



MARSHALL'S CORNER – PENNYTOWN REDEVELOPMENT

APRIL 19, 2012

Clarke Caton Hintz



PLANNER'S REPORT

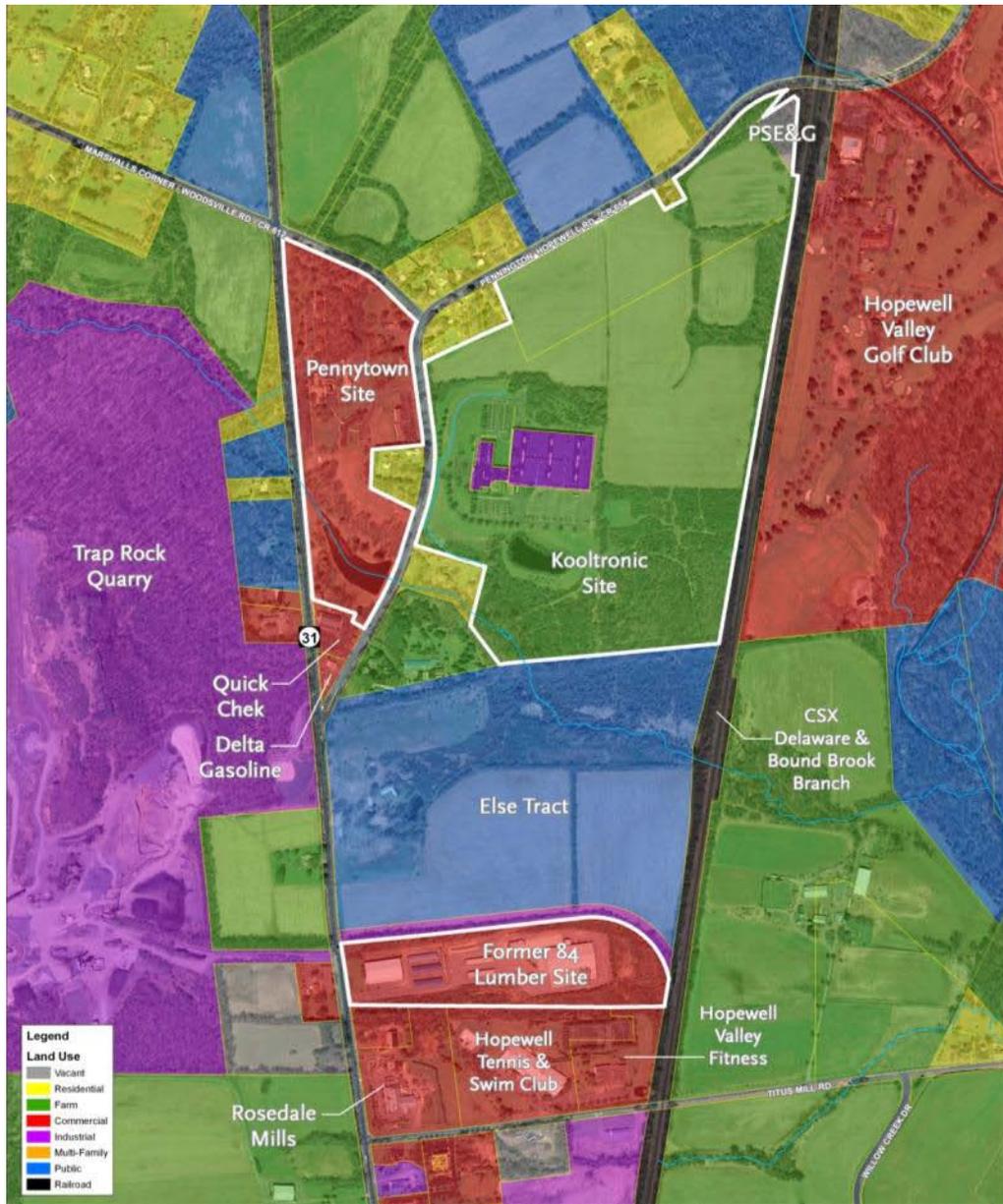
Area in Need of Redevelopment



AUGUST 17, 2009

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





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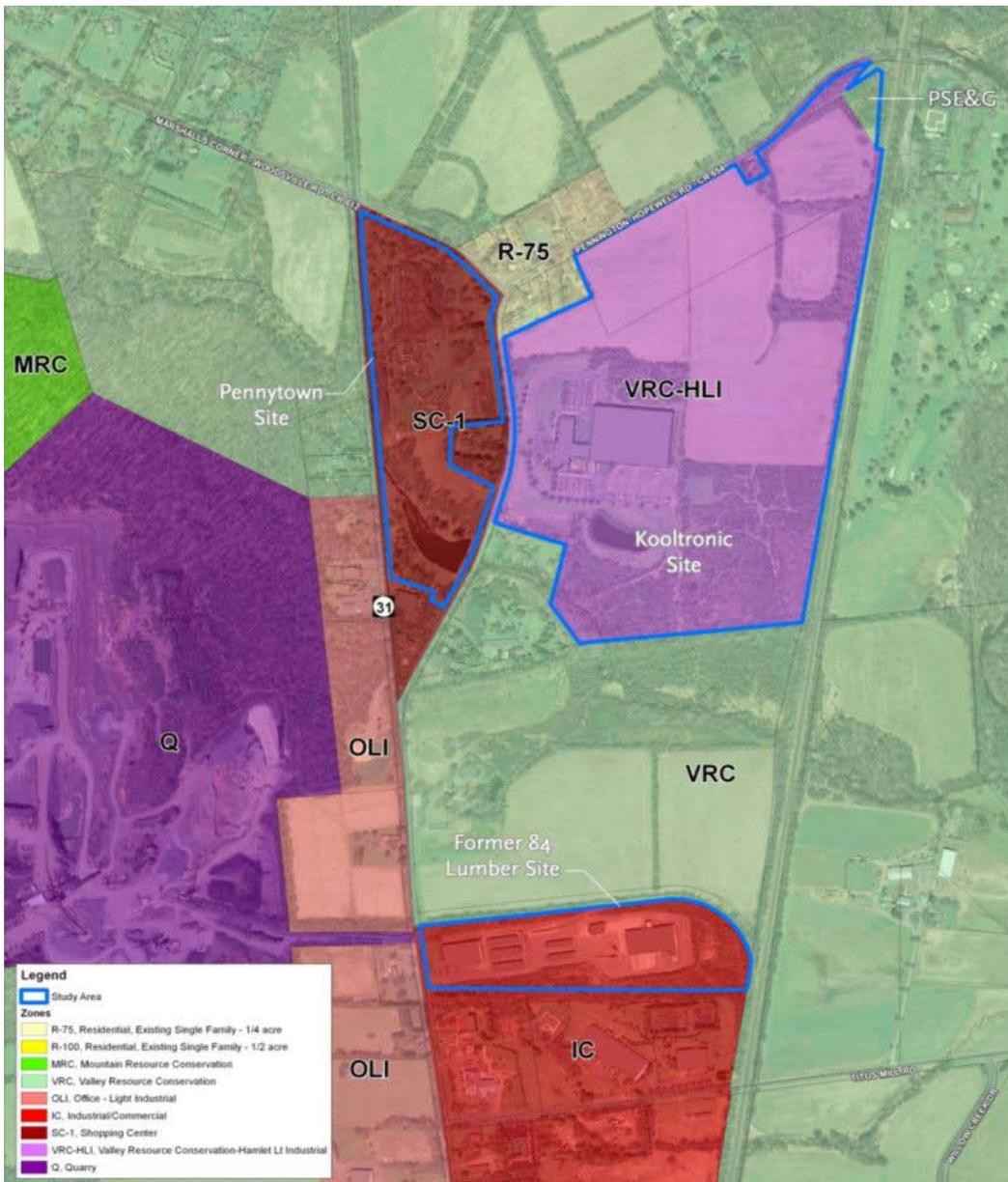
Land Use

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

LAND USE

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





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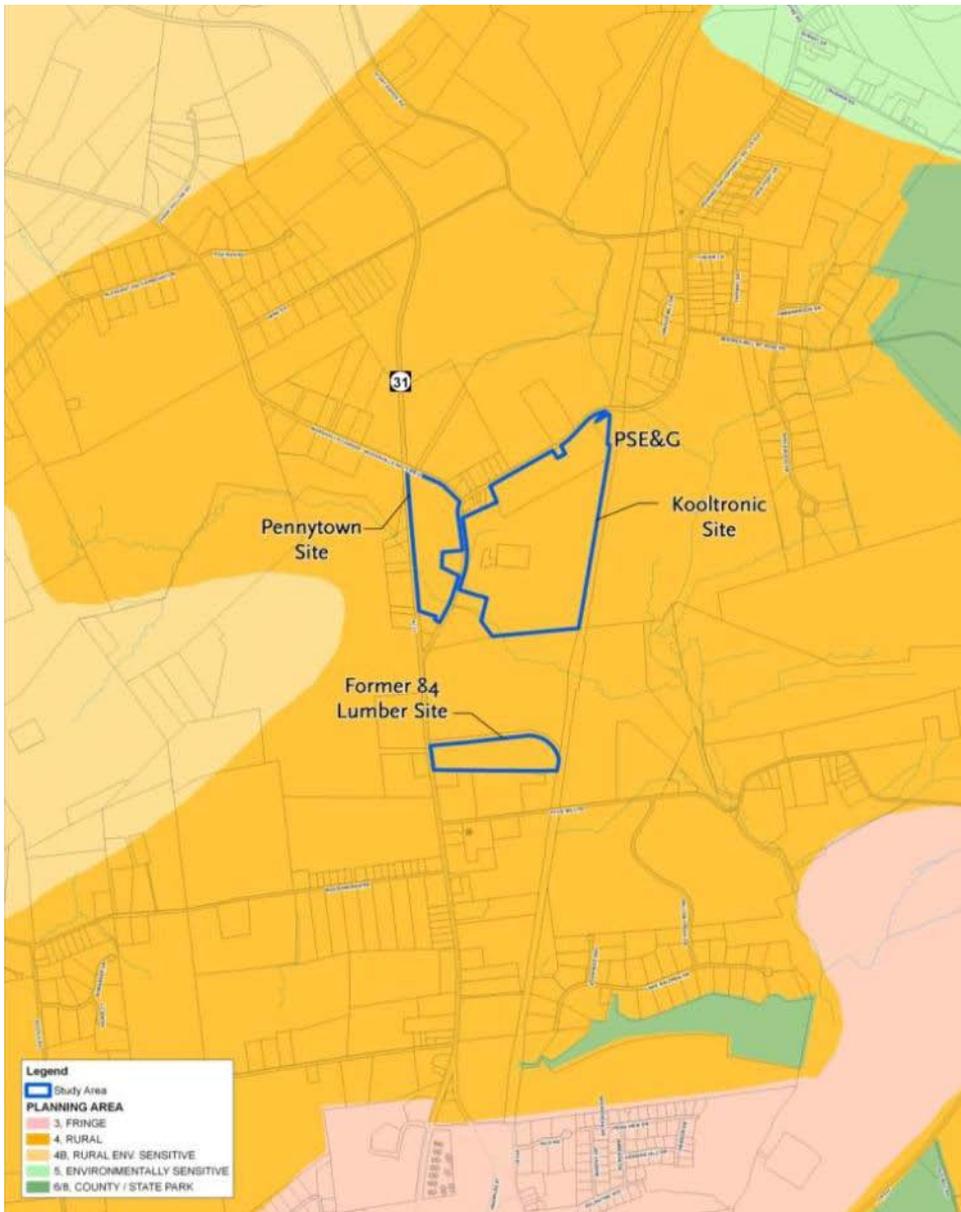
Study Area

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



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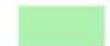
 Study Area

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



PROPOSED FINAL DRAFT

STATE STRATEGIC PLAN:

**NEW JERSEY'S STATE DEVELOPMENT &
REDEVELOPMENT PLAN**



NEW JERSEY STATE PLANNING COMMISSION – Draft Date 10/11/11



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)

Drewe 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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- 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





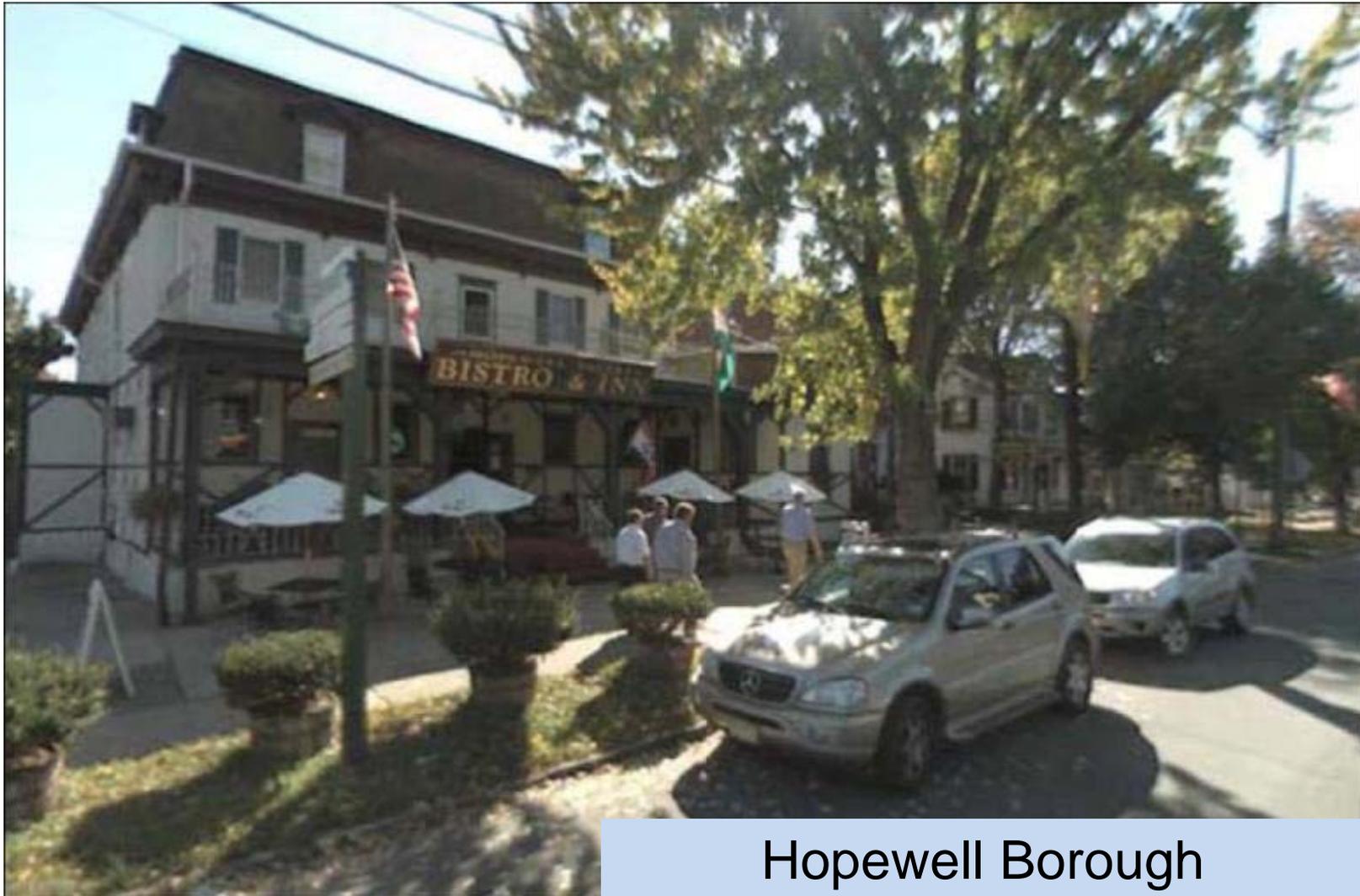
Pennington

TASK FORCE RECOMMENDATIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT

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Hopewell Borough

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MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





Newtown, PA

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MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



Collingswood



TASK FORCE RECOMMENDATIONS

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT





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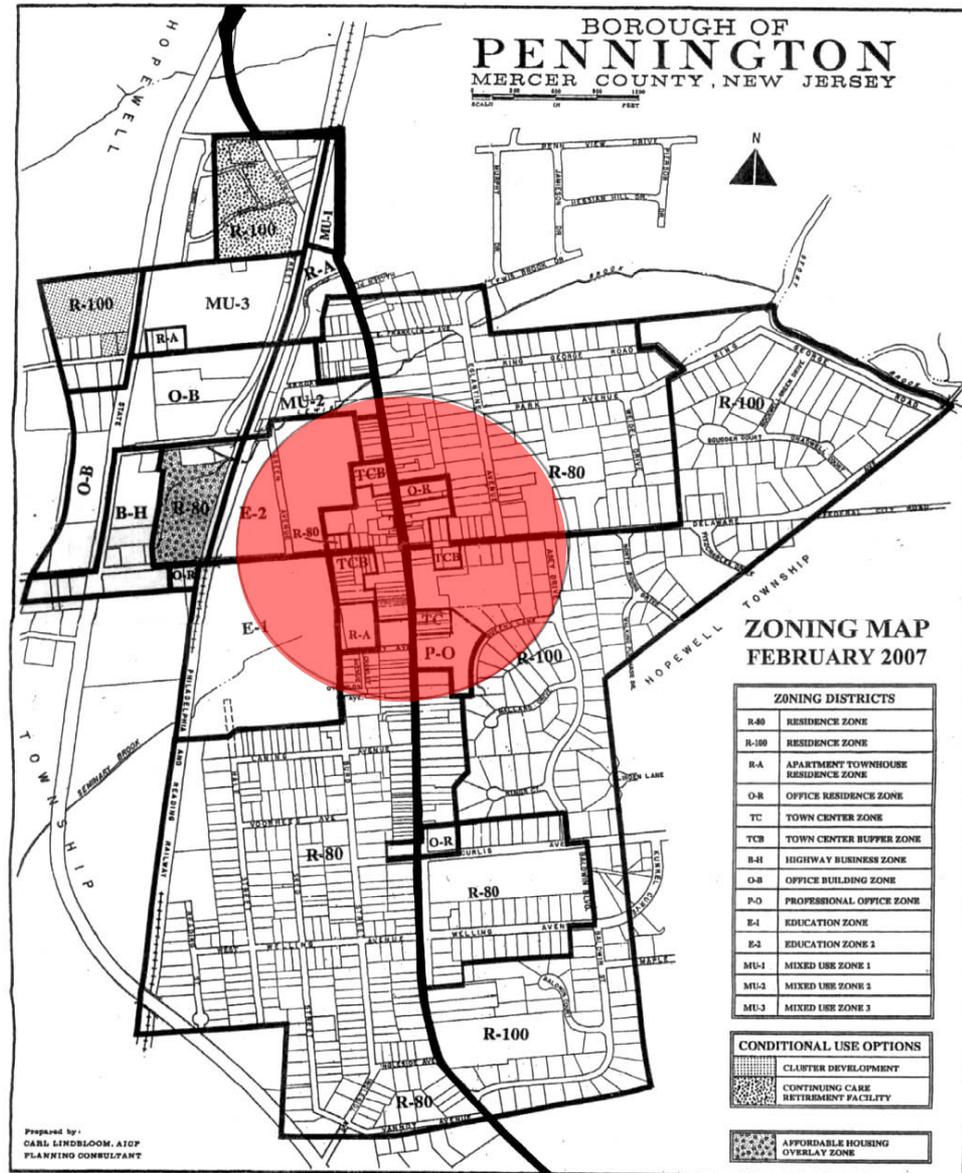
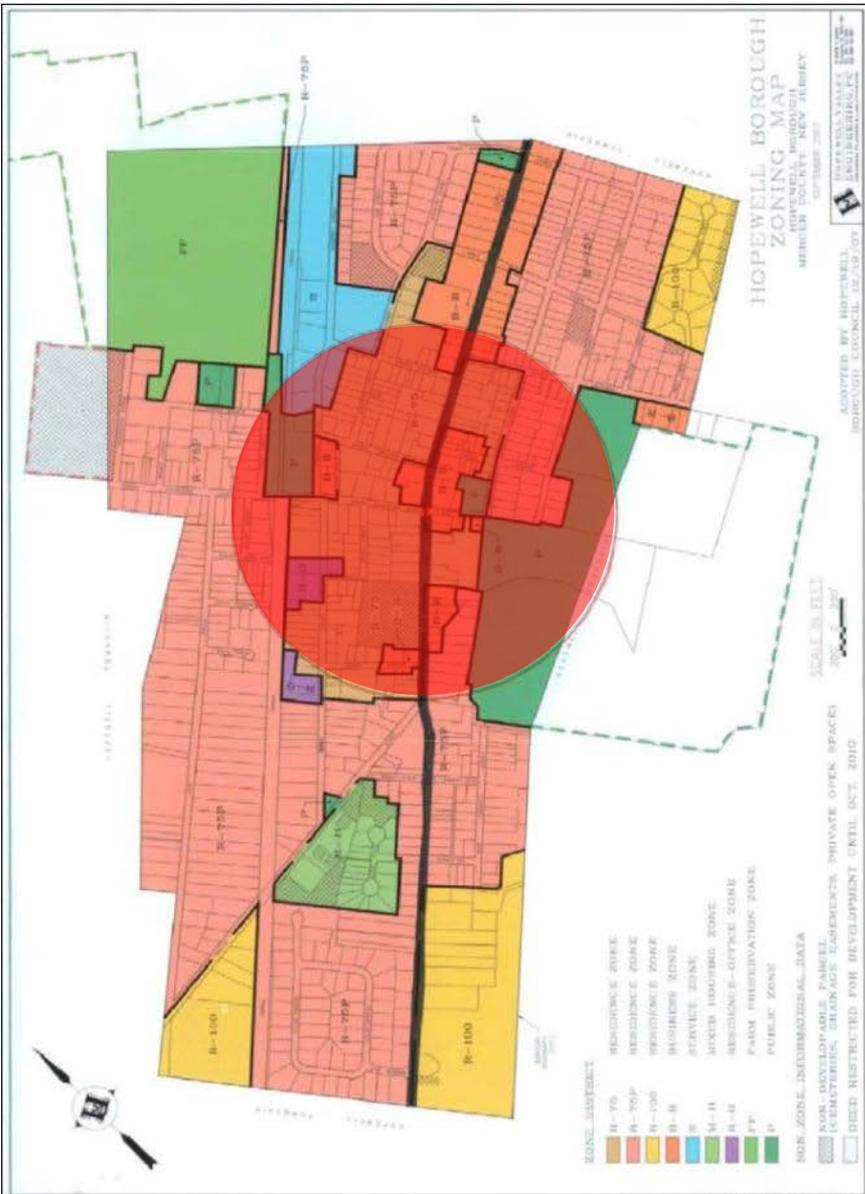
MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



- 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





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MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



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Pennington

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- 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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- 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 by providing incentives to developer.
- 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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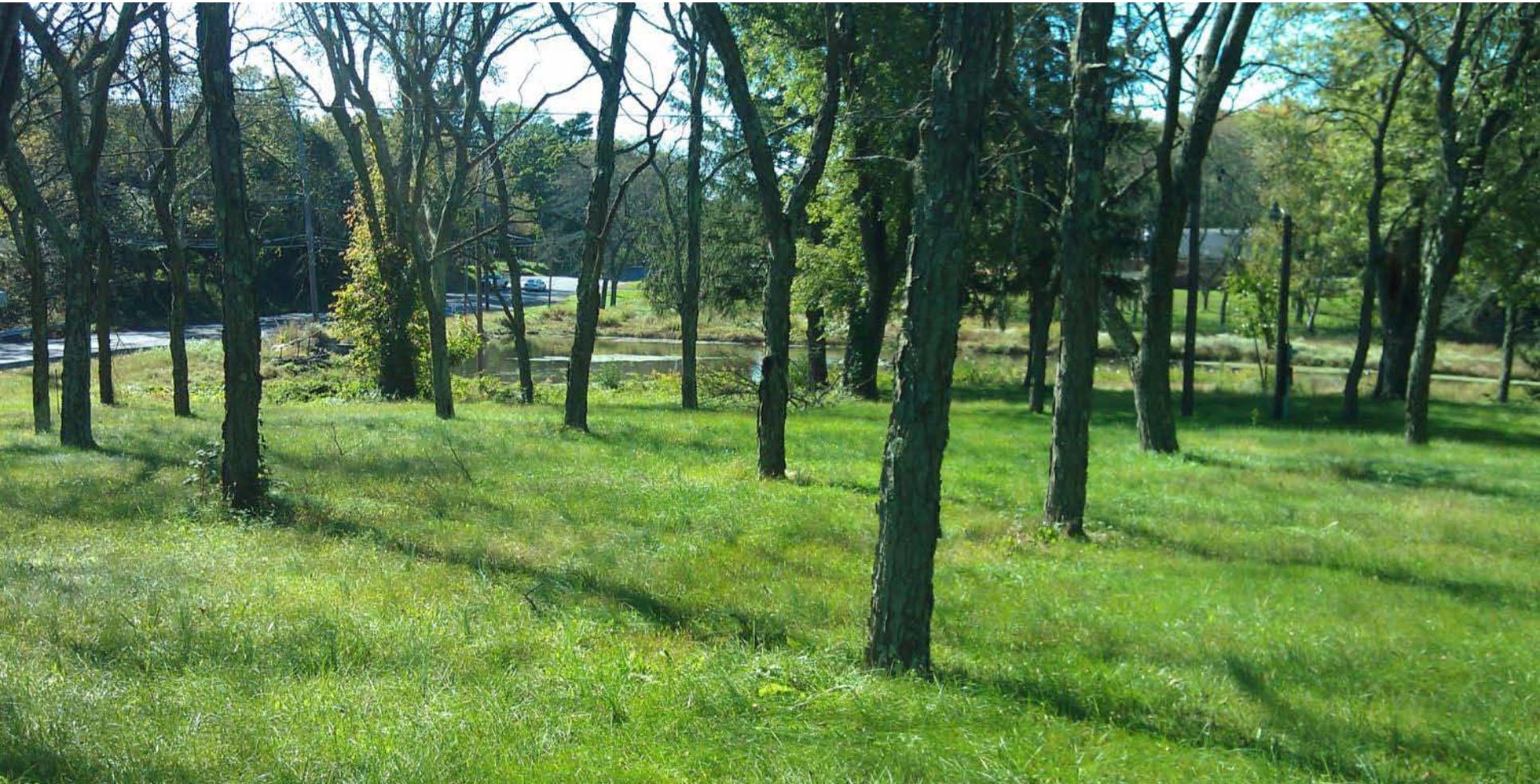


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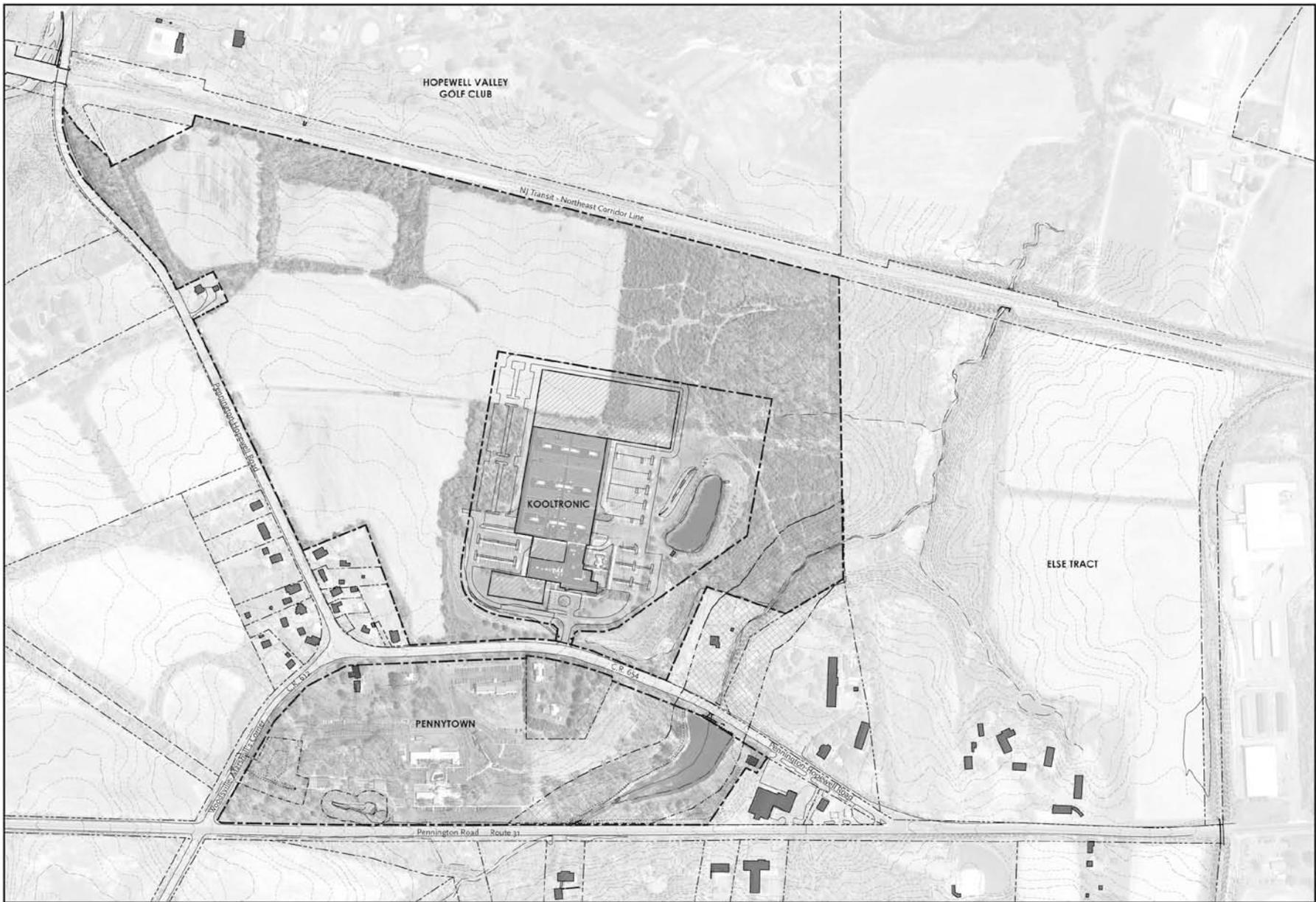
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- When a zoning ordinance for the redevelopment zone has been written, issue an RFP to qualified developers, to entertain a variety of design solutions for the redevelopment zone.

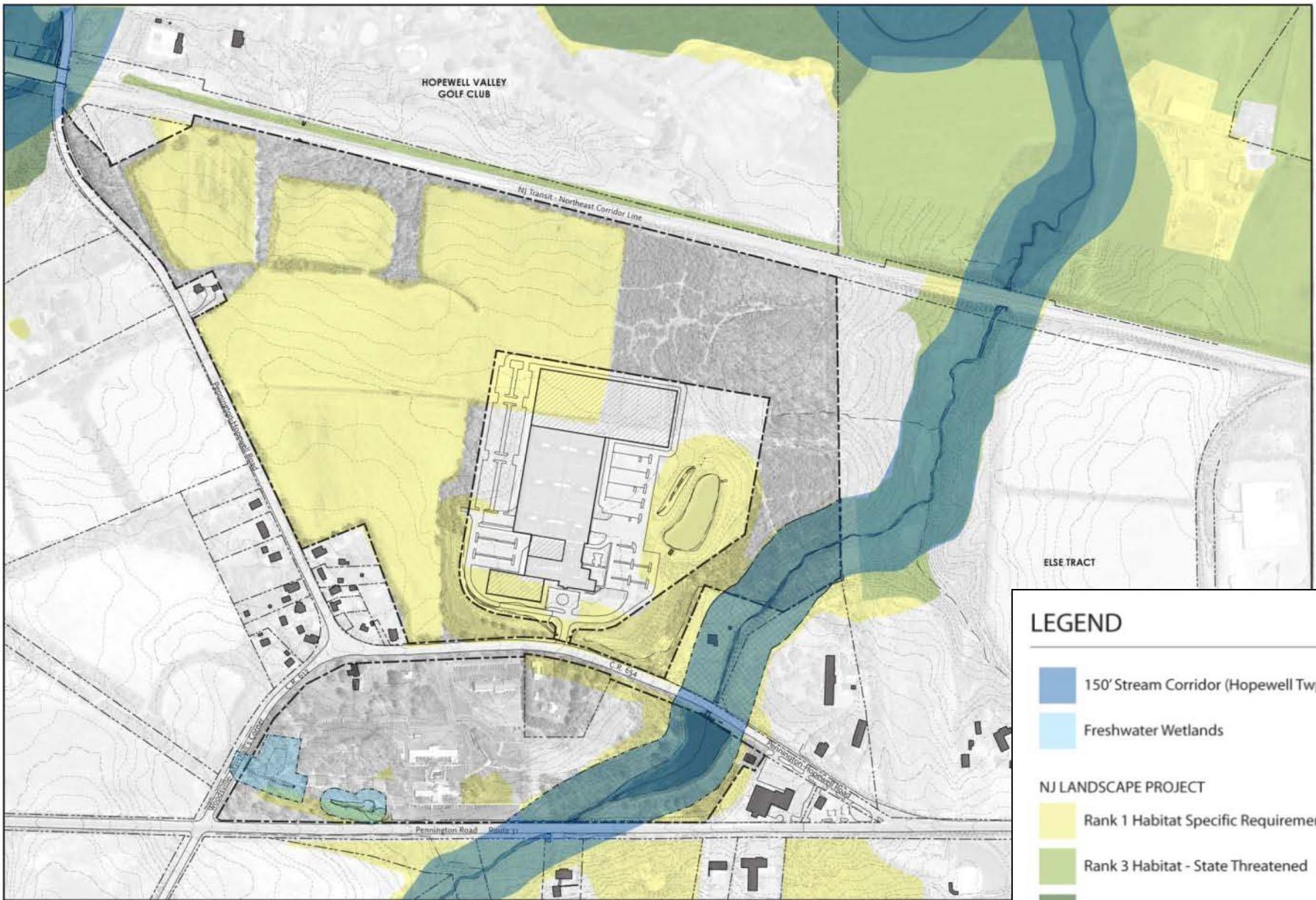
TASK FORCE RECOMMENDATIONS





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 Detached (78)
- Townhouses (69)
- Multi-family (218)
- Retail/Commercial w/Multi-family
- Institutional/Civic
- Open Space (±53.3 AC) (51% of tract area)

Total Dwelling Units = 365

CONCEPT A

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



CONCEPT A – MARSHALL’S CORNER

MARSHALL’S CORNER/PENNYTOWN REDEVELOPMENT

Pennytown Site (±28 AC)

Townhouses (30)

Multi-family (107)

Retail/Commercial (22,000 sf)

Institutional/Civic

Open Space (±13.3 AC) (48% of tract area)

Conservation O.S. (±11.4 AC)

Park O.S. (±2.2 AC)

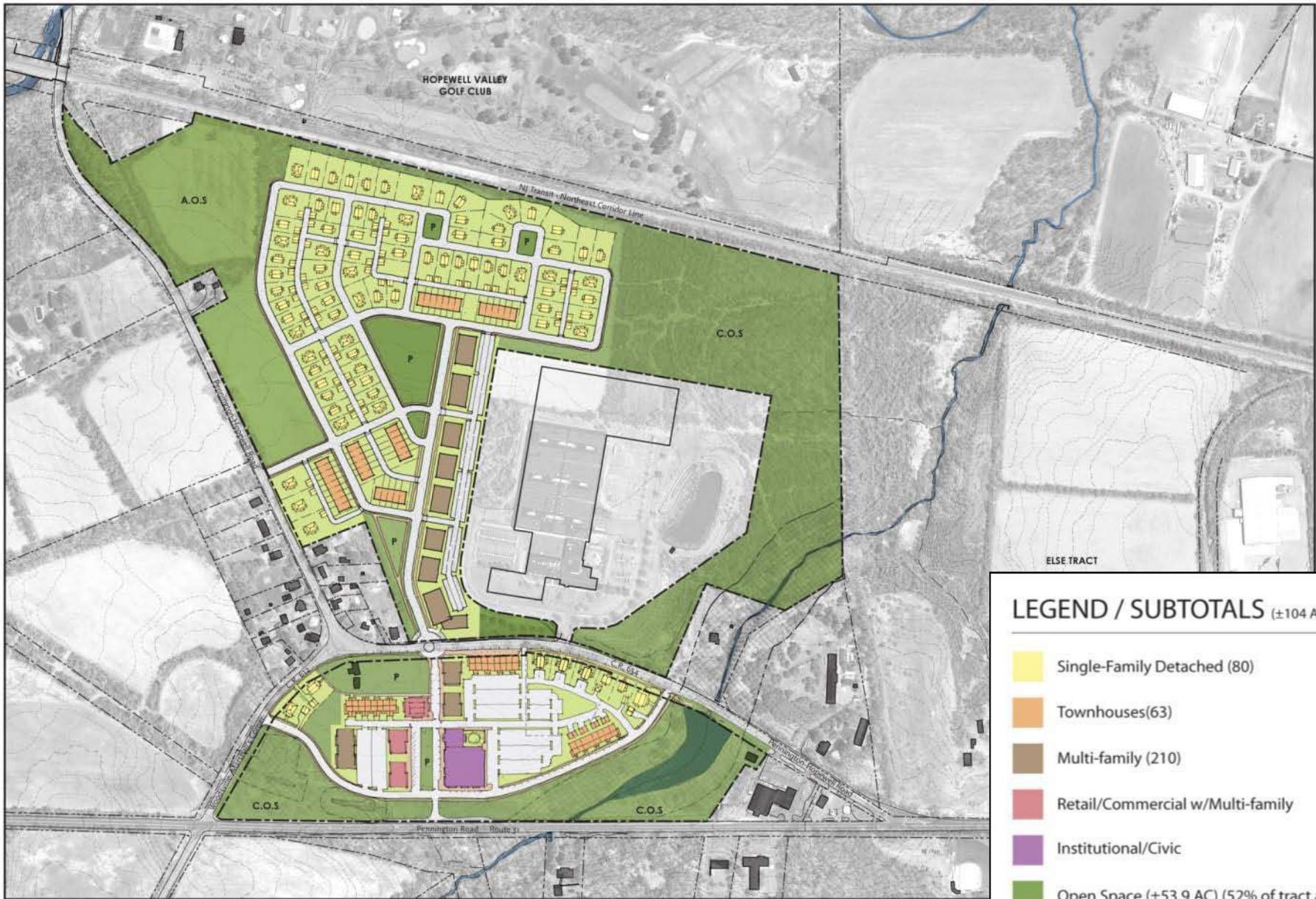
Total Dwelling Units = 137



CONCEPT A – PENNYTOWN

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

CONCEPT B

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT

Pennytown Site (±28 AC)

Single-Family Detached (2)

Semi-Detached (12)

Townhouses (24)

Multi-family (99)

Retail/Commercial (20,000 sf)

Institutional/Civic

Open Space (±13.8 AC) (49% of tract area)

Conservation O.S. (±11.4 AC)

Park O.S. (±2.4 AC)

Subtotal Dwelling Units = 137



CONCEPT B – PENNYTOWN

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



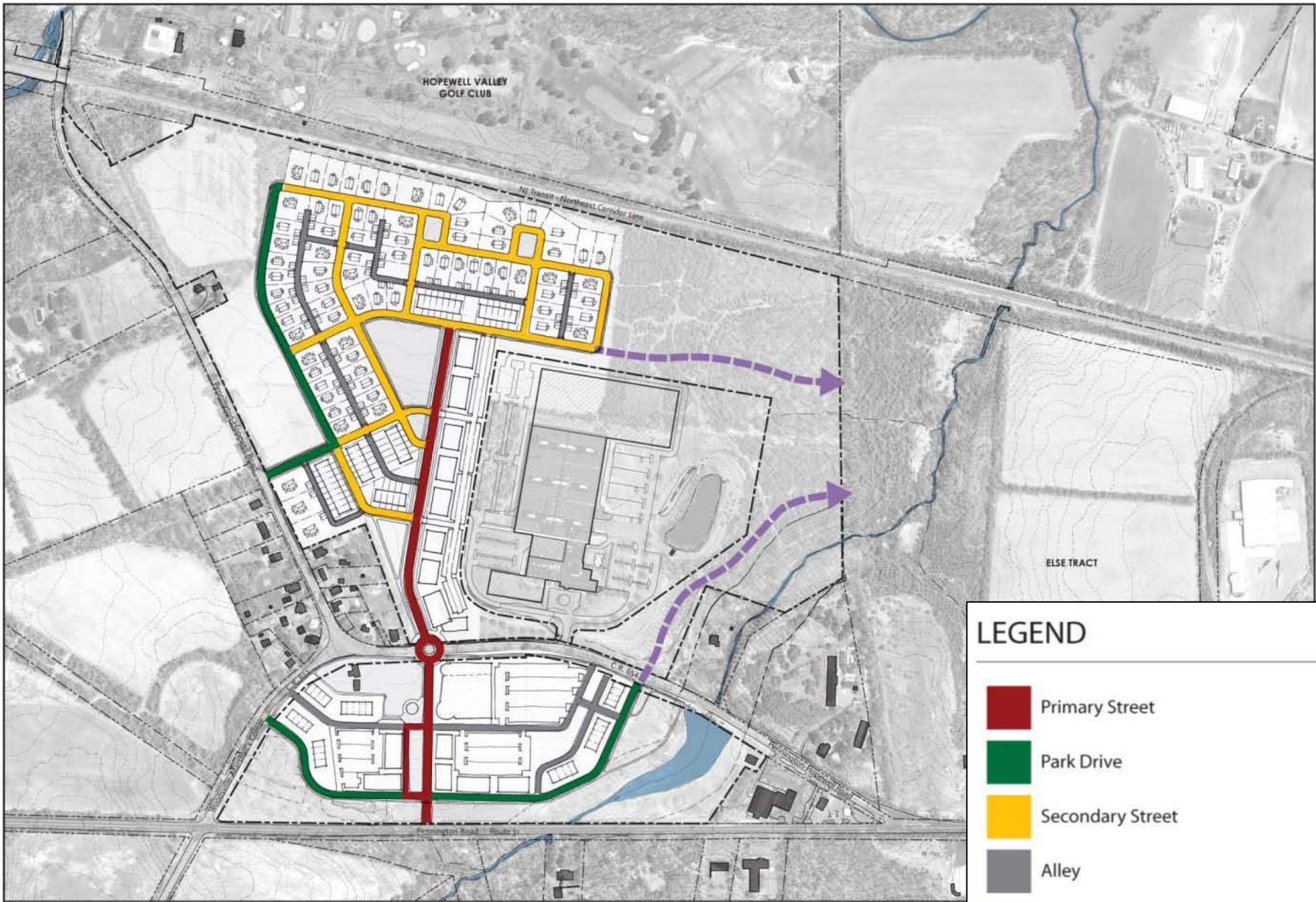


LEGEND

- Open Space (±53.3 AC) (51% of tract area)
- Public/Preserved Land

OPEN SPACES

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



LEGEND

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

CIRCULATION

MARSHALL'S CORNER/PENNYTOWN REDEVELOPMENT



QUESTIONS AND COMMENTS

MARSHALL'S CORNER – PENNYTOWN REDEVELOPMENT

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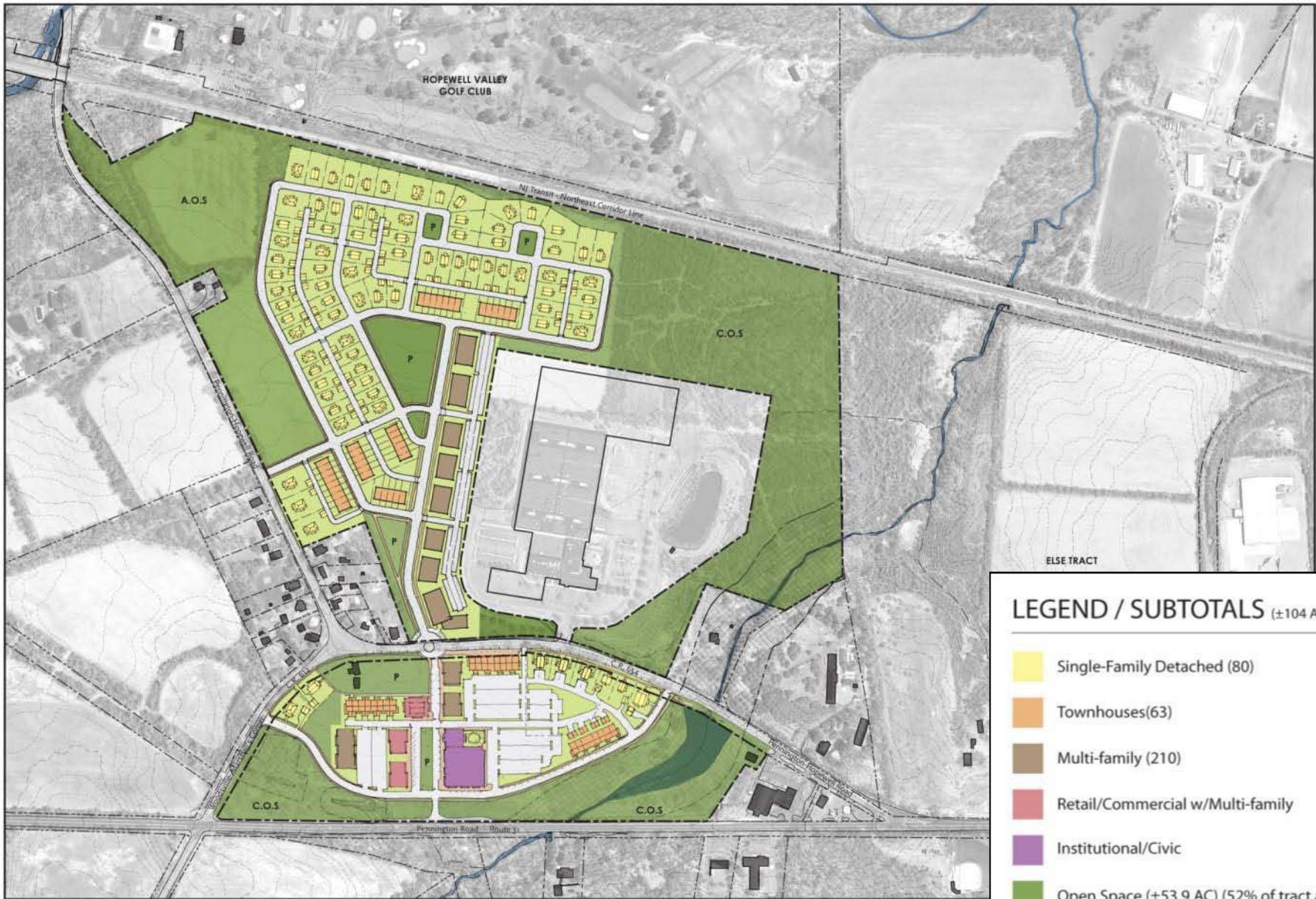
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CONCEPT A

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LEGEND / SUBTOTALS (±104 AC)

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CONCEPT B

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