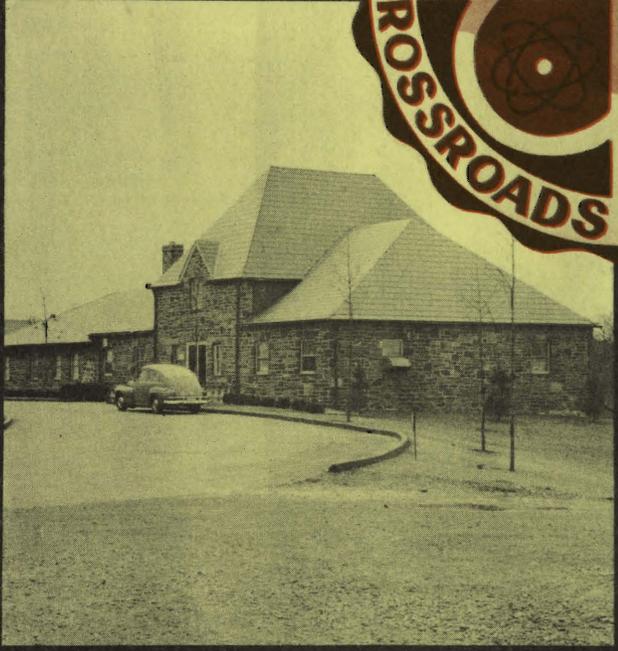


J711.941  
S72  
P712a copy 2



1964 annual report  
township of south brunswick  
planning board  
middlesex county, n.j.

J711.941  
S72  
P712a copy 2

# 1964 ANNUAL REPORT

PLANNING BOARD  
TOWNSHIP OF SOUTH BRUNSWICK  
MIDDLESEX COUNTY, NEW JERSEY  
.....

## **Township Committee**

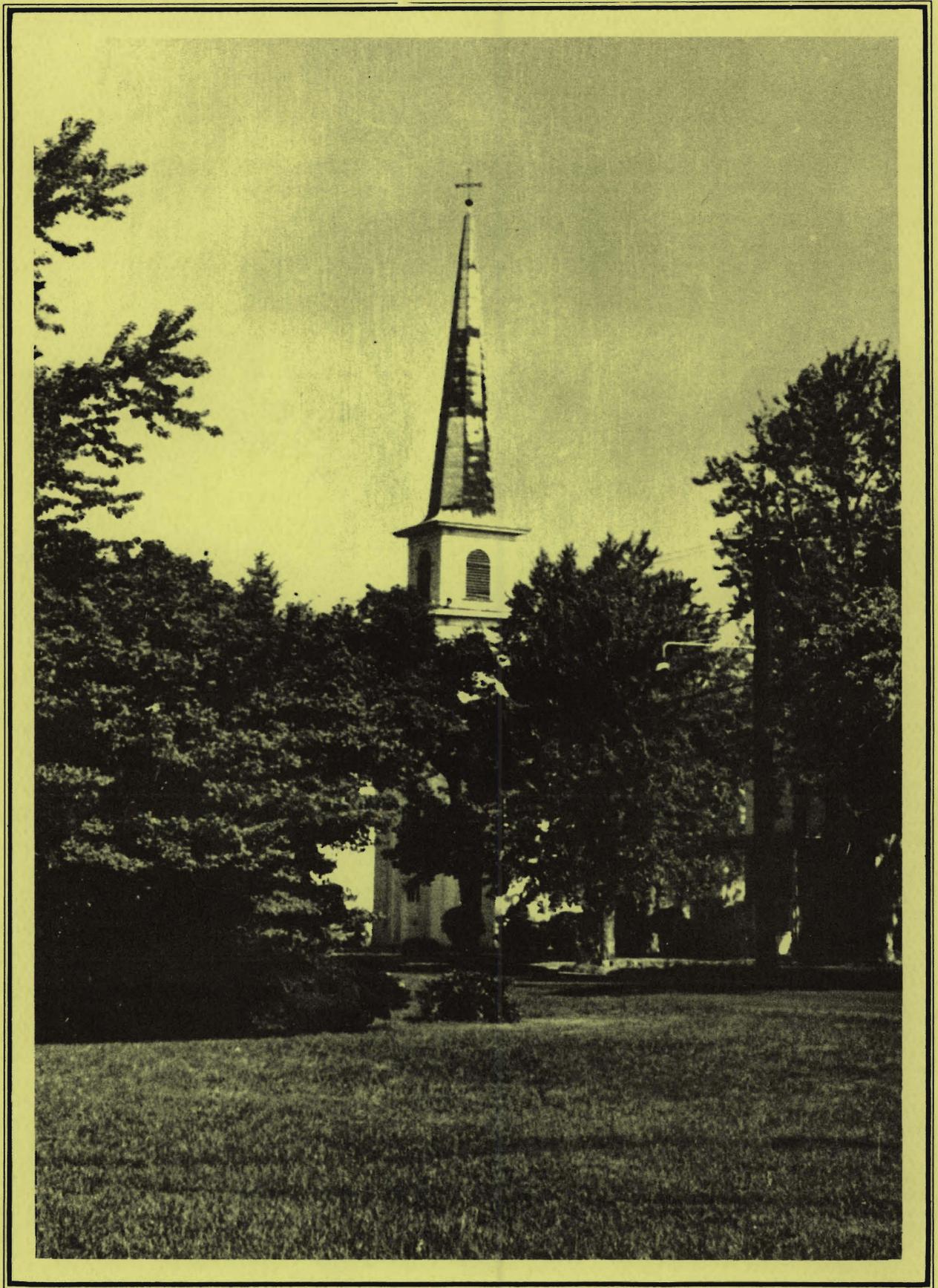
Frank Camilli (*Mayor*)  
Dr. Stanley Ackley  
Frank Chrinko  
Abraham Dobin  
Herbert E. Wright

## **Planning Board**

Alfred Kufka (*Chairman*)  
Raymond Baker  
George M. Brabson  
Frank Camilli  
Abraham Dobin  
Andrew S. Johnson  
Jack C. Stein  
Arthur E. Tempel  
Willard Wilson

David M. Greene *Planning Board Attorney*  
George S. Veghte *Township Engineer*  
Thomas L. Waldron *Planning Board Secretary*

*Prepared By:* Alvin E. Gershen Associates  
Trenton, New Jersey



**TOWNSHIP OF SOUTH BRUNSWICK**

MUNICIPAL BUILDING  
MONMOUTH JUNCTION, N. J. 08852  
PHONE 201 DA 9-8122

February, 1965

To the Mayor, Township Committee and Citizens  
South Brunswick Township

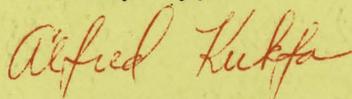
Ladies and Gentlemen:

It is a pleasure to transmit to you the Annual Report of the 1964 South Brunswick Planning Board.

The contents of this report summarize the reports and work accomplished by the Board during the 1964 calendar year. It further outlines the work anticipated to be undertaken in the future.

We trust this report will provide some insight into the continuing work of the Planning Board.

Very truly yours,



Alfred Kukfa  
Chairman

AK/gfw



<b>SOUTH BRUNSWICK'S PLANNING PROGRAM</b>	<b>1</b>
<b>MEETINGS</b>	<b>1</b>
<b>LAND USE ANALYSIS</b>	<b>4</b>
Field Survey	4
Residential	4
Commercial	5
Industrial	6
Other	7
Summary	7
<b>LAND USE PLAN</b>	<b>9</b>
Introduction	9
Basic Objectives	11
<b>ZONING ORDINANCE</b>	<b>12</b>
<b>POPULATION ANALYSIS</b>	<b>13</b>
<b>ECONOMIC BASE ANALYSIS</b>	<b>13</b>
<b>PROSPECTS FOR 1965</b>	<b>14</b>
<b>PLATE 1 EXISTING DEVELOPMENT</b>	<b>3</b>
<b>PLATE 2 LAND USE PLAN</b>	<b>10</b>

## **SOUTH BRUNSWICK'S PLANNING PROGRAM**

The Township of South Brunswick Planning Board is a nine member body whose responsibility it is to guide the future development of the Township in a manner that will contribute to the health, safety and welfare of the community as a whole.

In exercising this responsibility, the Board agreed to hire the planning firm of Robert Catlin and Associates to prepare a Master Plan Report under the Housing and Home Finance Agency's Master Plan Program. This report was completed in 1961 and led directly to the adoption of the Street Plan and Public Facilities Plan phases of the South Brunswick Master Plan.

The Land Use Plan and related zoning ordinance had not yet been adopted, so it was decided in 1963 to retain professional advice through the hiring of Alvin E. Gershen Associates under the State's Program of financial assistance for Continuing Planning. The results of this program and the activities of the Planning Board over the previous year are outlined in this Annual Report to the citizens of South Brunswick.

## **MEETINGS**

The Planning Board held a total of 30 meetings in 1964, with 12 regular monthly meetings, 12 monthly executive sessions and 6 special meetings. Most of the executive meetings and special sessions were held to discuss the suggested zoning ordinance.

The Planning Board acted on 32 subdivision applications in 1964, and it should be noted that all but eight of these were minor subdivisions. Of those applications receiving final approval, 10 new lots were created through major subdivisions and these were in Heathcote Village off Raymond Road, and 52 new lots were created with minor subdivision approvals. The largest subdivision acted on in 1964 was a 122 lot subdivision located off Georges Road



in Dayton. This application was simply classified as a major subdivision and no further action has been taken.

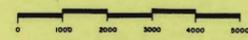
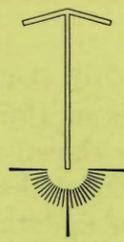
The area west of Route 1, which has been the most rapidly growing section of the Township, added 28 lots in 1964 while the section east of the highway added 34 new lots. However 147 of the 157 lots which have been classified in major subdivisions over the past year are located east of Route 1.

Throughout 1964, the Planning Board received 12 memorandums from Alvin E. Gershen Associates, professional planning consultants to the Board. The subject matter covered by these brief reports included proposed subdivisions, cluster zoning, mining activities, purpose of subdivision reviews, industrial zoning, master plan — official map relationship and impact of turnpike interchange.

# EXISTING DEVELOPMENT

## plate 1

- SINGLE FAMILY RESIDENCE
- 2 MULTI-FAMILY RESIDENCE
- V VACANT
- T TRAILER DWELLING
- △ BUSINESS BUILDING
- ▲ BUSINESS WITH RESIDENCE
- ⊗ OFFICE & LABORATORY BUILDINGS
- ⊙ INDUSTRIAL BUILDING
- PUBLIC, SEMI-PUBLIC BUILDINGS
- ▨ PUBLIC LAND



TOWNSHIP OF  
SOUTH BRUNSWICK  
MIDDLESEX COUNTY

NOVEMBER 1, 1960  
PREPARED BY ROBERT CATLIN AND ASSOCIATES  
CITY PLANNING CONSULTANTS — DENVER, NEW JERSEY

UPDATED: MARCH, 1964  
ALVIN E. GERSHEN ASSOCIATES  
TRENTON, NEW JERSEY

## **LAND USE ANALYSIS**

### **Field Survey**

A field survey was conducted in March, 1964 to determine to what extent additional development had occurred since the October, 1960, land use analysis prepared by Robert Catlin and Associates under the township's 701 Master Plan Program. The map on the following page is the updated existing Development Map, which includes additions, deletions and changes from the 1960 map based on the field survey.

The survey was conducted by automobile and consisted of an examination of each parcel of land in the township and an assignment of land use based on the categories shown on the Existing Development Map. The following paragraphs analyze the changes in land use which have taken place over the last three and one-half years.



### **Residential**

The Master Plan Report showed that 2,761 structures were devoted to single family homes in 1960. The field survey noted that 28 buildings shown in this use category at that time either changed their uses or were removed by March, 1964. The updating survey revealed an additional 364 single family homes which, when considered with the 28 deletions resulted in a net gain of 336 single family homes or an average gain of almost 100 homes per year. Based on the field surveys, there were 3,097 single family homes in the township in March, 1964.

Of the 364 homes added since 1960, 307 are located west of Route 1 and, more specifically, 237 are located in the most recently developed section of Kendall Park located north of Sand Hill Road. A second cluster of newly developed homes is Heathcote Village, located south of Raymond Road. The single family homes developed outside these two areas were quite scattered and it is significant to note that these two areas represented the only development of minor streets in South Brunswick since October, 1960.

A garden apartment project was developed off New Road since the 1960 survey, which represents the only development of its kind in the township.



### **Commercial**

Eighteen new commercial uses were noted in the 1964 survey, which also revealed that five commercial buildings noted in the 1960 survey were no longer in existence. The net gain of thirteen commercial uses bring the total number of commercial structures in the township to 123.

Most of the new commercial uses were built along the major highways, with Routes 27 and 1 accounting for 14 of the 18 new uses.



## **Industrial**

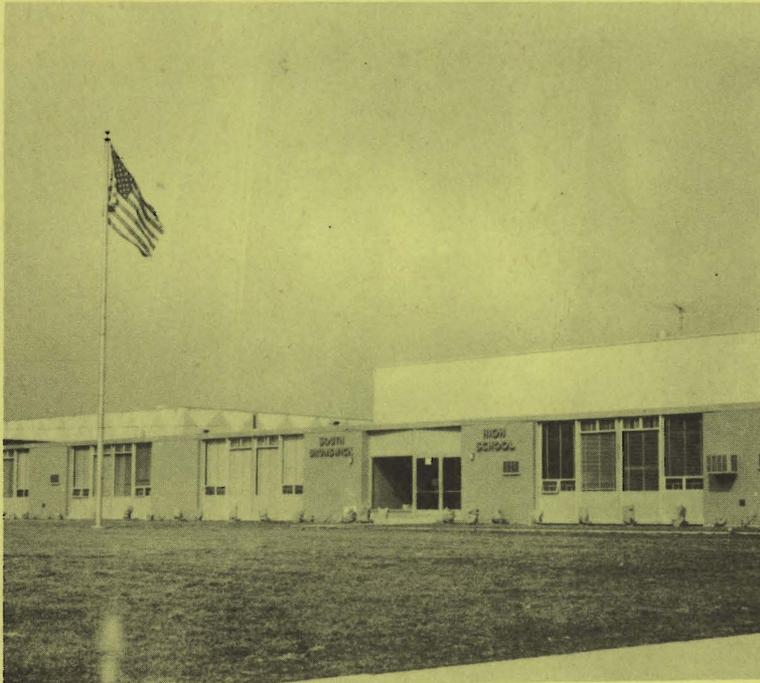
Fourteen new industrial or research buildings have been added since the 1960 survey, and two uses formerly noted as industrial have been deleted. The two deletions included a change in designation from industrial to commercial for the automobile junk yard near the Public Service power line in Dayton and a change from industrial to residential for a dwelling on the north side of Ridge Road between Schalks Station Road and Route 1.

The new industrial development has taken place predominantly in two areas of South Brunswick, the first being Forsgate Industrial Park and the second being the southern end of Route 1. Six new industries were noted in the Forsgate area while the Route 1 area has five new buildings, including two by Dow-Jones.

Based on these most recent industrial locations, it is apparent that the most significant locational factors considered by these industries were convenience of access to major arteries and, perhaps more signifi-

cantly, a desire to located near existing high quality industries. A third important consideration is the location of utilities, with all but two of the fourteen new buildings within the service areas of the new sewer and water services.

These new industrial buildings bring to 52 the total number of industries in South Brunswick.

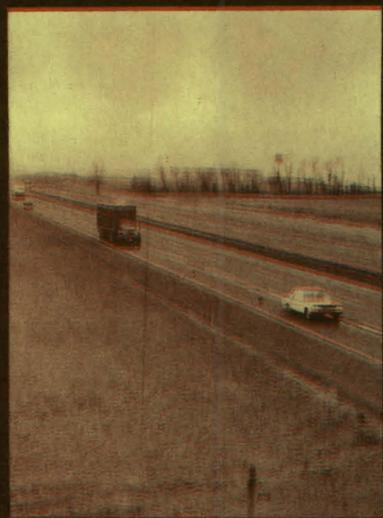


### **Other**

One school, two churches, an Elks club, three utility structures and an office for the cemetery on Route 130 have been added to the Existing Development Map. In addition, four new trailers are indicated on Georges Road.

### **Summary**

While residential development was by far the most active in terms of the number of units developed, it should be noted that it was not the land use category with the greatest percentage increase. There was a net gain of 336 residential units between October, 1960 and March, 1964, which represents an increase of slightly over 12 percent.



Industrial development, on the other hand, had a net increase of twelve units over the 40 units shown in the 1960 figures. This represents a 30 percent increase. Commercial units increased at about the same rate as residential units.

In considering the location of recent development, the area west of Route 1 accounted for almost 80 percent of all the new buildings in South Brunswick since 1960. Most of this development was residential. Non-residential growth was found more east of Route 1 than west of it.

## **LAND USE PLAN**

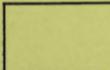
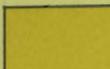
### **Introduction**

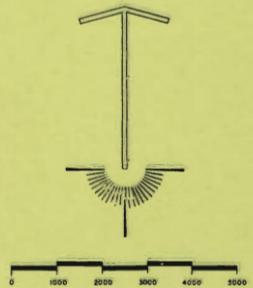
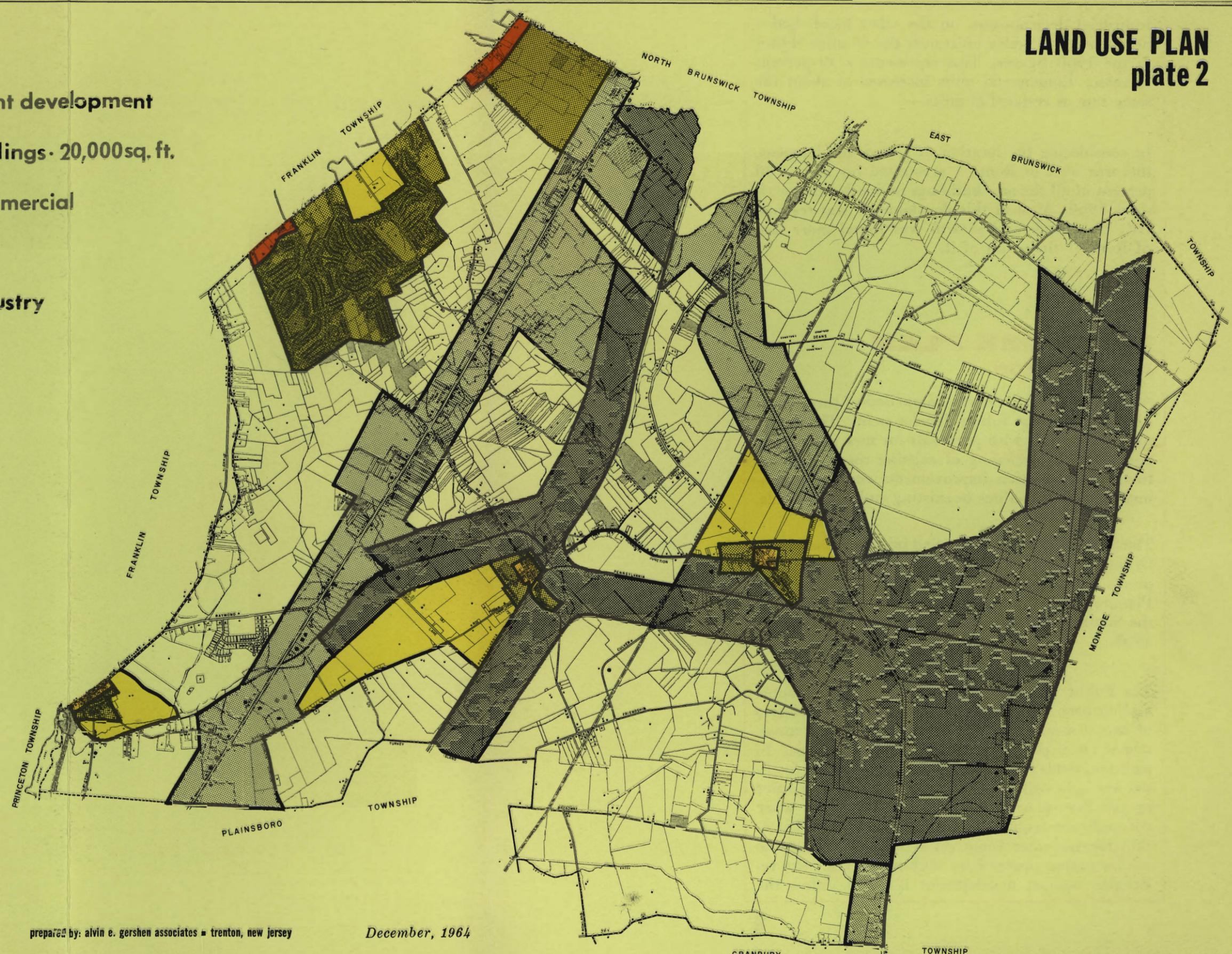
A Master Plan is generally comprised of three coordinated plans for future development. The Street plan phase deals with proposals for new roads, proposals for the widening of existing roads, designations of intersection improvements and the assignment of road functions to existing and future roads.

The Street Plan is generally tied into the Subdivision Ordinance so that as land is subdivided, the proposals laid out in the Plan are implemented. The Planning Board adopted the Street Plan phase of the South Brunswick Master Plan on February 13, 1963.

The Public Facilities Plan, which was also adopted on February 13, 1963, consists of mapped objectives of the Planning Board or future recreation areas, school sites, public buildings and fire houses. In addition, lands for the use of sewage treatment facilities are indicated. Lands shown for public facilities on the Plan may be reserved up to one year after an applicant requests a subdivision. If the Township does not enter a contract to purchase or institute condemnation proceedings within one year, the restriction against development is lifted unless the

# LAND USE PLAN plate 2

-  rural agriculture
-  planned apartment development
-  single family dwellings - 20,000sq. ft.
-  neighborhood commercial
-  retail commercial
-  research - light industry
-  industrial



TOWNSHIP OF  
SOUTH BRUNSWICK  
MIDDLESEX COUNTY

prepared by: alvin e. gershen associates - trenton, new jersey

December, 1964

applicant agrees to an extension of time. Another effect of adoption by the Planning Board is that all actions involving the expenditure of public funds by the public agency having jurisdiction over the subject matter shall be referred to the Planning Board for review and recommendation. The Board has 45 days in which to review the proposal.

The Land Use Plan consists of a series of mapped and written proposals which serve as a guide to the Planning Board in considering requests for zone changes and in recommending amendments of the Zoning Ordinance to Township Committee for their adoption. The Land Use Plan phase of the Master Plan was adopted by the Planning Board on December 23, 1963. The following paragraphs outline the basic objectives of the plan and explain the mapped proposals shown on the Land Use Plan Map.

### **Basic Objectives**

The Land Use Plan on the following page shows seven categories of land use as follows: Rural Agricultural, Planned Apartment Development, Single Family Dwellings — 20,000 Square Feet, Neighborhood Commercial, Retail Commercial, Research — Light Industry, and Industrial.

The basic objectives of the three residential land use categories are as follows:

- Areas served by public sewers and water should have a greater density than those areas which are not served.
- The Rural Agricultural area should be developed at an average density of approximately one dwelling per acre.
- The Planned Apartment Development area should not exceed an overall density of three dwelling units per acre, with single family dwellings permitted at one dwelling to the acre and garden apartments at ten dwellings to the acre. No tract

in common development shall exceed three dwellings per acre.

- As areas of sewer and water service are extended, the provisions of Planned Apartment Development may be applied to Rural Agricultural lands.

The objectives of the Neighborhood and Retail Commercial categories are as follows:

- Neighborhood Commercial areas should be located to serve a limited number of people. They should not be located on major highways but should be conveniently accessible to a particular residential area.
- Retail Commercial uses should be concentrated near existing residential development but should be located on major highways. Every effort should be made to discourage unrelated traffic from traveling through existing residential areas to the Retail Commercial areas.

The Research — Light Industry and Industrial land use areas have the following objectives:

- The Research — Light Industry areas should be developed at a fairly low density and with such controls that there is a minimum of interruption to traffic on the highways.
- Garden apartments may be constructed in the Research — Light Industry area as long as there is adequate utility service, but the density should not exceed ten dwellings to the acre and they should preferably have access to the highways only through controlled intersections.
- The Industrial areas should be located to take advantage of one or more of the following features: existing sewer and water services, existing rail facilities, convenient access to major highways, visibility from the New Jersey Turnpike and existing areas of industrial development.

## **ZONING ORDINANCE**

In March, 1964, a complete rough draft of a suggested zoning ordinance was presented to the Plan-

ning Board for review and discussion. Included in the draft copy were suggested methods to achieve through zoning what was adopted as the Land Use phase of the South Brunswick Master Plan.

Throughout the year the Planning Board reviewed in detail each section of the suggested ordinance, with most of the executive sessions and several special meetings held specifically for these reviews. It was apparent by the end of the year that several more sessions were still needed to effectively review the draft copy so that the result would be truly representative of the Planning Board as a whole.

After the detailed reviews are completed, it is the intention of the Planning Board to hold a public hearing so that the views of the citizens may be evaluated in terms of overall zoning for the Township.

## **POPULATION ANALYSIS**

The Planning Board received a rough draft of the Population Analysis and authorized its final printing.

The report points out that South Brunswick's population increased 157% from 1950 to 1960, making it one of the fastest growing municipalities in Middlesex County. This was due largely to the development of Kendall Park. It was pointed out that South Brunswick, because of its convenient access, may be subject to significant development pressures in the near future.

South Brunswick has a lower median age than both Middlesex County and New Jersey and has a higher level of educational attainment than either the county or state.

The population projections estimate a 1985 population of 30,000 persons at a moderate development rate and 50,000 persons at a rapid development rate.

## **ECONOMIC BASE ANALYSIS**

The rough draft report on the Township's economic

base was also approved for final printing in 1964.

South Brunswick's median family income exceeds that of both the county and state, which is significant since the young median age of the Township population indicates that the wage earners have probably not yet reached their peak earning years.

The occupational characteristics of South Brunswick indicate that the two groups of Professional, Technical and Kindred Workers and non-farm Managers, Officials and Proprietors are well above the proportions found in the county and state labor forces. Since these two groups represent high earning capacities, they are considered in a favorable light in the future of the Township.

Growth trends in manufacturing industries were examined in the report and it was indicated that Primary Metals, Fabricated Metals, Food and Kindred Products, Printing and Publishing and Chemical and Allied industries rank as promising in the future economic development of the Township. However, it was pointed out that each of these industries should be considered on an individual basis to insure that no nuisance is created.

## **PROSPECTS FOR 1965**

The Planning Board will continue to develop a new zoning ordinance for the Township, hold public hearings on the suggested ordinance and present it to Township Committee for adoption.

In addition, the Board will start the review of a new subdivision ordinance, which it will present to Township Committee for adoption.

The work of the Planning Board will also include the development of a long term capital improvements program which will outline a financial schedule for achieving the objectives of the Master Plan within the framework of projected municipal revenue and expenditures.

**Alvin E. Gershen  
William Queale, Jr.  
John J. Lynch**

**Ronald Terrill, *Design***

**The preparation of this document  
was financed in part by an appropriation  
of the state aid account for the  
Continuing Planning Assistance Program.**

