

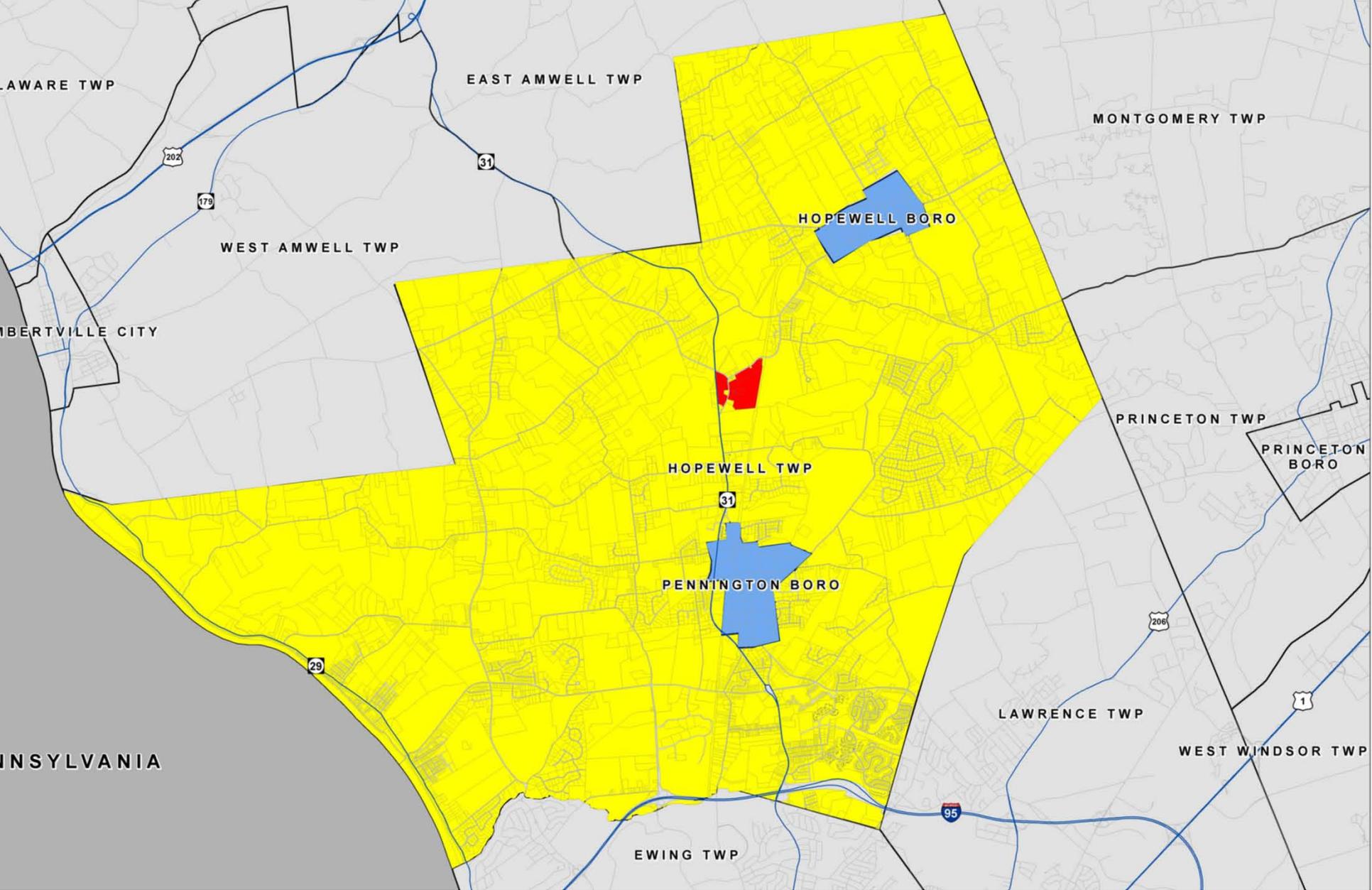


MARSHALL'S CORNER – PENNYTOWN REDEVELOPMENT

MARCH 14, 2013

Clarke Caton Hintz





CONTEXT

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT

PLANNER'S REPORT

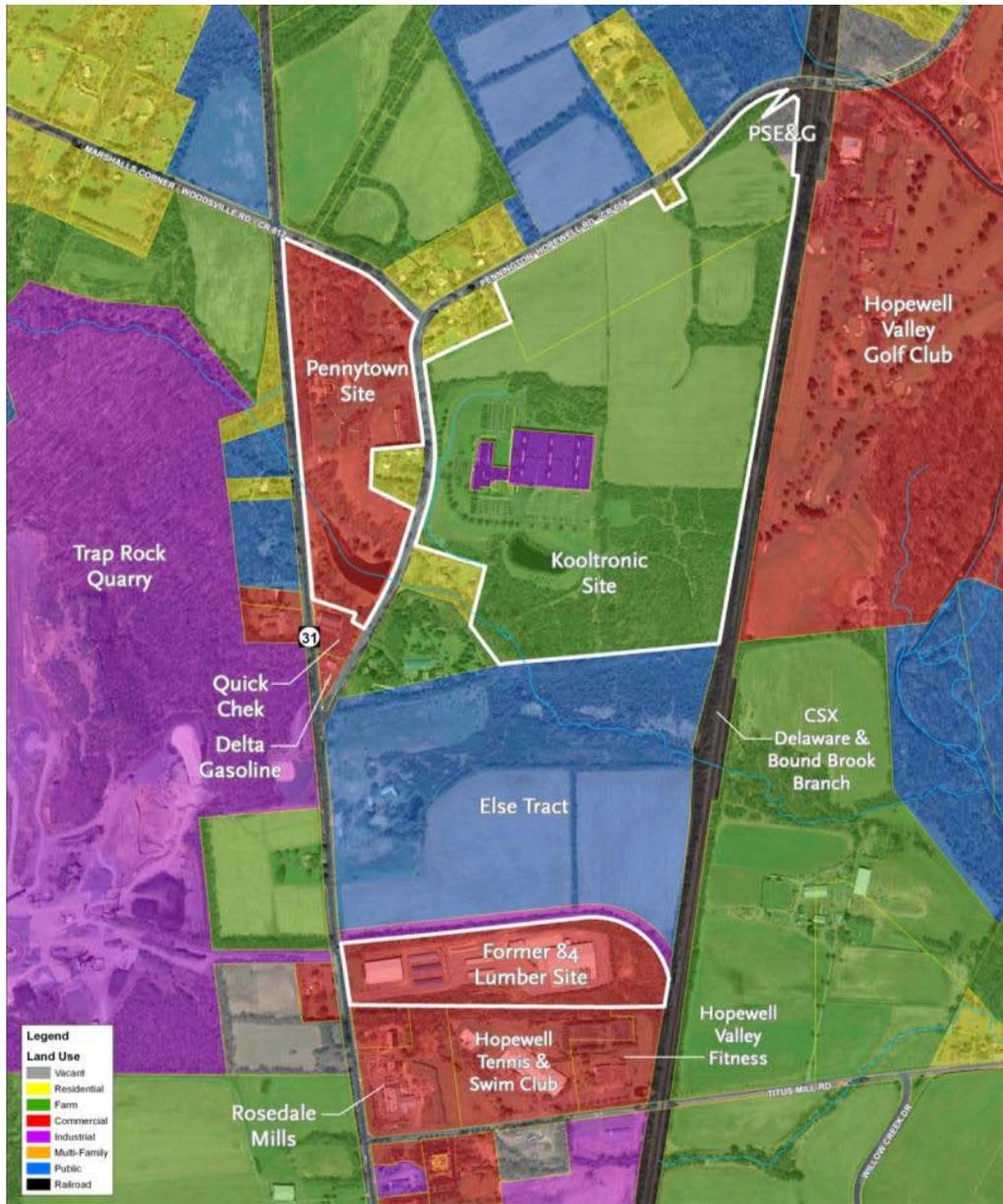
Area in Need of Redevelopment



AUGUST 17, 2009

**HOPEWELL TOWNSHIP PLANNING BOARD
MERCER COUNTY, NEW JERSEY**





Legend

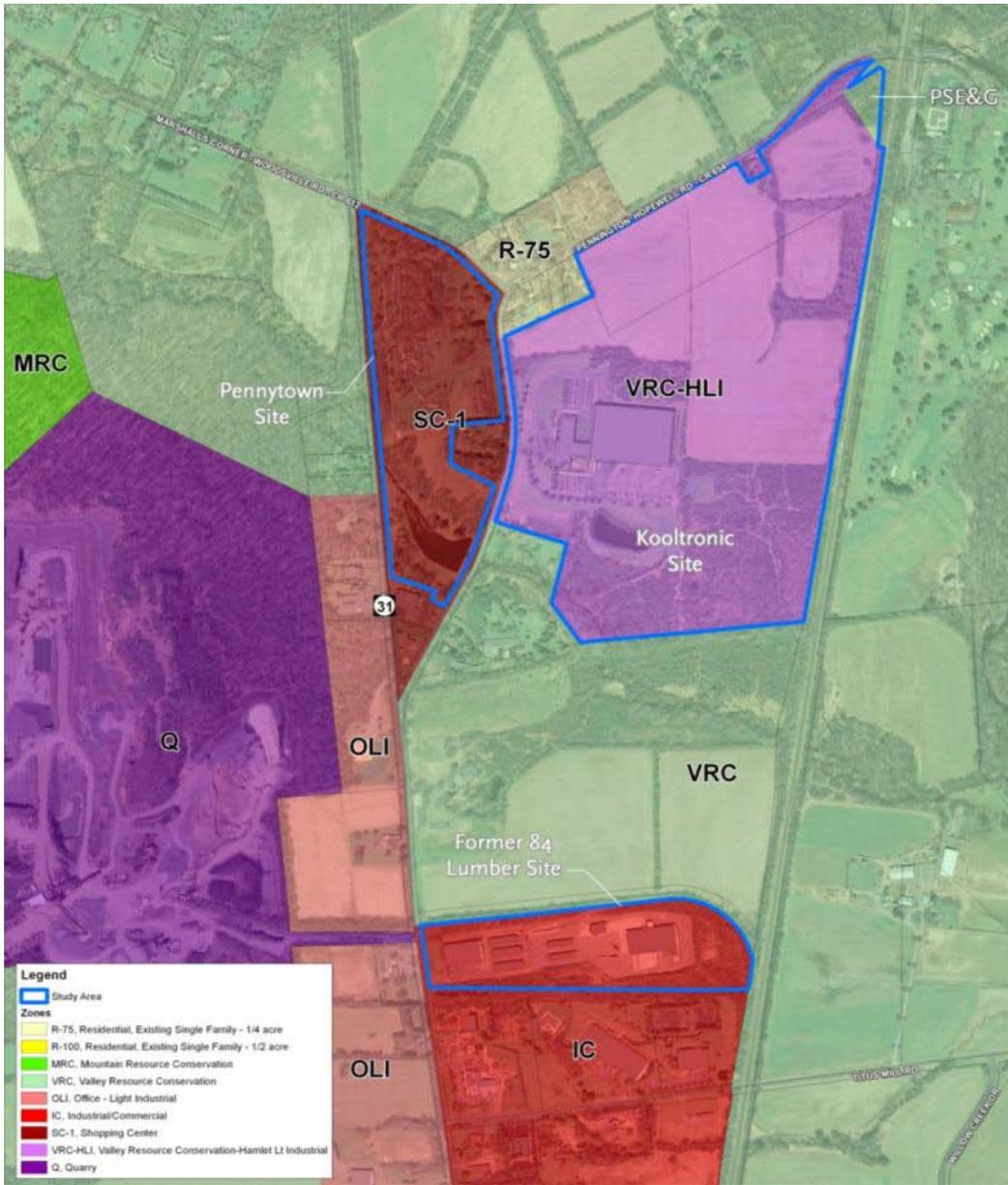
Land Use

- Vacant
- Residential
- Farm
- Commercial
- Industrial
- Multi-Family
- Public
- Railroad

LAND USE

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





Legend

Study Area

Zones

R-75, Residential, Existing Single Family - 1/4 acre

R-100, Residential, Existing Single Family - 1/2 acre

MRC, Mountain Resource Conservation

VRC, Valley Resource Conservation

OLI, Office - Light Industrial

IC, Industrial/Commercial

SC-1, Shopping Center

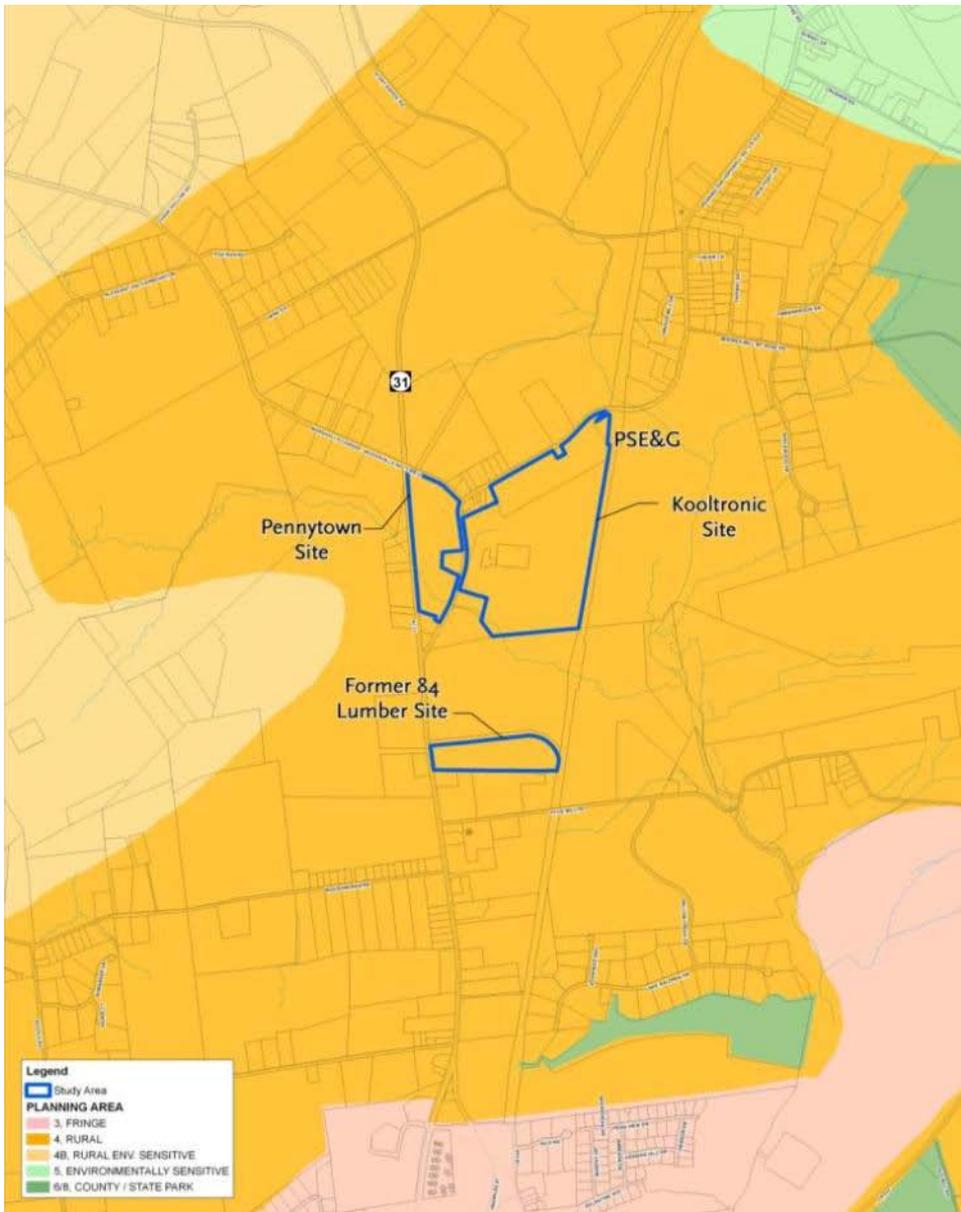
VRC-HLI, Valley Resource Conservation-Hamlet Lt Industrial

Q, Quarry

ZONING

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





Legend

 Study Area

PLANNING AREA

 3, FRINGE

 4, RURAL

 4B, RURAL ENV. SENSITIVE

 5, ENVIRONMENTALLY SENSITIVE

 6/8, COUNTY / STATE PARK

2001 STATE PLAN

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



Findings and Recommendations for the Area in Need of Redevelopment

Marshall's Corner - Pennytown Task Force

Marshall's Corner/Pennytown Task Force -
Redevelopment Recommendations, 6-27-2011

1



Current Marshall's Corner/Pennytown Task Force Members/Affiliations

Elizabeth Ackerman

(Historic Preservation, Green Team)

Bruce Gunther

(Planning Board, Green Team)

Ray Nichols

(Environmental Commission)

Drew Schoenholtz

(Green Team)

Ed Truscelli

(Affordable Housing)

Alice Zeldis

(Affordable Housing)

Robert Miller (Municipal Liaison)

Michael Markulec (Township Committee Liaison)

Dori Anderson

(Affordable Housing)

Paul Kiss

(Planning Board, Green Team)

Nick Salerno

(Township Resident)

Rev. Charles Stephens

(NJ Regional Equity Coalition)

Kurt Vollherbst

(Recreation, Open Space)



- Affordable Housing should be spread throughout entire Redevelopment Zone and be available in all housing types, to encourage a cross-generational, mixed-income community.

TASK FORCE RECOMMENDATIONS





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MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





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TASK FORCE RECOMMENDATIONS

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- Create an identifiable village center, organized around a Common and a dense, mixed-use core, to generate a vibrant, walkable community.
- Encourage a condensed footprint for the area of development.
- Seek to extend the existing bus routes up Route 31 to connect Marshall's Corner to public transportation.

TASK FORCE RECOMMENDATIONS



- Organized as a campus along Rte. 31, incorporate uses that optimize the site's visibility and access, while providing a transition between Rte. 31's auto-based scale and the pedestrian-friendly scale of a walkable village along Pennington-Hopewell Road.
- Consider purchasing the “hole in the donut” (the residential property opposite the driveway to Kooltronic) to be included in Redevelopment Zone.

TASK FORCE RECOMMENDATIONS





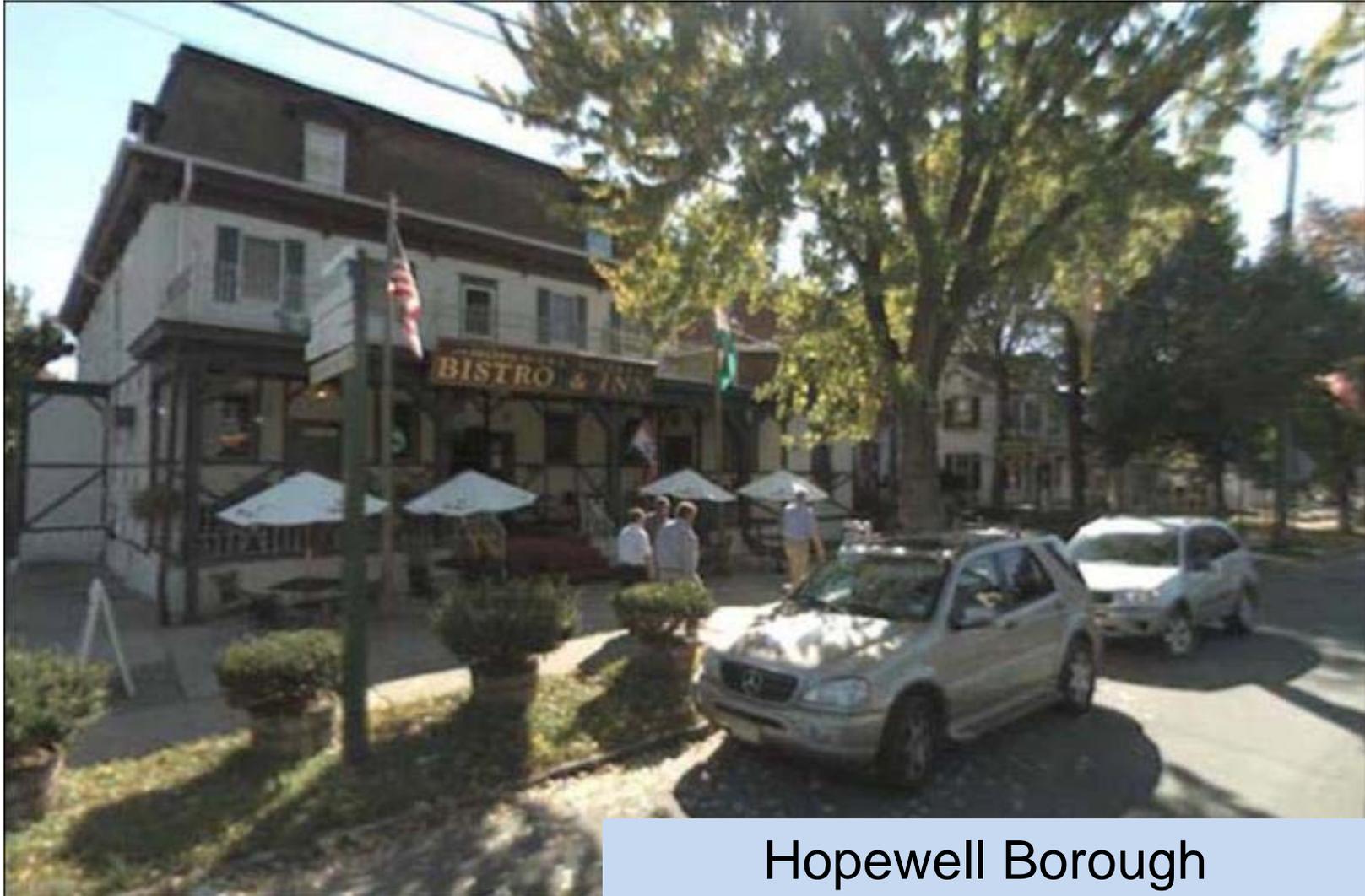
Pennington

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Hopewell Borough

TASK FORCE RECOMMENDATIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





Newtown, PA

TASK FORCE RECOMMENDATIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





TASK FORCE RECOMMENDATIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





TASK FORCE RECOMMENDATIONS

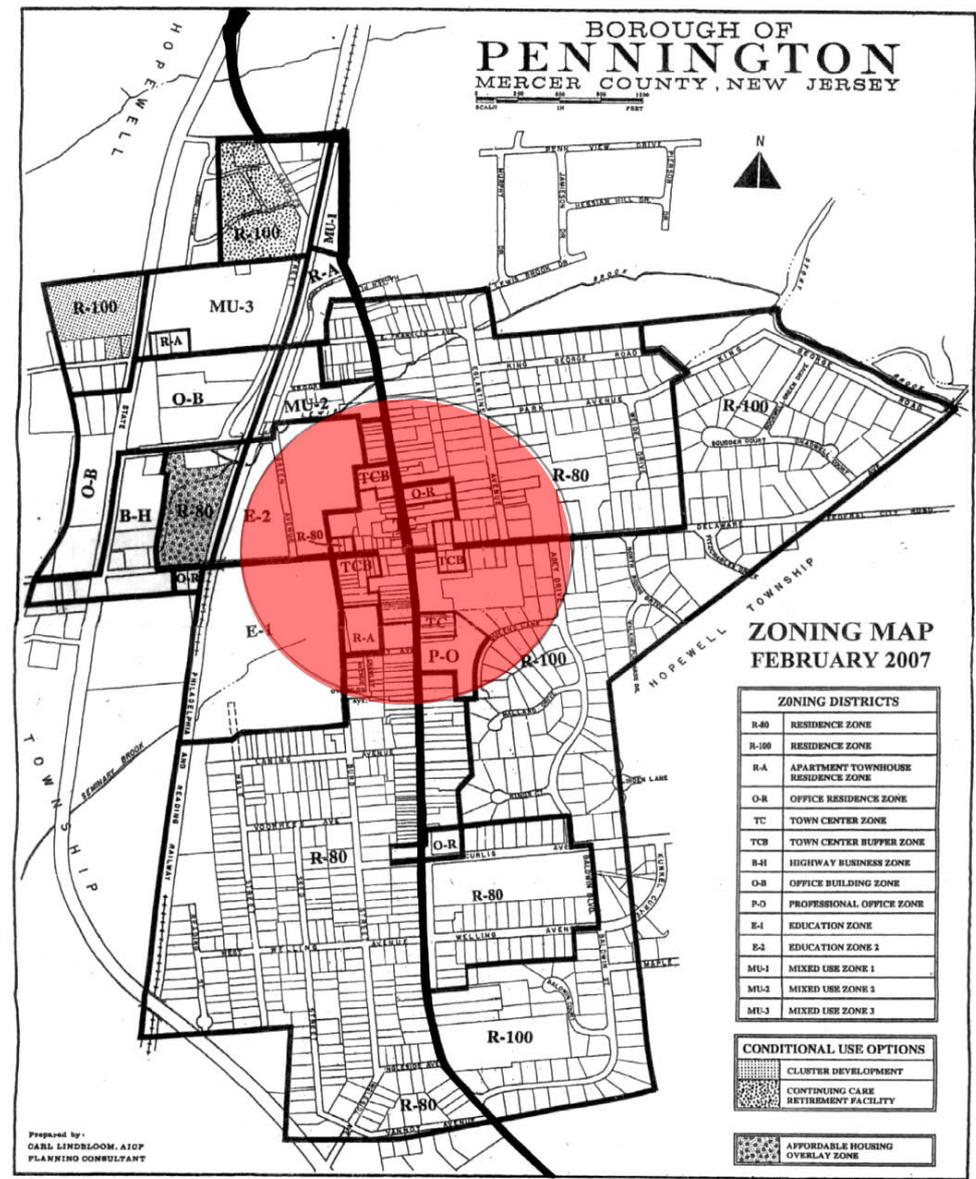
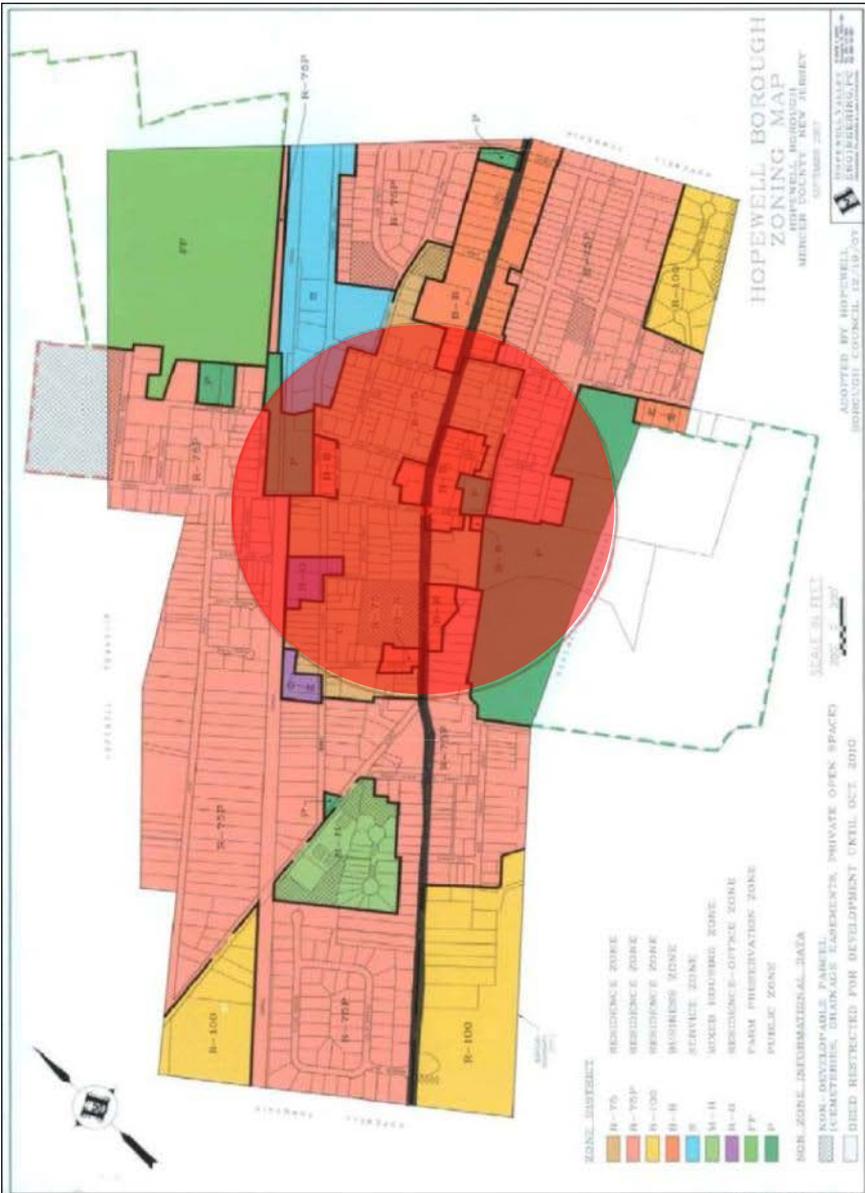
MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



- Within the ¼ mile “walkable” radius, organize neighborhoods in a recognizable grid plan that incorporates Pocket parks of varying sizes and purpose.
- Incorporate a mix of all housing types on both sides of Pennington-Hopewell Road and keep them modest in size. Avoid creating zones housing types.

TASK FORCE RECOMMENDATIONS





TASK FORCE RECOMMENDATIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



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Pennington

TASK FORCE RECOMMENDATIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



- Limit the impact of the new development on the residents of Marshall's Corner.



TASK FORCE RECOMMENDATIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





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TASK FORCE RECOMMENDATIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



- Encourage public-private partnerships, capitalize on community resources and optimize community collaboration.
- Continue the tradition of Recreation on the Pennytown site, and connect it to nearby trails system, baseball fields, open space, and the adjacent Else Tract.

TASK FORCE RECOMMENDATIONS





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- Organize development as it moves into the existing fields along a primary, East/West axis, which creates opportunities for southern roof exposures, ideal for solar technologies.
- Encourage energy innovation and green building technologies.
- As much as possible, retain existing water features, such as ponds, streams, wetlands and culverts, and existing vegetation, such as mature trees, wooded edges, woodlands and farmlands.

TASK FORCE RECOMMENDATIONS





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TASK FORCE RECOMMENDATIONS

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- When a zoning ordinance for the redevelopment zone has been written, issue an RFP to qualified developers, to entertain a variety of design solutions for the redevelopment zone.

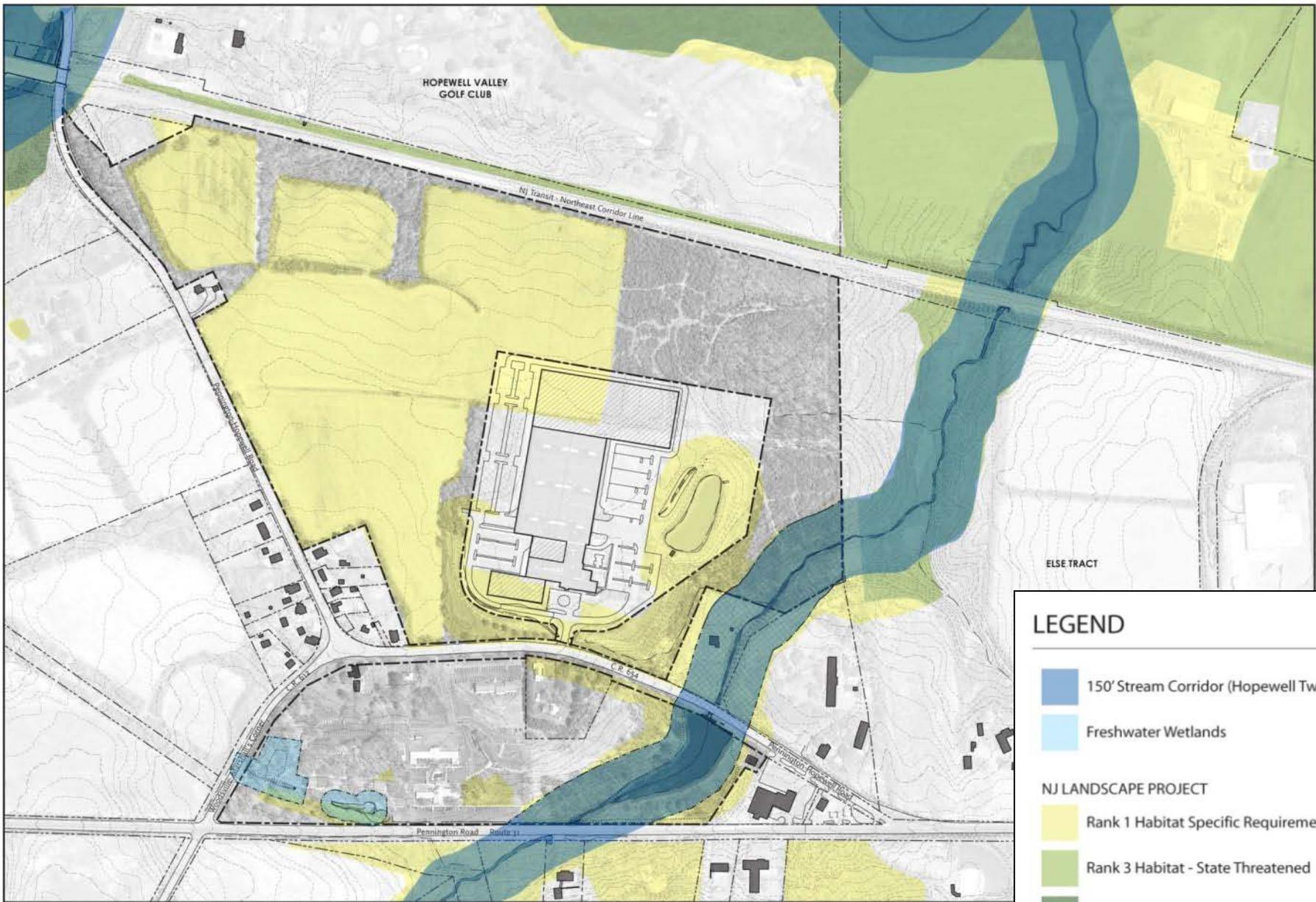
TASK FORCE RECOMMENDATIONS





THE SITE

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



LEGEND

- 150' Stream Corridor (Hopewell Twp.)
- Freshwater Wetlands

NJ LANDSCAPE PROJECT

- Rank 1 Habitat Specific Requirements
- Rank 3 Habitat - State Threatened
- Rank 4 Habitat - State Endangered

ENVIRONMENTAL CONDITIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



LEGEND / SUBTOTALS (±104 AC)

- Single-Family Attached
- Townhouses
- Multi-family
- Office
- Retail/Commercial w/Multi-family
- Community Center/Senior Center
- Open Space (±51 AC) (49% of tract area)

ILLUSTRATION

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



LEGEND / SUBTOTALS (±104 AC)

- Single-Family Attached
- Townhouses
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ILLUSTRATION

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



ILLUSTRATION – MARSHALL’S CORNER

MARSHALL’S CORNER/PENNYTOWN REDEVELOPMENT





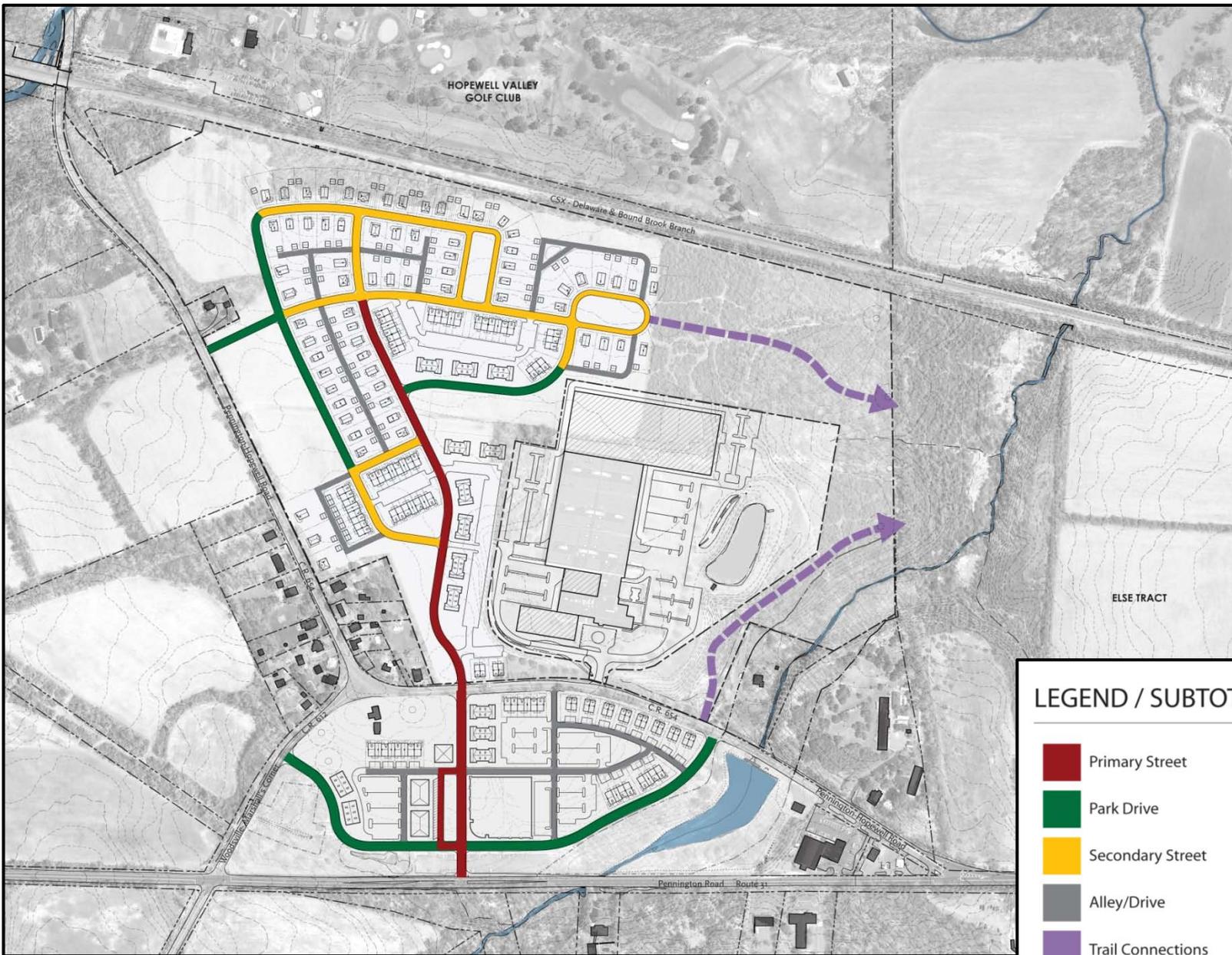
Pennytown Site (±28 AC)

- Single Family Attached (16)
- Townhouses (22)
- Multi-family (84)
- Retail/Commercial (14,000 sf)
- Office (15,000 sf)
- Institutional/Civic
 - YMCA (60,000 sf)
 - Senior Center (10,000 sf)
- Open Space (±13.7 AC) (49% of tract area)
 - Conservation O.S. (±10.9 AC)
 - Park O.S. (± 2.8 AC)

Subtotal Dwelling Units = 122

ILLUSTRATION – PENNYTOWN

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



LEGEND / SUBTOTALS

- Primary Street
- Park Drive
- Secondary Street
- Alley/Drive
- Trail Connections

CIRCULATION

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



LEGEND

- Open Space (±51.1 AC) (49% of tract area)
- Existing Public/Preserved Land
- P** Park
- C.O.S** Conservation Open Space
- A.O.S** Agriculture Open Space

OPEN SPACES

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT

KOOLTRONIC SITE

VRC-HLI Zone District (Section 17-172.j, k Noncontiguous Cluster Development)

- Hamlet size: 85 acres (max)
- Hamlet density: 3 units/acre (max)
- Hamlet residential development: $85 \times 3 = 255$ units (max)

PENNYTOWN

SC-1 Zone District (Section 17-170 Shopping Center 1 District)

- Affordable housing development per Master Plan: 70 units

KOOLTRONIC / PENNYTOWN COMBINED

- **Kooltronic / Pennytown hamlet maximum residential development: $255 + 70 = 325$ units**

TYPICAL INCLUSIONARY DEVELOPMENT PROFILE

- 80% market rate units / 20% affordable units:
- **280 market rate + 70 affordable = 350 units**

DEVELOPMENT CAPACITY ANALYSIS





QUESTIONS AND COMMENTS

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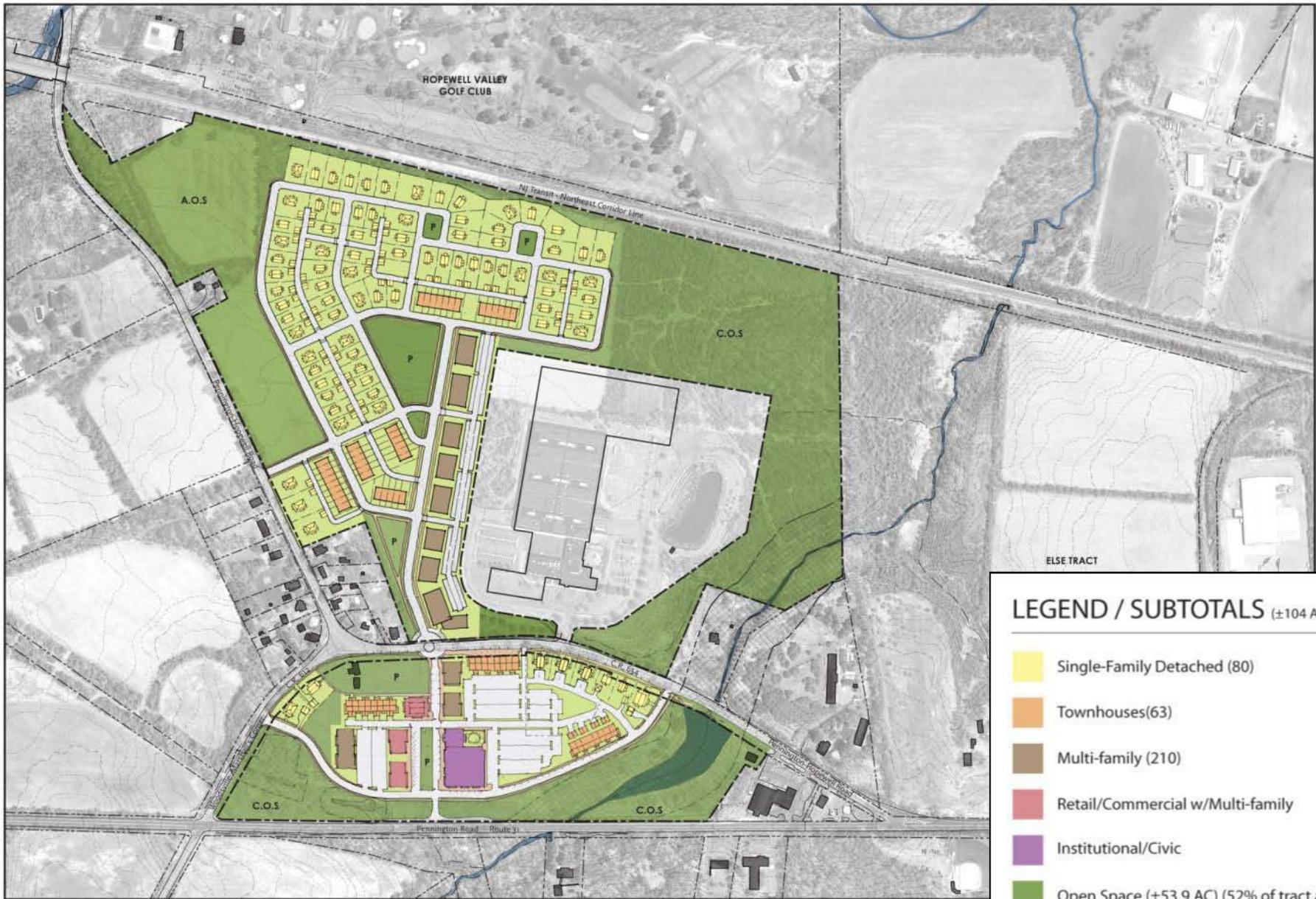


LEGEND / SUBTOTALS (±104 AC)

- Single-Family Attached
- Townhouses
- Multi-family
- Office
- Retail/Commercial w/Multi-family
- Community Center/Senior Center
- Open Space (±51 AC) (49% of tract area)

ILLUSTRATION

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



LEGEND / SUBTOTALS (±104 AC)

- Single-Family Detached (80)
- Townhouses(63)
- Multi-family (210)
- Retail/Commercial w/Multi-family
- Institutional/Civic
- Open Space (±53.9 AC) (52% of tract area)

Total Dwelling Units = 365

APRIL 2012 CONCEPT
MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT