

3131 PRINCETON PIKE

REDEVELOPMENT PLAN



BLOCK 3801 LOTS 2, 3, 6, 18, 19

LAWRENCE TOWNSHIP NJ

OCTOBER 16, 2023



3131 PRINCETON PIKE REDEVELOPMENT PLAN

Block 3801 Lots 2, 3, 6, 18, 19

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INTRODUCTION

This Redevelopment Area was designated as a “Non-Condensation” Redevelopment Area, on May 2, 2023, through Resolution 115-23 by the Township Council.

The Redevelopment Plan Area consists of 5 parcels, Block 3801 Lots 2, 3, 6, 18, 19 with an area of approximately 27-acres, in the O (Office) Zoning District. The Area has approximately 500 feet of frontage on Princeton Pike but utilizes its frontage along Executive Park Plaza Road for access. The Study Area is currently developed with a corporate office complex, consisting of 6 buildings, which are experiencing significant vacancies.

The Redevelopment Plan provides the policy and regulation for revitalization of 3131 Princeton Pike to a mixed of uses, including retail, office, and inclusionary development.

REDEVELOPMENT PLAN OBJECTIVES

The 3131 Princeton Pike Redevelopment Plan is intended to provide a framework for the redevelopment of the area. This Redevelopment Plan is guided by the following objectives:

1. Revitalize an aging office development with new uses and development options that better respond to market conditions appropriate for the site.
2. Create a new neighborhood center for not only the residents and employees of the site, but also the surrounding offices and residential uses, that is an alternative to the commercial uses along Route 1.
3. Ensure a unique sense of place is established that complements the character and scale of the Township.
4. Create an inviting and vibrant social space through a pedestrian plaza anchored by mixed use development.
5. Create diverse housing opportunities in the form of multi-family residential development that accommodates a mix of incomes and household sizes.



3131 PRINCETON PIKE - BLOCK 3801 LOTS 2, 3, 6, 18, 19

Township of Lawrence, Mercer County NJ

DATA SOURCE: Aerial Imagery, Google Earth 2021; NJGIS 2022 Mercer County Parcels; This map was developed using NJDEP & NJGIS Data, but this secondary product has not been NJDEP & NJGIS verified and is not State authorized.

APPLICABILITY & RELATIONSHIP TO THE LAND USE ORDINANCE

The Redevelopment Plan promotes revitalization of Block 3801 Lots 2, 3, 6, 18, 19. 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 NJ 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

A. 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.

B. 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 a 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.

C. ACQUISITION OF PROPERTY

No property is proposed to be acquired by public entities in the 3131 Princeton Pike Redevelopment Plan Area as part of this Redevelopment Plan.

D. RELOCATION PROVISIONS

The Redevelopment Plan Area is composed of office uses. As such, no relocation provisions are necessary.

E. APPLICATION FOR DEVELOPMENT

The application for development shall include Lots 2 and 3; Lots 6, 18 and 19 may be included at the developer’s discretion and/or may be subject to a different development application(s). The application shall be submitted in such form, and accompanied by such maps, documents, and materials as are prescribed in the Township’s Land Use Ordinance.

A Redevelopment Agreement between the Township and the redeveloper shall be executed and the Agreement shall, at a minimum, designate a redeveloper of the property. The designated redeveloper shall be the property owner or a related affiliate or in the alternative, and subject to the Township’s approval, have the owner’s consent

to be designated redeveloper. Only a party designated by the Township of Lawrence as the designated redeveloper, or a related affiliate as may be defined in the Redevelopment Agreement, shall be permitted to develop and/or redevelop the Property.. No party may seek or obtain site plan approval related to any portion of the Redevelopment Area without first having been designated as the designated redeveloper by the Township, with the exception of site plan applications for alteration of existing site improvements. The Planning Board may not consider an application for site plan approval nor grant site plan approval for the Redevelopment Area unless the Applicant, or its related urban renewal entity affiliate, is the designated redeveloper as designated by the Township of Lawrence, with the exception of site plan applications for alteration of existing site improvements.

F. 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.*) and the Municipal Land Use Law (*N.J.S.A. 40:55D.*) The Lawrence Township Planning Board may grant design exceptions as well as 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*). Any deviation that constitutes a “d” variance pursuant to the Municipal Land Use Law (*N.J.S.A. 40:55D-70d*) from the Redevelopment Plan shall be permitted only by means of an amendment of the Redevelopment Plan.

LOTS 6, 18 & 19 REDEVELOPMENT REGULATIONS

With the exception of permitted uses, listed below, development of Lots 6, 18, 19 shall be subject to the Office (O) District regulations, as set forth in Section 417 of the Township Land Use Ordinance. Any regulation not addressed herein, or Section 417, shall refer back to the Township Land Use Ordinance.

A. PERMITTED PRINCIPAL USES

1. Office.
2. Medical office.
3. Bank, including a drive through facility.
4. Government use.

5. Indoor commercial recreation and physical training facilities.
6. Any combination of the above.

B. ACCESSORY USES AND STRUCTURES

1. Signs for on-site advertising and wayfinding.
2. Fences and walls.
3. Roof-top solar facilities.
4. Electric vehicle charging stations and make-ready infrastructure.
5. Loading, delivery, service, and pick-up zones.
6. Parks and plazas
7. Off-street parking, including surface, and structured parking.
8. Maintenance office and garage
9. Restaurant or employee cafeteria as part of a principal building, provided the cafeteria is intended for (but not limited to) the employees and visitors thereto of the principal use and its hours are limited to that of the principal building.
10. Other uses which are customary and incidental to the principal permitted uses.

LOTS 2 & 3 REDEVELOPMENT REGULATIONS

Development of Lots 2 and 3 shall be subject to the following regulations, except that any regulation not addressed herein shall refer back to the Township Land Use Ordinance.

A. PERMITTED PRINCIPAL USES

1. Multi-family residential dwellings.
2. Retail sales of goods and services.
3. Personal services.
4. Convenience stores.
5. Restaurants.
6. Taverns and bars.
7. Indoor recreational facilities, health clubs, spas.
8. Any combination of the above.

B. ACCESSORY USES AND STRUCTURES

11. Signs for on-site advertising and wayfinding.
12. Fences and walls.
13. Roof-top solar facilities.
14. Electric vehicle charging stations and make-ready infrastructure.
15. Loading, delivery, service, and pick-up zones.
16. Outdoor dining.
17. Parks and plazas.
18. Gyms, community rooms, amenities, and multi-purpose rooms.
19. Open space and recreation, including but not limited to playgrounds, community gathering spaces, and sitting areas.
20. Swimming pools (Section 429.C. is not applicable).
21. Off-street parking, including surface, and structured parking.
22. Private outdoor patios or terraces (Section 429.C. is not applicable).
23. Outdoor events and supporting temporary structures, such as but not limited to farmer's markets and outdoor entertainment.
24. Other uses which are customary and incidental to the principal permitted uses.

C. SITE DESIGN & BULK REGULATION

1. Site layout and design shall be substantially consistent with the Concept Plan provided in Exhibit A, unless otherwise provided herein. This shall include, but is not limited to, the following:
 - a. Two-story mixed use building oriented along Princeton Pike. The first floor of that building shall consist of not less than 75% nonresidential uses and the second story may consist of residential uses.
 - b. Three-story residential building, with amenities, at approximately the center of the site.
 - c. A pedestrian plaza along the mixed-use building facing Princeton Pike and the site interior. This area shall include on-site furnishings (outdoor tables, benches, bicycle racks, etc.).
2. Residential density shall not exceed 205 individual residential dwelling units, including affordable housing units.

3. Minimum building setbacks:
 - a. Front Yard, Princeton Pike: 65 ft.
 - b. Front Yard, Executive Park Plaza Road: 15 ft.
 - c. Side Yard: 45 ft.
 - d. Rear Yard: 45 ft.
4. Building Height:
 - a. Maximum building height: 3 stories / 50 ft.
5. Maximum impervious coverage: 80%.
6. Development of the site shall comply with the New Jersey Stormwater Management regulations, N.J.A.C. 7:8.

D. PARKING & CIRCULATION

1. The parking and circulation on the property, including curb cuts, shall be substantially consistent with the Concept Plan provided in Exhibit A to this Redevelopment Plan, unless otherwise provided herein. These locations shall supersede the location requirements set forth in Section 530.0.
1. Parking shall be provided consistent with the Township Land Use Code, except as provided below:
 - a. Nonresidential uses in the mixed use building, located along Princeton Pike, shall provide parking at a rate of 1 parking space per 200 s.f. of gross floor area. Parking for nonresidential uses may be reduced by up to 50% upon demonstration that adequate parking exists for the proposed uses.
2. Temporary parking for deliveries, pick-ups and drop-offs shall be permitted proximate to the residential building entrance facing Executive Park Plaza Road, and for the mixed-use building.
3. Shared and off-site parking, within the Redevelopment Plan Area, is permitted.
4. Parking setbacks:
 - a. Side and rear property lines:
 - i. Redevelopment Area External Boundary: 5 ft.
 - ii. Redevelopment Area Internal Boundary: 2 ft.
 - b. Princeton Pike: 35 ft.
 - c. Executive Park Plaza Road: 5 ft.

5. Bicycle parking shall be provided in the pedestrian plaza of the mixed-use building for its residents and visitors, and proximate to the residential building for its residents and visitors.
6. Sidewalks along Princeton Pike and Executive Park Plaza Road shall be substantially consistent with the Concept Plan in Exhibit A. These sidewalks shall have a minimum width of 5 ft.
7. The portion of the pedestrian plaza facing Princeton Pike and along nonresidential uses shall have a minimum average width of 25 feet. The portion of the pedestrian plaza facing the site interior and along nonresidential uses shall have a minimum average width of 15 feet.

E. ARCHITECTURAL DESIGN

1. The exterior architectural design shall be substantially consistent with the Concept Building Elevations in Exhibit B to this Redevelopment Plan, unless otherwise provided herein. Elevations may be adjusted to accommodate changes in nonresidential tenant sizes.
2. Sections 521 and 531 of the Township Land Use Code shall not be applicable.
3. The nonresidential uses in the mixed-use building with façade frontage along Princeton Pike shall be architecturally oriented toward Princeton Pike with entrance doors to each use facing Princeton Pike. The uses may also be oriented toward the site interior with entrance doors and/or other features.
4. Where facing Princeton Pike, the portion of the façade providing for nonresidential uses shall have a minimum of 35% of the ground floor façade between three (3) and 10 feet above grade and shall have 30% of the upper floor facades be transparent and shall provide visual access to the street. Blanked-out windows, windows which display only signage, or look into unus“d or”“dead” space do not meet this requirement.
5. Building entrances shall be articulated to make it easily identifiable by visitors and to provide architectural interest. Examples of special features of entrances include, but are not limited to, awnings and architectural treatments. Service doors shall be integrated with the building design and need not be articulated.
6. Upper floor windows shall be divided into individual units, rather than a continuous “ribbon.”
7. Window locations shall defined by alternative colors, texture and/or shadows on the façade for visual interest through recessed installation, use of an alternative color or material where mounted to the facade, and/or projecting as bays from the main wall.

8. Structured parking shall not be visible to a public street shall not exceed one story (parking level). Structured parking shall be screened by structural elements that are compatible with the materials and design of the front and side building facades.
9. Building materials and architectural details on all sides of each building need not be identical, but shall be unified in overall appearance through finish, materials, details, and architectural design.
10. Rooftop equipment such as mechanical units, vents, and flues shall be located centrally on the building roof, to the extent practicable. Any equipment visible from a public right-of-way, adjacent lots, and pedestrian corridors shall be screened with solid materials using parapets, pitches roof forms, or penthouses. Screening shall be constructed of the same or complementary material as the building.
11. The minimum size for each apartment shall be 500 square feet.
12. A minimum of 150 cubic feet of storage shall be provided for each unit, including interior and exterior storage.
13. Utility meters or boxes, air compressors, heat pumps, or other exterior equipment shall not be located between Princeton Pike and the mixed-use building and shall be screened by architectural elements or landscape plantings.

F. SUSTAINABILITY REQUIREMENTS:

1. Demonstrate compliance prior to a temporary certificate of occupancy (or final should no temporary be issued) with the ENERGY STAR Multifamily [High Rise Program] New Construction Version 1.1.
2. All new construction shall utilize only Energy Star rated appliances or better.
3. A sustainable roof top shall be provided; the roof area shall consist of either a cool white roof, green roof or solar panels. Any green roof shall be designed to provide a reduction in stormwater runoff compared to a non-green roof.
4. Compliance with the State's required provision of electric vehicle charging parking spaces and make-ready charging parking spaces (P.L. 2021, c. 171).

G. SIGNS

1. Signs shall comply with Section 535, Signs, unless otherwise noted herein.
2. Signs need not be consistent with the Concept Building Renderings contained in Appendix B.

3. The Developer shall submit a comprehensive sign package to the Planning Board at the time of final site plan approval. The sign package shall include, but is not limited to, the following:
 - a. Sign dimensions, including any supporting structures.
 - b. Materials.
 - c. Colors.
 - d. Illumination, including illumination details and timing.
 - e. Freestanding signs.
 - f. Residential building signs.
 - g. Mixed use building signs. Tenant signs may be representative of future tenants.
 - h. Directional signs.
 - i. Directory signs.
 - j. A frame signs. Sign content may be representative.
4. Freestanding signage.
 - a. One freestanding sign shall be permitted along each road frontage at a maximum area of 50 s.f. each and a maximum height of 6 ft. The sign setback shall be a minimum of 10 feet. The sign base shall have a width that is equal to or greater than the sign.
5. Mixed-use building signs.
 - a. Façade signs are permitted consistent with Section 535.Q. unless otherwise noted below.
 - b. Façade signs for each nonresidential use shall not exceed 5% of each façade of each first floor tenant space (defined as the finished first floor tenant space to finished floor of the upper story). Alternatively, façade signs may be permitted to be 5% of the portion of each façade providing for nonresidential uses (defined as the finished first floor tenant space to finished floor of the upper story), as opposed to the individual tenant space, as approved in connection with a comprehensive sign package as noted in G.3. herein. Façade signs are permitted to face Princeton Pike, the site interior toward the residential building, and the breezeway.
 - c. Façade signs at the residential tenant entrances are permitted facing Princeton Pike and the site interior at a maximum area of 10 s.f. each.

6. Residential building signs.
 - a. Façade signs are permitted consistent with Section 535.Q. unless otherwise noted below.
 - b. Two façade signs are permitted. The area of each sign shall not exceed 50 s.f. The sign shall be composed of individual letters and/or symbols. The bonus for individual letter sign types shall not apply.
7. A-frame signs.
 - a. One a-frame sign per nonresidential use is permitted.
 - b. Each side of the sign may not exceed 6 square feet.
 - c. The sign shall consist of a framed chalkboard or tack board.
 - d. The location of the sign shall not interfere with pedestrian or vehicular traffic.
 - e. Pursuant to §535.E.6, no A-frame sign shall be placed within a public-right-of-way. Signs placed illegally in such locations shall be subject to removal by the municipality.
8. Directional signs, consistent with Section 535.M., are permitted.
9. Directory signs, consistent with Section 535.P., are permitted.

H. PLANTING, LIGHTING & PLAZA DESIGN

1. Site landscape and hardscape design shall be substantially consistent with the Concept Plan provided in Exhibit A and as required herein.
2. Buffer requirements in Section 525.H. shall not be applicable.
3. Tree replacement requirements in Sections 541.D, 541.H., and 541.I. shall not apply.
4. A planted buffer of not less than five (5) feet shall be provided along side and rear Redevelopment Area boundary. A fence or wall may be provided at the discretion of the developer. Natural vegetation shall be retained and utilized to the extent practical.
5. The trees located along Princeton Pike shall be maintained, with the exception that dead and diseased trees may be removed.
6. Decorative plantings shall be provided around the periphery of the residential building.
7. A planted buffer is not required along Executive Park Plaza Road.
8. Section 525.L. shall apply with the exception that landscape islands may be reduced in size to not less than 5 ft. in width.

9. Native plant species are encouraged.
10. The pedestrian plaza along the front (facing Princeton Pike) and rear (facing the site interior) of the mixed-use building shall include furnishings, including but not limited to outdoor tables, benches, bicycle racks, trash disposal, planters and lighting. The design of the furnishings shall complement the architectural design of the mixed-use building and shall be designed and located to create an inviting and vibrant social space for residents and visitors to the site.

I. MISCELLANEOUS

1. Off-street loading shall be provided as follows:
 - a. Residential Building: 1 loading space shall be provided at the northern side of the residential building and shall have pedestrian access to a building entrance located at the northern side of the building. The loading space shall have minimum dimensions of 8 ft. by 30 ft. .
 - b. Mixed-use Building: 1 loading space shall be provided at the northern side of the mixed-use building and shall have pedestrian access to the mixed-use building. The loading space shall have minimum dimensions of 8 ft. by 40 ft. .
2. Solid waste is not required to be substantially consistent with the Concept Plan provided in Exhibit A. Freestanding solid waste structures shall have a minimum setback from Princeton Pike of 30 feet and a minimum setback from Executive Park Plaza Road of 50 feet. Furthermore, freestanding solid waste structures shall not be located between a building and the street.

J. AFFORDABLE HOUSING

1. The affordable housing set-aside shall be not less than fifteen percent (15%). Affordable housing units shall be developed in compliance with the Township's affordable housing ordinance and the Uniform Housing Affordability Control Rules (N.J.A.C. 5:80-21), including 13% of the affordable units being restricted to very low income housing units.
2. All affordable housing units shall be "family" units, defined as not being limited to any particular population (i.e., senior or special needs).
3. Affordable housing units shall be distributed throughout the building.
4. All affordable housing units shall have one (1) or more windows in each bedroom and one (1) or more windows in the living or dining space of the unit.
5. The average size of each affordable housing unit bedroom type (1-bedroom units, 2-bedroom units, 3-bedroom units) shall not be less than the average interior

unit size of the market units of the same bedroom type in the project or the average interior unit sizes for units eligible for “project amenity” points set forth in the Low Income Housing Tax Credit Qualified Allocation Plan, adopted by the Board of the NJ HMFA.

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 O (Office) Zoning District. The purpose of the district is intended primarily for a variety of office uses in locations with good access to the regional highway network with an emphasis on the development of integrated office parks. The permitted uses are as follows: office, medical clinic, professional office, bank (including drive-in facility), office parks (on tracts that are at least 15 acres), public parks and recreation, conservation, governmental uses, and nursing homes. Permitted accessory uses include off-street and structured parking, fences and walls, signs, maintenance offices and garages, satellite dishes and television antennae, and accessory uses that are customarily incidental to the principal use. Permitted conditional uses include service stations or repair garages, and adult day care and adult medical day care.

Significant general district regulations include a 3-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.

The Redevelopment Plan Area is not located proximate to the neighboring municipalities of Ewing Township, Hamilton Township, or the City of Trenton. Notwithstanding, review

of the surrounding municipal master plans indicate that redevelopment of this area with the mix of uses specified herein is not in conflict.

The 2016 Mercer County Master Plan is not in conflict with the redevelopment planned for the area. The Master Plan cites the below listed broad policies to guide the proposed balanced growth concept. Each of these are consistent with this Redevelopment Plan, particularly given the permitted mix of uses, required affordable housing, and proximate bus stops along Princeton Pike.

- *Promote appropriate location and design of new development with opportunities for transit, regional equity and preservation.*
- *Promote redevelopment.*
- *Promote desirable compact design that supports transit and promotes walking.*
- *Promote land use patterns that limit stormwater runoff and increase green infrastructure.*
- *Direct growth to transit corridors and centers.*
- *Mix uses to promote walkable communities.*

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 Suburban Planning Area (PA-2). The Suburban Planning Area is meant to:

“Provide for much of the state’s future development; promote growth in Centers and other compact forms; protect the character of existing stable communities; protect natural resources; redesign areas of sprawl; reverse the current trend toward further sprawl; and revitalize cities and towns.”

APPENDIX A
CONCEPT PLAN



LOADING AREA

MAINTAIN EXISTING LANDSCAPE BUFFER, TYP.

STORMWATER MANAGEMENT SWALE

PUBLIC PROMENADE

DIRECTIONAL MONUMENT SIGN

PRINCETON PIKE

FREESTANDING SIGN @ PRINCETON PIKE

FREESTANDING SIGN @ MAIN SITE ENTRY

LANDSCAPED AREA, TYP.

COVERED DUMPSTER ENCLOSURE/SHED, TYP.

5'-0" LANDSCAPED AREA

PROPERTY LINE, TYP.

2'-0" LANDSCAPED AREA

PROPOSED NEW SIDEWALK TYP.

POOL DECK/AMENITY COURTYARD #1

AMENITY COURTYARD #2

RESIDENTIAL BUILDING

EXECUTIVE PARK PLAZA ROAD



SCALE: 1" = 120'



CONCEPTUAL GROUND FLOOR/SITE PLAN

DATE: 10/02/23

PRJ#: 21165



thrive design

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REYNOLDS
ASSET MANAGEMENT



Lawrence Township, New Jersey

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APPENDIX B

CONCEPT BUILDING RENDERINGS



CONCEPTUAL BIRD'S EYE VIEW
 LOOKING NORTHWEST
 DATE: 9/15/23 DRAWN: TB PRJ#: 21165

CANVAS

Lawrence Township, New Jersey

755 Haddon Avenue
 Collingswood, NJ 08108
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 thrivendesign



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Google Earth



CONCEPTUAL MAIN ENTRY VIEW	
DATE: 9/15/23	DRAWN: TB
PRJ#: 21165	

CANVAS
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CONCEPTUAL VIEW OF
 PRINCETON PIKE PUBLIC
 PROMENADE
 DATE: 9/15/23 DRAWN: TB PRJ#: 21165

[CANVAS]

Lawrence Township, New Jersey

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