

Lawrence Industrial Park

**THE ENTERPRISE AVENUE
REDEVELOPMENT PLAN
TOWNSHIP OF LAWRENCE NJ
October 14, 2021**



40 ENTERPRISE AVENUE | BLOCK 601; LOTS 1, 2, 3, 4, 5, 6, 7, 8

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THE ENTERPRISE AVENUE REDEVELOPMENT PLAN
TOWNSHIP OF LAWRENCE, MERCER COUNTY

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INTRODUCTION

The Enterprise Avenue Redevelopment Area was designated as a “Non-Condemnation” Redevelopment Area, on September 21, 2021, through Resolution #295 by the Township Council. The following Redevelopment Plan address all lots in the Enterprise Avenue Redevelopment Area.

The Redevelopment Area is comprised of 8 parcels, which for the most part, operate as one contiguous site. The Redevelopment Area consists of Block 601; Lots 1-8, and the total area is approximately 16-acres. The Redevelopment Area was occupied by industrial uses and is currently near vacant.

Located on the municipal border with the City of Trenton and the Township of Hamilton, the Redevelopment Area is in the southern portion of Lawrence Township. Directly adjacent to the Redevelopment Area, to the north, is US Route 1, however there is no access to the highway. The Delaware and Raritan State Park Trail runs parallel to Route 1, on the opposite side of the highway, and further north are industrial uses and wooded areas. The Assunpink Creek and associated woodlands are adjacent to the east of the Redevelopment Area. Opposite this natural area, and further east is a residential neighborhood in Hamilton Township. To the southwest, is the City of Trenton, and predominately industrial uses, except for the Bo Robinson Assessment & Treatment Center. Adjacent to the southwest is a recycling center. Similar industrial uses and wooded areas exist to the south and west.

The Redevelopment Area contains environmental constraints including groundwater contamination and is located within a 500-year floodplain.

The following Redevelopment Plan provides the policy and regulation for revitalization of 40 Enterprise Avenue. The Redevelopment Area is envisioned as modern industrial use, that meets the emerging needs of the current industrial market, which would not only serve Lawrence Township but the region as well.

THE ENTERPRISE AVENUE REDEVELOPMENT AREA



STATUTORY AUTHORITY AND PROCESS

Under New Jersey's LRHL, municipalities are empowered to determine whether an area is in need of redevelopment, to adopt a redevelopment plan, and to implement redevelopment projects. The statute requires a multi-step process that must be adhered to in order for the municipal governing body and planning board to exercise these powers lawfully. This process is summarized below:

1. The governing body must authorize the planning board, by resolution, to undertake an investigation of the delineated area to determine whether it meets the criteria set forth in section 5 of the LRHL.
2. The planning board must then prepare a map showing the boundaries of the Study Area and the location of the various parcels therein.
3. The planning board must conduct a preliminary investigation and hold a duly noticed public hearing in order to discuss the findings of the investigation and to hear persons who are interested in or would be affected by the contemplated

action. The results and recommendations of the hearing are then referred to the governing body in the form of a planning board resolution.

4. Upon receipt of the recommendation from the planning board, the governing body may act to adopt a resolution designating the area in question, or any part thereof, as an area in need of redevelopment.
5. Upon designation, the planning board or governing body then authorizes preparation of a redevelopment plan, which establishes the land development goals and objectives of the municipality and outlines the actions to be taken to accomplish these goals and objectives.
6. The redevelopment plan is adopted by the Governing Body by ordinance after introduction, referral to the Planning Board, and a public hearing. The adopted redevelopment plan may become an amendment to the municipality's zoning district map and zoning ordinance or may be treated as an overlay to existing zoning.

This report meets the requirement listed under step 5, above, for a Redevelopment Plan and provides the Planning Board and Township Council the framework for the land development of the area.

Only after completion of this public process is a municipality able to exercise the powers granted under the LRHL for areas in need of redevelopment. These powers include but are not limited to:

- Acquire land or building identified for redevelopment acquisition in the redevelopment plan through lease, purchase, or eminent domain.
- Offer long-term tax abatements and exemptions for a period of up to 30 years from the completion of the project, or not more than 35 years from the execution of the financial agreement between the municipality and the urban renewal entity.
- Clearing an area, install, construct, or reconstruct streets, facilities, utilities, and site improvements.
- Negotiating and entering into contracts with private redevelopers or public agencies for the undertaking of any project or redevelopment work.
- Making loans to redevelopers to finance any project or redevelopment work.
- Entering buildings or property to conduct investigations or make surveys; contracting with public agencies for relocation of residents, industry, or commerce.
- Enforcing laws, codes and regulations relating to use and occupancy; repairing, rehabilitating, demolishing, or removing buildings.

- Exercising other powers, including the power to do all things necessary or convenient to carry out its plans.

REDEVELOPMENT PLAN OBJECTIVES

The Enterprise Avenue Redevelopment Plan is intended to provide a framework for the redevelopment of the area. This Redevelopment Plan is guided by the following objectives:

1. Redevelop the area consistent with the Township's overall economic goals and regional market forces to ensure any proposed redevelopment is economically feasible.
2. Promote economic development and growth for the Township through the promotion of modern light industrial uses, such as warehouse distribution centers.
3. Enhance the built environment of the area by creating a cohesive industrial land use pattern along Enterprise Avenue.
4. Provide appropriate site design and performance standards to guide and facilitate redevelopment that serves as a transition between the industrial nature of Enterprise Avenue and the residential nature of Second Avenue in Hamilton Township.
5. Preserve the Assunpink Creek and other nature features in the area, by creating adequate buffers and protecting against any potential contamination.
6. Encourage sustainable practices including the use of green infrastructure and green building techniques.

APPLICABILITY & RELATIONSHIP TO THE LAND USE ORDINANCE

The Redevelopment Plan envisions the creation of a revitalized area at 40 Enterprise Avenue, ameliorating the vacant, substandard, dilapidated, and obsolete conditions that currently exist. The Enterprise Avenue Redevelopment Area is envisioned as an industrial site that can accommodate modern industrial uses. The vision for this area includes a light industrial use that creates a cohesive land use pattern, while serving as a transitional area between the heavy industrial uses found in the City of Trenton and the residential uses in Hamilton Township. Additionally, the vision of the area is to preserve the existing natural features, including the Assunpink Creek, and protect these features from any potential future environmental contamination.

The standards of this Redevelopment Plan shall supersede the zoning provisions of the Lawrence Township Land Use Ordinance. However, where the regulations and standards of the Redevelopment Plan are silent, the standards of the Land Use Ordinance shall apply to the redevelopment areas as permitted by N.J.S.A. 40A:12A-7.a(2).

The zoning map of the Township of Lawrence shall be amended upon the adoption of this Plan in accordance with N.J.S.A. 40A:12A:7.c to reflect this new classification.

GENERAL PROVISIONS

REDEVELOPMENT AUTHORITY

The Township Council shall act as the “Redevelopment Entity” pursuant to N.J.S.A.40A-12A-4.c for purposes of implementing this Redevelopment Plan and carrying out redevelopment projects. In doing so, the Township Council shall have the powers set forth in N.J.S.A. 40A-12A-8 to effectuate all its duties and responsibilities in the execution and implementation of this Redevelopment Plan. Acquisition of any land or building which is necessary for the redevelopment project, pursuant to the provisions of the “Eminent Domain Act of 1971,” P.L. 1971, c.361 (C.20:3-1 et seq.), is not permitted for Block 601 Lots 1-8 as these properties were declared a “non-condemnation” area in need of redevelopment.

EFFECT OF REDEVELOPMENT AGREEMENT

The execution of the Redevelopment Agreement shall convey the right to prepare a site plan or subdivision application for development to the Lawrence Planning Board in accordance with the terms of the Redevelopment Agreement and Redevelopment Plan, among other rights that may be granted by the Township Council. Nothing herein shall prevent the Township Council from amending the Redevelopment Plan as it sees fit.

ACQUISITION OF PROPERTY

No property is proposed to be acquired by public entities in the Enterprise Avenue Redevelopment Area as part of this Redevelopment Plan.

RELOCATION PROVISIONS

The Redevelopment Area does not include any housing units; therefore, no relocation is needed.

APPLICATION FOR DEVELOPMENT

The application for development shall include a major site plan that includes the entirety of the Redevelopment Area. An applicant shall seek preliminary site plan approval for the entirety of the Redevelopment Area; however, final site plan approval may be granted, at the approving authority's discretion, for individual phases of the project. The application shall be submitted in such form, and accompanied by such maps, documents, and materials as are prescribed in the Township Land Use Ordinance. The order in which final site plan approval is sought and redevelopment occurs shall not be limited by this Plan.

DEVIATION REQUESTS

Any application for a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the requirements of public notice as set forth in the Local Redevelopment and Housing Law (N.J.S.A. 40:55D-12a and b.). The Lawrence Township Planning Board may grant deviations from the regulations contained within this Redevelopment Plan that are "c" variances pursuant to the Municipal Land Use Law (N.J.S.A. 40:55D-70c); "d(1)" variances for permitted uses pursuant to the Municipal Land Use Law (N.J.S.A. 40:55D-70d(1)) are not permitted.

REDEVELOPMENT REGULATIONS

The Redevelopment Plan provides the policy framework and regulation for the revitalization of the property located at 40 Enterprise Avenue. The Redevelopment Area aims to ameliorate the vacant, substandard, dilapidated, and obsolete conditions that currently exist on the site. The Enterprise Avenue Redevelopment Area is envisioned as a light industrial use, creating a cohesive transitional land use, while preserving and protecting the natural features that exist in the area.

PERMITTED USES

- A. Office.
- B. Light industrial uses.
- C. Wholesale distribution center and warehouses.
- D. Research and engineering office and labs.
- E. Governmental uses

ACCESSORY USES

- A. Incidental sale of goods manufactured or assembled on the premises provided such selling area shall not exceed 5% of the total floor area of the building.
- B. Off-street parking.
- C. Fences and walls.
- D. Signs.
- E. Garages, storage buildings and tool sheds.
- F. Restaurant or employee cafeterias as part of a principal building or as the entire use of an accessory building, provided the cafeteria is limited in service to the employees of the principal use designated on the site plan as approved by the Board.
- G. Accessory uses customarily incidental to a principal use.

BULK STANDARDS

A. General District Regulations

- 1. Perimeter setback. No building shall be located closer than 16 feet to the perimeter of the tract. No parking area shall be located closer than 10 feet to the perimeter of the tract.

B. Area, Yard, Height and Building Coverage. Except as otherwise modified, the following bulk standards apply to all lots:

1. Individual Principal Use.

a) Minimum Lot Area	5-acres
b) Minimum Lot Frontage	400 feet
c) Minimum Lot Width	400 feet
d) Minimum Lot Depth	400 feet
e) Minimum Front Yard setback to Enterprise Avenue	40 feet
f) Minimum Front Yard setback to Route 1	35 feet
g) Minimum Side Yard setback to the eastern property Line	150 feet
h) Minimum setback to Block 23201 Lot 4	50 feet
i) Minimum setback to Block 23201, Lots 779 and 1	15 feet
j) Maximum Building Height	60 feet/2 stories

- k) Maximum Impervious Surface Ratio .75
- l) Maximum Floor Area Ratio .4

PARKING, LOADING AREAS, AND DRIVEWAYS

- A. Parking, loading area, and driveways shall be provided in accordance with §530 with the following exceptions.
 - 1. Industrial uses shall provide one loading space of 13' x 60' for not less than each 200,000 s.f.
 - 2. Vehicle parking shall not be located between a building and Enterprise Avenue.
 - 3. Loading spaces shall not face Enterprise Avenue or Route 1.

BUFFERS

- A. Buffers shall be provided in accordance with §525.H. with the following exception:
 - 1. A minimum buffer of 30 feet shall be provided along the eastern property line adjacent to the Assunpink Creek, with the exception of where the Assunpink Creek water line is over 150 feet from the property line.
- B. Any proposed development shall be exempt from §431.J as long as the proposed limit of disturbance remains the same as the current limit of disturbance.
- C. A wooden or decorative metal fencing that is capable of preventing trash from entering the adjacent waterway shall be provided along the eastern property line. The fence shall contain at least 50% transparency. The fence shall be located outside the Flood Hazard Area or NJDEP approval shall be received for locating the fence within the Flood Hazard Area.

ARCHITECTURAL DESIGN STANDARDS

- A. The standards set forth in §521.I are replaced by the following:
 - 1. Roofline articulation. There shall be architectural treatment along the roofline of the building, on the portion of the façades that are visible from Route 1 and Enterprise Avenue.
 - 2. Building Orientation. Building façades with loading docks shall not be located parallel to Enterprise Avenue nor shall they be parallel to the Route 1. As such, facades with loading docks may be located parallel to the eastern property line.

3. The building façade located along or closest to Enterprise Avenue shall comply with §521.I.
4. The rooftop shall contain solar panels, or at a minimum be “solar ready”.

SIGNS

- A. Signs shall be provided consistent with §535, with the exception that a second façade sign may be located on the building and oriented toward Route 1.

RELATIONSHIP TO PLANNING & OBJECTIVES

The 1995 Master Plan and subsequent 2006 and 2013 Reexamination Reports outline the vision for the future of Lawrence Township. Generally, the Master Plan aims to guide the physical and economic development of the Township with goals and objectives that benefit the public health, safety, and welfare of the community. The 1995 Master Plan outlines several goals and objectives. The land use goal is as follows:

“Foster a well-balanced, diverse community with a mix of residential housing types, institutional, commercial, and limited industrial uses along with ample open space and public facilities. The land use plan and development regulations are designed to minimize land use conflicts and to reduce adverse impacts of development on other activities in the Township.”

Additionally, the 1995 Master Plan emphasizes the preservation and enhancement the character of the built environment through the promotion of good design.

The parcels within the Study Area are in the Limited Industrial (LI) Zoning District. The purpose of the LI district is to promote light industrial and related uses. The permitted uses are as follows: office, light industrial uses, wholesale distribution centers and warehouses, industrial parks, research and engineering offices, and governmental uses. The permitted accessory uses are the incidental sale of goods, off-street parking, fences and walls, signs, garages, storage buildings and tool sheds, restaurant or employee cafeterias, satellite dish and television antennae, walk-up automatic banking tellers, and accessory uses customarily incidental to a principal use. Significant general district regulations include a 5-acre minimum lot size, 50-foot perimeter setback, maximum impervious cover of 75%, maximum floor area ratio of 20%, and the prohibition of exterior storage. This Redevelopment Plan is consistent with the purpose of the LI Zoning District, the permitted uses, and many of the bulk standards.

The adjacent lands in the City of Trenton are within the IB Industrial district. This district permits uses such as commercial warehouses, lumber and building material storage

yards, repair, and machine shops, bottling works and bakeries, wholesale markets, and processes of assembly, manufacture or treatment. The minimum lot size is 25,000 s.f. and the maximum floor area ratio is 0.5. Pursuant to policies for the *North District* in the *Trenton 250 Plan*, these City lands adjacent to this redevelopment area are identified as an area to “attract industry” and stating, “the City must improve opportunities for and facilitates large-scale redevelopment in Trenton’s industrial areas to help create a more sustainable economy in the City with new employment opportunities.” The standards set forth in this Redevelopment Plan are complementary to those of the City of Trenton as they pertain to the adjacent lands.

The adjacent lands in the Township of Hamilton are in the C Conservation District, and just beyond are lands in the R-10 Single family Residence District. The C district reflects the Assunpink Creek and permits farms, single-family homes, and open space. The R-10 district permits single-family residences, public uses, and open space on lots of not less than 10,000 s.f. Township Master Plan goals and policies in this area are to preserve the quality of residential neighborhoods and preserving open space. Given the natural buffer from the Assunpink Creek, the standards set forth in this Redevelopment Plan are not in conflict with C District policies or the R-10 District policies’ the desire to preserve the adjacent residential neighborhood.

The New Jersey State Development and Redevelopment Plan (SDRP) is a statewide policy document that is meant to act as a guide for public and private sector investments throughout the state. The Plan outlines and designates areas as various Planning Areas. The Study Area is within the Metropolitan Planning Area (PA-1). The Metropolitan Planning Area is meant to:

“Provide for much of the state’s future redevelopment; revitalize cities and towns; promote growth in compact forms; stabilize older suburbs; redesign areas of sprawl; and protect the character of existing stable communities.”

Redevelopment of the site with light industrial uses is consistent with its State Plan designation.