

Findings and
Recommendations for the Area
in Need of Redevelopment
Marshall's Corner -
Pennytown Task Force

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- Note: all of the information referenced in this presentation is available at the Marshall's Corner/Pennytown link on the Township website, www.hopewelltp.org or available for review at the Municipal Bldg.

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)

Drewe Schoenholtz

(Green Team)

Ed Truscelli

(Affordable Housing)

Alice Zeldis

(Affordable Housing)

Robert Miller (Municipal Liaison)

Michael Markulec (Township Committee Liaison)

Dori Anderson

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Paul Kiss

(Planning Board, Green Team)

Nick Salerno

(Township Resident)

Rev. Charles Stephens

(NJ Regional Equity Coalition)

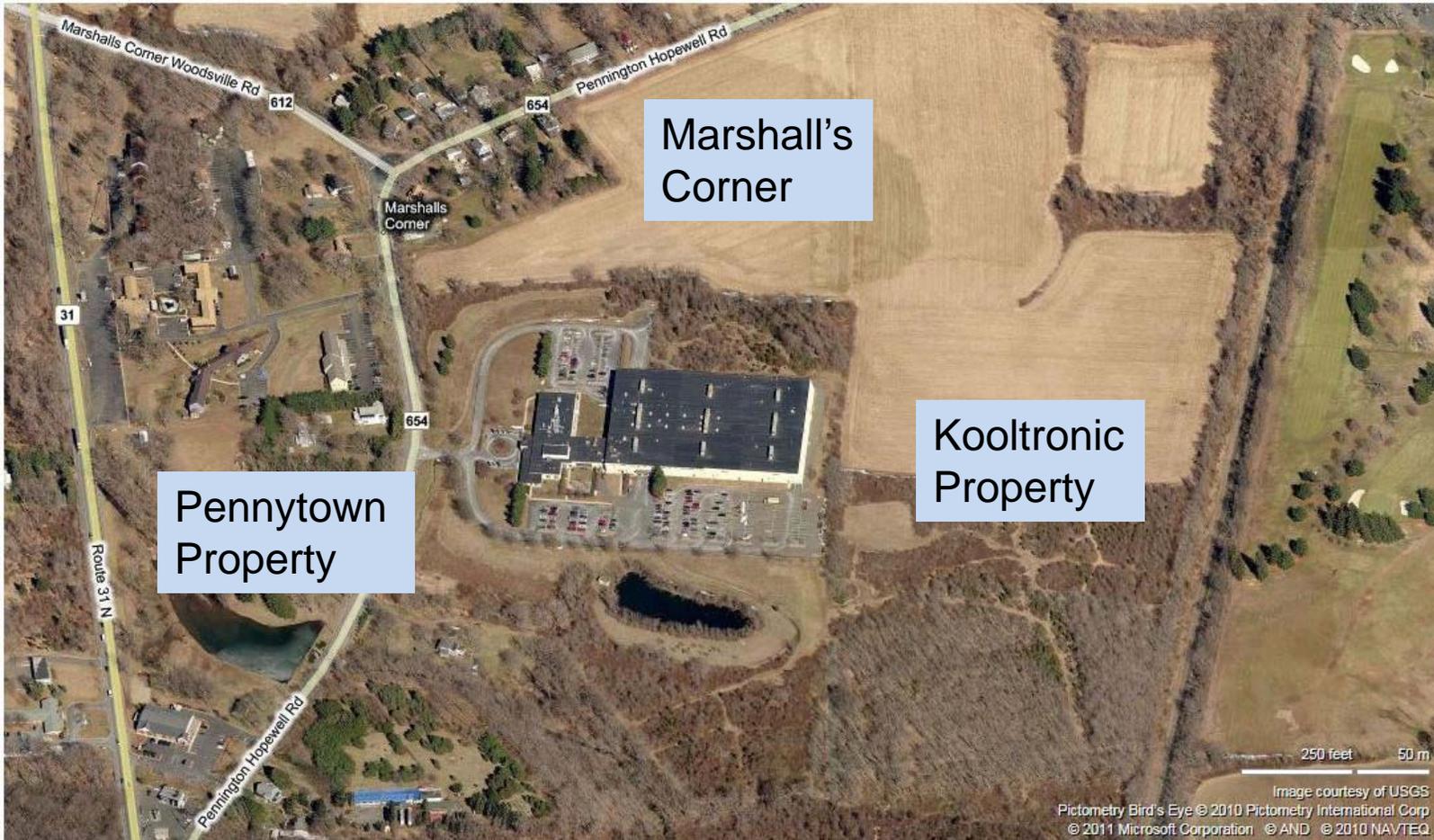
Kurt Vollherbst

(Recreation, Open Space)

Background Information: Pennytown Property Acquisition

- Initial Pennytown Property acquisition in partial response to NJ Council on Affordable Housing (COAH) third round affordable housing obligation
- November 2008: Planning Board adopted the Housing Element to the Twp. Master Plan
 - The Plan formally identified the Pennytown property as a unique site with development capacity for up to 70 units of municipally sponsored affordable housing based on available sewage treatment capacity
- Spring of 2009: the Twp. contracted with the owner to buy the Pennytown property
- After significant due diligence by the Twp., the sale was completed in December of 2009
 - Affordable housing trust fund dollars used to purchase the property

Background Information: Pennytown Property Acquisition



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North



Background Information: Planning Considerations

- Planning documents considered in evolution of potential redevelopment zone idea included:
 - NJ State Development and Redevelopment Plan
 - Intent to direct growth and development into areas served by public infrastructure as a means of more efficiently using public resources.
 - Goals for Planning Area Four (rural-Hopewell Township)
 - Maintain contiguous tracts of farmland
 - Revitalize existing rural centers
 - Promote viable agricultural industry
 - Protect character of existing communities
 - Imposition of impervious cover restrictions

Background Information: Planning Considerations

- NJ State Development and Redevelopment Plan (continued)
 - Policy objectives for Planning Area Four (rural-Hopewell Township)
 - Support center based development to accommodate growth
 - Support transit
 - Efficient use of infrastructure
 - Enhancement of public safety
 - Encourage pedestrian activity
 - Reduce automobile dependency
 - Maintain rural character of centers

Background Information: Planning Considerations

– Hopewell Township Master Plan

- Plan establishes the Valley Resource Conservation District (VRC) and Mountain Resource Conservation District (MRC) to protect water quality by lowering the permitted zoning densities to correspond to natural carrying capacity of the land
- Allow, through transfer of development rights, the creation of residential villages
- Marshall's Corner is identified as a location of a mixed use village center that would receive development transferred from the Valley Resource Conservation District and the Mountain Resource Conservation District

Background Information: Planning Considerations, Kooltronic Settlement Agreement



KOOLTRONIC
COOLING EXCELLENCE FOR ELECTRONICS

Kooltronic manufacturing facility located at 30 Pennington – Hopewell Road, to the east of the Pennytown Property and to the south of Marshall’s Corner.

In 2006, the Township and Kooltronic reached an agreement to amend the Township’s land use ordinance to create the Valley Resource Conservation and Hamlet Light Industrial Districts (VRC-HLI) for the Kooltronic property to address concerns regarding zoning regulations.

Kooltronic has been a collaborative partner in the efforts of the Task Force.

Background Information: Planning Considerations, Kooltronic Settlement Agreement

- **Select terms of VRC-HLI zoning**

- Hamlet Light Industrial zoning
- Maximum tract size of 85 acres
- Maximum density of 3 housing units/acre
- Yields a maximum of 255 housing units
- Office and Retail components for the convenience of residents at a maximum of 75 square feet/residential unit; yields a max. of 19,125 sf.
 - located in response to the specific needs of the planned community and in encouragement of pedestrian linkages and reduced motor vehicle use
 - located in response to the surrounding community to provide easy access to desired services/amenities
- Minimum of 35% of tract as open space and parks to include community buildings



Background Information: Affordable Housing



Wrick Avenue and
Minnietown Lane
“scattered site”
properties developed
by the Hopewell
Township Non Profit
Housing Corporation.



- Housing Element to the Twp. Master Plan
 - The Element formally identifies the Pennytown property as a unique site within the available affordable housing property inventory with development capacity for up to 70 units of municipally sponsored affordable housing, based on available sewage treatment capacity

Background Information: Area In Need of Redevelopment

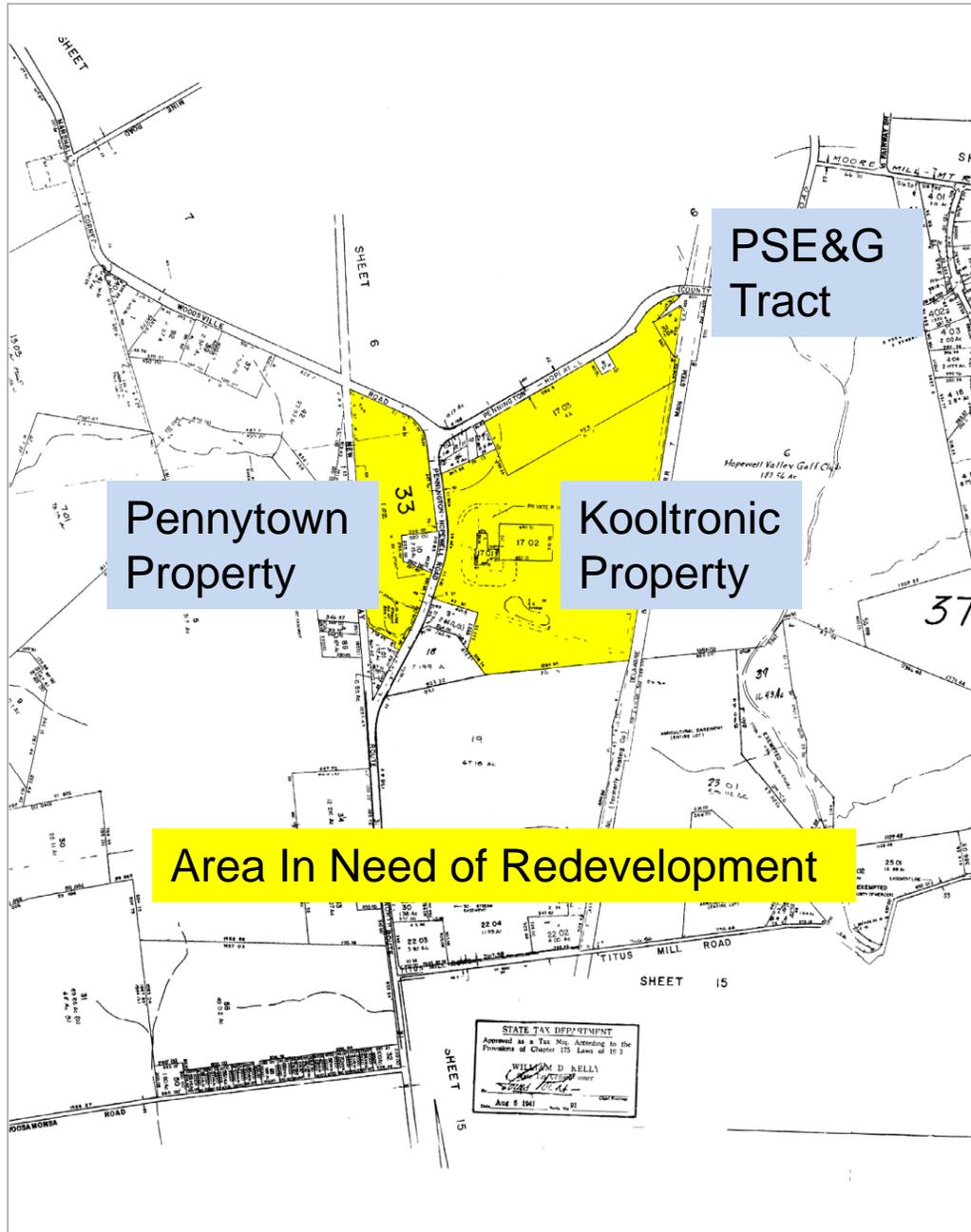
- Given the adjacency of the Pennytown and Kooltronic properties and the potential for a significant number of housing units in the area comprised by the properties, the Township Committee recognized an opportunity for comprehensive planning
- NJ Local Redevelopment and Housing Law enables the Township to create a redevelopment zone of multiple properties along with zone specific building and lot requirements
- Twp. Committee authorized the Planning Board to undertake preliminary investigation in summer of 2009 of the Pennytown, Kooltronic, PSE&G and 84 Lumber Properties
 - Report prepared by planning consulting firm and available on Township website (www.hopewelltwp.org)

Background Information: Area In Need of Redevelopment (cont.)

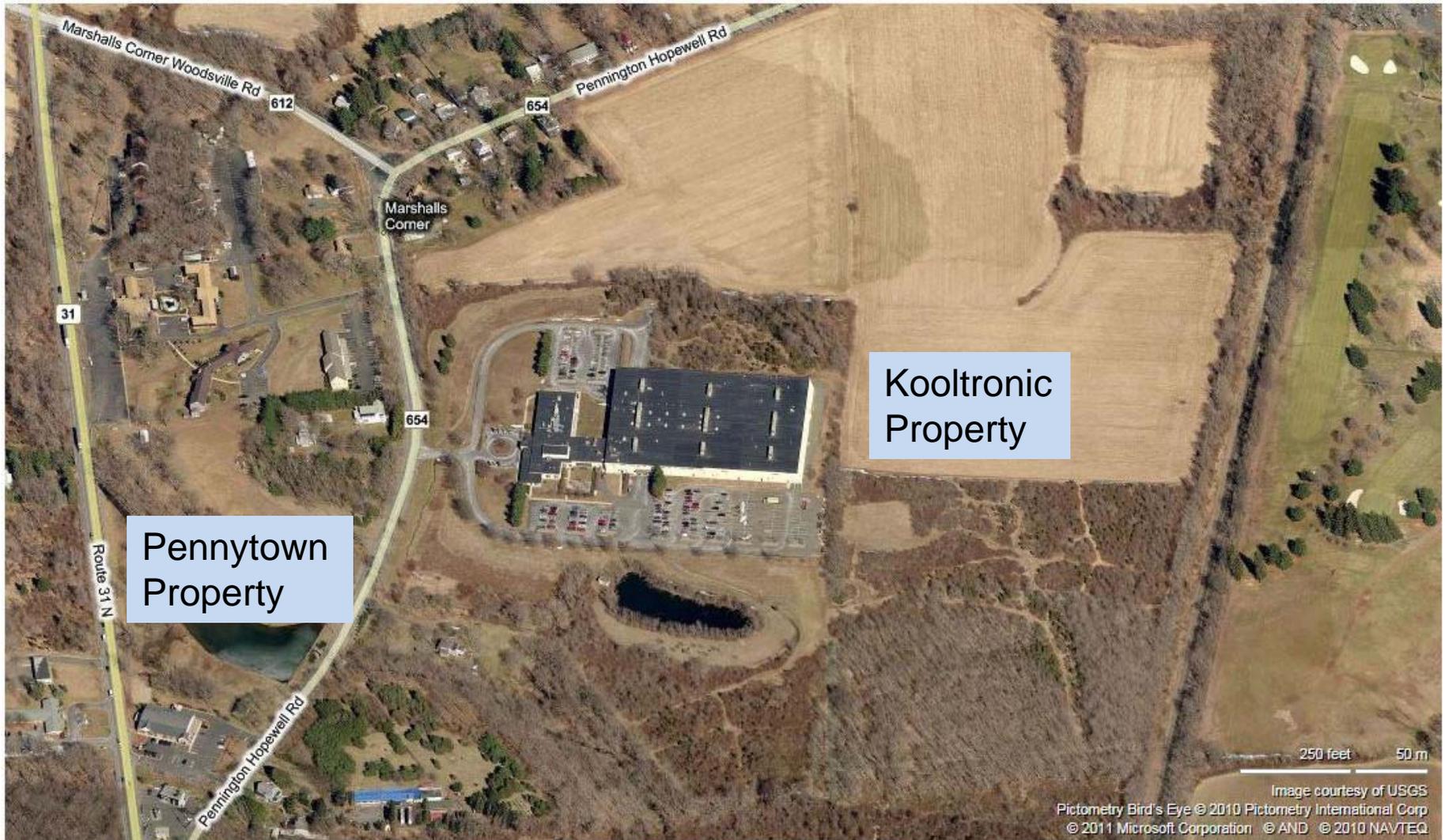
- Preliminary investigation determines the suitability of whether the properties in question should be designated an area in need of redevelopment
 - Statutory criteria applied to factual findings regarding the current conditions at the properties
 - Factual findings include building conditions, utilities, environmental conditions, applicable land use and zoning policies and property records

Background Information: Area In Need of Redevelopment (cont.)

- Investigation determined conditions sufficient to designate the Pennytown, Kooltronic and PSE&G properties as “An Area in Need of Redevelopment”
 - Given the adjacency of the Pennytown and Kooltronic properties, the report concludes that “it would be beneficial and consistent with smart growth if the planning on the two properties were coordinated and conducted holistically.”
- Township adopted a resolution in September 2009 identifying the Pennytown, Kooltronic and PSE&G properties as “An Area in Need of Redevelopment”
 - The redevelopment area affords an opportunity to integrate the 70 units of affordable housing originally slated for Pennytown within a larger context.



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Area In Need of Redevelopment

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Background Information: Marshall's Corner/Pennytown Task Force

- Next step pursuant to Redevelopment Law is creation of a redevelopment plan by Twp.
 - Plan establishes the land development goals and objectives of the municipality and outlines the actions to be taken to accomplish those goals and objectives.
- As a precedent to the possible creation of a redevelopment plan, the Marshall's Corner/Pennytown Task Force:
 - Was established in the fall of 2009 as an advisory group to assist the Twp. to assemble pertinent information about the Redevelopment Area
 - Is comprised of Twp. citizens representing various community interests and Township representatives

Background Information: Marshall's Corner/Pennytown Task Force (cont.)

- Task Force has worked collaboratively to:
 - Identify stakeholders and priorities
 - Educate the public of the area's redevelopment possibilities
 - Hold public meetings and gather community input
 - Assemble relevant redevelopment area information
 - Produce a “consensus document” outlining potential land development goals and objectives identified by the community at large
- Holistic, integrated and sustainable planning approach
 - Collaborative efforts with all stakeholders to explore the potential advantages of the entire redevelopment area

Background Information: Marshall's Corner/Pennytown Task Force (cont.)

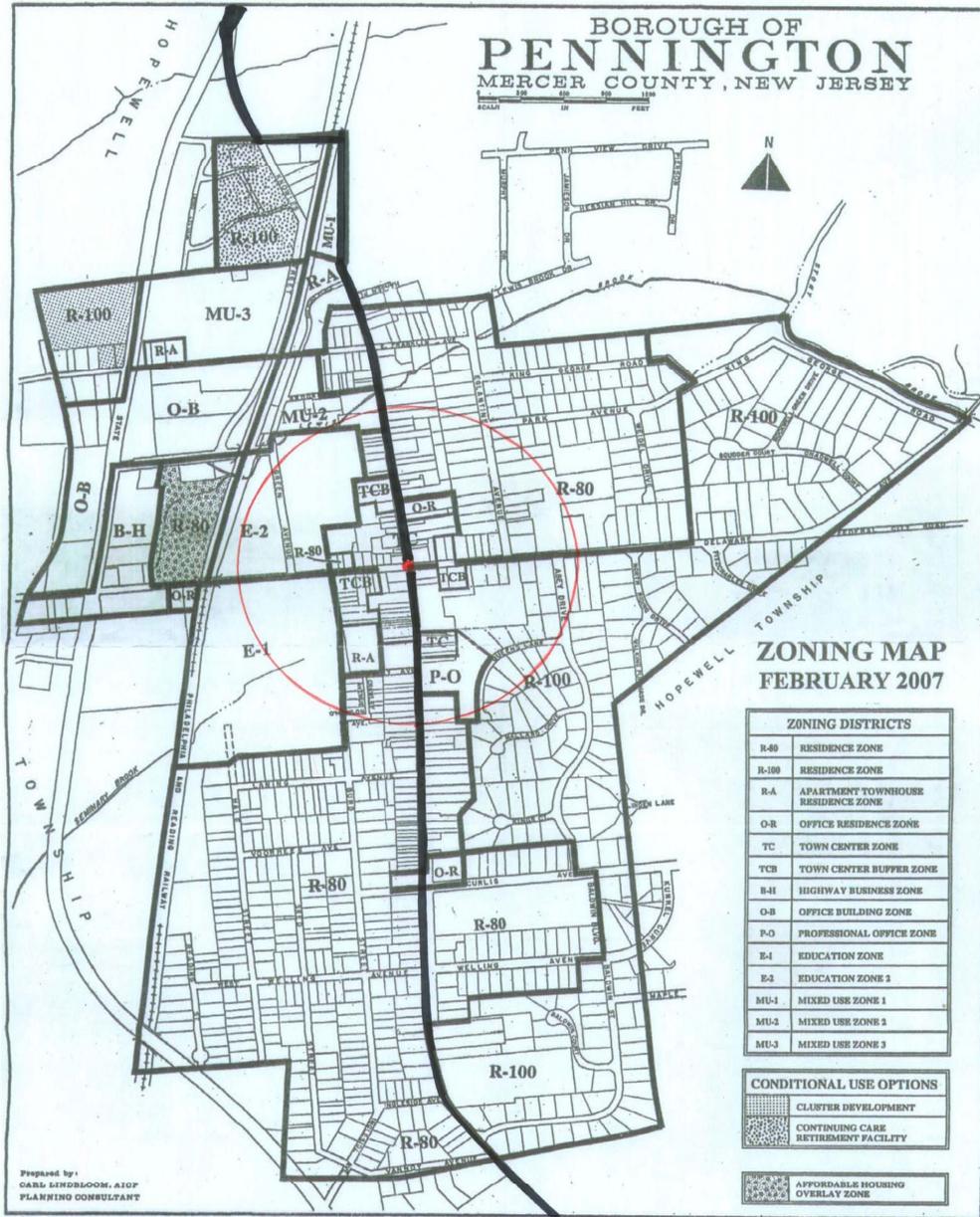
- Topics covered to date:
 - History of Marshall's Corner
 - Stakeholder meetings
 - Marshall's Corner; history and current issues
 - Senior Advisory Board
 - Youth Advisory Committee
 - YMCA
 - SBMWA
 - Existing waste water/well capacity (Pennytown site)
 - Sustainable planning & storm water management
 - Recreation/open space (redevelopment zone)
 - Form based zoning

Background Information: Marshall's Corner/Pennytown Task Force (cont.)

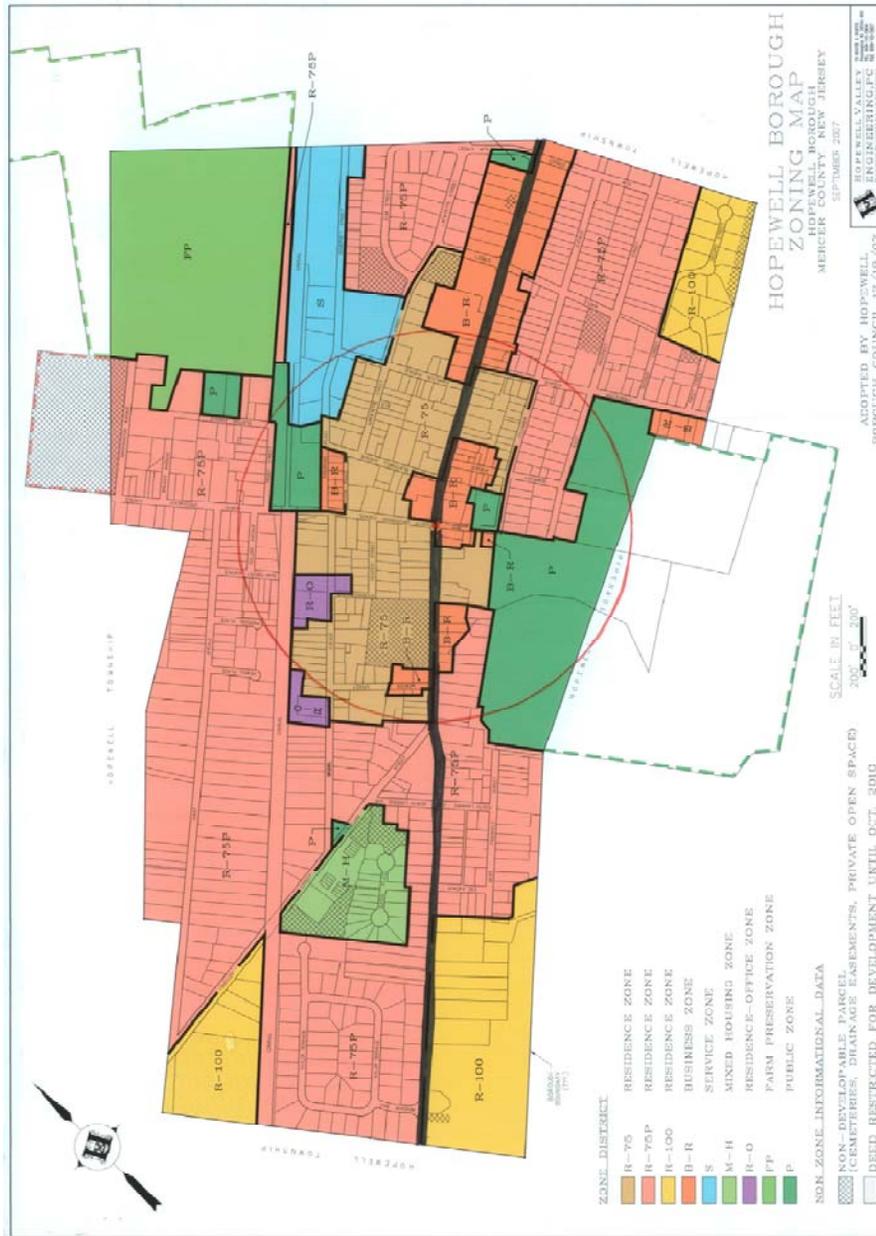
- **Statement of the Goal of the Task Force:**
 - To conduct public conversations with residents, community groups and stakeholders, in order to develop a consensus document that describes the community's vision for a healthy, vibrant village within the redevelopment zone

Diagrams and Images:

The Borough of Pennington illustrates development patterns and visual character that support the concept of a healthy vibrant village core.



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



Diagrams and Images:

The Borough of Hopewell illustrates development patterns and visual character that support the concept of a healthy vibrant village core.



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Additional Images:



Collingswood, NJ

Images of visual character that support the concept of a healthy vibrant village core.



Stockton, NJ



Newtown, PA



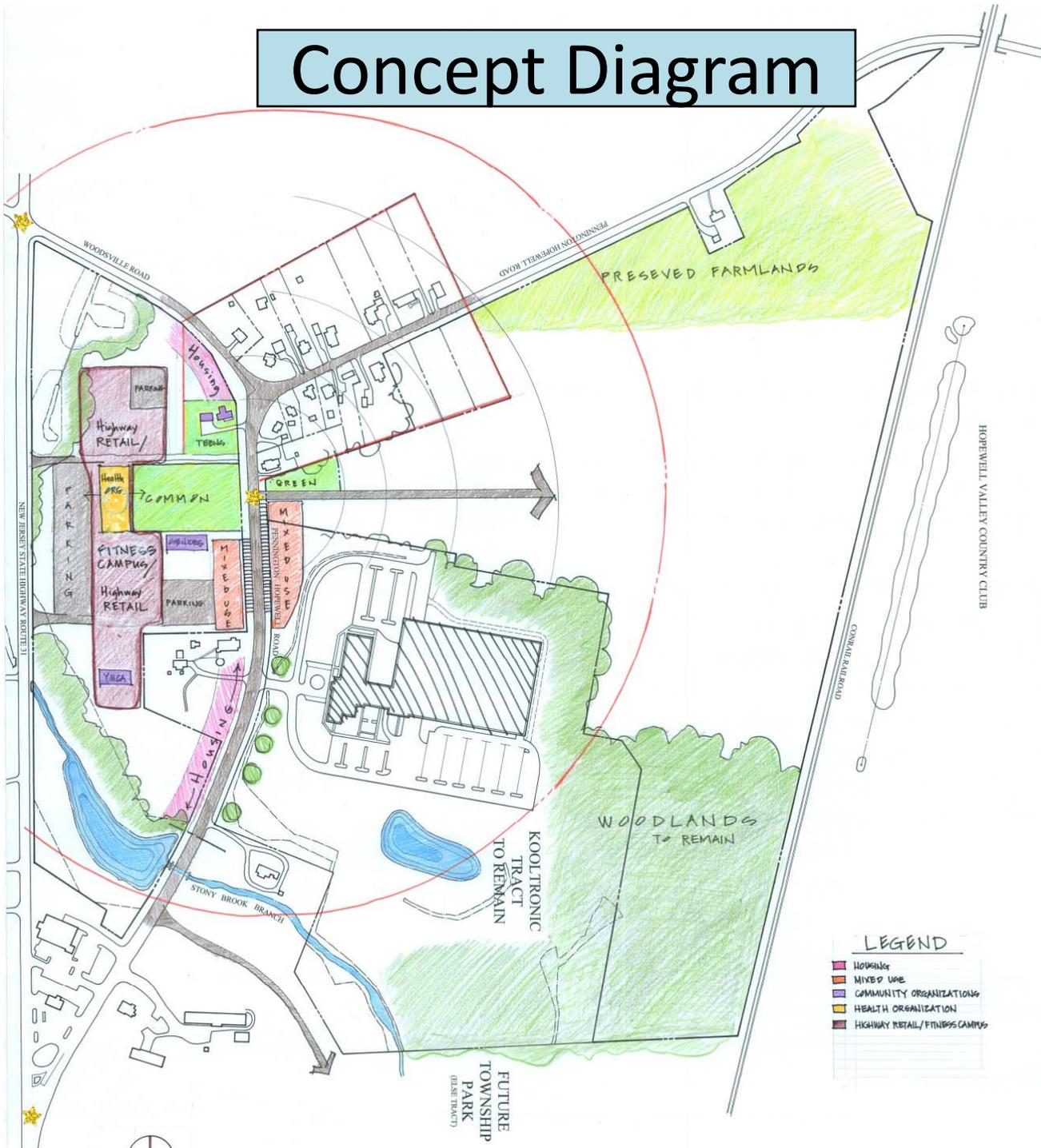
Stockton, NJ

Additional Images:

Images of visual character that support the concept of a healthy vibrant village core.



Concept Diagram



Recommendations:

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

- A. Provide affordable housing to the northern tier of Hopewell Township.
- B. The village should feature a minimum of 70 affordable units per the Housing Element of the Master Plan and the balance market rate units, to provide sufficient village density and financial support for the affordable component
- C. Design housing for accessibility to all ages, income levels and physical abilities.

Recommendations

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

- A. Preserve the open fields and rural approach along the Pennington-Hopewell Road, from the north of Marshall's Corner.
- B. Preserve the story of the village of Marshall's Corner, by continuing the existing lot size, setbacks and building typologies as a transition from the existing Marshall's Corner to the redevelopment zone.
- C. Through form-based zoning, extend the existing scale, built forms and setbacks to the new development.
- D. Reuse the Furman-Larison Farmhouse, the dwelling of the founding family of the crossroads village and a nominated Hopewell Township landmark.

Recommendations

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

- E. Design streetscape to slow traffic within the existing village of Marshalls Corner.
- F. Extend pedestrian access to the existing Marshall's Corner residents.
- G. Provide public water and sewer resources to all within the redevelopment zone, including existing Marshall's Corner residents.

Recommendations

3. Encourage public-private partnerships, capitalize on community resources and optimize community collaboration.

- A. Seniors
- B. Teens
- C. Invite a regional hospital or other medical organization as a partner to a health and fitness campus, and to serve as the economic engine of the redevelopment zone.
- D. YMCA
- E. Active/passive recreation on the Else tract.

Recommendations

4. 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.

- A. Provide vehicle access to Else Tract off of the Pennington-Hopewell Road.
- B. Request trail access through the Kooltronic property.

Recommendations

5. Create an identifiable village center, organized around a Common and a dense, mixed-use core, to generate a vibrant, walkable community.

- A. Create a village identity for Hopewell Township.
- B. Build a commons to serve as a public outdoor gathering space, for concerts, street fairs, a farmer's market, public garden plots, etc. and other community gatherings.

Recommendations

5. Create an identifiable village center, organized around a common and dense, mixed-use core, to generate a vibrant, walkable community.

- C. In the core, recommended street-level uses include “Mom & Pop” retail establishments that serve the everyday needs of the immediate community, i.e. bar/restaurant, dry cleaner, coffee shop, pizza parlor, laundromat, etc, and offices for individuals or small organizations.
- D. Build apartments above street level commercial that can share the parking that serves the commercial uses by day, thereby limiting the amount of impervious surface.

Recommendations

5. Create an identifiable village center, organized around a common and dense, mixed-use core, to generate a vibrant, walkable community. (cont.)

- E. Within the mixed-use core, incorporate a variety of roof heights. Appropriate scale is 3 stories, with a eave height of 38' (max) for a flat roof and a ridge height of 45' (max) for a sloped roof.
- F. Within the mixed-use core, provide parallel parking along Hopewell-Pennington Road, to serve both residential and commercial uses and to slow traffic through the Marshall's Corner village.

Recommendations

5. Create an identifiable village center, organized around a common and dense, mixed-use core, to generate a vibrant, walkable community. (cont.)

- G. Between street and sidewalk, construct a 4' wide green space, to serve as a buffer between pedestrians and automobiles and to reduce run-off, by serving as constructed wetlands. Encourage use of sustainable plantings throughout the redevelopment zone.
- H. Incorporate wide sidewalks (12' min) within the mixed-use core, that allow activities to “spill” onto sidewalk.

Recommendations

6. Encourage a condensed footprint for the area of development.

- A. Lowers cost of development by limiting the extent of infrastructure and by reducing the amount of impervious surface and resulting storm water remediation measures.
- B. Results in contiguous open space at the perimeter of the development.

Recommendations

7. Within the ¼ mile “walkable” radius, organize neighborhoods in a recognizable grid plan that incorporates pocket parks of varying sizes and purpose.

- A. Avoid the meandering street plan typical of a suburban housing development.
- B. Encourage the efficiency inherent in a gridded street plan and essential to a pedestrian-based community; encourage increased residential density in the area of the central core where the maximum lot size is 10,000 square feet.
- C. Emulate the character and development patterns of the neighboring villages of Hopewell Borough and Pennington.
- D. Incorporate pedestrian access throughout the redevelopment zone.

Recommendations

8. Incorporate a mix of all housing types on both sides of Pennington-Hopewell Road and keep them modest in size. Avoid creating “zones” of housing types.

- A. Single Family
- B. Duplex or Triplex (max. 2-3 Dwelling Units [DU's]/building)
- C. Townhouse (max. 5 DU's/building)
- D. Apartments (over commercial use)
- E. Free standing apartment buildings (max. 12 DU's/building)

Recommendations

9. 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.

Recommendations

10. Encourage energy innovation and green building technologies by providing incentives to developer.

Recommendations

11. 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.

- A. Recommended uses along Rte. 31 include health/fitness center, bank, chain drugstore, and hospitality.
- B. Disburse parking lots of limited size throughout the campus.
- C. Limit the type and amount of retail that fronts Rte. 31, so as to not dilute the viability of the village core.
- D. Access from Rte. 31 through the campus shall be right turn in and right turn out only.

Recommendations

12. 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.

- A. In general, farmland shall be developed before woodlands.
- B. Limit adverse effect to existing habitats.

Recommendations

13. Consider purchasing the “hole in the donut” (the residential property opposite the driveway to Kooltronic) to be included in Redevelopment Zone.

- Creates opportunity to extend development further south along the Pennington-Hopewell Road, slowing traffic as soon as it crosses the bridge, well before entering the village core.

Recommendations

14. Seek to extend the existing bus routes up Route 31 to connect Marshall's Corner to public transportation.

Recommendations

15. 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.

Conclusion

The 18 month process has convinced the Marshall's Corner/Pennytown Task Force that Hopewell Township has a unique opportunity to meet a real need for multi-generational, affordable housing, which can be built through public-private partnerships and upon broad community consensus.