

Overview of  
Recommendations for the Area  
in Need of Redevelopment  
February 28, 2013

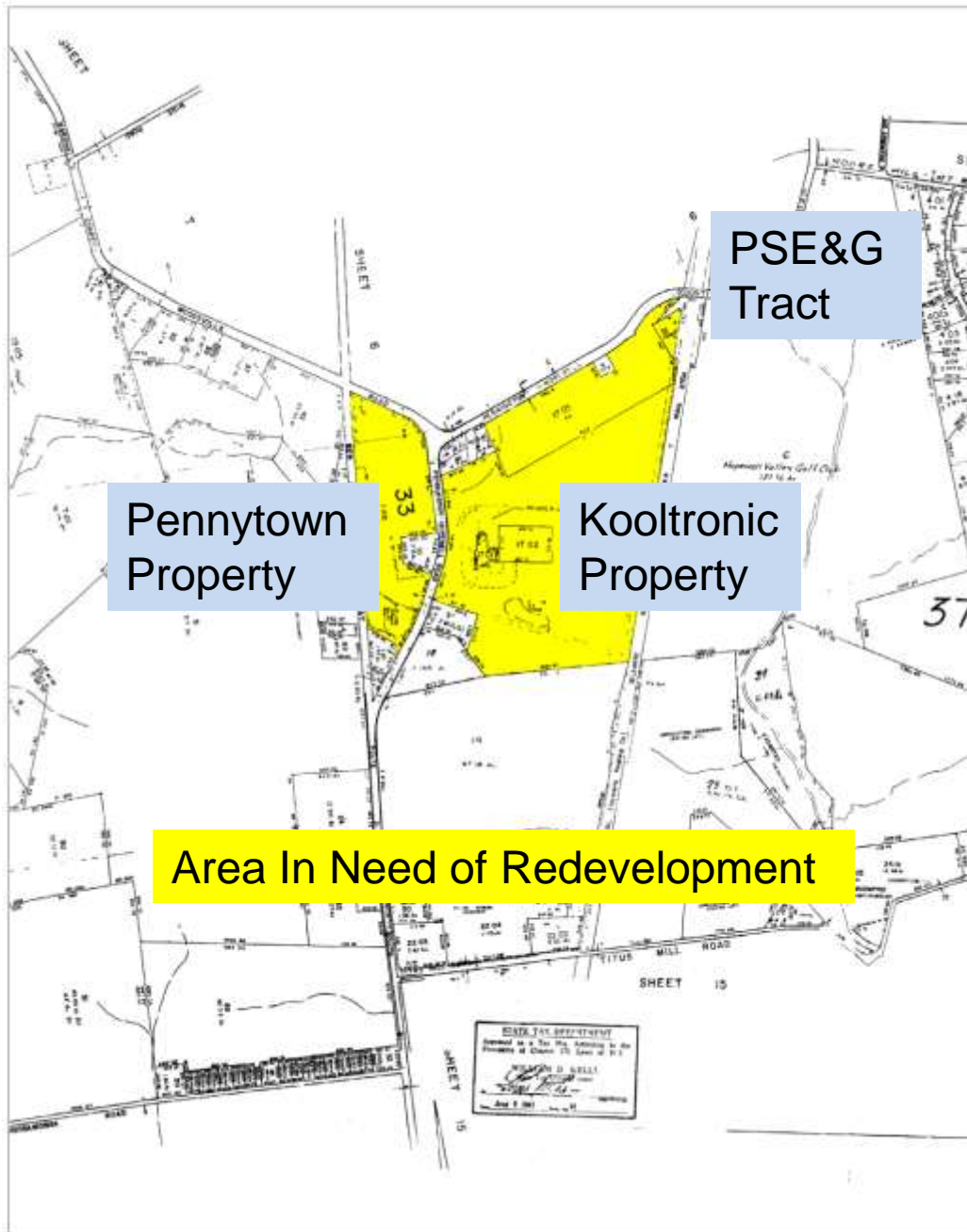
Marshall's Corner -  
Pennytown Task Force

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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](http://www.hopewelltp.org) or available for review at the Municipal Bldg.

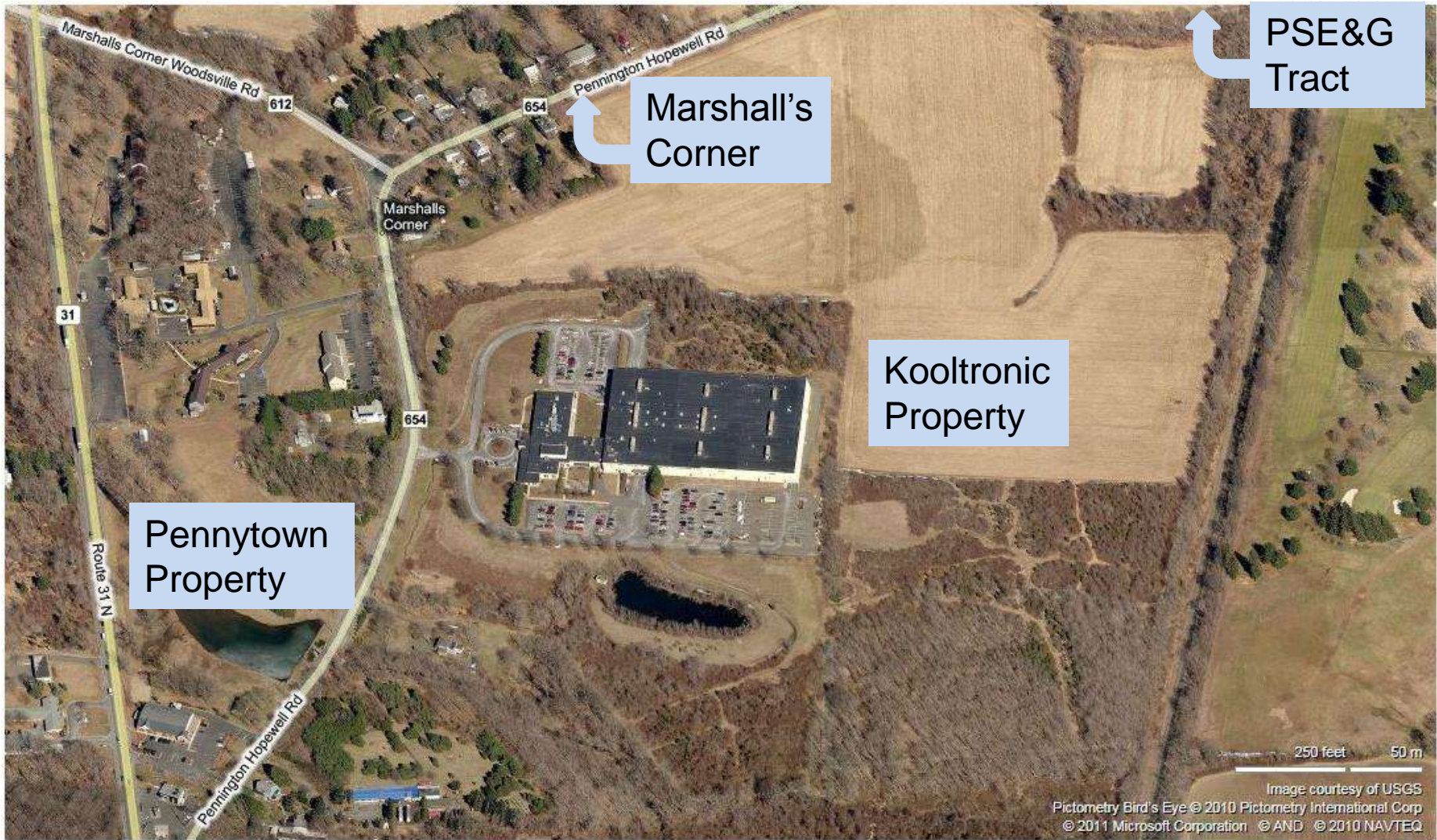
# Background Information: Planning Considerations

- Planning documents considered in evaluation of potential redevelopment zone idea included:
  - Planner's Report on the Pennytown, Kooltronic, PSE&G and 84 Lumber Properties (August, 2009)
    - The potential redevelopment area affords an opportunity to integrate the affordable housing originally slated for Pennytown within a larger context.
    - 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."* (Page 54)
  - NJ State Development and Redevelopment Plan
  - Hopewell Township Master Plan; Housing Element of the Master Plan
  - Kooltronic Settlement Agreement
  - Valley Resource Conservation-Hamlet Light Industrial (VRC-HLI) Zone Hamlet Development Standards



Marshall's Corner/Pennytown Task Force, 2-28-2013  
Overview of 6-27-2011 Redevelopment Recommendations





## Area In Need of Redevelopment

Marshall's Corner/Pennytown Task Force, 2-28-2013  
Overview of 6-27-2011 Redevelopment Recommendations



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

- 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 Township citizens representing various community interests and Township representatives:

**Elizabeth Ackerman**

(Historic Preservation, Green Team)

**Bruce Gunther**

(Planning Board, Green Team)

**Ray Nichols**

(Environmental Commission)

**Drewe Schoenholtz**

(Green Team)

**Ed Truscelli**

(Affordable Housing)

**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)

**Alice Zeldis**

(Affordable Housing)

**Robert Miller**

(Municipal Liaison)

**Michael Markulec**

(Township Committee Liaison)

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

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

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

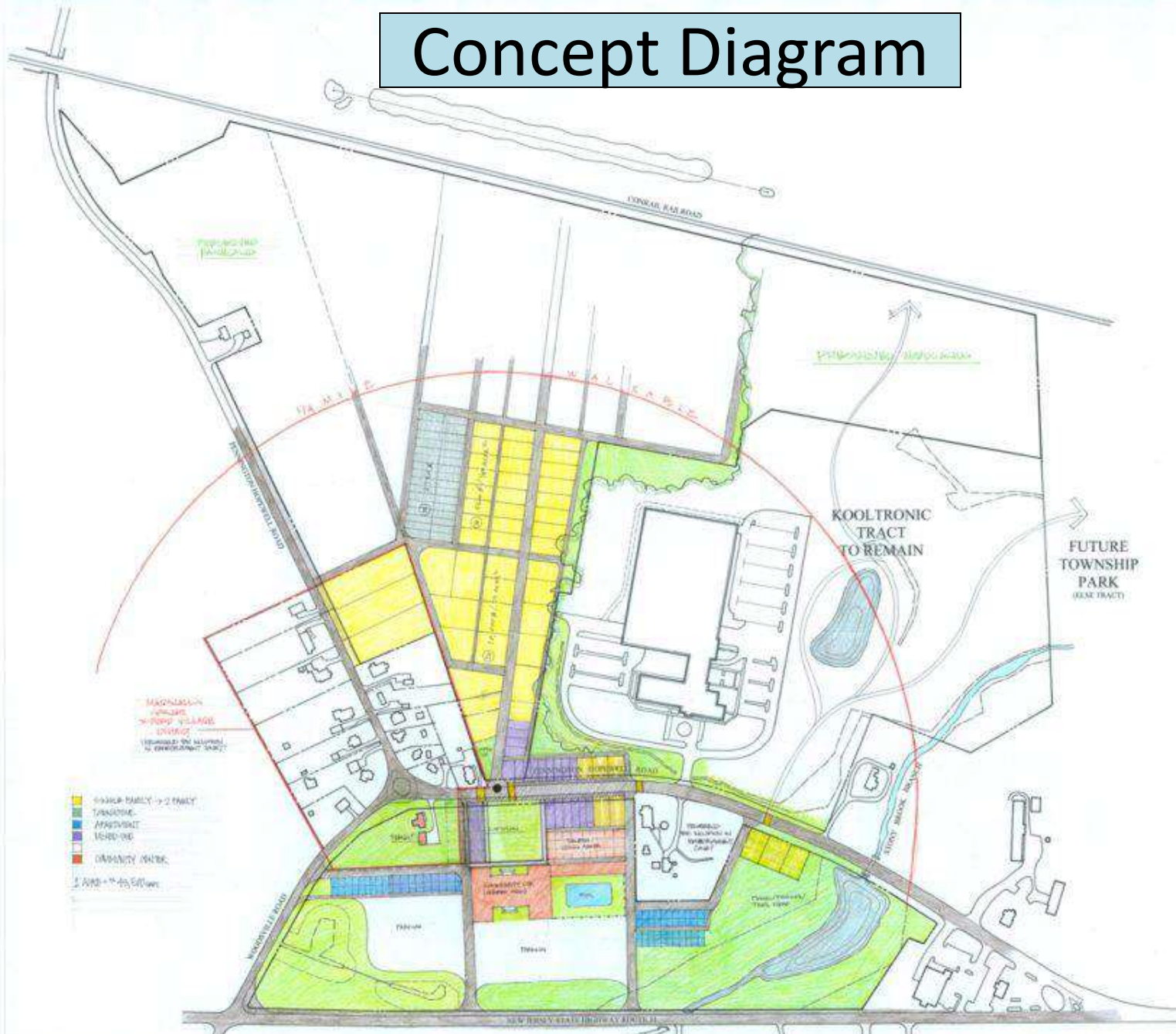
- Selected topics covered to date:
  - History of Marshall's Corner
  - Stakeholder meetings
    - Marshall's Corner; current issues
    - Kooltronic; existing VRC-HLI zoning
    - Senior Advisory Board; senior center
    - Youth Advisory Committee; teen center
    - YMCA
    - SBMWA
  - Conceptual review of available Pennytown waste water/well capacity data
  - Conceptual exploration of sustainable planning & storm water management strategies
  - 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 other participating stakeholders, in order to develop a consensus document that describes the community's vision for the redevelopment zone

# Concept Diagram



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

North



# 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 in 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.



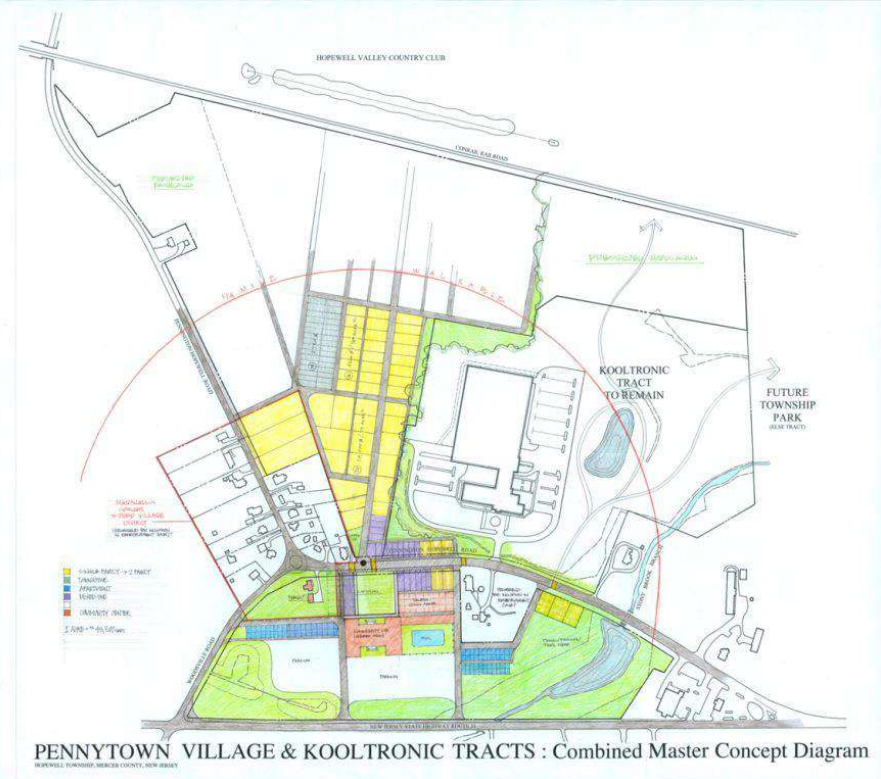
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# Recommendations

## 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.



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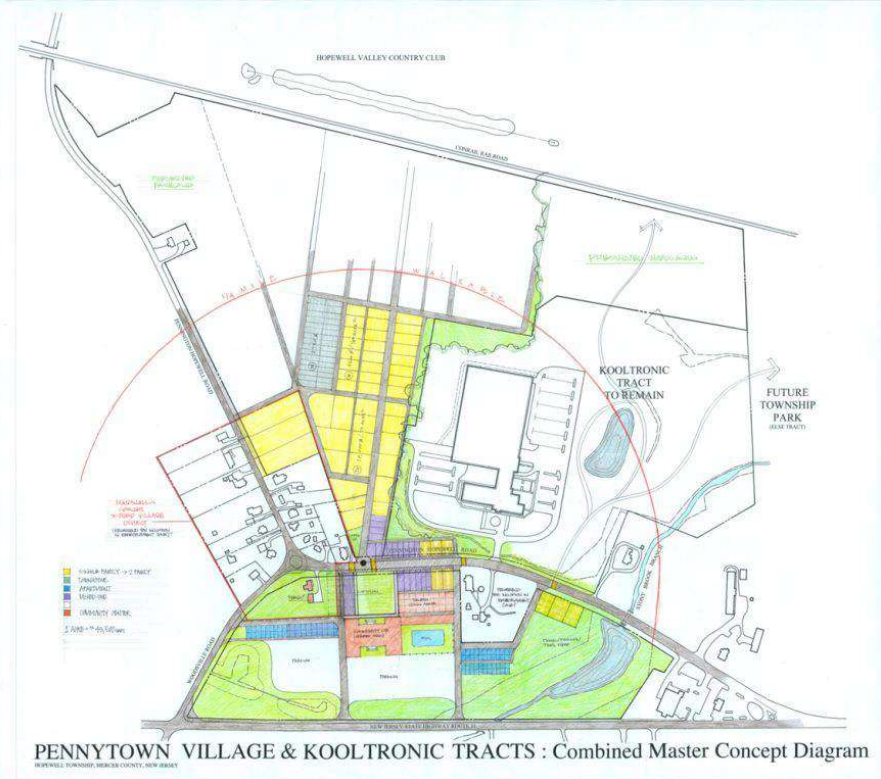




# Recommendations

2. (continued) 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.



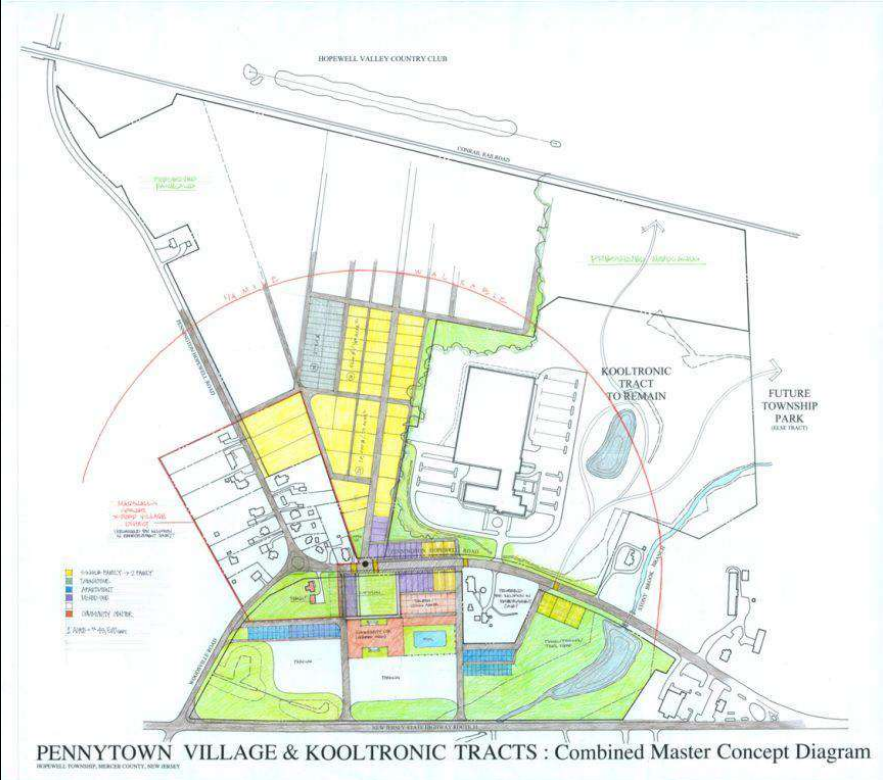
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# Recommendations

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.



North





# 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.



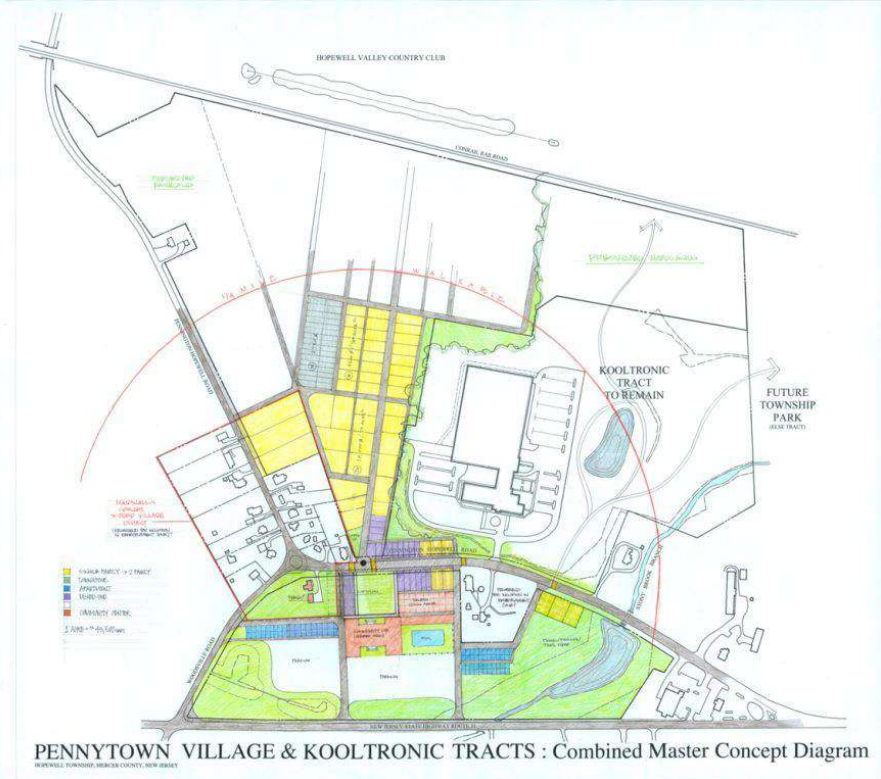
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# Recommendations

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

- A. Reinforce the Master Plan's identification of Marshall's Corner as a location of a mixed use village center and 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.



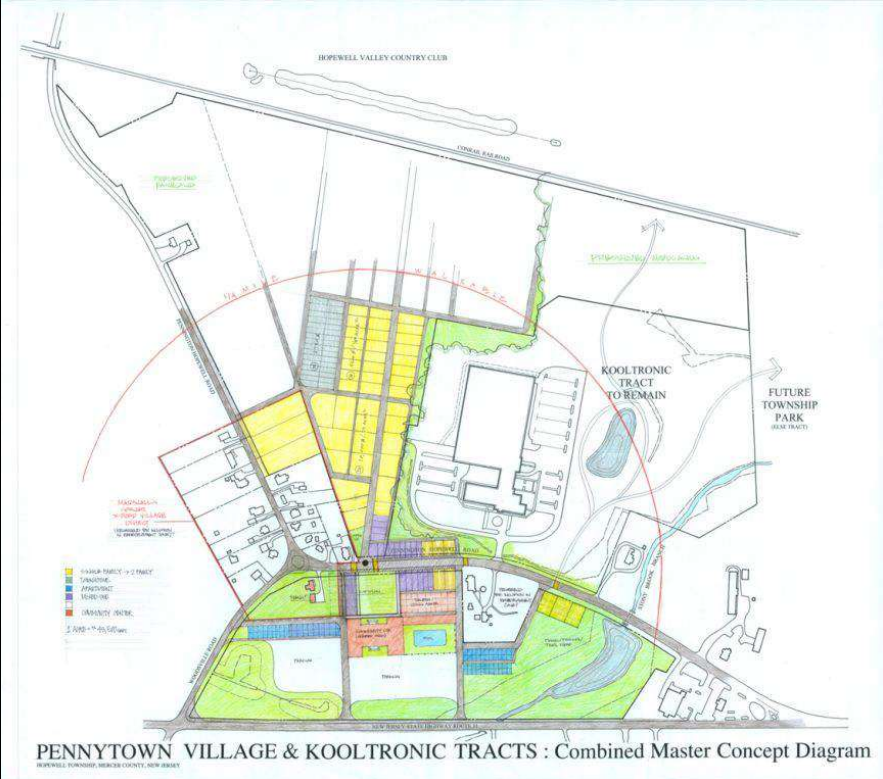
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# Recommendations

5. (continued) 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.



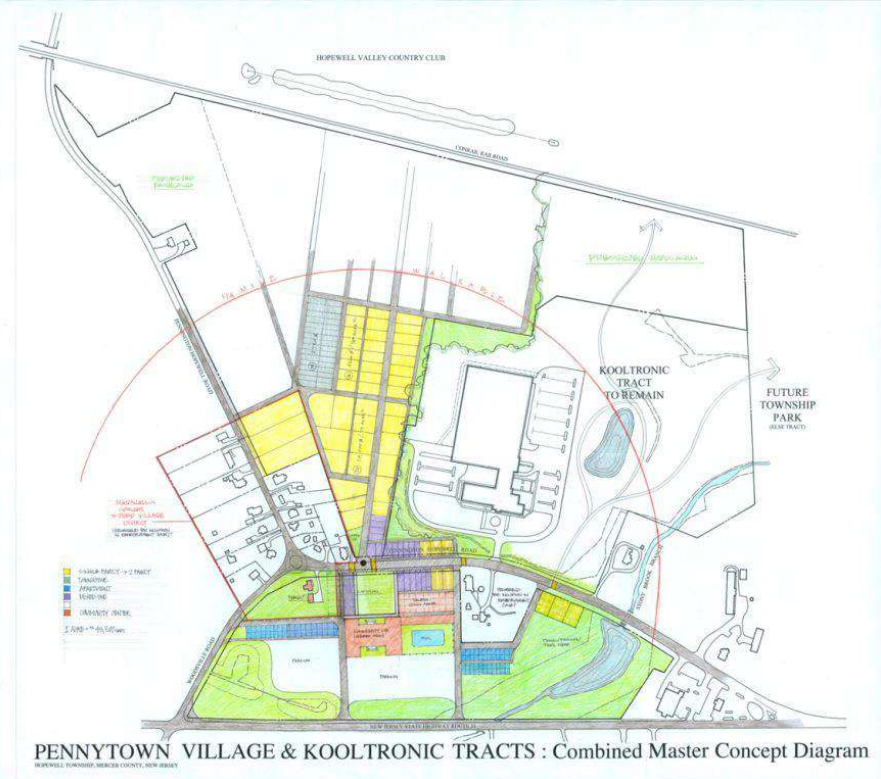
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# Recommendations

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

- 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.



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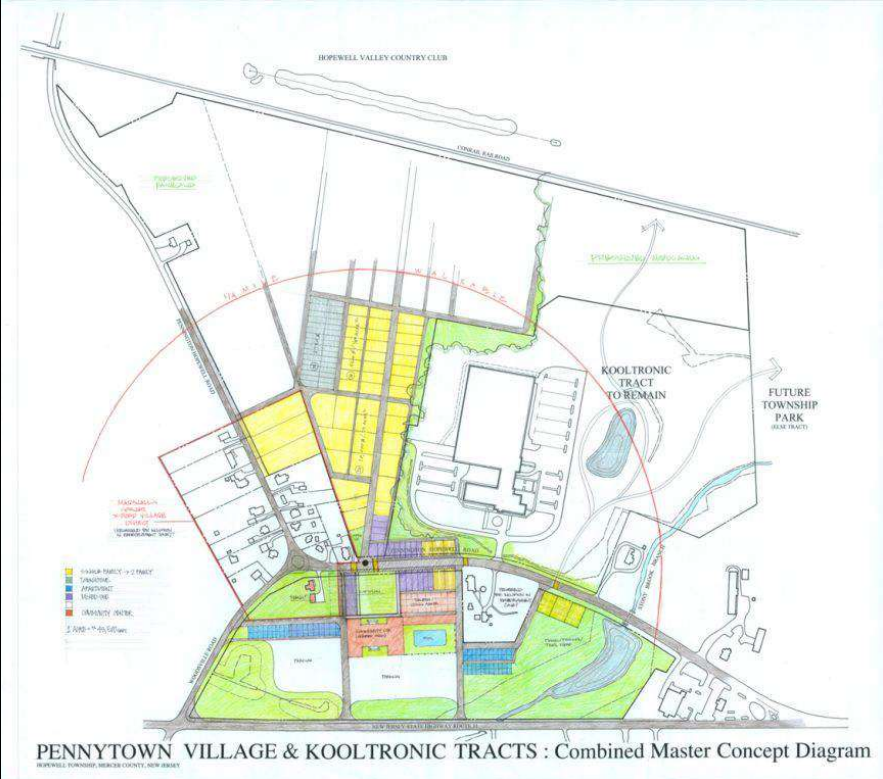




# Recommendations

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

- 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.
- H. Encourage use of sustainable plantings throughout the redevelopment zone. Incorporate wide sidewalks (12' min) within the mixed-use core, that allow activities to “spill” onto sidewalk.





# Diagrams and Images:

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



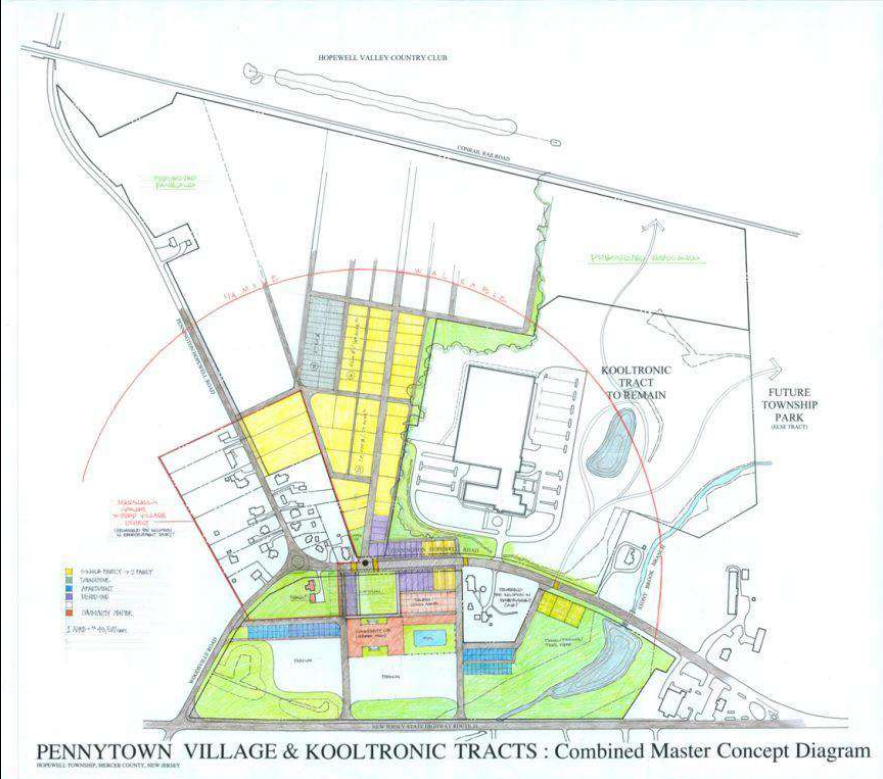




# Recommendations

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.



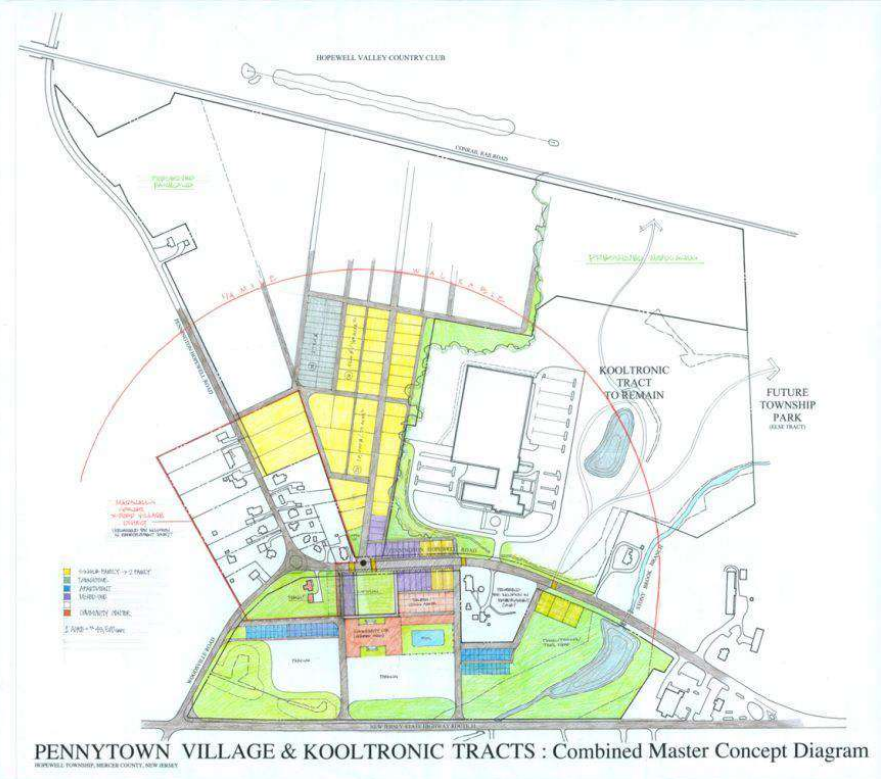
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# Recommendations

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.



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# Recommendations

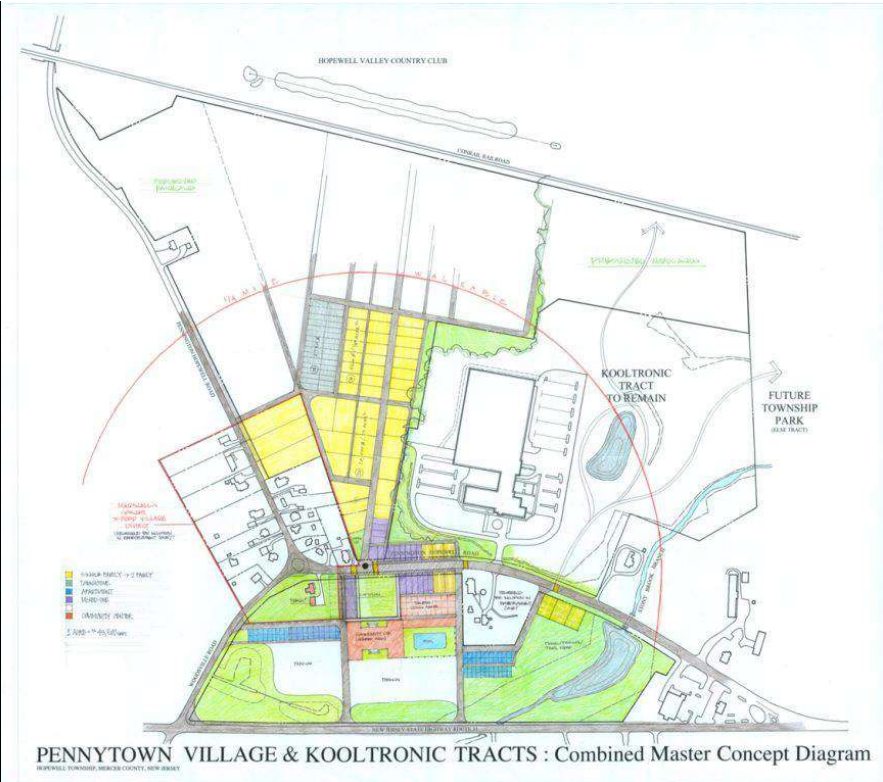
8. Incorporate a mix of all housing types on both sides of Pennington-Hopewell Road and keep them modest in size. Avoid creating “zones” of housing types.

- 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.

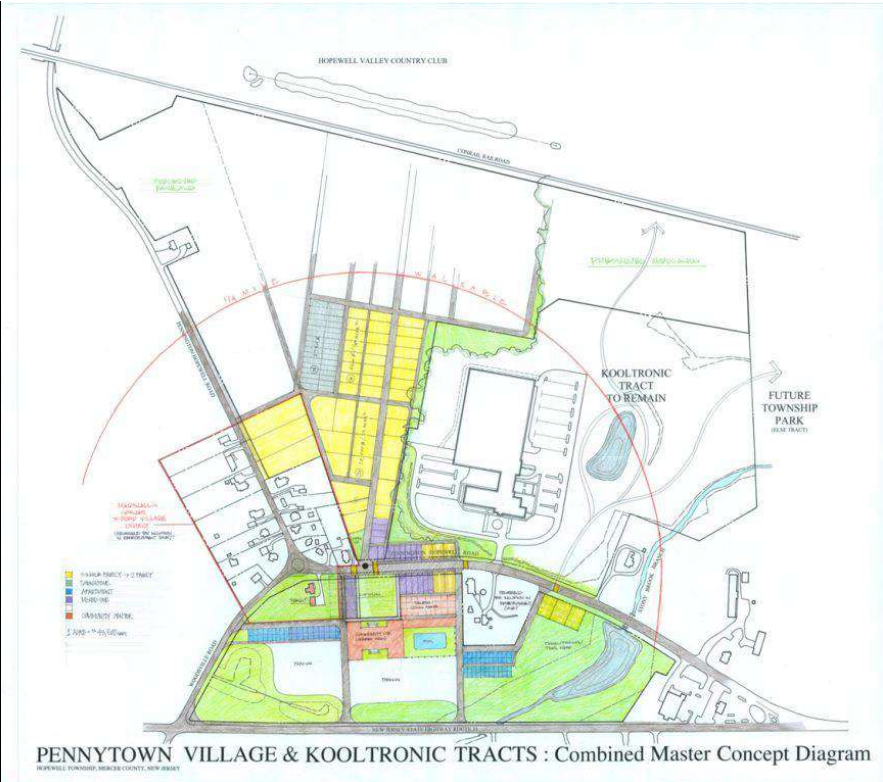


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# Recommendations

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



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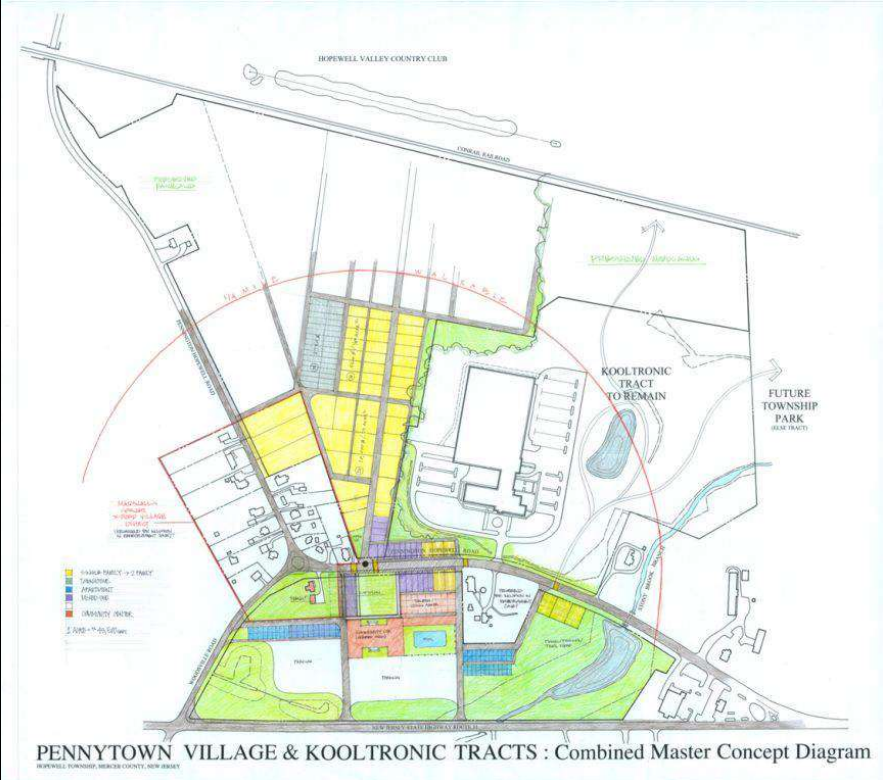




# Recommendations

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 Rd.

- 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.



North



# 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.



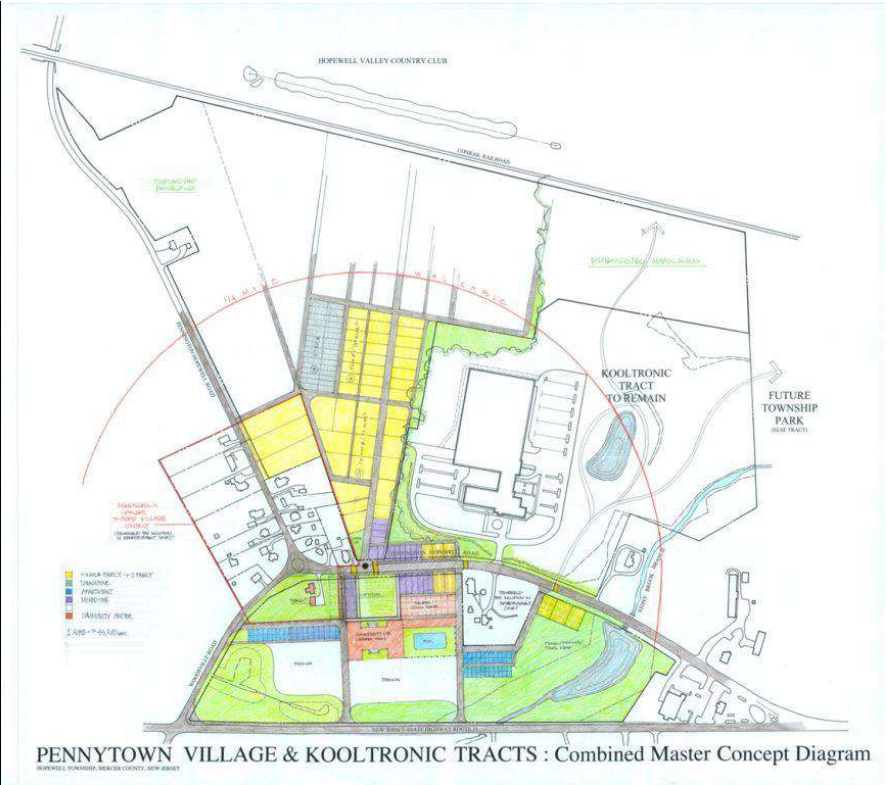
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# Recommendations

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

A. Create 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.

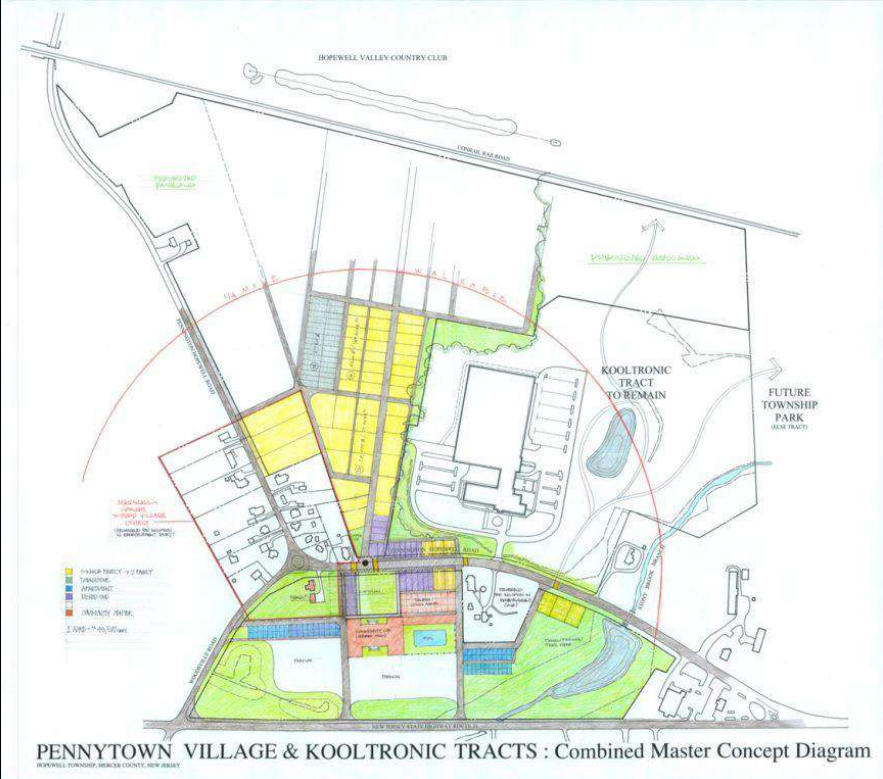


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# Recommendations

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



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# Recommendations

15. Continue to encourage public private partnerships and optimize community collaboration and discussion. Proceed with study of the site conditions (planning, engineering, economic impact, hydrology, etc.) to further inform the public and to inform any redevelopment plan document.

# Recommendations

16. If a redevelopment plan is established, issue an RFP to qualified developers, to entertain a variety of design solutions for the redevelopment zone.



# Conclusion

The Marshall's Corner/Pennytown Task Force concludes that there is sufficient consensus in Hopewell Township regarding the community's vision for a healthy, vibrant village within the Marshall's Corner/Pennytown redevelopment zone to continue collaborative study, open conversation and thoughtful consideration of the potential of this unique opportunity for community benefit and housing diversity.