

# Hopewell Township Committee Information & Collaboration Meeting

Marshall's Corner -  
Pennytown Task Force

# Discussion Topics

- Introduction of Task Force Members
- Brief background information on Redevelopment Zone and Task Force
- Introduction of Exhibits and Preliminary Consensus Diagrams
- Preliminary Task Force Recommendations
- Additional Questions

Questions from the Township Committee and the public are encouraged throughout the discussion.

# Current Marshall's Corner/Pennytown Task Force Members

Elizabeth Ackerman

Bruce Gunther

Ray Nichols

Drewe Schoenholtz

Ed Truscelli

Alice Zeldis

Dori Anderson

Paul Kiss

Nick Salerno

Rev. Charles Stephens

Kurt Vollherbst

Robert Miller, Municipal Liaison

Michael Markulec, Township Committee Liaison

# Background Information: Pennytown Property Acquisition

- 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 available sewage treatment capacity and as a site for up to 70 units of municipally sponsored affordable housing
- 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: Area In Need of Redevelopment

- Requirements pursuant to NJ Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et. seq.) outline a sequence of steps the Twp. must follow
- Twp. Committee authorized the Planning Board to undertake preliminary investigation in summer of 2009
  - Properties considered in the potential area included Pennytown, Kooltronic, PSE&G and 84 Lumber

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

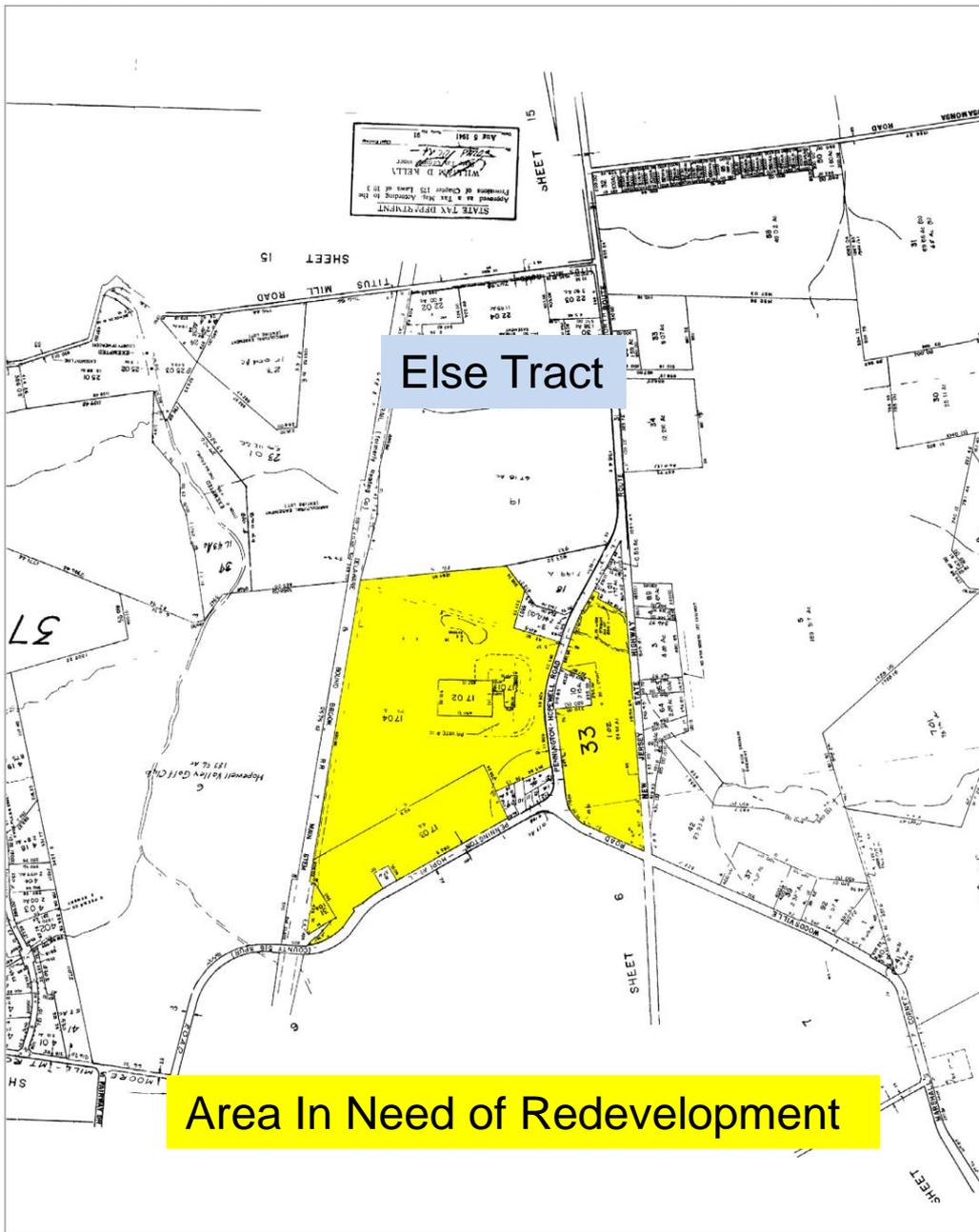
- Preliminary investigation determines the suitability of whether the properties in question should be designated an area in need of redevelopment
  - Statutory criteria applied to factual findings regarding the current conditions at the properties
  - Factual findings include building conditions, utilities, 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 adjacency of Pennytown and Kooltronic, it would be beneficial and consistent with smart growth if the planning on the two properties were coordinated and conducted holistically
  - Complete investigation results documented in the report available on the Twp. website

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

- Township adopted a resolution in September 2009 identifying the Pennytown, Kooltronic and PSE&G properties as “An Area in Need of Redevelopment”
- 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



Marshall's Corner/Pennytown Task Force -  
Township Committee Meeting, 5-23-2011



Area In Need of Redevelopment

North



# Background Information: Marshall's Corner/Pennytown Task Force

As a precedent to the 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 (recreation, affordable housing, seniors, youth, historic preservation, etc.) and Twp. representatives

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

- Working collaboratively to:
  - Identify stakeholders and priorities
  - Hold public meetings
  - Educate the public of the area's redevelopment possibilities
  - Assemble relevant redevelopment area information (findings)
  - Produce a “consensus document” outlining findings and 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
    - » 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



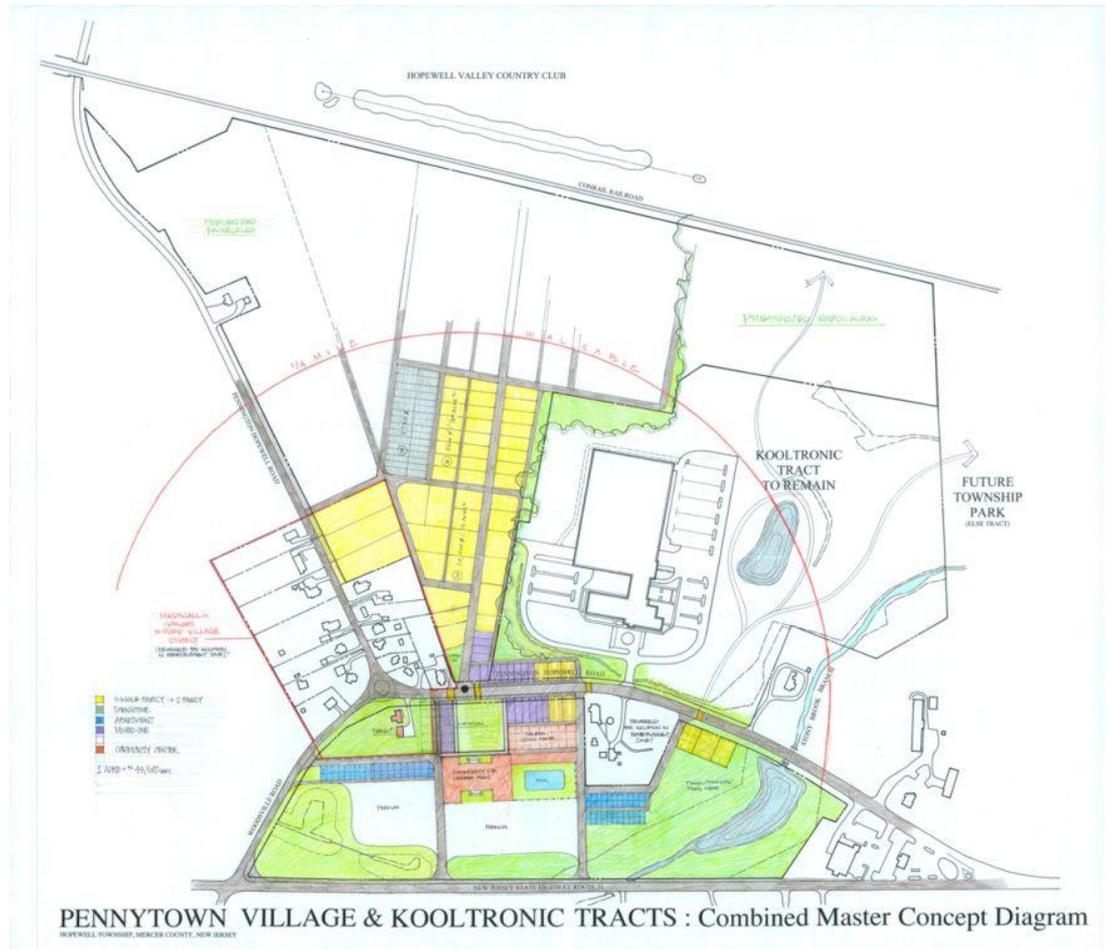
**PENNYTOWN VILLAGE & KOALTRONIC TRACTS : Combined Master Concept Diagram**  
 HOPEWELL TOWNSHIP, MERCER COUNTY, NEW JERSEY



**PENNYTOWN VILLAGE AND KOOLTRONIC TRACTS : Combined Master Concept Diagram**  
 Hopewell Township, Mercer County, New Jersey

# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force

1. Affordable Housing should be spread across entire  
Redevelopment Zone and spread among all housing types.

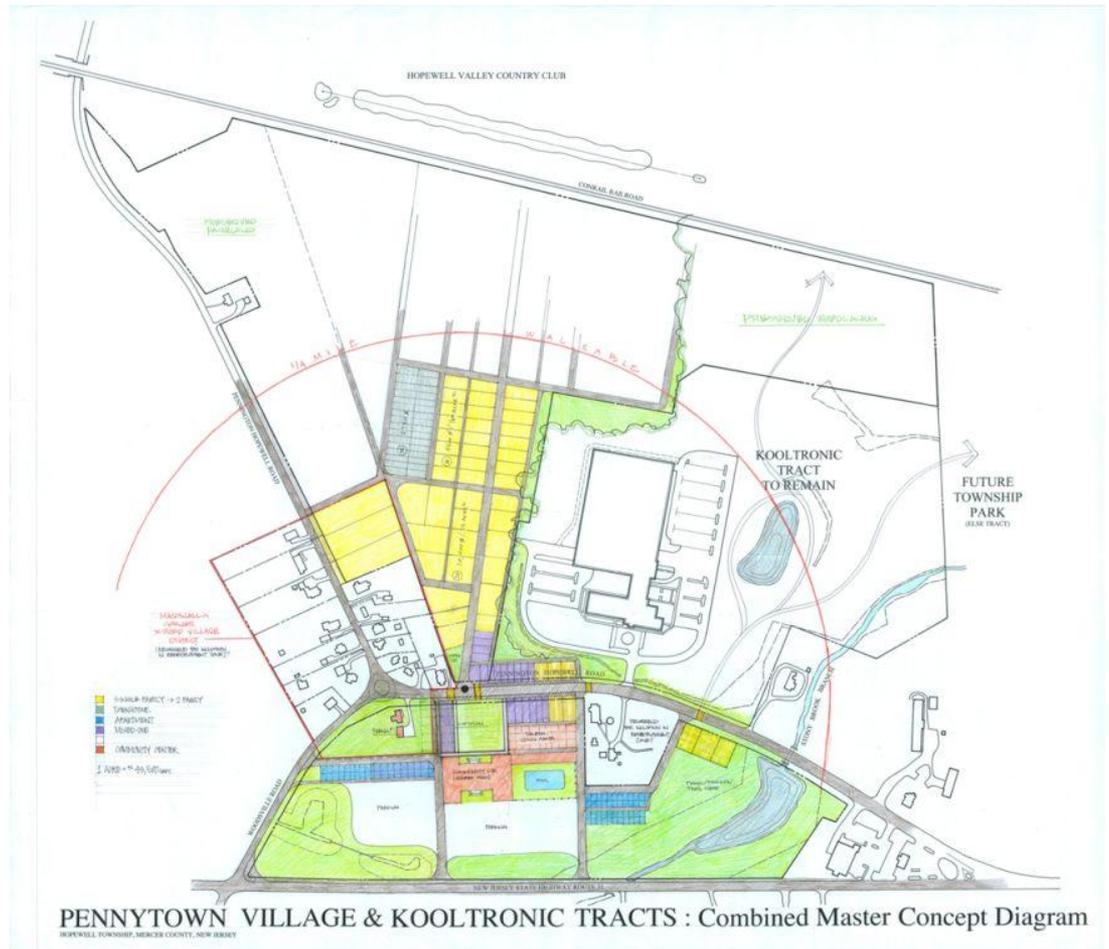






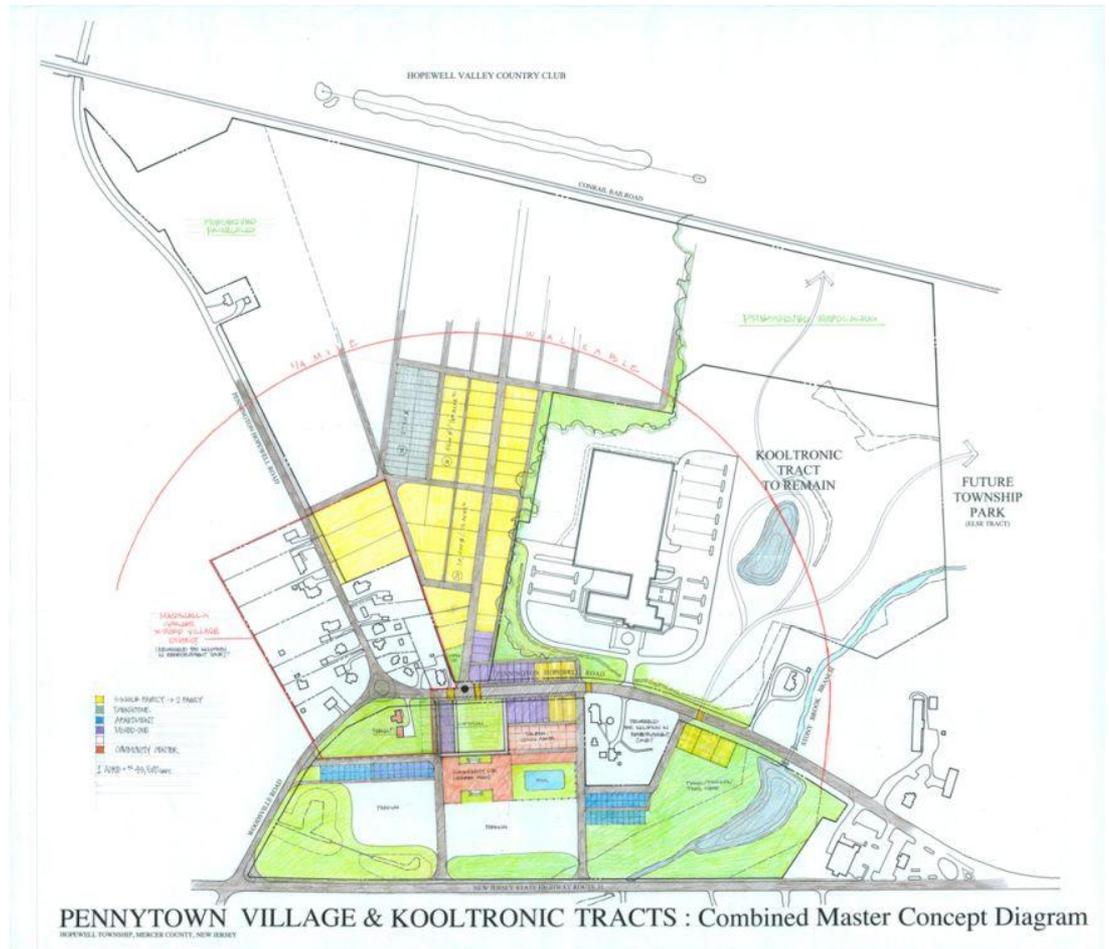
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

4. Explore the opportunity for a health/wellness/fitness campus as an economic engine for the new Marshall's Corner village.



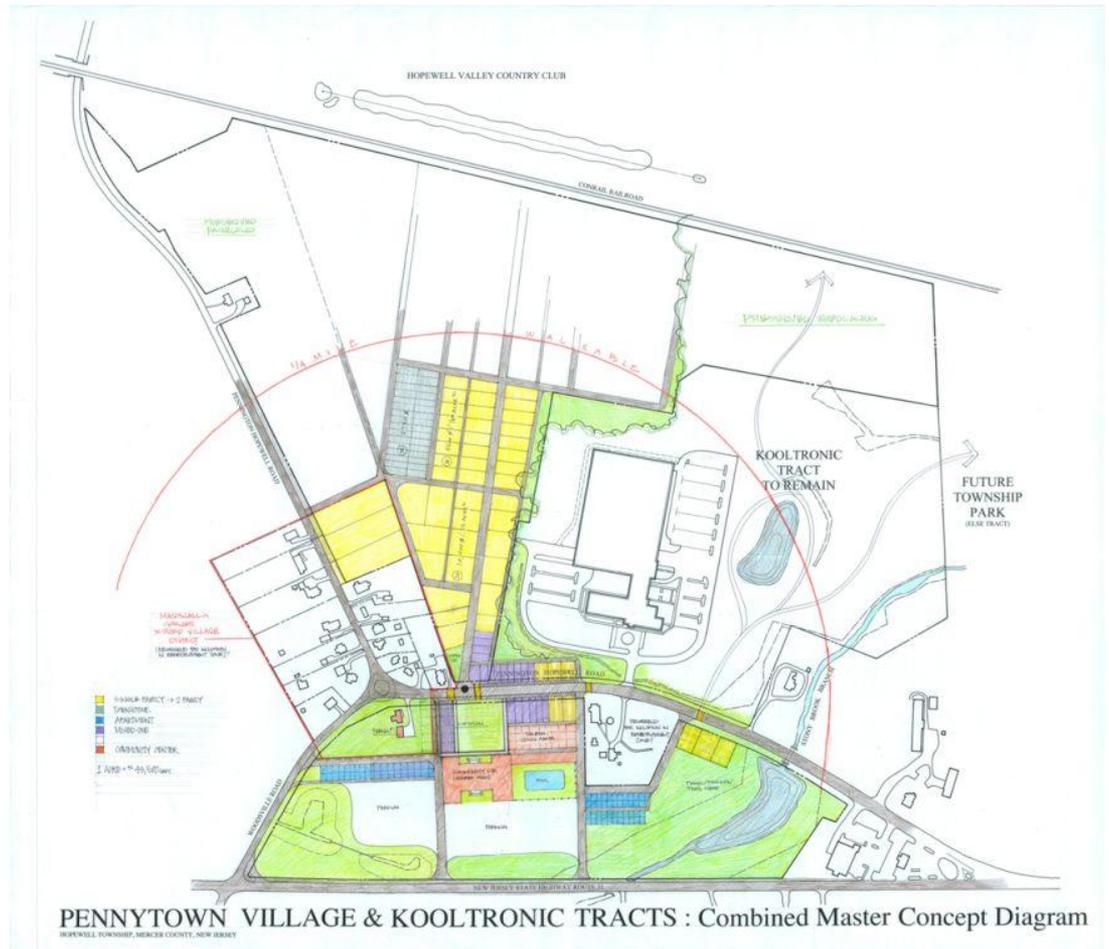
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

5. Organize development as it moves into the existing fields along a primary, E/W axis, which creates opportunities for southern roof exposures, ideal for solar technologies.



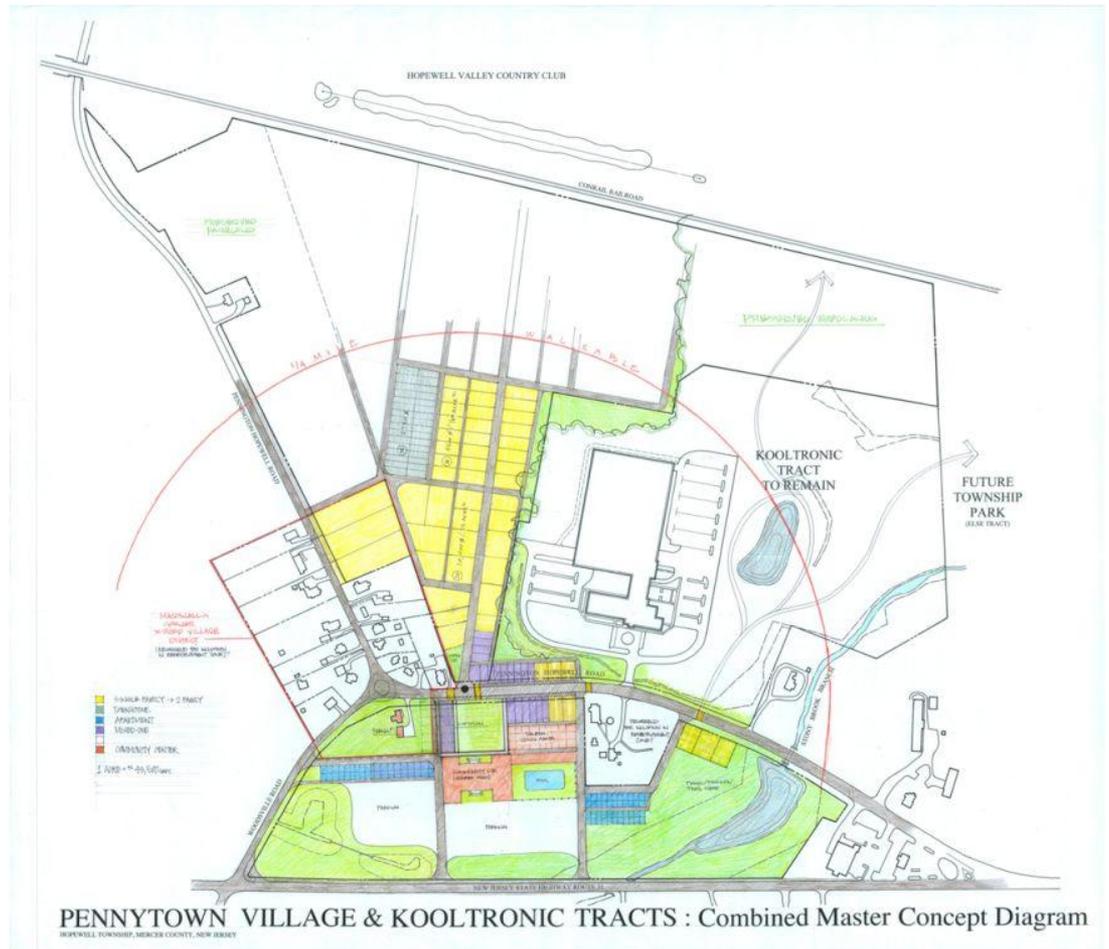
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

6. Encourage a condensed footprint for the development, with a gradient of diminishing density moving away from the central area of the village.



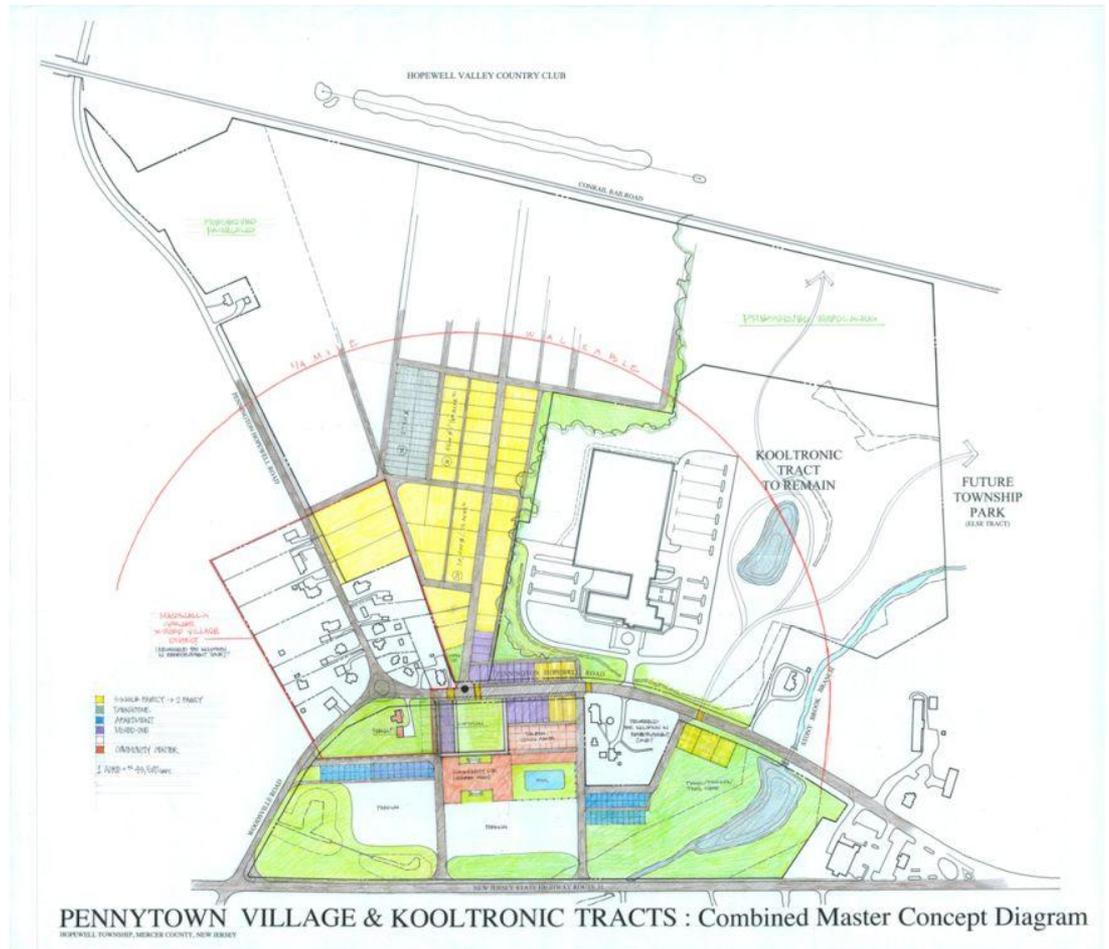
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

7. Within the  $\frac{1}{4}$  mile “walkable” radius, organize neighborhoods around a recognizable grid plan that incorporates pocket parks of varying sizes and purpose.



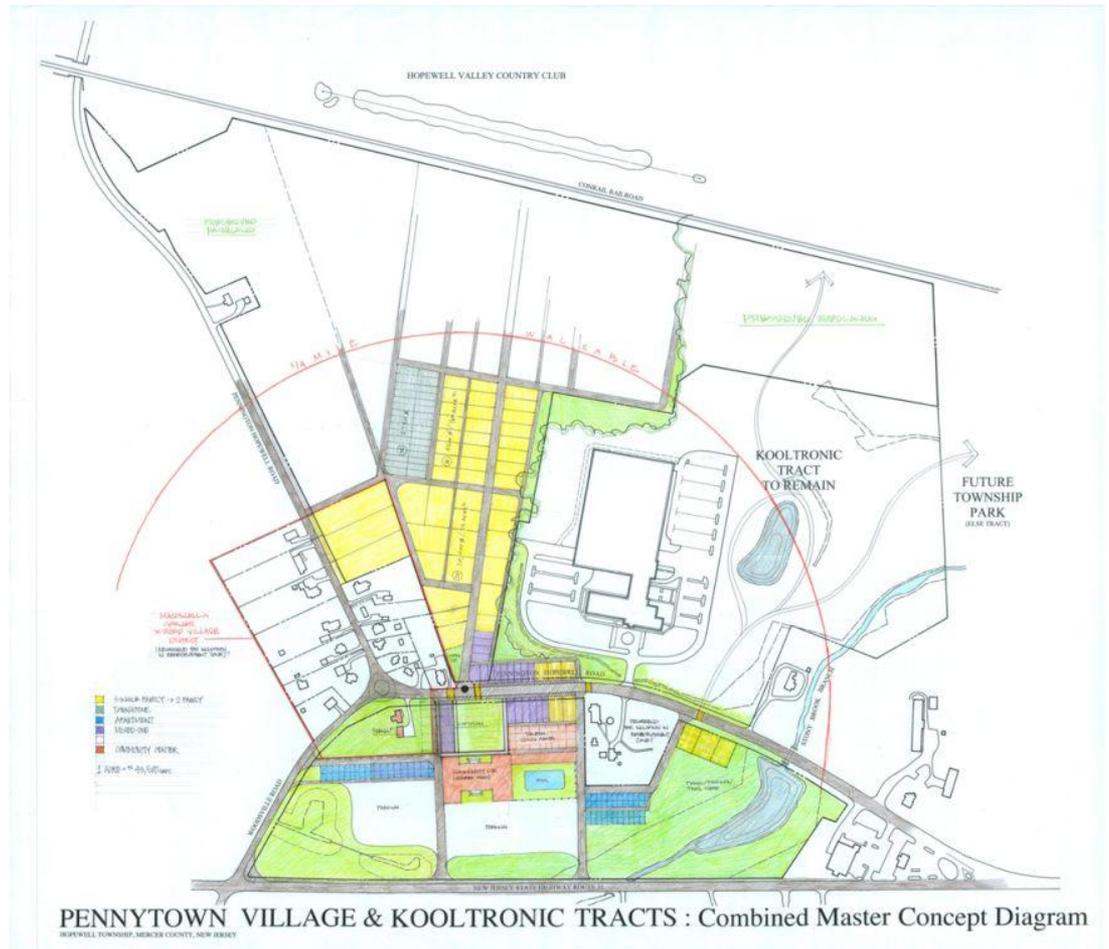
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

8. Create an edge that optimizes the site's visibility and access via Route 31, and provides a transition between Rte 31's auto-based scale and the pedestrian-friendly scale of a walkable village along Pennington-Hopewell Road.



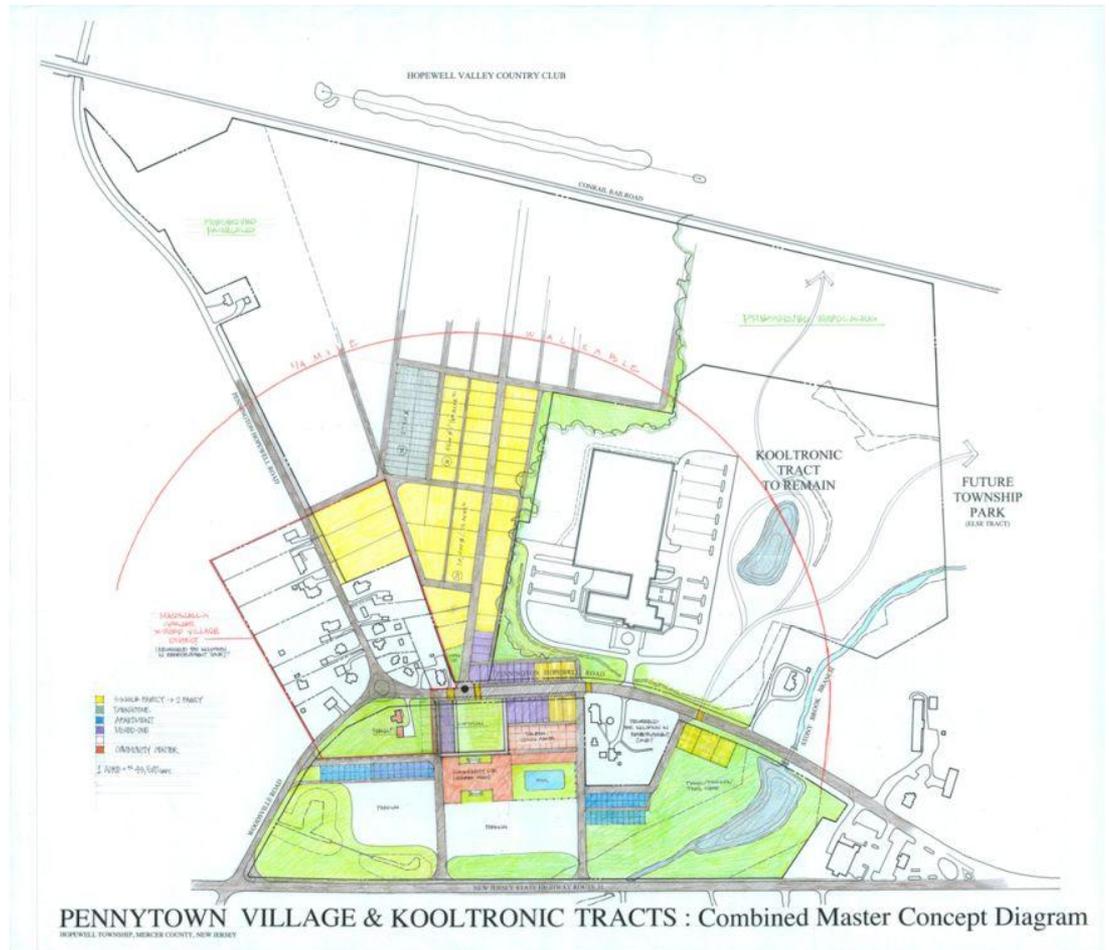
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

- As much as possible, retain existing vegetation and water features, such as ponds, culverts, mature trees, wooded edges, woodlands and farmlands. In general, farmland shall be developed before woodlands.



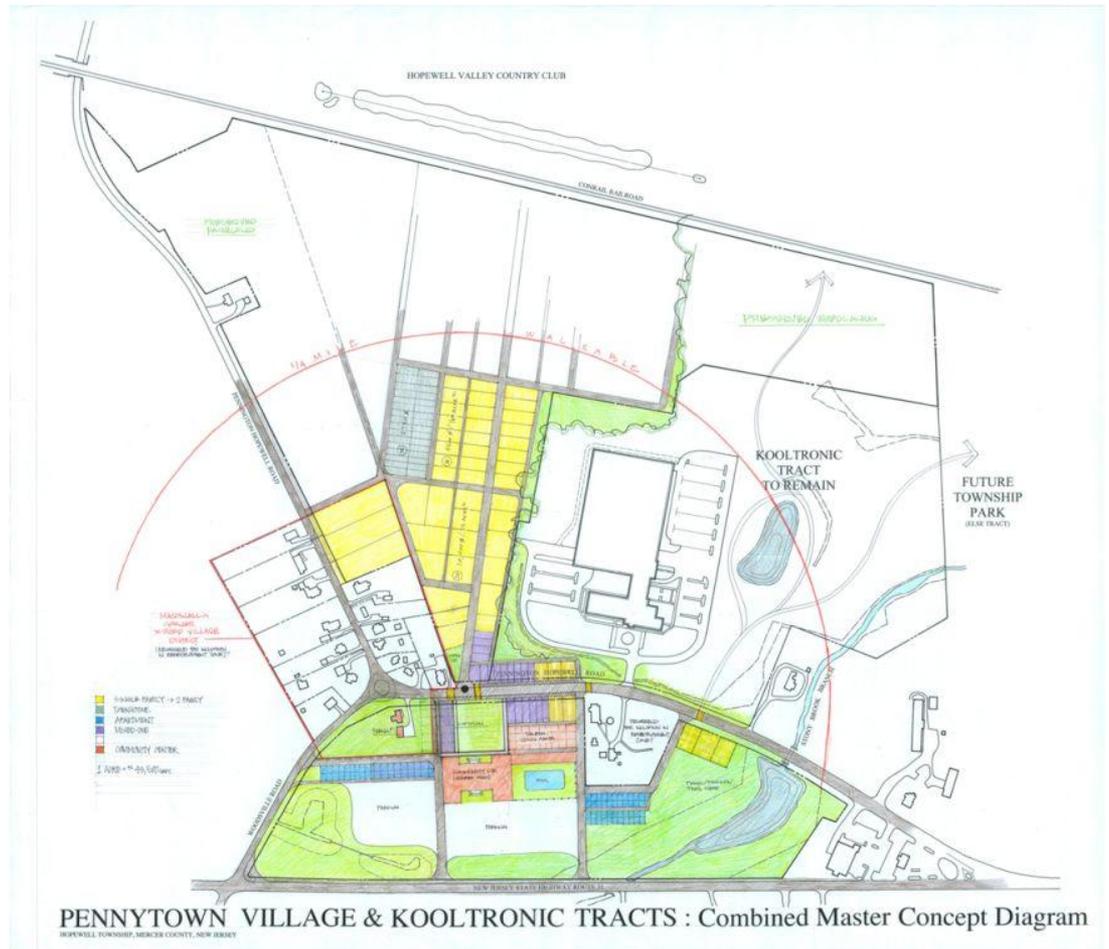
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

10. Preserve woodlands first and contiguous open space at the perimeter of the development.



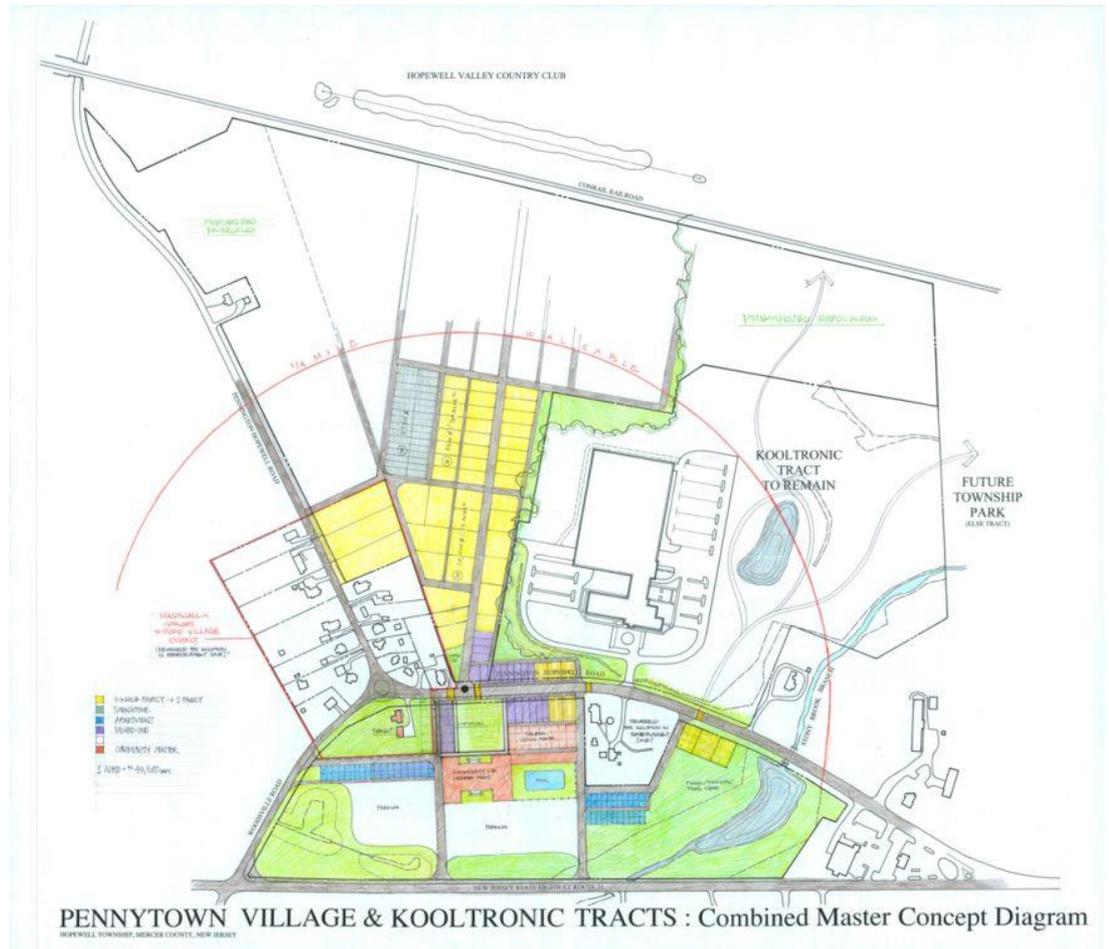
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

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



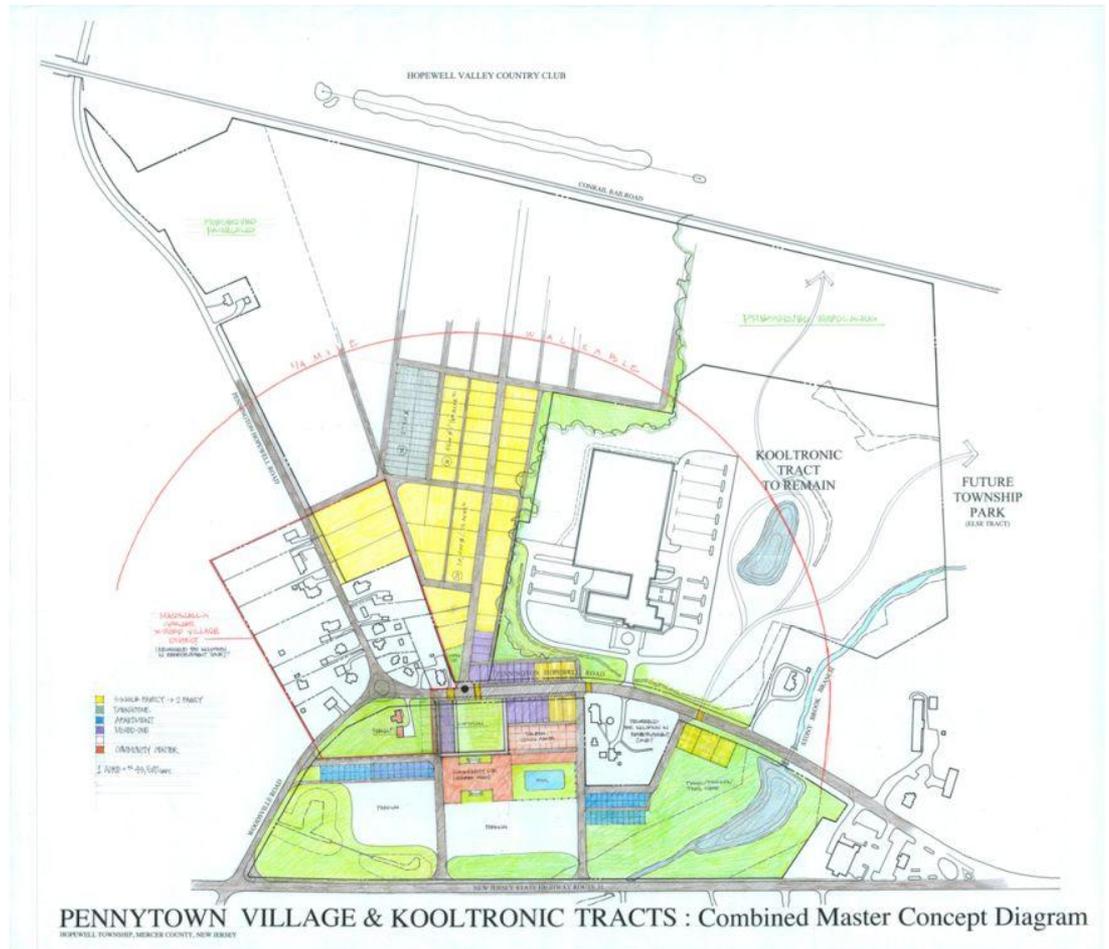
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

12. Make sidewalks, sewers and water available to existing Marshall's Corner properties.



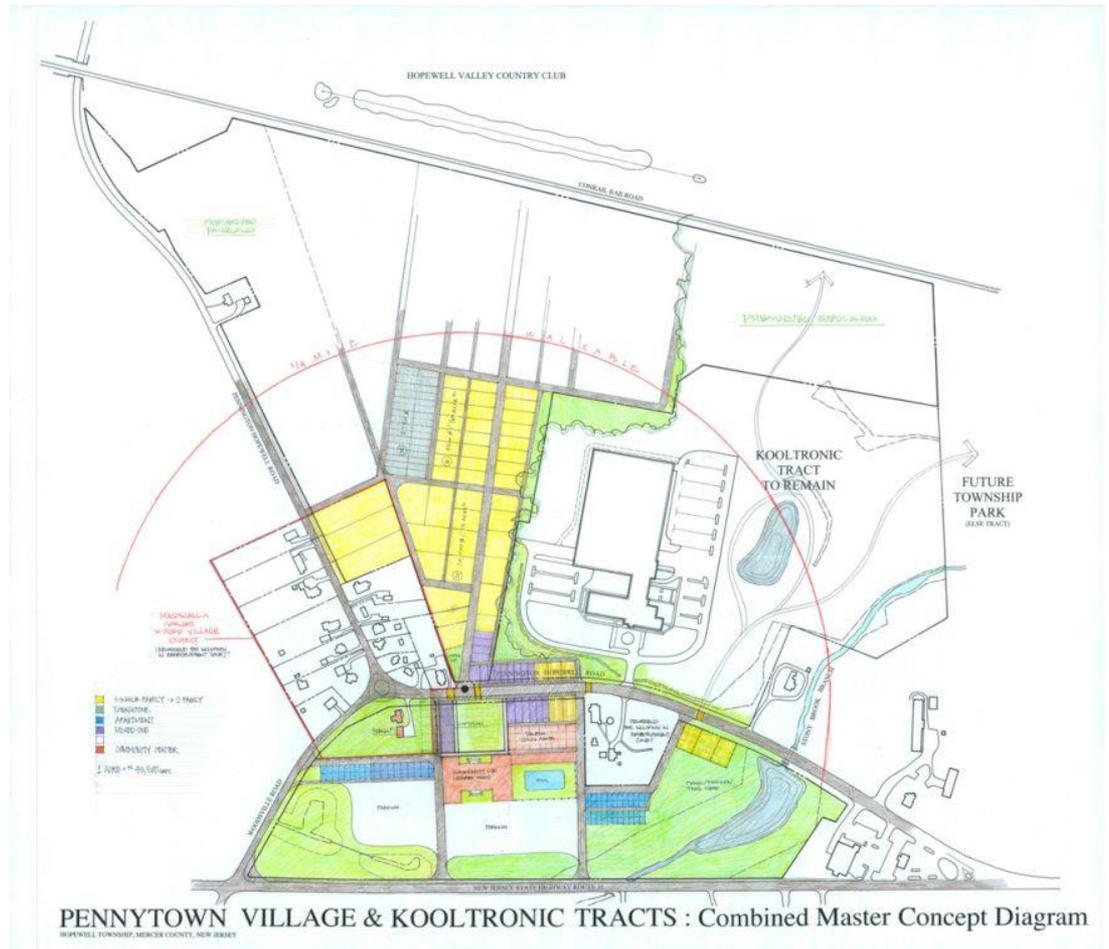
# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

13. Consider the “hole in the donut” to be included in Redevelopment Zone.



# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

14. Continue the tradition of RECREATION on this site, and take advantage of the site's adjacency to trails, baseball fields, open space, and the Else Tract. Provide access to Else Tract off of the Pennington-Hopewell Rd.



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

## Recreation amenities

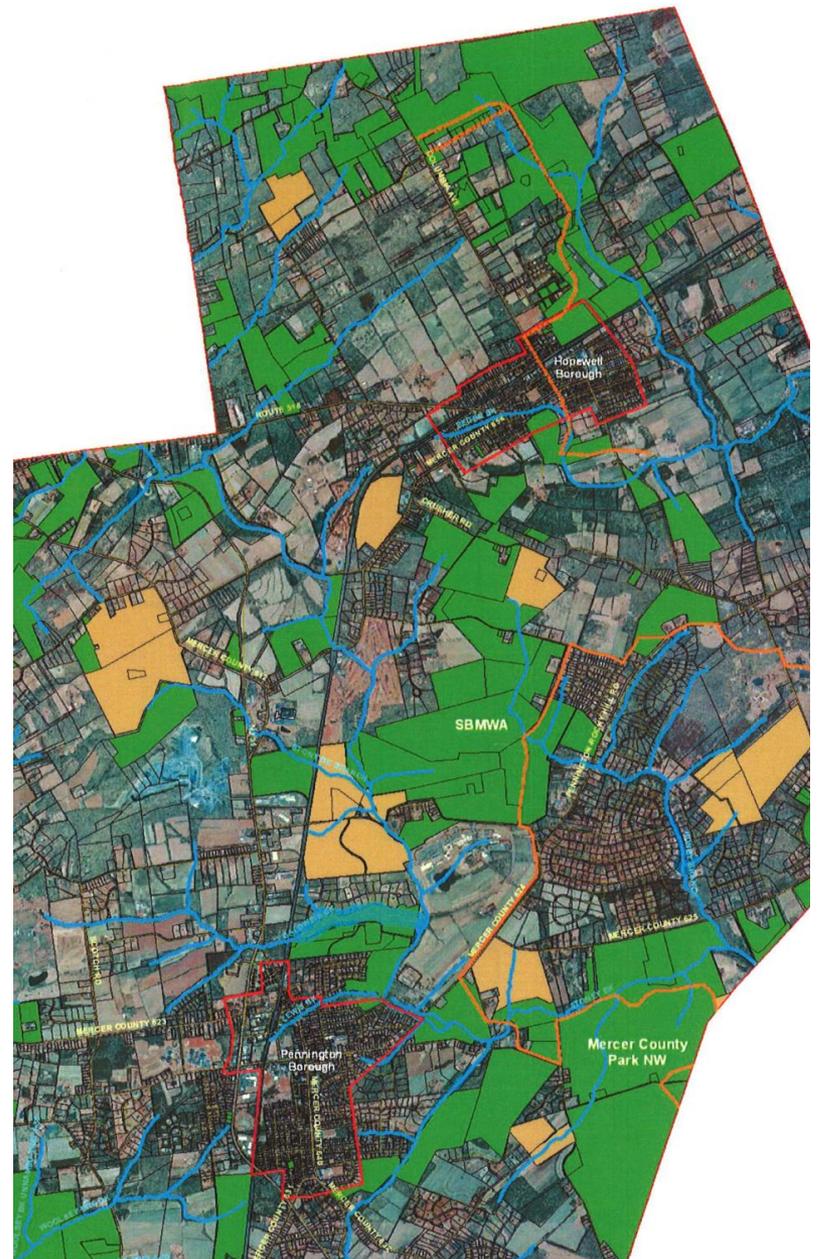
- Baseball field
- Else Tract
- SBMW trails
- Golf course
- Open space within and adjacent to the redevelopment area



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

Recreation amenities

- Redevelopment area is geographically and strategically located





# Preliminary Recommendations: Marshall's Corner/Pennytown Task Force (cont.)

16. Proceed with study of site conditions (planning, engineering, traffic, economic impact, hydrology, etc.) to prepare a redevelopment plan document.

