

Township of Ewing Mercer County, NJ January 2013 CWL Planning



**JANUARY 8, 2013**

*adopted Township Council January 29, 2013*

# *Ewing*

## PARKWAY AVENUE

Redevelopment Plan



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# EXECUTIVE SUMMARY



This Redevelopment Plan for the former General Motors and Naval Warfare Center sites works to take advantage of Ewing Township’s location, transportation network, and market potential in a way that seeks to advance quality of life issues while stabilizing the tax base for Township residents. By augmenting existing land use patterns with new development based on strong design principles and architectural form, this plan seeks to create a more vibrant commercial and residential market for the Township of Ewing and the region.

This Plan focuses on the form, position, and the orientation development takes in relationship to the entire redevelopment area and surrounding community. As such, the Plan takes a form-based approach rather than strict use standards. While the Plan itself does include a Conceptual Massing Plan with development yields factored-in for transportation analysis, the intent is to remain flexible so that the market can implement the Plan in a number of different ways with any number of different land use mixes. Allowing flexibility in development proposals without jeopardizing the long-range vision affords the Township the ability to create a special

and unique place within the region without consternation over the planning process and costly plan amendments and process delays. By focusing on physical form, the plan makes recommendations that also seeks positive impacts on the ideas behind the notion of community, and likewise will spur private sector investment because of its associated marketability. The plan utilizes planning and design practices that take into account recent market studies, years of public input, and industry expertise to coordinate Township resources and create a special place for the future of this fine community.

One of the plan’s important focuses will be on pedestrian amenities. It is intended that strong streetscape provisions be extended throughout the area to create a sense of place, as well as support public spaces surrounded by restaurants, cafes and entertainment opportunities. To coincide with streetscape created along new public rights of way, the need for public-private partnerships to create gathering places that foster a vibrant atmosphere in which transit investments can be justified will be important.

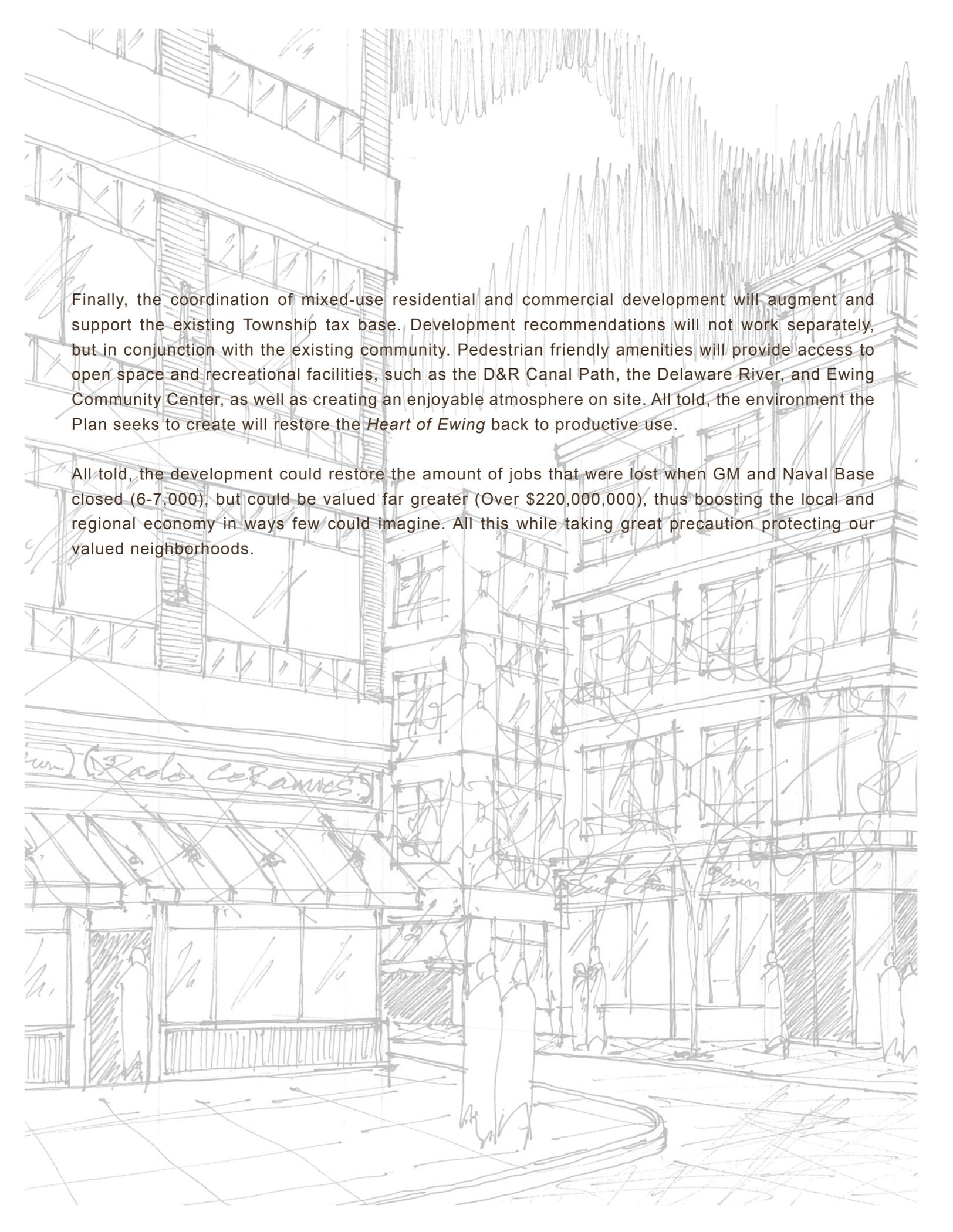
Communities that have diverse transportation options have a distinct advantage over those that do not. Transportation facilities, when properly designed and integrated into the community can be the catalyst for economic prosperity, and a focal point of civic life. To justify the type of infrastructure investment necessary to make it a world-class destination, public investment in planning and zoning must be leveraged.

The Plan's principles were developed to create a neighborhood, rather than merely individual developments. New development will be required to create and integrate public spaces; including parks and public greenways, not merely pavement, parking and cinder block. The centerpiece of this new neighborhood will focus on the town square concept that the community can gather around while generating activity for the businesses that will surround it. Creating entry points into the area, known as gateways, to be established at Parkway and West Upper Ferry, Scotch Road, and Sullivan Way, these gateways will announce

to residents and consumers, that they are now in a special, unique place. The entire development working toward inviting local employees, residents and visitors alike to a new center constructed on sites that once served as an industrial job center is critical to Ewing Township's future.

Architecture will be key to the Township's economic success and marketability. New standards are recommended to regulate aesthetics while working to ensure the town's importance in the history and development of the United States is highlighted. Along with façade improvements, new commercial and residential development will supplement the existing shopping centers and neighborhoods that surround it in a way that adds value to all. To facilitate implementation of this, the Township has the opportunity to become proactive in creating a Special Improvement District (SID) or other similar type public entity, where shared parking and public amenities may be created and funded by public-private partnerships.





Finally, the coordination of mixed-use residential and commercial development will augment and support the existing Township tax base. Development recommendations will not work separately, but in conjunction with the existing community. Pedestrian friendly amenities will provide access to open space and recreational facilities, such as the D&R Canal Path, the Delaware River, and Ewing Community Center, as well as creating an enjoyable atmosphere on site. All told, the environment the Plan seeks to create will restore the *Heart of Ewing* back to productive use.

All told, the development could restore the amount of jobs that were lost when GM and Naval Base closed (6-7,000), but could be valued far greater (Over \$220,000,000), thus boosting the local and regional economy in ways few could imagine. All this while taking great precaution protecting our valued neighborhoods.

# INTRODUCTION

Everything about the Township of Ewing identifies it as one of New Jersey's true opportunities for redevelopment; vacant industrial land fed by strong infrastructure with capacity, relatively dense development patterns, rail and bus service, access to major highways, regional magnets for development such as the Trenton/Mercer Airport at Ewing, Capital Health, Church & Dwight, Computer Associates, and FMC – all within a mile or two.

One of the things that has longed stood out about Ewing is its great sense of community. Historically a blue-collar community centered on the General Motors Plant, Ewing has a storied tradition of camaraderie through sports and recreation. Today a myriad of cultures have come to seek an improved quality of life that Ewing has always provided its residents. Again, this plan is about connections, and in making them from a land use perspective will hopefully pave the way toward leveraging the social and capital resources available in the surrounding region. This Plan seeks to create opportunities where people whom have invested in Ewing can prosper and where others feel confident investing in this great community as well.

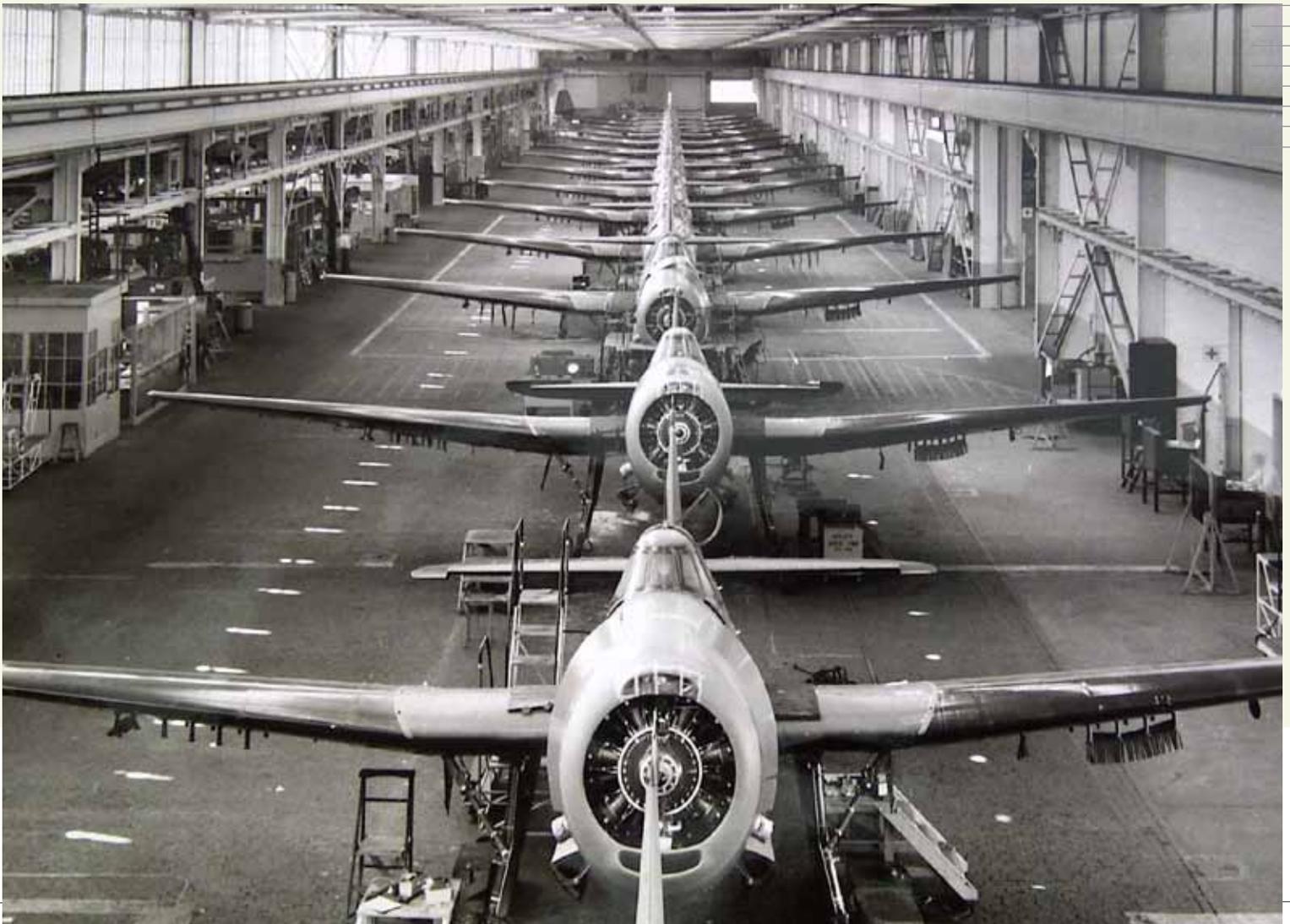
This Redevelopment Plan is about the region's resources to both what Ewing is and what it was. The Plan is about taking Ewing "Back to the

Future" and restoring its center of community life and boosting its marketability - although in an entirely different way than its industrial past provided. The plan is based on community input and through partnerships across political lines, governmental tiers and social strata.

A great opportunity to accomplish the long-term economic goals of the community lie within this Parkway Avenue Redevelopment Area. Envisioned to be a hub of commerce and social activity, the Redevelopment Area, could become an entirely new heart center of Ewing Township and a lightning rod for economic growth. Opportunities for the Township are also opportunities for the Mercer/Bucks County region, as the Philadelphia and New York markets are within a reasonable commute. Given the presence of the airport, global opportunities may avail themselves as well. Regardless, this area will assuredly become a place where people can live, work and play.

The opportunity to create a sustainable economic base through solidly designed, pedestrian driven, transit-oriented development must be met through long-term investment and not merely short-term financial gain. While both investment approaches are of course important, short-term gains cannot jeopardize the long-term.

A key component of this Plan seeks to pave the way for an opportunity to create a multi-modal transportation center. Although a longer term initiative that will take perseverance, taking advantage of and supplementing transportation infrastructure can lead to opportunities for development far more difficult to realize without such investment in these transport systems. Combining commercial opportunities with an appropriate mix of residential development will not only provide a product not currently offered in Ewing, but will aid in establishing a market for the type of special place the Township has an opportunity to create. Seeking to boost the socioeconomic demographics of the region, the Plan works to coalesce a climate for investment that the Township will be able to market whereby investment will be an attractive prospect and the local impacts will be minimized.



*During WWII, the Avenger Torpedo Bomber was assembled at the Ewing plant, shipped across Parkway Avenue and took flight at the airfield which is now the Trenton - Mercer Airport @ Ewing.*

In order to make this area come alive again, the Township of Ewing commissioned CWL Planning to develop a plan for the Parkway Avenue Redevelopment Area. The map entitled Redevelopment Area Study Map depicts the Area the Township declared "In Need of Redevelopment" for this analysis. This process was undertaken to focus on a comprehensive development strategy, land use recommendations, development standards, prototypical sign and architectural elements as well as a strategy for implementation that created a vision for, but more importantly with, the Ewing community.

The undertaking of a separate, targeted planning effort in the Redevelopment Area is consistent with the planning objectives stated in the Township's 2006 Master Plan and 2012 Re-examination Report. To accomplish this Plan however, great strides have been taken to make this project feasible through public involvement over the last ten (10) years and professional analysis. Some of the studies produced included;

- *Ewing Township/TCNJ Community Survey. Phase I, Mail Survey – 2002; Phase II, Personal Interviews - 2003*
- *Multi-modal Transportation Center Study. 2004 – DVRPC*
- *West Trenton TOD Neighborhood Planning Study. 2005 DVRPC by McCormick Taylor and AKRF*
- *US 1 BRT Alternative Analysis. 2006 – NJ TRANSIT*
- *Draft EIS for the West Trenton Rail Line. 2007 – NJ TRANSIT*
- *Future Bus Plan. 2012 - DVRPC*
- *Ewing Town Center Transit Feasibility Study. On-going - NJDOT by StanTec*
- *Trenton-Mercer Airport Strategic Land Development Study. On-going - Mercer County by Kimball*
- *Feasibility Assessment for Highway Improvements in the Parkway Avenue Redevelopment Area, Ewing Township, NJ. Under review - DVRPC by TBD*

As previously stated, this Plan relies on the groundwork provided in past planning efforts and the input provided by residents as well as key stakeholder interviews and internet based input opportunities. As the Plan kicked-off in January 2012, the Township continued to see broad-based support for the ideas derived over the years and now culminating with this Plan. As the process moved forward, the Township sought to ensure these ideas were in-fact feasible and invited numerous groups to the table to discuss the ideas with both local experts (citizen groups) and market experts from throughout the region. Partnership's with County of Mercer and State of New Jersey have also been strengthened and continue to grow.



# RELATIONSHIP TO TOWNSHIP MASTER PLAN OBJECTIVES

This Redevelopment Plan has coalesced data, input, local expertise, and market sensibilities to develop the following planning goals, which are in line with the Township’s Land Development Regulations:

## PLANNING GOALS

- To provide a world-class destination worthy of the historical relevance of the sites given the area’s importance to our Nation during the Revolution, WWII, and the automotive industry.
- To guide future development and redevelopment of land that melds a new vision for Ewing Township with new construction that enhances the character of the Township physically and socially while remaining cognizant of municipal budget concerns;
- To facilitate development that meets the needs of the Township residents while developing long-term economic viability;
- To provide for and enhance the vitality of established commercial districts and neighborhoods;
- To preserve and promote a balanced variety of residential, commercial, public, recreation and conservation land uses;
- Safeguard and broaden the Township’s existing tax base by creating economic balance through the provision of employment, new ratables, and appropriate utilization of land resources;

- To maintain a balanced circulation system that incorporates the needs of pedestrians, bicyclists, autos, trucks, buses and rail and connects neighborhoods to Downtown life and activity.
- To incorporate new development standards that advance sustainability and green design practice and market demands.

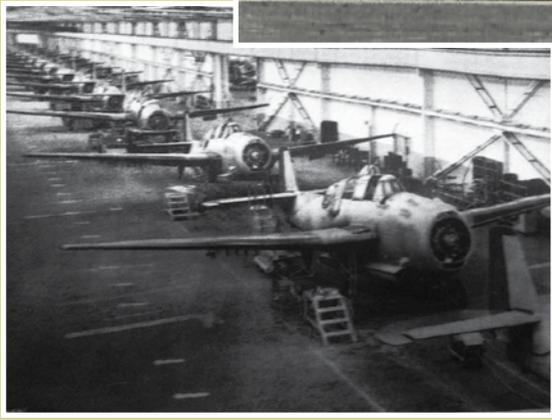
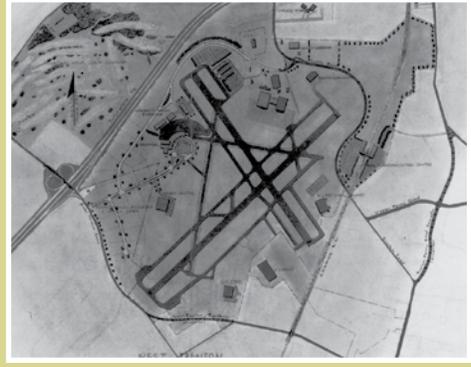
Additionally, the following Master Plan objectives, which relate to the Redevelopment Area, are relevant to this plan. They include:

## MASTER PLAN GOALS AND OBJECTIVES

### ***Community Vision***

Goal: Enhance and create a sense of place that encourages economic vitality and community activity through well-designed land development that is consistent with established and planned land use patterns and preserves the community’s suburban and urban landscapes alike, which make Ewing Township a unique and desirable place to both live and work.

Objective: Reduce auto-dependency through innovative design practices that encourage and allow for pedestrian activity where appropriate.



*Left to Right - Top - Bottom: GM prior to beginning operations; West Trenton Train Station; Ewing Presbyterian Church; GM Power house; the original Plan for TTN; Naval Warfare Center post abandonment; GM factory during WWII*

# Ewing

## PARKWAY AVENUE

Redevelopment Plan

Encourage a sustainable community through the implementation of smart growth principles and efficient building practices that promote the use of “green” engineering and design technologies proven to encourage resource conservation.

Encourage the continued redevelopment of business corridors and centers including Olden Avenue, as well as key intersections such as Parkway and Olden Avenues, Pennington and Ewingville Roads, Pennington and Somerset Roads, and Pennington Road and Parkway Avenue.

**Land Use**

Goal: Preserve residential neighborhoods.

Objective: Where development is proposed in adjacent municipalities that will impact residential communities in Ewing Township, all reasonable measures should be taken to participate in the public hearing process and minimize deleterious and negative impacts to Ewing Township residents and the general quality of life in Ewing Township.

Goal: Maximize potential for expansion of the economic base to support the costs of providing municipal and educational services to Ewing residents.

Objectives: Identify remaining tracts of land with potential for economic development through the use of redevelopment, planned developments and general development plans that encourage connectivity to existing neighborhoods and enhance opportunity to make Ewing a destination to live, work and play.

Continue to pursue the redevelopment of the General Motors (GM) Plant site, either through assisting GM with the transfer of the property to a developer or through redevelopment area designation. Any potential redevelopment of this site should consider Transit Oriented Design (TOD) redevelopment and center-based planning. The study undertaken by McCormick Taylor & Associates should be considered.

Continue to pursue the redevelopment of the Naval Air Warfare Center site and support the implementation of the Foreign Trade Zone on the Trenton-Mercer Airport site. The TOD study undertaken by McCormick Taylor & Associates should be considered for this area as well.

Goal: Ensure adequate buffering of Airport facilities to existing neighborhoods and future development.

Objective: Review and analyze zoning and surrounding land uses to ensure preservation and enhancement of flight hazard zones while also preserving existing vistas through the preservation of government-owned property.

Continue coordination and discussion with Mercer County to ensure that the expansion of the airport is conducted in a manner that is consistent with the goals of Ewing Township and is beneficial for the local residents and businesses.

## Circulation

Goal: Provide alternative routes for regional traffic to disperse and diffuse traffic to reduce and eliminate existing and potential congestion.

Objectives: Continue to support interchange and road improvements along Interstate 95 that will reduce the use of Bull Run Road, Rockleigh Drive, Ewingville Road and Federal City Road by through traffic to access existing interchanges.

Look at alternative east-west and north-south grid connections to facilitate vehicular traffic through the Township in an expeditious manner.

Work with NJDOT and Mercer County on improving railroad trestles to appropriate heights to facilitate better flow of truck traffic.

Goal: Combine circulation and land use objectives wherever possible.

Objectives: Pursue the extension of Scotch Road to Silvia Street through redevelopment of the GM site that provides multiple access points to and through the site. Doing so will help to reduce the traffic impact of said redevelopment project.

Implement a network of pathways for bicycle and pedestrian use through open space preservation in new planned developments, existing abandoned rail rights-of-way (ROWs) and other property.

Expand the network of pathways through Township acquisition or jurisdiction over stream corridors, flood plains, unused ROW, etc.

Ensure that any redevelopment efforts in the West Trenton section of Ewing are inextricably linked to and consider pedestrian, vehicular, bicycle and mass transit circulation patterns.

Goal: Provide for the safe and efficient circulation of people and goods by capitalizing on Ewing Township's excellent regional highway access and multi-modal transportation system.

Objectives: Improve on Ewing Township's existing transit systems to develop an enhanced multi-modal system capitalizing on intra-municipal transit.

Create an enhanced multi-modal system and encourage businesses to implement ride-sharing programs aimed at lessening dependence on single passenger automobile occupancy.

Examine and pursue the potential of expansion/relocation of the West Trenton/Ewing Train Station, specifically addressing the availability of parking at the existing station.

Consider metered parking in areas served by mass transit.

Goal: Designate and encourage the development of meaningful pedestrian corridors and bikeways linking Township, County and State recreational and community facilities within Ewing and surrounding municipalities.

Objectives: Link public facilities, including but not limited to, the Delaware & Raritan (D&R) Canal, TCNJ, state facilities and municipal or county lands



# PLANNING FOR THE FUTURE

## INTEGRATED PLANNING - LAND USE & TRANSPORTATION

This Plan looks to enhance the quality of life for the entirety of Ewing Township. Communities across New Jersey and United States are often misguided when they think of mixed-use development that is inclusive of residential housing units. Much of this stems from our suburban patterns of development in the last 50 years and our over-reliance on property taxes. In addition to the opportunities that new families coming into a community have, in the traditional single-family home model of New Jersey development, a residential unit usually also adds a burden on the school system because of additional school aged children. The suburban development model also often complicates traffic patterns, largely because of the lack of a connected and effective street network that usually produces a single mode of access and is thoroughly auto-dependant as well.

What is needed to solve these of tax burden versus quality of life issues is a balanced comprehensive planning and design approach that integrates development with our transportation systems. Specifically, an integrated approach allows for a much different housing unit type to be designed for a much different individual as society advances toward a more mobile and communal lifestyle.

Neo-traditional, mixed-use, Smart Growth and Transit-Oriented Development Planning practices have been studied for years. The good and the not so good have been dissected in many ways, and in fact, have shown that many of the aforementioned fears, to be perceptions, rather than actual threats. For example, school aged children in a traditional single-family home in Ewing equates to 0.446 of public school aged children per household on average and an average household size 3.27 person household according the 2000 census. According to these numbers 0.446 children accompany a single-family home. In a TOD, that number is reduced to 0.017 school aged children or 1.7 per 100 units of housing<sup>1</sup>.

Several factors attributing to this are:

- ***Housing type, size and design/lay-out of unit.***
- ***Communal style of living usually favored by pre or post-aged child bearing adults.***
- ***Absence of a private rear yard.***
- ***Urbane, mobile individual with limited personal attachments and high degree of freedom.***

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<sup>1</sup> "Transit Oriented Development s in New Jersey" David Listokin, Phd Center for Urban Policy and Research at Rutgers University

Notwithstanding the fiscal impacts on schools, communities should not plan for exclusion, as a healthy community is comprised of all demographics and age profiles. In fact, demographic trends show that the up and coming generations prefer the product type that this Parkway Avenue Redevelopment Plan envisions. Further, as generations like the Baby-boomers retire, they are also finding value in smaller units within a walkable community as well. So the question some may ask is; what does this mean? why is planning for increased residential land uses important - especially around Transit Stops and Stations? The answer lies in a strong market that leverages the increased value in human activity and purchasing power with Transit investment that then generates increased farebox revenue for costly operations.

By planning for future growth and designing it to leverage the strengths of what is existing, and what is to come, a community can create a value that is greater than the sum of its parts. The added value of residential development is also attractive to job producers because the workforce is seeking a different kind of lifestyle. The added value also attracts high end retailers, and entertainment uses. This value will attract significant investment from the development community by increasing opportunity and lowering the risk of investment. Inherently, the increased activity then makes the case for future Transit service that honors the enormous amount of state and federal investment. As strong sustainable economy begins to take shape.

A good Plan will seek to accomplish the following:

#### ESSENTIAL OBJECTIVES OF A PLAN OF THIS MAGNITUDE INCLUDE

- *Create an environment through integrating transportation amenities that work to establish and define “place” and community identity.*
- *Increase economic development opportunities and competitiveness.*
- *Rationalize where growth and change should be implemented, where it should not, and how it is integrated with surrounding neighborhoods.*
- *Enhance enhance long-term economic development opportunity rather than short-term ratable.*
- *Strengthen the sense of community through ease of communication and interaction opportunities.*
- *Heightens the sense of community, therefore shared responsibilities and a greater sense of security.*

## DELINEATION OF STUDY AREA

The Redevelopment Area was delineated and studied as to whether or not it met the criteria set forth in the Local Redevelopment and Housing Law. The Area was found to meet the criteria through a report entitled “*Redevelopment Area Determination Report: Parkway Avenue Redevelopment Area*” dated July 2011, and as such, this Plan for what will in time become Downtown Ewing was formulated. The Study Area is roughly a 117+/- acres running along Parkway Avenue in the central portion of the 15+/- square mile Township. The study area is also adjacent to the Trenton/Mercer Airport @ Ewing. Recommendations in the plan are not limited to the study area, as off-tract improvements will be necessary to effectuate the plan. Furthermore, development of this Plan will also present opportunities for adjacent areas to invest and evolve.

For purposes of this plan, the Redevelopment Area has been broken up into sub-areas. The Map entitled *Subarea Map* indicates the precise location for each area. The areas are numbered, in priority order, as follows:

- **Subarea 1- Parkway Avenue Corridor**
- **Subarea 2- The Downtown Core**
- **Subarea 3- Downtown Core South**
- **Subarea 4- Commerce Center West**
- **Subarea 5- Birmingham – West End**
- **Subarea 6- Gold Run – Silvia Street**

## STATUTORY REQUIREMENTS

According to the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1, et seq.), the Redevelopment Plan shall include an outline for the planning, development, redevelopment or rehabilitation of the project area sufficient to indicate:

1. Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;
2. Proposed land uses and building requirements in the project area;
3. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market;
4. An identification of any property within the Redevelopment Area, which is proposed to be acquired in accordance with the Redevelopment Plan;
5. Any significant relationship of the Redevelopment Plan to:
  - The Master Plans of contiguous municipalities;
  - The Master Plan of the County in which the municipality is located; and
  - The State Development and Redevelopment Plan adopted pursuant to the “State Planning Act” PL 1985, C398 (C52:18A-196 et al.).
6. An inventory of all housing units affordable to low and moderate income households, as defined pursuant to section 4 of P.L.1985, c.222 (C52:27D-304)...
7. A plan for the provision, through new construction or substantial rehabilitation of one comparable, affordable replacement housing unit for each affordable housing unit that has been occupied at any time within the last 18 months...



**PARKWAY AVENUE REDEVELOPMENT PLAN**

**AREA IN NEED OF REDEVELOPMENT  
Study Area**



Data Source: Mercer County Division of Planning GIS; Township of Ewing; CWL PLANNING, LLC

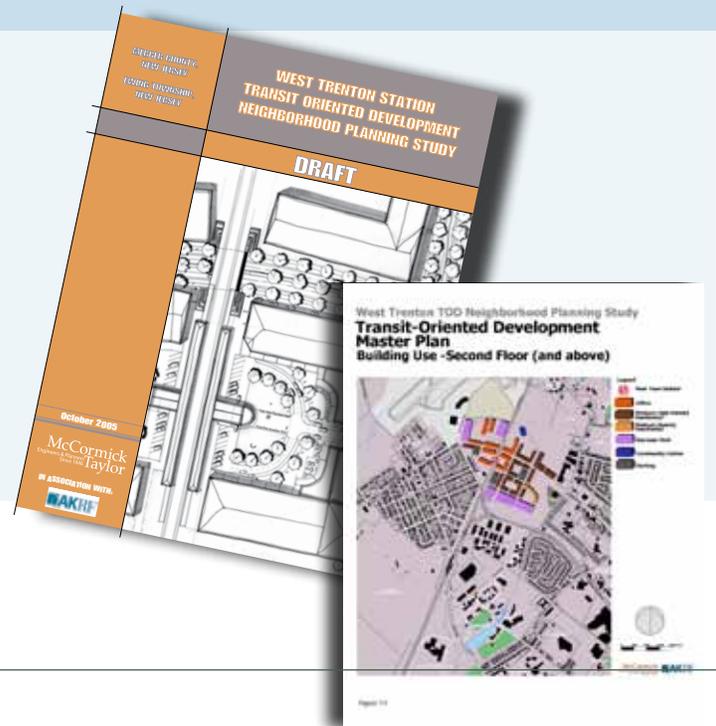
## ANALYSIS OF EXISTING CONDITIONS – THE PLANNING PROCESS

This Redevelopment Plan incorporates a Team approach. Immediately upon the understanding that a Plan needed to be developed, the Township sought the expertise of professionals from a variety of disciplines; land use, transportation, environmental, and market. To achieve this, CWL PLANNING was hired as the principal planning consultant with URBAN Engineers brought on for transportation; McManimon, Scotland & Bauman for redevelopment law; EXCEL Environmental to analyze the data and files generated by the intense cleanup efforts of both General Motors (GM) and the United States Navy; and 4-WARD Planning, for real estate market analysis. The Team effort did not end with the consulting team, it included the local expertise of the Mercer County Department of Transportation and Infrastructure, and the Mercer County Division of Planning as well. Meetings with the State of New Jersey Office for Planning Advocacy, and Brownfield Redevelopment Interagency Team (BRIT) were also instrumental in understanding the regional implications, opportunities, and State support.

The foundation however for all these efforts began in 2002 with a partnership between Ewing Township and then TCNJ Sociology Professor Matthew Lawson, now a planner at the Mercer County Division of Planning. That effort utilized an academic process of mail and personal surveys to gauge public interest in redevelopment of these sites. Photographic imagery of Ewing that reflected both positive and negative planning/design principles were utilized to illustrate the advantages of proposed revitalization strategies.

Over the course of time since General Motors ceased operations, public input meetings were held, and an intense process of meeting with key industry and local stakeholders took place. These meetings and analysis took place over the last decade to ascertain the opportunities for the type of development that this Plan eventually seeks to implement.

Background information collected for the analysis of existing conditions included the Township of Ewing Master Plan and Re-examination report completed July 2006 and August 2012 respectively. The Master Plan also considered a study perform by McCormick Taylor entitled, “West Trenton TOD Neighborhood Planning Study” October 2005, that took the Ewing public through a public vision process that tested land use, and transportation options for public acceptance. Although remaining in Draft format, the associated planning process was important in setting the stage for this effort.



## ANALYSIS OF EXISTING ZONING

The majority of the Redevelopment Area resides in the Industrial Park 1 (IP-1) zone. Surrounding it are primarily Residential zoning (R-2 and Multi-family R-M) and Business Highway Zoning (BH). Each of these zoning categories is discussed below. However, this Plan shall supersede these zones. Some portions of the Ewing Township Land Development Ordinance (LDO) may remain relevant but the use and bulk standards of the zoning that existed prior to this Plan's adoption will no longer remain relevant within the boundary of this Plan;

- **Business Highway Zone (BH):** Currently, this zone allows for a wide variety of commercial land uses. Key aspects of the LDO as it potentially effects the study area include the fact that it allows auto-dominant design standards that negatively effect the pedestrian mode of transportation. Over time, the Township may seek to revise the standards of this zone to allow for more creative opportunities for existing property and business owners to take advantage of the atmosphere this Redevelopment Plan creates.
- **IP1 Industrial Park Zone (IP-1)-** This district comprises the majority of the Redevelopment Area and under today's market conditions no longer are relevant.
- **Residential-2 Zone (R-2)-** This district comprises some of the surrounding neighborhoods adjacent to the Redevelopment Area. The zoning remains relevant and the intent of this Downtown Redevelopment Plan is to ensure design integration with it.
- **Residential Multi-family Zone (RM)-** This district is adjacent to the Redevelopment Area along the southerly edge and is consistent with this Downtown Redevelopment Plan. The zoning remains relevant and the intent of this Downtown Redevelopment Plan is to ensure design integration with it.



**PARKWAY AVENUE REDEVELOPMENT PLAN**

**CURRENT ZONING**

Data Source: Mercer County, California Planning (2011) Township of Ewing; CWL PLANNING, LLC

## PUBLIC INPUT- VISION & OPPORTUNITIES

### Opportunities

There are many positive attributes associated with the creation of a new center for Ewing Township. By creating a mixed-use Downtown that could support the revitalization of the entire region, it replaces a former industrial job center that once also spurred growth in the region.

Derived by site visits, local knowledge, and extensive public participation through Planning Board meetings, stakeholder interviews, and meetings with public officials the following offers support for the Plan.

### Real Data

- *Large job growth within catchment area*
- *Strong transportation assets*
- *Concentration of high-income households*
- *Well-educated workforce*
- *High wage jobs*
- *High demand for housing, (Condominium, Towns, Flats, Rent Housing)*
- *While Office market is saturated there are opportunities for site specific development, particularly for research and development, medical related fields*
- *Market for additional retail development in convenience goods (such as supermarkets and drug stores) is strong; however, market for shoppers goods (such as general merchandise, apparel, and furniture) must be highly tailored*
- *Mix of uses highly desirable to current marketplace*

### Real Estate and Industry Leaders

#### The Basics

- *Changing needs. Smaller office sizes, Alternative work weeks*
- *Sustainability Ethic - competing for talent pool of the future*
- *Create a Buzz*
- *Upscale corporate*
- *Transportation choice*
- *Airport is an asset*
- *Rail has future regardless of status*
- *Work the Fundamentals and let market respond*

#### Job Growth Opportunities

- *Base Industries - Pharma, Healthcare.*
- *Doctors, Nursing clinics, ties to Nursing School*
- *Slipping but strong - Education*
- *Emerging - BioTech, R&D*
- *Finance and Insurance (Links to Rt1- Princeton)*
- *Airport important to corporate*
- *Links to Boston and opportunity(High Tech - Cambridge)*
- *Link Rail to Air Rail has future regardless of status to job growth*

#### Housing diversity is KEY.

- *Workforce relocation following jobs*
- *Industry needs access to well-educated workforce and vice versa*
- *Today's workforce demands Quality Housing and atmosphere.*

## TCNJ

- *Opportunity to create enhanced synergies.*
- *Looking to Grow Health Sciences*
- *Linking Future Katzenbach School Opportunity*
- *Entertainment Options to take pressure of neighborhoods*

## Community Leaders and Service Groups

- *Strong sense of community*
- *Parks and open spaces important for development*
- *Explore green technologies - be innovative*
- *Solar, Water quality and Stormwater Management*
- *Link community with bike/walking paths*
- *Partner with Vineyards and Farming Community*
- *Draw from the High quality architecture of the TCNJ Campus and historical sites*
- *Comprehensive Master Plan serves as a foundations*
- *Characterize and Strengthen Existing assets*

## Constraints

An honest assessment of what a community is and what it is not is important. During this analysis, the public thought that opportunities outweighed the constraints with regard to this planning effort. Many of the negative aspects the plan was asked to address can be remedied. The following list was utilized in making recommendations for this plan.

- *Diverse property ownership, interests, and conditions of sites*
- *Ewing's reputation must be a consideration*
- *Transportation infrastructure needs upgrade and costly*
- *Airport is a liability*
- *Improving links to I-95 and Rt 29 corridors difficult*

## MAKING THE CASE – THE MARKET ANALYSIS

### **Baseline Analysis**

The “West Trenton, Ewing Township Market Study” appended to this Plan by 4-WARD Planning and the “Competitive Industries Analysis of the Mercer Region in Central NJ” by the Municipal Land Use Center identified many opportunities within the strength that is the Ewing region. A study of the regional competitiveness of Central NJ (the Trenton-Ewing MSA) as compared to the New York and Philadelphia Market regions found that Central NJ offers comparable or stronger business location factors.

- Strong: a regional economy outpacing the national average in growth and concentrations in several industry clusters representing core regional specialties
- Smart, Skilled: a well-educated, well compensated, highly skilled workforce
- Central: lower commute times and good connectivity to the business assets of two of America’s top five largest metros
- Satisfaction: nationally ranked quality of life
- Savings: rents, land prices, and perhaps taxes representing net cost savings
- Access: international airports, port facilities, national freight rail networks, and suppliers and customers within the two larger metro regions.”

### **Regional Analysis**

A review of the Regional Analysis indicates several “Takeaways” that were factored into, and support, the community’s vision and this Plan.

#### **Regional Competitiveness**

For several industrial sectors (Professional Services, Healthcare and IT), Central New Jersey provides much of what nearby larger metropolitan areas (New York and Philadelphia) offer plus strong talent pools and cheaper labor costs.

#### **Transit Access**

The West Trenton/Ewing train station (operated by SEPTA) is located one mile southwest of the redevelopment area, but without direct access. Relocating the transit station to the redevelopment area would likely increase the opportunity for key industry clustering (professional services, health care and IT), drive demand for residential and retail uses and increase transit ridership.

#### **Proximity to Major Employers**

The new Capital Health Medical Center along Route I-95 in Hopewell, and the Bank of America office campus (the corporations second largest such campus, nationally) employ thousands of professionals and administrative personnel who represent strong demand drivers for the types of land-uses best suited within the redevelopment area.

### **Demographics**

As existing and projected household data was analyzed, it became clear that generation trends and market demand for the type of “Place-Based” strategy is on target. With relatively steady but modest population and household growth across all geographies examined, but in particular, growth in the 15-minute drive contour of the Redevelopment Area suggests demand will remain strong over the next several years for most goods and services in the site’s primary market area. Further, given that growth is concentrated among upper income households (greater than \$75,000 per annum), discretionary retail and dining out service establishments in the PMA should fare well over the coming decade – a favorable trend for prospective retail development.

In the Primary Market Area (PMA), housing demand/living preferences will, principally, be driven by three demographic groups in the near-term (the next ten years): Young Professionals (25 to 34 year olds); Young

## Methodology

4ward Planning utilized Reis, a nationally recognized supplier of office, retail, industrial and multi-family rental data, to both identify the appropriate sub-market to analyze and acquire current real estate trend data. Reis data for multi-family and office data was examined for the Trenton submarket for 2008 through 2012. Additional real estate data sources include the Loopnet.com, Apartments.com, Directory of Major Malls, and and Cvent Destination Guide.

4ward Planning focused on the following metrics:

- **Change in Unit or Square Foot Inventory:** Indicates, in broad terms, whether new real estate construction has been active in the area.
- **Year-over-Year Vacancy Rates:** Combined with absorption as a percent of occupied stock whether new construction is being bought up and occupied (signaling high demand), or vacant (signaling an over-supply of real estate).
- **Absorption as a Percent of Occupied Stock:** Absorption as a percent of occupied inventory square footage which has either become occupied (positive absorption) or vacant (negative) the time period, expressed as a percentage of occupied total unit inventory at the end
- **Effective Monthly or Annual Rent:** A measure of the relative value of real estate within
- **Existing Properties:** Additionally, the location and character of currently available property products.

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## Key Findings - Residential

### Less than Three Percent

The projected multi-family rental vacancy rate for the Trenton sub-market by 2015, indicating a growing demand for new units. The average vacancy rate for apartments within the Trenton submarket was 4.4 percent in 2012.

### 21 Percent Increase

The five-year projected increase (through 2016) in apartment rents within the Trenton submarket, based on the current inventory and projected demand for apartments.

### \$1,615 per Month

Average rent for a two bedroom apartment within five miles of the Redevelopment Area.

### \$44 to \$83 per Square Foot

The average sales price for low-rise and duplex/triplex/fourplex residential properties within five miles of the Redevelopment Area.

### 58,300 units

Projected multi-family housing demand for the Trenton PMA by 2026, assuming a moderate growth rate.

## Key Findings - Office

### High but Less than the Metro Area

The Trenton office submarket has a mean vacancy rate in excess of 15 percent but this rate is significantly less than the rate for the Central New Jersey submarket (23.3 percent).

### 25.3 Million Square Feet

Estimated total office space for the top ten industries in the Mercer/Bucks CLA by 2015.

### 2.4 Million Square Feet

The amount of new office space which could be supported over the next five years, based on projections of new jobs within the Mercer/Bucks CLA.

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## Key Findings - Retail

### 7.6 million

The approximate square feet of gross leasable area (GLA) of major retail space developed or under development within the Trenton-Ewing MSA. More than half of this space is classified as Community Centers containing between 200,000 to 500,000 GLA.

### 15 venues

The number of lodging and conference center venues within a five mile radius of Ewing. Discounting the college, existing venues have over 15,000 square feet of meeting space and are capable of accommodating more than 600 persons at a time—a relatively limited supply given the number of professional and health related professionals in the area

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Empty Nesters (55 to 64 year olds); and Older Empty Nesters (65 to 74 year olds) – many of these persons living in one- and two-person non-family households. These demographic age groups, which are growing and relatively large within the Mercer/Bucks Counties CLA will seek smaller living quarters located in walking distance to amenities and prospective employment opportunities. Over the long-term (beyond the next ten years), persons who are currently associated with the Late Stage Family (45 to 54 year olds) will begin entering the empty nester years and will, on net, further increase demand for walkable neighborhood living and associated amenities, including pedestrian connections and small-scale parks and plazas.

Further, the above-identified demographic groups typically spend a greater share of their disposable income on dining out and entertainment services – land-use types that would be well suited within a high-density, TOD project.

### ***Labor & Industry Trends***

The number of net new jobs created in the Mercer/Bucks CLA MSA from 2005 to 2009. Despite the recent economic recession, the county area performed better in job creation and retention than the State of Pennsylvania as a whole, and far better than the State of New Jersey.

The Health Care and Social Assistance industry consistently remained the Mercer/Bucks CLA's top industry by employment from 2005 to 2009 -- growing its employment by 17.3 percent and adding over 9,100 new jobs.

The percentage of residents who both lived and worked in the Mercer/Bucks county area in 2009 – an equal share commuted into the area while a similar share commuted out. Although automobile ownership may be required by some residents for commuting outside the county area, automobile ownership (and, therefore, parking spaces) should become less of a necessity as housing and employment opportunities

meet local demand, and public transit improves within the metro area.

These facts lend the Plan credibility in presenting the ambitious vision set forth as tremendous opportunity awaits Ewing Township if the Redevelopment Area is well designed. As these growing industries continue to expand their employment, demand for both professional office space and housing located within the area is likely to increase. Additionally, with an increase in the number of highly paid white collar professionals comes an expected increase in the dollars spent locally on dining, personal services, and other businesses.

### ***Residential Development***

The market study performed as part of this Planning effort, as well as a reasonable design character for the Downtown, supports a reasonable assumption of 2000 additional housing units that could be accommodated over the full build-out of the area. This plan concludes that the numbers are reasonable, and as a result, Ewing could support the associated housing units as build-out over the next 15-20 years occurs. These units will provide life in the Downtown while supporting new and existing retail opportunities by building the market.

A cursory review of the current community infrastructure indicates that the availability of sewer and water to handle this increase with relatively minor upgrades exists. Given the type of housing and the low amount of school children produced as a result, and conversations with Ewing Public Schools, capacity issues appear negligible.

Ewing Township stands at a precipice where proper planning, proper mix of commercial (retail and office) with this additional residential development can catapult the Township well into the next millennium. However, to

capture the market potential that towns like South Orange, Red Bank, and Haddonfield have through their development patterns, housing must be accommodated in a way that provides choice and the critical mass necessary to support the business community.

**Commercial Development**

As population projections indicate an opportunity to spur the residential market and capture the needs of a new generation, so too does the opportunity exist within the commercial market. An increased population subsequently increases the need for goods and services to serve this population. New business opportunities may include cleaners, salons, convenience stores, bookstores, coffee shops and restaurants amongst other service-oriented businesses. Opportunity and need will arise in the professional office market as well, such as doctors, lawyers and dentistry.

Ewing will eventually evolve into a much different market place once some key projects identified in this plan are developed. With this change in market comes the desire to locate and startup small business. As such, this plan should remain flexible to capture this need once it arrives. The market study has however concluded that retail, office and hospitality can be supported in the PMA. Some additional salient facts the study uncovered include;

**Venues** - The number of lodging and conference center venues within a five mile radius of Ewing. Discounting the college, existing venues have over 15,000 square feet of meeting space and are capable of accommodating more than 600 persons at a time—a relatively limited supply given the number of professional and health related professionals in the area

**2.4 Million Square Feet** - The amount of new office space which could be supported over the next five years, based on projections of new jobs within the Mercer/Bucks CLA.



*Top to Bottom: Redevelopment of the Cherry Hill Racetrack, NJ; Alternative approaches to bicycle safety in Stockholm, Sweden; Al Fresco dining in Hoboken, NJ;*

# RELATIONSHIP TO TOWNSHIP ORDINANCES & REVIEW PROCESS

This Redevelopment Area shall be redeveloped in accordance with the standards detailed in this Plan. The Plan supersedes use, bulk, and design standard provisions of the Township Land Use Regulations applicable to the property within the Redevelopment Area. All other provisions of the Township's Land Development Regulations shall supply.

No application for development or redevelopment in the Redevelopment Area may be filed with the Planning Board until such time as the applicant has applied for and received a designation as redevelopment from the Redevelopment Entity and has executed a Redevelopment Agreement with the Redevelopment Entity providing for the proposed application. All development applications shall be submitted to the Planning Board through the normal site plan and subdivision procedures as identified in N.J.S.A. 40:55D-1, et seq. The Planning Board (but not the Board of Adjustment) may grant deviations from the regulations contained within this Redevelopment Plan, where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions, pre-existing structures or physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan, would result in peculiar and exceptional practical difficulties to, or exceptional and undue

hardship upon the developer of such property. The Planning Board may also grant such relief in any application relating to a specific piece of property, where the purposes of this Redevelopment Plan would be advanced by a deviation from the strict requirements of this Plan and the benefits of the deviation would outweigh any detriments.

No relief may be granted under terms of this section unless such deviation or relief can be granted without substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan. An applicant for a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the public notice requirements set forth in N.J.S.A. 40:55D-12(a) and (b).

Notwithstanding the above, neither the Planning Board nor the Board of Adjustment shall have authority to allow deviations from the permitted use, or height standards or expansion of a nonconforming use or other "d"-type variances. Any such deviation may only be granted through a formal amendment to the Plan by the Township Council in accordance with the process set forth in the Local Redevelopment and Housing law, N.J.S.A. 40A:12A-1 et seq., and only upon finding that such deviation would be consistent with and in furtherance of the goals and objectives of this Plan.

RELATIONSHIP TO TOWNSHIP ORDINANCES  
& DEVELOPMENT REVIEW PROCESS

The Township reserves the right to require an applicant requesting deviation to reimburse the Township for such costs of its professional engineers, planners and attorneys in furtherance of such deviation, for which an escrow fund may be established. The Township further reserves the right to require an applicant requesting an amendment to the Plan to prepare a study of the impact of such amendment, which study must be prepared by a professional planner in the State of New Jersey.

A Plan that utilizes design principles derived by significant public input and stakeholder expertise to implement the goals of this Plan. The Subarea District Map details the location of the of where the specific principles for that Subarea apply. While the permitted uses and design standards within the various districts are detailed in the Land Use Regulations & Design Standards section for each respective district, the Architectural Standards section also applies.

**Role of Township Boards**

All development applications taking advantage of the provisions set forth in this Redevelopment Plan shall be submitted to the Planning Board pursuant to N.J.S.A. 40A:12A-13 through the normal site plan and subdivision procedures as identified in N.J.S.A. 40:55D-1, et seq. The Planning Board may grant minor deviations from the regulations contained within this Redevelopment Plan, where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions, pre-existing structures or physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan, would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon the developer of such property. The Planning Board may also grant such relief in any application relating





to a specific piece of property, where the purposes and intent of this Redevelopment Plan would be advanced by such deviation and recommended by the Redevelopment Entity. The benefits of any deviation must outweigh any detriments. The Planning Board may grant minor design waivers for signage, streetscape improvements, provided that consistency with adjacent properties and projects are found.

There is no Zoning Board of Adjustment relief that may be granted under the terms of this section unless such deviation or relief can be granted without substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan. An applicant for a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the public notice requirements set forth in N.J.S.A. 40:55D-12(a) and (b). Notwithstanding the aforementioned, any deviation from the permitted use, or height provisions that exceeds the Planning Board’s ability to grant a 10% increase in height or 20’ feet, whichever is less, can only

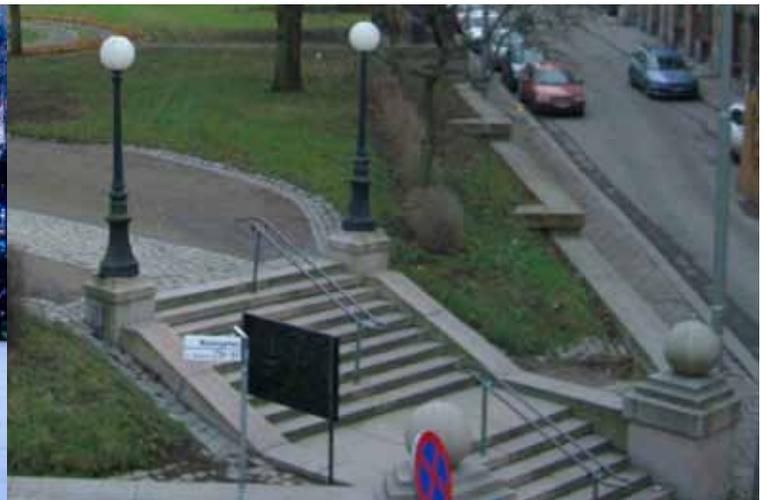
be made through a formal Plan amendment by the Township Council in accordance with the process set forth in the Local Redevelopment and Housing law, N.J.S.A. 40A:12A-1 et seq., and only upon finding that such deviation would be consistent with, and in furtherance of, the goals and objectives of this Plan. The Zoning Board of Adjustment retains no jurisdiction within the Plan’s area.

### REDEVELOPMENT PROCESS

Following the adoption of the Redevelopment Plan, all development shall be subject to a Redevelopment Agreement and thus the off-tract improvements and design details of this Plan shall be negotiated. A Redevelopment Agreement applies to owners of the property at the time of adoption who seek to redevelop, as well as to contract-purchasers and other developers.

Undertaking a redevelopment project through a Redevelopment Agreement will require the following steps:

1. The Redevelopment Entity, Township, Property Owner, alone or in partnership



*Grand public parks with “gateway” treatments and high quality materials are an important aspect of the Plan*

will address the following issues;

- a) Description of the redevelopment entity, including type of company or partnership, disclosure of ownership interest, list of references with name, address and phone information, list of any general or limited partners, financial profile of the redevelopment entity, and where applicable, a list of comparable projects successfully completed.
- b) Description of proposed use for the redevelopment project, including analysis of the site and overall approach to site development regulatory process, use of contractors and subcontractors, etc.
- c) Anticipated construction schedule, including estimated pre-construction time period to secure permits and

approvals once granted final site plan approval by the Township.

- 2. The Redevelopment Entity will designate a redeveloper entity as the Conditional Redeveloper for a project subject to the successful negotiation and execution of a redevelopment agreement with the Redevelopment Entity within 12 months of conditional designation. The Redevelopment Entity may grant an extension to the negotiation period of six months or terminate the conditional redeveloper designation. Unless otherwise provided for by the Redevelopment Entity.
- 3. The Redevelopment Entity may, at any time, entertain an unsolicited proposal from a prospective redeveloper or property owner for redevelopment of a redevelopment project. The Entity will have the option of conferring conditional redeveloper designation to such a redeveloper or putting out an RFQ if the property is publicly owned to solicit interest in the project from other potential redevelopers, subject in either case to the completion of Step 1 above prior to the execution of a redevelopment agreement. Existing property and business owners will be involved in this process as provided in this Plan. Preference on the selection of a redeveloper will be given to an entity that represents all of the property and business owners within a suggested redevelopment parcel and otherwise meets the requirements of the Plan for the selection of a redeveloper.



Finally, no redeveloper designation will be made pursuant to an unsolicited proposal received by the Redevelopment Entity until the affected owners of properties within the redevelopment parcel are given the opportunity to present their own proposal within a reasonable time period as established by the Redevelopment Entity.

**REDEVELOPMENT AGREEMENTS**

All projects undertaken within this Redevelopment Area will be pursuant to a Redevelopment Agreement. In order to effectuate this Redevelopment Plan, the Local Redevelopment & Housing Law (N.J.S.A. 40A:12A,8-9,) provides for the Redevelopment Entity the ability to enter into redevelopment agreements. Such agreements allow the Township through the Redevelopment Entity and a prospective redeveloper to provide each other a degree of expectation during the development process. Whether it be timing of a public improvement or monetary donations in-lieu of construction, the Redevelopment Agreement is a useful tool for all parties involved, public and private. A Redevelopment Agreement is necessary to implement this plan.

Although agreements are subject to negotiation, basics of an agreement should include the following considerations;

- o All parties to the agreement shall be named and their capacities to enter into the agreement clearly stated. In the case of developer/owners, their equitable

or legal interests in the property must be stated.

- o Relationship of the Parties. The relationship between the parties to the agreement shall be stated clearly. Typically, the statement will specify that the relationship is contractual and that the owner/developer is an independent contractor, and not an agent of the local government.
- o Property. The property to be subject to the agreement shall be clearly and thoroughly identified. An attachment, preferably with a map, specifically describing the property shall be provided and incorporated into the agreement by reference. Specifically, the agreement shall provide that the property is located in the Township of Ewing, more particularly describing which real property is the subject matter of this Agreement, and that said property consists of meets and bounds, acreage, block and lot and/or other defining features of the property.



- All agreements shall contain a covenant running with the land.
- Intent of the Parties. The intent of the parties to be bound by the terms of the agreement should be clearly stated. The agreement shall specifically include a statement that the property owner represents that it has an equitable or a legal interest in the real property and that all other persons holding legal or equitable interests in the real property are to be bound by the agreement. The development agreement will provide for the rights and obligations of the property owner under the agreement and shall run with the land.
  - Recitation of Benefits and Burdens. The agreement shall recite the benefits each party expects to gain from entering into the agreement, as well as the burdens each party agrees to bear. Because the agreement will be treated as a contract, the consideration each party is to receive from the other should be stated clearly in order to ensure enforceability. The benefits to the local government and community must be expressed in terms that exhibit the agreement as consistent with the Plan.
  - Approval and Permit Requirements. The agreement shall specify all discretionary approvals and permits that will have to be obtained before the development can proceed beyond its various stages. All conditions precedent to the obtaining of the permits and approvals should be listed.
  - Dedications and Reservations. The agreement should provide, where appropriate, a statement of any land or improvements to be dedicated to the Township or land reservations made by the developer for public purposes, and the specific time period for such dedications and reservations as they relate to the date of entering into the agreement.
  - Utility Connections. All water and sewer service, either to be provided by the developer or by the local government, shall be described in detail, together with schedules of construction completion, cost allocation (between or among developers and government and later developers), hookup or connection schedules, and parameters for permitting, including fees for utility provision, service and/or relocation.
  - Duration of the Agreement. The agreement shall state a termination date. It should also specify project commencement and completion dates, either for the project on the whole, or for its various phases. The agreement should specify that the termination date can be extended by mutual agreement, and that commencement and completion dates may also be extended.
  - Transference. The agreement is not

transferable without written consent of the Redevelopment Entity.

- Periodic Review. The agreement should provide for periodic reviews of the project in order to determine compliance with the terms of the agreement. Unless otherwise negotiated, Ewing Township Construction Office shall be responsible for performing such reviews.
- Remedies and Enforcement. Remedies for breach on the part of either party shall be provided, and the agreement shall provide for enforcement of its provisions.
- Relocation Assistance. If a developer acquires property, the developer may be required to offer relocation assistance.

#### PROPERTY ACQUISITION

NJ State law requires that the principles of property acquisition be discussed within the Plan. The Local Redevelopment and Housing Law authorizes the use of eminent domain for public acquisition of property for the purpose of redevelopment when such properties are specifically identified in the a redevelopment plan. The Township has determined to restrict the use of eminent domain within the Parkway Avenue Redevelopment Area, and this Plan does not propose any property for acquisition through eminent domain.

#### SPECIFIC PROPERTY IDENTIFIED FOR ACQUISITION

No property has been identified for acquisition by eminent domain.

#### PROPERTY DISPOSITION

The Redevelopment Entity shall have the authority to sell, lease, vacate or otherwise convey to the Redeveloper(s) for redevelopment, subject to the restrictions, controls and requirements of this Plan, all or any part(s) or portion(s) of land within the Redevelopment Area that becomes available for disposal as a result of public action under this Plan. Neither the Redevelopment Entity nor any of its assigns, nor any purchasers or lessees shall discriminate upon the basis of race, color, creed, religion, ancestry, national origin, sex or marital status in the sale, lease or rental, or in the use and occupancy of, land or improvements erected or to be erected thereon, or any part thereof, in the Redevelopment Area.

# LAND USE REGULATIONS & DESIGN STANDARDS

There are several key features surrounding the Redevelopment Area that are assets to be leveraged. These features consist of large and smaller sites, both public and privately held outside of this plan’s jurisdiction. Some are commercial properties such as shopping centers, and public property such as park space; while other assets are infrastructure related.

Ewing declared the area affect by this Plan an “Area in Need of Redevelopment” which allows the Township to create redevelopment plans for areas that need specific attention through the process outlined by the Local Redevelopment & Housing Law (NJSA 40A:12A:-1 et seq.). “LRHL” Redevelopment in accordance with the law allows the Township the most creative flexibility to take best advantage of the surrounding resources while dealing with issues specifically related to the sites themselves. Accordingly, this plan implements a formal redevelopment process initiated and implemented through public and private sector partnership. Existing zoning will be superseded because of the opportunity that the LRHL provides the Township to develop these sites as a cohesive unit where all development details can be negotiated with the community’s best interest in mind.

This plan identifies subareas that were subject of specific analysis whereby specific

recommendations are provided. Although an environmental and market analysis have provided some direction and insight as to how recommendations are to be implemented, the private market will certainly have ideas that this Plan may not have contemplated.

Although some of the Plans Regulations and Design Standards focus on specific concepts, the plan will focus more on how each parcel relates and functions with adjacent properties holistically to create a cohesive development and strong market future. Accordingly, this plan focuses on continuity, connections, and form, therefore the Plan will be flexible upon implementation so long as the goals and vision are upheld. By taking the best that the area and its assets have to offer, and combining it with what is best about towns of similar attributes, the plan recommends both short and long term solutions that work toward building a future for Ewing that its own history would be proud of.

Again, there are many ways to assemble and realize the vision this Plan presents. The Plan will remain flexible to allow creativity by the market to implement the Plan but will be strict on the vision, design, and long-term objectives. While some Bulk standards are presented in the Plan, it is the Plan’s design principles that are paramount.

**PLAN OBJECTIVES - GENERALLY**

The objectives this plan seeks to implement are based on sound land use as well as State and National, Transit-Oriented Development principles and practices. Ultimately, the vision presented in the plan emanate from these principles and work toward standards that the development community will use to implement the vision established by the citizens of Ewing.

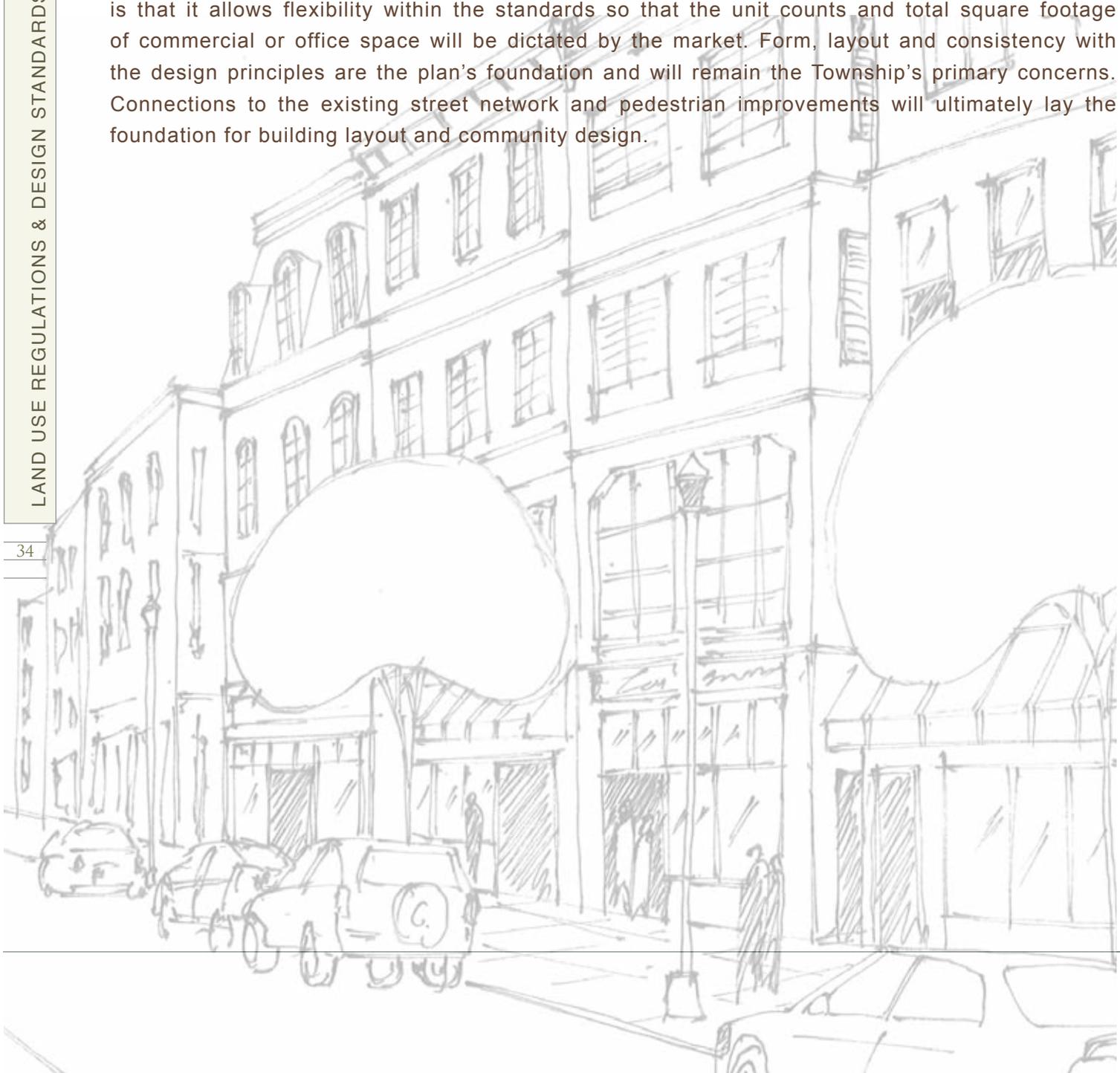
- *Enhance Ewing Township as a special place that includes;*
  - Pedestrian friendly amenities;
  - Provisions for public spaces;
  - Enhancement and compatibility with history;
  - Offers mixed-use development opportunities with increased market rate housing choices;
  - Offers a creative environment for job creation;
  - “Four-sided” site planning, access and architecture.
- *Connects the entire community*
  - Enhanced pedestrian and bicycle connections to and through the sites;
  - Enhance and upgrade existing open space;
  - Improve vehicular circulation;
  - Creates a sense of Place for all residents to enjoy;
  - Enhances property values.
- *Accommodates parking*
  - Strategically plans the parking location and volume to accommodate needs- current and future demand;
  - Works to supplement residential and commercial activity while taking a “pedestrian first” approach within all site planning decisions.
- *Utilizes the Regional Transportation assets (West Trenton/Ewing Train Station, Trenton/Mercer Airport @ Ewing) as a catalyst for new economic development opportunities that;*
  - Increase Ewing’s tax base;
  - Compliment the existing business community and neighborhoods;
  - Enhance socioeconomics in Town;
  - Spurs investment.

*This example of a mixed use building contains ground level retail and 3 stories of residential above. (Robbinsville Town Center.)*



### CONCEPTUAL MASSING PLAN

The Massing Plan and associated table serves as a base map for prototypical design and layout for new development and redevelopment. Official site plans have not been developed, nor does the massing plan depict site plans that have been presented in the past of present. The Conceptual Massing Plan serves as a visual depiction only of the Plan's standards that the development community can then utilize to propose actual projects. While the concept drove a conceptual number of housing units, size of commercial space and parking to be included by the standards of the plan, they are baseline numbers of what the plan feels is could be accommodated for the Township's future success and to test transportation decisions. The importance of how the Plan is formulated is that it allows flexibility within the standards so that the unit counts and total square footage of commercial or office space will be dictated by the market. Form, layout and consistency with the design principles are the plan's foundation and will remain the Township's primary concerns. Connections to the existing street network and pedestrian improvements will ultimately lay the foundation for building layout and community design.





**PARKWAY AVENUE REDEVELOPMENT PLAN**  
**CONCEPTUAL MASSING PLAN**  
*(For Illustrative purposes ONLY)*



## LAND USES & SITE DESCRIPTIONS

### › SUBAREA 1- PARKWAY AVENUE CORRIDOR

*Extending roughly from Scotch Road through to West Upper Ferry Road at its intersection with Decou Avenue, Parkway Avenue has long serviced the General Motors and Naval facilities. A four-lane roadway lined with several shopping centers and auto-oriented land uses through the Redevelopment Area, Parkway runs east-west. The main thoroughfare traversing through the Redevelopment Area the roadway will be designed to be an inviting gateway that is pedestrian-friendly and designed to become a truly great street in the future.*

### › SUBAREA 2- THE DOWNTOWN CORE

*The Downtown Core is the majority of the General Motors site. The Core will be become the center of civic life in Ewing. Complete with a fantastic new town square similar to that of Palmer, Rhittenhouse or Wharton Squares, the Core area will provide a great destination thus presenting Ewing Township with a renewed identity. Great architecture combined with dynamic public spaces that pay tribute to Ewing's heritage and well-designed streets, the core is where Township residents will want to be at night or a sunny weekend day.*

### › SUBAREA 3- DOWNTOWN CORE SOUTH

*Along the former Trenton connection of the railroad between the West Trenton Rail Line and Silvia Street, the southern portion of the General Motors site will serve as catalyst for job growth that will help fuel the Downtown with close proximity to the West Trenton/Ewing Rail Station.*

### › SUBAREA 4- COMMERCE CENTER WEST

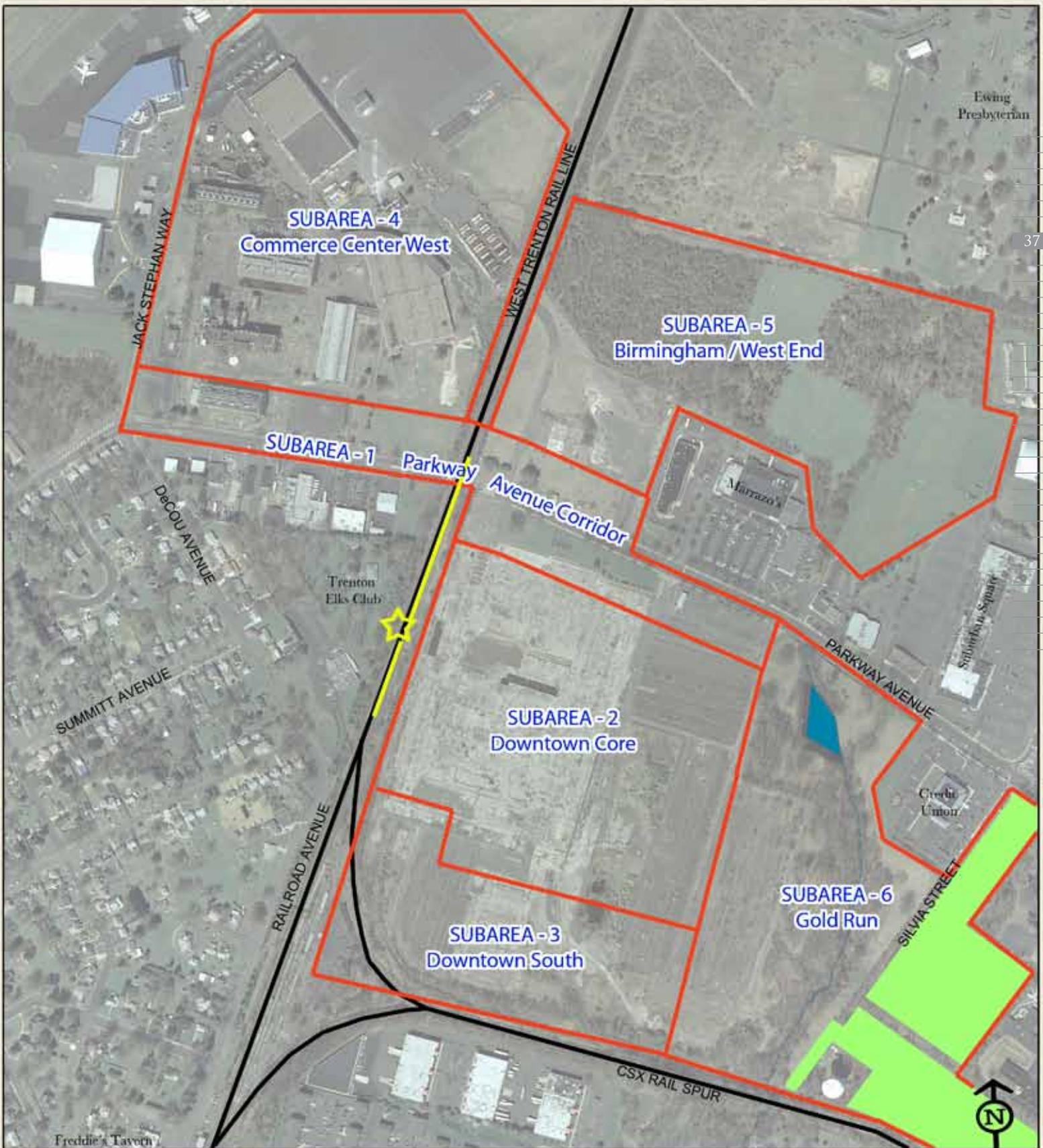
*A unique area that once hosted the Naval Jet Propulsion testing Labs, this subarea has been in industrial use since shortly after WWII. Adjacent to the Trenton/Mercer Airport @ Ewing new development will be designed to ensure future "train to plane" connections can be realized. Predominately commercial, the area could host a modest amount of residential above retail opportunities. This subarea presents a different type of retail destination from that of the Downtown Core.*

### › SUBAREA 5- BIRMINGHAM – WEST END

*Once the administration portion of the Naval Testing Center, this area is best suited primarily for residential land uses given recent court decisions over past zoning decisions. Abutting the West End Soccer Fields, the Township will work to turn this area into a great neighborhood with good access to the adjacent shopping center and the Downtown Core. Greenway paths connecting to the College of New Jersey and other Township neighborhoods outside of the immediate area are also envisioned.*

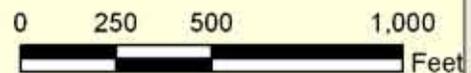
### › SUBAREA 6- GOLD RUN – SILVIA STREET

*A unique natural area that runs the eastern edge of the Redevelopment Area is challenged from a number of standpoints that makes development difficult. Ideally left in a natural state, given stormwater needs throughout the entire area, this subarea could prove to be a great resource for the community.*



**PARKWAY AVENUE REDEVELOPMENT PLAN**

**SUBAREA DELINEATIONS MAP**



## PRINCIPLES OF ZONING

The location of new development, creation of new affordable housing, implementation of public park space (both large and small) and infrastructure improvements must all be factored-in to create a neighborhood. All development created pursuant to this Plan will contribute to the improvement of the infrastructure upgrades necessary to implement the Plan; including regional stormwater management. These contributions will have to be determined as the Township develops hard financial numbers to achieve implementation of all the public provisions required in the Area to make it a true success. No development will be exempt from these contributions and all funds generated through this Area's development will be expended within the Area itself in order to achieve success.



*Public Spaces are an important component to any Great Place.*

Each district will exact through negotiation certain contributions as well as bonus-based contributions affecting;

- **AFFORDABLE HOUSING:** All redevelopers will have to make affordable housing contributions. Because COAH regulations are in flux as of the writing of this Plan, reference is made to COAH guidelines. The guidelines in place at the time a re-developer initiates a developer agreement with the Township are the ones that will be in effect. In essence, the purpose of this Plan as it relates to affordable housing is to ensure the Township's obligations to provide affordable housing are met.
- **OFF-TRACT IMPROVEMENTS:** Contributions to the Area's infrastructure will be made pursuant to developer agreements.
- **PARKS/OPEN SPACE:** Contributions to the creation of the Open Space network in this plan may be required. Any land dedicated and developed for open space/parks will be credited against the required contributions.
- **COMMUNITY FACILITIES:** the Plan may seek new community and cultural spaces
- **GREEN DESIGN:** the Plan seeks green rooftops and offers bonuses for high performance building as per LEED standards

## KEY PRINCIPLES WITHIN SUBAREA 1 - PARKWAY AVENUE CORRIDOR

The Parkway Avenue Corridor has always been a major trunkline of circulation for the Township. Designed as what is in essence a four-lane highway to accommodate the thousands of workers accessing General Motors and the Navy properties, Parkway Avenue itself has adequate capacity. While some choke points need to be resolved, Parkway Avenue itself will be the major face of the Downtown as one enters by foot, bike, car, bus and train. Parkway Avenue will be designed into a pedestrian friendly Boulevard that provides access to and through the Downtown area by any means of travel a resident or visitor chooses to utilize.

The West Trenton/Ewing Station will eventually become a focal point that extends out and across Parkway Avenue by a refurbished/replaced train trestle. Travelers by train will be able to access from both all four sides of the trestle at Parkway Avenue. When one hits the street level they will be met by development that is oriented toward the street with streetscapes and sidewalks that are pleasing to walk on.

The position of buildings regardless of use will provide an aesthetically pleasing street-wall with interesting façade treatments and public pocket respites. Notwithstanding a formal gateway being defined for the Downtown, the continuation of the current auto-dependent land uses outside of the Redevelopment Area will continue pending market opportunities to re-orient themselves.

While single-use parcels are not truly inappropriate per se, some of the parcels are in need of rehabilitation and/or redesign to fit better within the Plan’s vision; such as those developments on Scotch Road.

This plan implements the following design principles to guide the design process:

### KEY DESIGN PRINCIPLES FOR SUBAREA 1:

- **Create a strong street-wall with architectural definition along the Avenue;**
- **High quality streetscape and pedestrian amenities;**
- **All development to take a “pedestrian first” approach with amenities clearly defined and accessible with bus stop amenities;**
- **Create a partnership with adjacent property owners to ensure design integration and programming opportunities;**
- **Railroad Bridge to become a visual focal point and major pedestrian access point to the West Trenton/Ewing Station;**

The conceptual massing plan and improvement recommendations include slowing vehicular traffic. A round-a-bout centered at West Upper Ferry and Jack Stephan Way provides a Gateway presence and controlled access point to the area.



## KEY PRINCIPLES WITHIN SUBAREA 2 – DOWNTOWN CORE

This area is another key to Ewing success as a great place. Subarea 2 lies at the site of one of the historical “heartbeats” of the Township - the General Motors site. This site has great potential to tie past and future history together through its size and location. This subarea also provides Ewing with the ability to connect Ewing in a way that it has never been – both physically and socially. A Downtown Core that includes a town square with retail and restaurant uses surrounding it and a combination of residential and office space above will serve as a destination. Buildings will be architecturally interesting and block structure walkable.

Since the site is so large, a comprehensive development plan will be created to implement a new street network through and to the site. Carefully designed connections into roadways long on the Township’s Master Plan, like the Silvia Street to Scotch Road connection, will provide the surrounding neighborhoods access, but not in a way that facilities “cut-through” traffic. In addition, the creation of greenways and pedestrian connections that not only allow access to the Downtown, but become part of a Township-wide greenway system will be important; specifically to the West Trenton neighborhoods, and the Ewing Community Center on Lower Ferry Road.

This plan implements the following design principles to guide the design process:

## KEY DESIGN PRINCIPLES FOR SUBAREA 2:

- **Creation of a town square or green that becomes the focus of civic life with public art and historical references;**
- **Provide strong design standards that creates a special place for people to live, work, and play;**
- **Establish a street grid to guide building layout, use, and functionality;**
- **Establish a high degree of connectivity to, but not directly through, the Downtown core, including greenway connections;**
- **Include public land uses, activities, and spaces for public events where appropriate (i.e. Post Office, Kiosks, street fairs, and vendors);**
- **Contain mixed-use retail/office/residential;**
- **Include structured public parking within the development and hidden behind active uses. (Interim surface parking lots to include streetscape fully implemented);**
- **Pedestrian amenities and strong streetscapes.**
- **Take advantage of Birmingham Plaza / Marrazo’s Shopping Center, and its grocery store as an anchor to the area’s retail district.**

Lastly, the redevelopment of Subarea 2 will include integration with the West Trenton/ Ewing Train Station. The Downtown Core must consider parking in a way that is shared with commuters and financed through creative mechanisms.



*Conceptual Rendering #1 - The Plan's Design Standards implement the potential for mixed-use development surrounding a new Ewing Green...*



Rendering Index Map

*Conceptual Rendering #2 - The possibility of a new West Trenton / Ewing Station is an important long-term objective. The Plan sets the stage for credible considerations toward State infrastructure investments.*

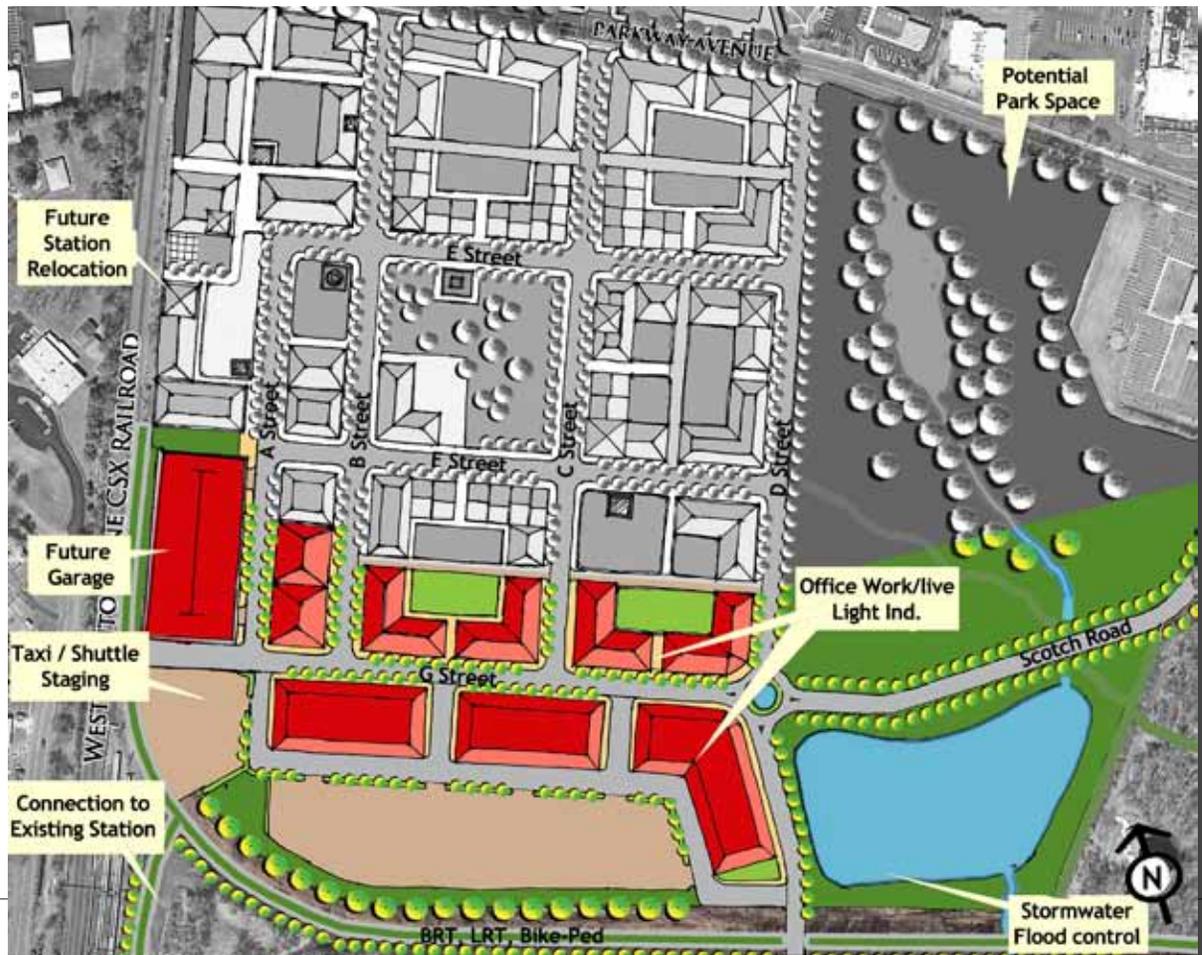


### KEY PRINCIPLES WITHIN SUBAREA 3 – DOWNTOWN CORE SOUTH

Subarea 3 is part of the Downtown but will be treated slightly different given environmental considerations along the rear edge of the General Motors site. Combined with the future needs of parking for the relocated West Trenton/Ewing Station, this subarea could be a driver of economic activity in the Core.

### KEY DESIGN PRINCIPLES FOR SUBAREA 3:

- Create fertile ground where a concentration of jobs work to spur activity for business during the workday, when residential activity levels are minimal;
- Balance the needs for parking with good site design and access to the Station and Core retail area;
- Ensure strong pedestrian connections to and through the subarea;

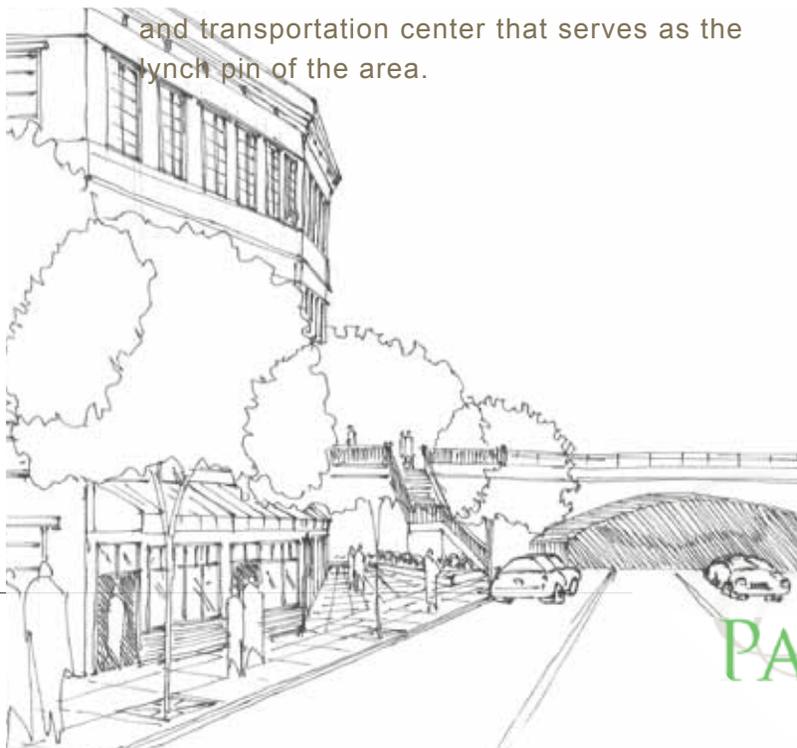


## KEY PRINCIPLES WITHIN SUBAREA 4 – COMMERCE CENTER WEST

Subarea 4 is anchored by three (3) key transportation opportunities for Ewing Township and the region at-large; the West Trenton Train Line, the Trenton/Mercer Airport at Ewing, as well as the opportunity to make stronger connections to Interstate 95 from Scotch Road and Bear Tavern via the long discussed West Trenton Bypass. Given the complications of the existing owners ability to coordinate with the Federal Government regarding the on going clean-up of this former Naval base, this subarea will likely start out as primarily commercial with hospitality and conference facilities as a unique opportunity to explore long-term. The ability to incorporate some residential or office above retail along Parkway Avenue is not precluded as an option in all phases however. The subarea presents opportunities for a well-designed shopping experience through what has been defined as a life-style shopping center that facilitates pedestrian circulation and an ambiance not typically found in standard shopping centers. These uses, carefully design together could turn this subarea into world-class destination and transportation center that serves as the lynch pin of the area.

## KEY DESIGN PRINCIPLES FOR SUBAREA 4:

- **Create a destination shopping experience;**
- **Create a pedestrian-oriented atmosphere through thoughtful design approaches that includes landscaping and shared parking;**
- **Allow for the site to be a key gateway into the community by treating all roads and access points appropriately with site design and architecture oriented to create a “first impression” type experience.**
- **Coordinate with the development of Subarea 1 with buildings that provide a strong streetwall and gateway leading into the Area along Parkway Avenue**
- **Be able to accommodate future inter-modal transfers between the possible relocation of the West Trenton/Ewing Station and TTN Terminal through site design that includes access to parking, and aesthetically pleasing pedestrian experiences between the modes of transportation;**
- **Provide for the opportunity to create better access and circulation to Scotch Road if deemed necessary by the County;**



*Conceptual Rendering #3. As per the Rendering Index Map on Page 41. - Subarea 1 looking eastward down Parkway Avenue to the potential newly relocated West Trenton / Ewing Station, buildings line the Avenue creating a unique atmosphere regardless of the use contained within the buildings.*

### KEY PRINCIPLES WITHIN SUBAREA 5 – BIRMINGHAM / WEST END

With recent development activity shaping the long-term future of this area and its proximity to retail goods and services in the short-term as the more ambitious development of Subarea 2, 3, and 4 take place in the longer term, mixed-use residential development is the most appropriate direction. While remaining flexible to non-residential opportunities, this subarea could become a great neighborhood within the area. Carefully designed to fit within the existing development pattern of the area, this subarea could and likely will positively affect growth opportunities along Parkway Avenue toward Scotch Road.

Subarea 5 is also located adjacent to County-owned land outside of the Redevelopment Area. Part the area owned by the County is utilized by the West End Soccer Association as soccer fields. Given the residential nature of this subarea, the land should be designed in a way that embraces these community facilities and add additional public space in an appropriate manner. Further, establishing greenway connections with Carlton Avenue though the Mercer County Library site will provide strong pedestrian and bicycle access to and from the College of New Jersey.

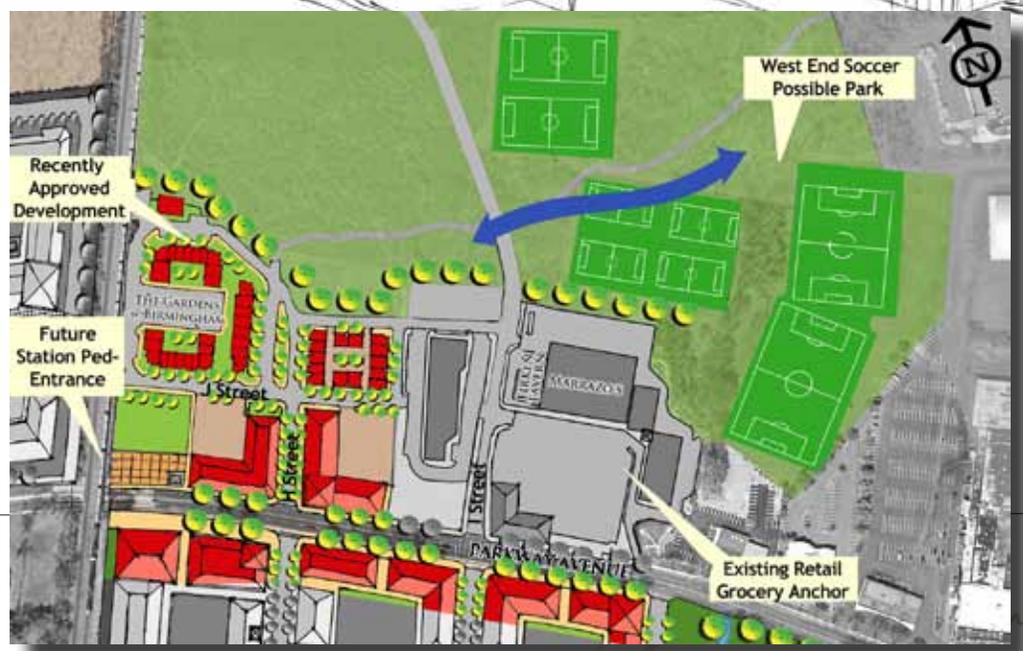
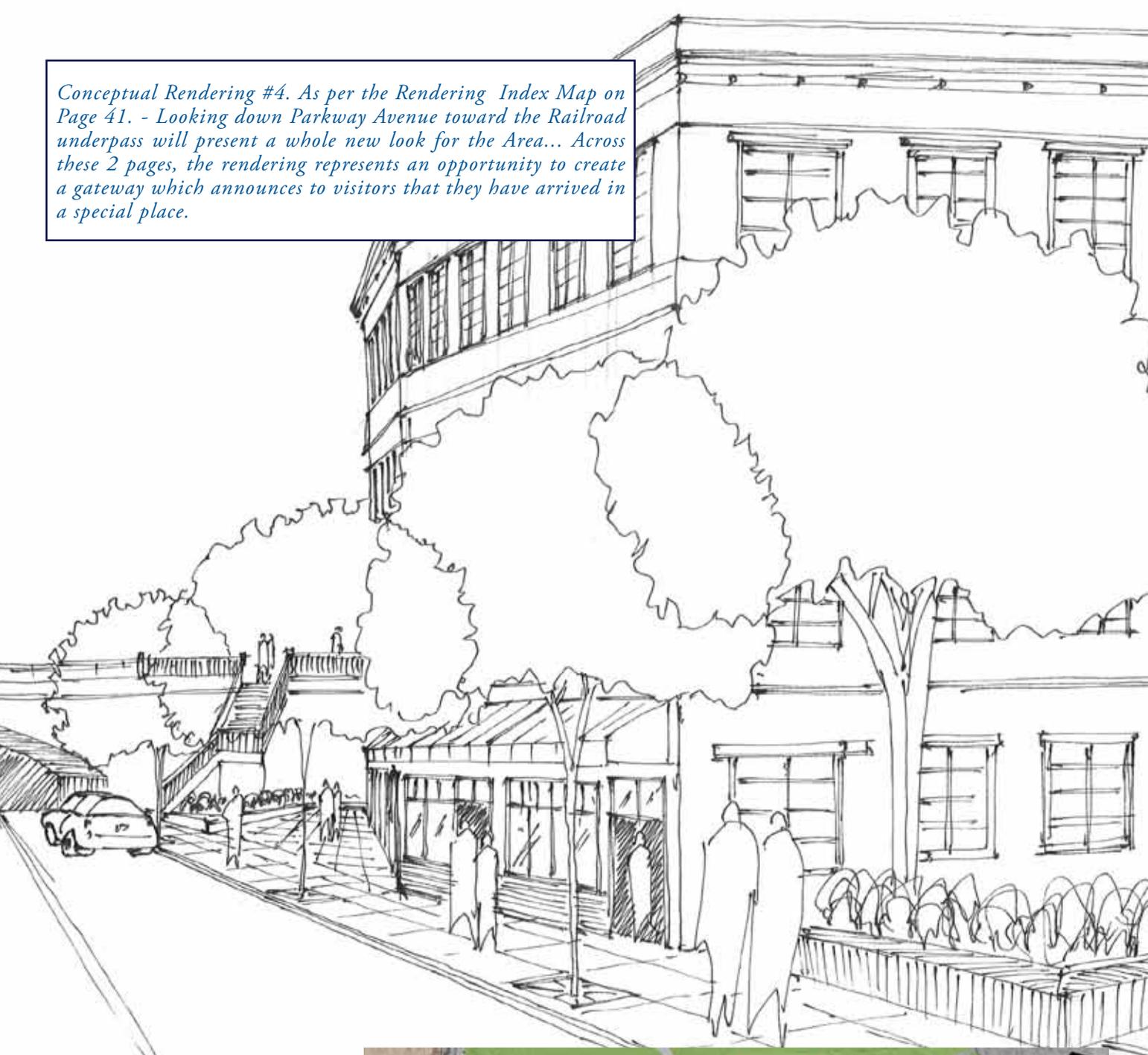
As conceptually depicted in the Conceptual Massing Plan, the principles guiding Subarea 5 are as follows:

### KEY DESIGN PRINCIPLES FOR SUBAREA 5

- **Creation of a great urban neighborhood with access to adjacent parks and recreational facilities, and adjacent shopping centers;**
- **Allow for pedestrian access to mass transit services, both bus and rail;**
- **Utilize the existing topography to incorporate and integrate development that is complimentary to the entire Redevelopment Area;**
- **Provide for the opportunity to create better access and circulation to Scotch Road if deemed necessary;**
- **Act as an extension of the Downtown Core by providing high-quality pedestrian amenities and connections thru, to, and within the site.**
- **Take advantage of Birmingham Plaza / Marrazo's Shopping Center and it grocery store as an anchor to the area's retail district.**

The Form and style of each structure is more important than use, although any additional retail conceived for the site must be developed at ground level and connected to the existing shopping centers and the Downtown district. Where future markets dictate, office may occupy space above retail with residential occupying the top floors. It is also important to note that building design elements must work within a reasonable design vocabulary that complements and utilizes important architectural elements within the design.

Conceptual Rendering #4. As per the Rendering Index Map on Page 41. - Looking down Parkway Avenue toward the Railroad underpass will present a whole new look for the Area... Across these 2 pages, the rendering represents an opportunity to create a gateway which announces to visitors that they have arrived in a special place.



## KEY PRINCIPLES WITHIN SUBAREA 6 – GOLD RUN / SILVIA STREET

Acting as both a Gateway into the area as well as the main interface with neighborhoods to the south, this subarea presents a unique “transitional” opportunities. The topography and existing environmental features present the ability to manage stormwater in a way that reduces the need to design capacity within each and every block of development. Questions as to the environmental limitations of this space may limit public accessibility and recreational programming, but flooding along Gold Run remains a concern and the culvert under the CSX rail spur acts a weir to control future stormwater run-off concerns.

## KEY DESIGN PRINCIPLES FOR SUBAREA 6:

- Create a gateway into the area while ensure proper buffering with adjacent neighborhoods;
- Connections to the Greenway links envisioned to connect the Ewing Community Center and south along Silvia Street toward the Katzenbach School and ultimately the Delaware River;
- Take advantage of the topography and natural features to manage stormwater at an area-wide level;
- Incorporate public open space into design of the entire area;



## GENERAL STANDARDS

Each district provides specific criteria pertaining to permitted uses. Generally, the Plan intends to allow primarily through multi-story mixed use structures:

- (1) Ground level commercial – Active uses where building orientation works to invigorate the street.
- (2) Office
- (3) Professional Services
- (4) Research and Development
- (5) Uses consistent with the character of the area, such as restaurants.
- (6) Residential- All multi-unit Residential Buildings must provide:
  - Laundry facilities either on each floor or one sufficient in size to accommodate residents of the building (unless it is shown that each unit has its own laundry equipment).
  - A storage room(s) available for residents of the building.
  - An indoor bicycle storage area.

### **General Parking Requirements**

Separate parking structures and surface parking lots are discouraged (except as specifically permitted in the Public Parking Section below). At a minimum, surface lots must be properly screened from view to create and preserve the pedestrian environment. Surface lots are prohibited along major thoroughfares;

Additionally:

- (1) All parking and related mechanical spaces located internally behind a street façade shall be “wrapped” on the exterior by active building uses.
- (2) No exhaust area or vent shall open directly into any street or park space.

- (3) All self-parking spaces shall be 8.5 by 18 feet deep. All aisles shall be a minimum of 24 feet wide. Compact spaces may be provided upon Planning Board acceptance.
- (4) Curbs cut are limited to fifteen feet (15) in width and no more than one (1) per block.
- (5) Parking is encouraged to be located below ground level if possible.
- (6) Areas where vehicular access is required shall be designed to match the adjacent active uses. A non-contrasting garage door shall be provided that provides glazing at eye level. The door must be made of a solid material and must be kept closed.

### **Parking Standards**

This plan utilizes reduced parking standards but realizes that until the neighborhood matures and full transit service is provided it will present difficulty in marketing for developers of residential. Over time, standards may be further reduced as standards that are excessive are far more detrimental to a downtown built environment than those standards that provide less. It will be within the right of the Planning Board to make such determination.

The Downtown is planned as a “park-once” district, with preference given to pedestrian mobility within the area. For these reasons, reductions are allowed to the normal off-street parking requirements. The following ratios shall apply to determine the number of off-street parking requirements:

**Parking Ratios**

(a) Residential: 1.3/unit average. Further broken down by unit type:

- (1) Studio apartments — 0.75 spaces per unit
- (2) 1 Bedroom — 1.25 spaces per unit
- (3) 2 Bedroom — 1.5 spaces per unit
- (4) 3 Bedroom — 1.75 spaces per unit

(b) Non-Residential Ratios

- (1) Retail: One (1) per 500 square feet Maximum unless within a structure.
- (2) Commercial and Professional Office space — 2.5 per 1,000 square feet
- (3) Hotel — One (1) per room

**Loading Requirements**

(a) There are no requirements for loading for residential uses.

(b) All loading areas for non-residential uses shall be enclosed and their doors kept closed except when loading and unloading. Trash and recycling materials must be kept inside the loading area prior to pick-up (the night before only). See design requirements for vehicular access above.

(c) Only supermarkets, hotels, research and development, and large-format stores are required to have off-street loading berths.

(1) Generally

- a. First 8,000 square feet — None
- b. Next 10,000- One (1)
- c. Each additional 200,000 or fraction thereof — One (1)

(2) Hotels

- a. First 100,000 square feet — None
- b. Each additional 10,000 or fraction thereof — One (1)

**Parking Locations**

(a) Parking is encouraged to be fully or partially below grade but is permitted at-grade.

- (1) Parking is permitted at the first floor and above the first floor but shall be fully screened from public view and located behind active uses where mandatory
- (2) Where parking is not screened by active uses it must be clad to match the building above and must have appropriate ground level window treatments with translucent but not transparent glazing no smaller than three feet by three feet starting no higher than three feet above ground.
- (3) Access to all parking facilities must be appropriately located and may not be located along any street envisioned to be vacated

**Bicycle**

Required bicycle parking spaces – interior (all uses except single and multi-family dwellings, and low occupancy facilities)

- 0 spaces under 7,500sf
- 2 spaces between 7,500 and 20,000sf
- 1 space per every 10,000sf over 20,000sf

Required bicycle parking spaces – interior (multi-family dwellings)

- 0 spaces less than 12 units
- 1 space per every three units, 12 or greater

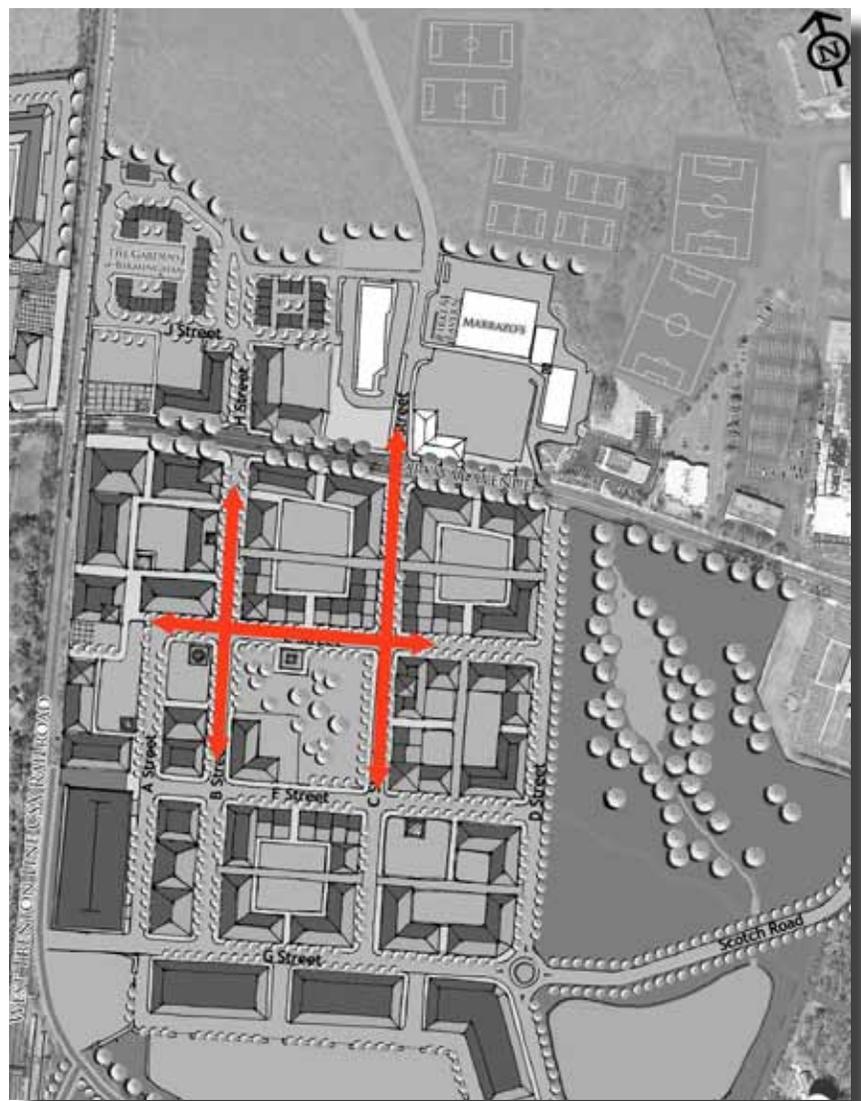
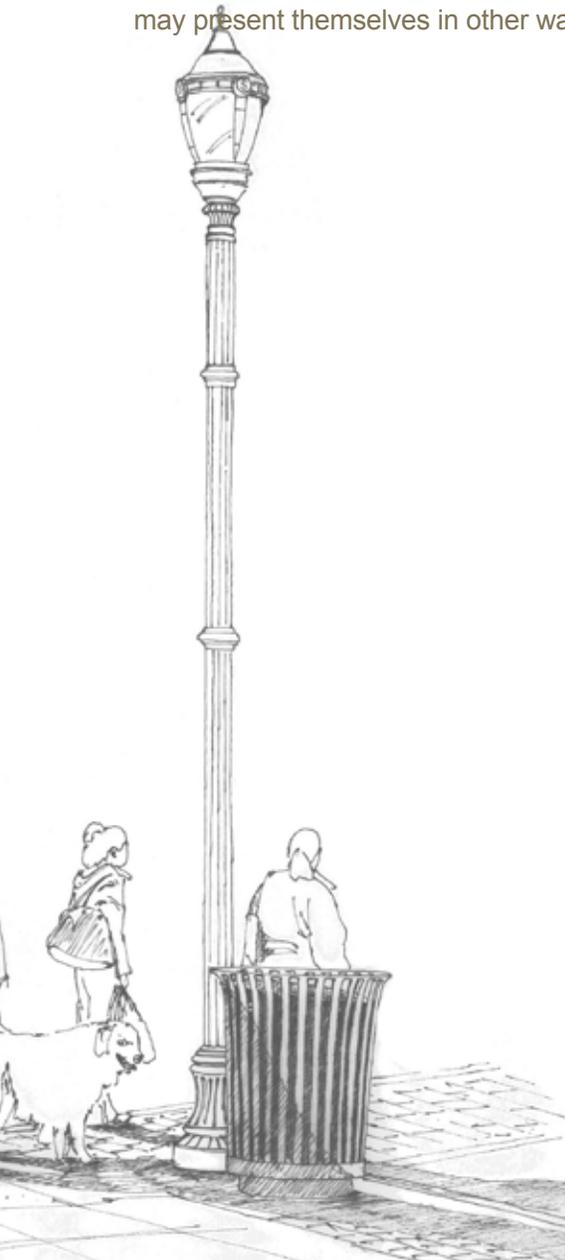
Required bicycle parking spaces (public parking lots)

- 2 spaces for 4-20 car spaces
- 4 spaces for 21-40 car spaces
- 1 space per every 10 spaces over 40



**Key Retail Considerations**

Creating synergies within the retail marketplace is important. There are a number of different ways the needs of retail can be satisfied to create a coherent atmosphere that becomes more than a destination to buy goods. This Plan envisions creating a dynamic place where people can live, work and play. The adjoining graphic utilizes the Conceptual Massing plan created to illustrate how this Plan could unfold and how retail would be oriented to implement the overall vision. It is illustrative only, but the expectation of proposals is to meet these objectives. This particular scenario utilizes the existing supermarket shopping center as a anchor. Similar approaches may present themselves in other ways.



## SPECIFIC STANDARDS

When people enjoy being in a place, they will incorporate it into their daily lives, using it and enjoying it even when they have no expressed purpose for doing so. Such a place establishes a sense of community that gives focus to people’s daily lives. Public places where people can conveniently and happily carry out their normal day-to-day activities without the inconvenience associated with poorly designed development. The following performance and design standards will help create a “place” for the people of Ewing that they will feel comfortable in and want to return to again and again.

Again, the purpose of the Plan is to create the desired quality and character for pedestrian-oriented activities within the plan area. New buildings are expected to accommodate pedestrians by providing storefronts near sidewalks and by offering shade and shelter along major streets. The centerpiece of development in the Area will be the Town Square, an urban park designed to be the center of activity. All the Plan’s design criteria have been conceived to produce a new neighborhood that relates well and improves surrounding neighborhoods. New development along all the streets and blocks will support this effort and will work to create strong streetwalls and a pleasing pedestrian environment.

(a) Purpose and intent. The purpose of these design regulations include:

- (1) Encouraging building forms that reinforce the high quality of life in the Redevelopment Area and vicinity.

- (2) Creating usable outdoor space through the arrangement of compatible commercial buildings along street frontages.
- (3) Encouraging buildings of compatible type and scale to have creative ornamentation using varied architectural styles.
- (4) Creating a business district, which is an attractive destination for living, recreating, entertainment, and shopping.
- (5) Creating a sense of place and strengthen property values of adjacent areas.
- (6) Creating attractive walkways and continuous street-front experiences that maximize the quality of the pedestrian environment and afford opportunities to increase retail traffic;
- (7) Configuring sidewalks on all streets so people feel safe and comfortable; make sidewalks wide, appealing, and shady;
- (8) Providing a hierarchy of direct and indirect lighting (no sodium vapor lights) that illuminates walkways, ensures safety, highlights buildings and landmark elements, while providing sight lines to retail uses. – (Such as a view from a café to bookstores and unique shops.);
- (9) Installing well-designed, high quality street furniture to reinforce the strong image and comfort of the place;
- (10) Carefully placing strong landscaping elements, including shade trees, that enhance the create of place;
- (11) Varying roofscape and façade designs. (Retailers depend on diverse, appropriately scaled, and customized shop fronts.);

- (12) Using compelling, informative, and consistent signage to tell the story of the place. (Not literally);
- (13) Designing attractive corners and gateways into the Area;
- (14) Adding vitality by requiring active uses along the sidewalks such as outdoor dining, interactive displays in shop windows, entertainment, and diverse architectural elements, styles and setbacks;
- (15) Detering crime by designing for security; ensure street-level vitality and plenty of “eyes on the streets”;
- (16) Incorporating a variety of urban residential uses in the form of live/work spaces, apartments above stores fronts and townhouses to ensure activity around the clock.

(b) Applicability. Except where this plan specifically provides otherwise, these design standards apply to all buildings or portions thereof that are being newly built, and to “substantial improvements” on properties that are within the Plan’s jurisdiction.

(c) Compliance determinations. Compliance with these standards shall be determined as part of the site plan review process after submission to the Township Planning Board. However, prior to submission to the Planning Board for approval, the applicant may seek conceptual review as follows:

- (1) A redevelopment agreement is necessary to implement all projects in the Redevelopment Area.
- (2) An applicant may seek conceptual review of a specific building and/or site design during the development process through the Redevelopment Entity and/or Site Review Committee in consultation with Township professionals. The review

may include specific site plans, building elevations and other architectural detail. The project architect shall clearly specify on the drawings the extent to which he/she believes the application has met these design standards and whether any deviations are sought.

- (3) An applicant must submit all such applications the Mayor of the Township and to the designated Redevelopment Entity if not the Township to determine substantial compliance with these standards before an application is filed with the Planning Board. Note that such a determination will not in any way supersede the Board’s procedures pursuant to the Municipal Land Use Law regarding complete applications.
- (4) The Township Planner and/or Engineer will provide a written copy of each compliance determination to the applicant and to the Planning Board within 45 calendar days.
- (5) The professional time spent on the review will be billed to the developer’s escrow account set up for site plan review at the Planning Board.

**Use Regulations.**

All buildings in the Area are encouraged to be mixed-use structures in all Subareas. Exceptions as noted herein:

- (1) Mixed use with ground floor retail is mandatory in areas identified in the Key Retail Area Section. Additionally;
  - a. In mixed-use buildings containing residential, the residential uses are not permitted on the same floor with non-residential uses other than shared ground floor lobby space.
  - b. Residential is not permitted on the ground floor of structures located in the Key Retail Area.



- c. Residential uses must have access, which is separate and secure.
- (2) Subarea 1 may be developed with multifamily residential as long as key intersections connecting existing retail and their anchor tenants to opportunities in the Core (Subarea 2) containing retail on the ground floor of mixed use structures thereby creating a cohesive retail experience. Architecture must present a significant presence along the Avenue while meeting the height requirements of the Subarea.
- (3) Subarea 2 may contain public uses specifically as noted;
  - a. Restaurant, or high volume public activities such as a post office.
  - b. Entertainment venues such as theaters, museums, and galleries.
- (4) Subarea 3 district may be developed with stand alone office, r&d, or similar commercial structures so long as the site design is fully integrated within the design of the Downtown Core (Subarea 2), and West Trenton/Ewing Train Station facility – existing or proposed.
- (5) Subarea 4 district may be developed with mixed use. Stand alone uses may occur as noted below, however the building heights section, particularly along Parkway Avenue must be adhered to;
  - a. Hotel: Including health club, restaurant or other hotel-related use is permitted; other eating and drinking establishments may also be located within the hotel.
  - b. Anchor or larger format commercial uses, provided that;
    - i. Parking must be shared and designed to ensure the integrity of the pedestrian environment is protected with specific connections to and from future proposed mass transit facilities preserved and furthered through site development. Surface parking prohibited along Parkway Avenue.

- ii. Architecture preserves and enhances a sense of place. Blank streetwalls are prohibited along any public street of public facility.
- (6) Special Permit Uses-
  - a. The following uses are permitted only by specific approval by the Township Council: Electric, Gas or other Public utility substations. As a condition, location of such use must be such that it minimizes any adverse affects on existing or future development envisioned by the Plan.
  - b. Driver-thru businesses are prohibited.
  - c. Cellular communication facilities are permitted but must be fully screened and invisible as part of architectural treatments
  - d. Discount retailers and sexually oriented business are prohibited within the district Special consideration may be granted when accompanied by an economic impact study whereby the Planning Board determines such use is not detrimental to the local market

**Green Design**

- (a) All buildings are encouraged to be LEED-qualified buildings.
- (b) The following High Performance design elements are encouraged to be incorporated within each application:
  - (1) Measures to reduce “heat-island” effects including the following:
    - a) Green rooftops - especially on parking structures.
    - b) Appropriate landscaping that increases shading of paved portions of the site
    - c) Building orientation and design that reduces heating and air-conditioning use.
    - d) Pedestrian circulation patterns leading to and/or including waiting areas for buses or light rail trains that are highly efficient

- and aesthetically pleasing to encourage the use of mass-transit facilities
- e) Indoor bicycle storage facilities that are incorporated into the building
- (2) Natural resource efficiencies have been employed resulting in:
  - a) Measurable reduction in water usage. Including, but not limited, to rainwater capture, low flow fixtures, and low irrigation landscaping
  - b) Optimization of energy performance
  - c) Utilization of locally manufactured construction materials.
  - d) Utilization of recycled materials for construction

**Build-to lines, Step-backs, & Setbacks.**

(a) Build-to and Step-back lines distinguished. The Plan specifies build-to lines for street frontages and step-back lines for buildings over certain heights.

- (1) A build-to line identifies the precise horizontal distance (or range of distances) from a street that the front of all primary structures must be built to, in order to create a fairly uniform line of buildings along streets.
  - (2) A step-back line identifies the minimum distance that the portions of buildings above specific heights must be set back from the building’s edge or build-to line in order to minimize the effects of taller buildings at street level.
- (b) Requirements for build-to lines.
- (1) Where a build-to line is specified as a range (for instance, 5 to 10 feet), this means that building fronts must fall within that range of distances from the front property line. Where there is a range, the front facade does not have to be parallel to the street or in a single plane, as long as the front facade remains within the range.

- (2) At least 75% of the building frontage is required to align with the build-to line. The remaining 25% may be recessed up to 10 feet behind the build-to line, for instance to provide recessed pedestrian entrances or simply for architectural diversity.
- (3) Build-to lines are subject to adjustment to maintain visibility for vehicles exiting onto primary streets.
  - a. Site triangles must be maintained on both sides of intersecting streets and exiting driveways to provide equivalent visibility.
  - b. Within these triangles, no buildings, shrubs, or low-hanging tree limbs may obstruct visibility between the height of 2 feet and 6 feet above ground. However, visibility triangles are not required at intersections with 2 or 4-way stop signs or traffic signals.
- (4) Stories up to the fifth (5<sup>th</sup>) floor are encouraged to remain in the same vertical plane, with the exception of vertical architectural elements that are employed to “break up” long horizontal planes, such as the first floor. Above the five (5) stories, step-backs and other additional provisions must be met.
- (5) Awnings, canopies, balconies, bay windows, porches, stoops, arcades, and colonnades are allowed on building exteriors provided that they comply with the design standards. These features may extend beyond the build-to or step back provisions, but must adhere to additional regulations provided herein.
- (6) All streets shall have sidewalks. A minimum of fifteen (15) feet shall be provided on all streets in the Area with exception to designated streets within the Downtown Core district where twenty (20) shall be provided.



- (7) Arcades are permitted provided;
  - a. No recess exceeds twenty (20) feet from the public R.O.W.
  - b. A minimum of eight (8) feet of open sidewalk, not under the arcade is provided.

**Building frontages and lot frontages.**

(a) Building frontage is the length of a building facade that faces a street. All buildings that face a street shall be treated like a front regardless of garage or loading needs. In some instances landscape screening may be utilized for “dead spaces” created by operation needs of larger structures

(b) Additional Requirements

- (1) All setback and building recesses along any street shall be appropriately landscaped. Low fences, walls and gates may be provided along the landscape area but shall not exceed three (3) feet in height.

**Building placement.**

(a) Build-to lines established.

- (1) Build-to lines for all public streets are 0 feet to 25 feet from front property lines, except:
  - a. Where insufficient R.O.W. exists for minimum of fifteen (15') foot sidewalk requirements. Street Profile section applies to the future ROW needs and must be consulted.

(2) Adjustments to build-to lines to maintain visibility do not apply:

- a. To buildings fronting Public Plaza or Park space, or
- b. To building fronts, where wide sidewalks and on-street parking lanes allow the necessary visibility.

(3) Adjustments to build-to lines to create public parks or plazas are permitted.

(b) Stepback lines are established as follows:

- (1) Build-to lines must be met for all buildings up to four (4) stories. Beyond four (4) may be stepped back.

**Building size.**

(a) Building frontage.

- (1) Notwithstanding provisions provided for within each Subarea District all buildings fronting any street shall be considered fronts.
- (2) For multiple adjoining lots under single control, or for a single lot with multiple buildings, all standards apply to the combination of lot(s) and building(s).
- (3) For buildings facing important viewsheds, historic sites or parks it is encouraged that the ground level storefronts be restaurants, cafes, or other types of “assembly” uses such as bookstores with outdoor seating.
- (4) All buildings fronting public park space should be oriented to respect the space without allowing any portion of it to function privately unless it is space devoted to special

use, such as restaurant, cafe or similar quasi-public use.

(b) Building height. Building heights are regulated accordingly. Unless regulated by other regulations, such as those presented by the FAA:

- (1) Five (5) story maximum (~75') with exception to special architectural considerations which may reach six (6) stories, but for no more that 25% of a typical block area (generally 200' x 400'). Varied heights within the block's design is mandatory.
- (2) Minimum heights along Parkway Avenue shall be two (2) stories with three (3) stories being the ideal at points of key visual interest.
- (3) All heights above three (3) stories, unless otherwise specified in each Zoning District Sections, are encourage to use design techniques that enhance a small town appeal, such as Stepbacks or architectural widths greater that 140' wide
- (4) The following shall be considered roof appurtenances and may penetrate the maximum height limit by no more than twenty-five (25) feet so long as, in the aggregate, the appurtenances do not occupy more than 10% of the topmost roof:
  - a. Chimneys and flues
  - b. Elevator or stair bulkheads, water tanks and mechanical equipment (such as air conditioning condensers)
  - c. Parapets, cornices and other decorative architectural elements will not count toward roof coverage so long as they are not higher than five feet above the roof slab.

(5) Single story structures are prohibited in areas where a strong streetwall and pedestrian experience are important Principles.

(6) The Planning Board, may modify the special height restrictions set forth in this Section for any development pursuant to the requirements and limitations of the MLUL in the course of site plan review provided for in the Local Redevelopment and Housing law, N.J.S.A. 40A:12A-1 et seq., where height provisions that exceeds the Planning Board's ability to grant a 10% increase in height or 20' feet, whichever is less, can only be made through a formal Plan amendment by the Township Council in accordance with the process set forth. As a condition for such modification, the Board shall find that;

- a. All other provisions of the particular Zoning District are met.
- b. The project is providing additional open space or public gathering spaces,
- c. The modified proposal provides adequate access of light and air to surrounding streets and properties.

(6) The Board may also prescribe appropriate conditions and safeguards to protect and minimize any adverse effects on the surrounding community.

**Block Size.**

- (a) The Plan seeks to avoid the creation of superblocks and site design dependant on a single-mode of transportation.
- (b) Blocks must be situated and/or have a condition on approval to ensure future regional connections are possible - pedestrian and vehicular. Reference Transportation Network and Street Typologies graphic.
- (c) Block length and width or acreage within bounding roads shall be such as to accommodate the size of lot required to provide for convenient access, circulation control and safety of street traffic.
- (d) Typically blocks will be no wider than 600' (400' maximum in the the Core Subarea 2) in length. Exceptions may be granted based on site conditions and site design logistics, but not at the risk of jeopardizing walkability and the pedestrian environment in general.
- (e) In blocks over 500 feet long, pedestrian crosswalks may be required in locations deemed necessary by the planning board. Any such walkway shall be 10 feet wide and straight from street to street.

**Landscaping and Environmental**

(a) Relation of proposed structures to environment shall be related harmoniously to themselves, the terrain, existing buildings, neighborhoods, roads, and other significant features in the vicinity that have a visual relationship to the proposed structures achieved by the following means.

- (1) Visual scale and pattern of building width and height.
- (2) Shadow and wind effects. The building

- shall be designed to minimize the effect of shadows and wind on the public street, pedestrian ways and adjacent properties
- (3) Nuisance mitigation. Elements of the plan which might create nuisance factors shall be located or screened so as to minimize the impacts on adjacent properties, especially residences
- (4) Lighting The location, intensity, directions and time of use of outdoor or indoor lighting shall be harmoniously related to and compatible with the public street, pedestrian ways, and adjacent properties
- (5) Existing features. Existing site features, natural and manmade, which have community value, such as specimen vegetation, vistas and terrain features, shall be preserved and incorporated into the design where possible
- (6) Surface water drainage. Any proposed development shall meet the requirements of the Ewing Township Stormwater Management standards
- (b) All landscaping plans will include a 60% native species requirement.
- (c) High quality pavers and other types of landscaping materials such as planters, knee walls, and street furniture shall be utilized.
- (d) Foundation plantings, planters and other decorative features are encouraged.

**Additional Standards**

(a) The design standards shall apply to all buildings, or portions thereof, that are being newly built or substantially improved.



(b) Open space and buffers. All open space and buffers must be consistent with the Parks & Open Space Section.

(c) Outdoor sales. Merchandise may be sold outdoors but only in accordance with this subsection subject to approval by the Township Council:

- (1) On private property. Retail businesses may sell their regular merchandise outdoors on private property between their stores and a street right-of-way or on up to two wheeled vending carts that meet the following criteria:
  - a. No additional signage whatsoever;
  - b. Carts must be non-motorized, moveable by hand, and no taller than 8 feet including the height of the merchandise on the cart;
  - c. Carts must be moved indoors during any hours that the business is not open; and
  - d. Carts shall have integral roofs or umbrellas and use traditional or creative designs.
- (2) On public property. Retail businesses may extend their operations onto public sidewalks and plazas only as follows:
  - a. Locations explicitly sanctioned by the Township Council and/or where public markets or festivals are located.
  - b. Vending rights are available only to the owner or primary lessee of the private property that immediately abuts the sidewalk or pedestrian plaza; vending rights may not be further sub-leased.
  - d. No fixed or moveable equipment may be placed on a public sidewalk or plaza to sell or serve food except as follows:
    - i. Tables, umbrellas, and chairs may be placed by restaurants for the use of their customers; no signage is permitted except lettering on umbrellas.
    - ii. Wheeled food carts are permitted if they

meet the following criteria:

- 1. Not more than one chair or stool may be provided for the employee; and
- 2. One sign per cart may be displayed, with each sign limited to 3 square feet in area.
- iii. All tables and carts shall not block pedestrian movement along the sidewalk.
- e. No merchandise may be displayed on a public sidewalk or plaza except when placed on tables or shelves that do not exceed the following dimensions:
  - i. Maximum height: 3 feet
  - ii. Maximum width: 8 feet
  - iii. Maximum depth: Depth may encroach the ROW line, must ensure pedestrian ROW remains clear.
- f. Vending rights may be exercised only upon issuance of a permit by the Township that sets forth conditions, including:
  - i. Additional restrictions on the degree, which tables, umbrellas, chairs, and carts may interfere with pedestrian movement;
  - ii. Restrictions on the extent to which food or merchandise not available in the abutting business may be sold;
  - iii. Requirements that surrounding the tables or carts from debris and refuse at all times;
  - iv. Insurance requirements;
  - v. Payment of fees established by the Township for vending rights;
  - vi. Limitations on leasing of vending rights, if any; and
  - vii. Other reasonable conditions as determined by the town, including full approval rights over the design of umbrellas, carts, tables, etc.



*Examples of buildings with architectural characteristics of those mandated through this Plan. (Pic left-right, 1) Proper architectural grounding. 2) & 3) Horizontal and Vertical Design Elements with roofline treatments.*

## ARCHITECTURAL DESIGN STANDARDS

(a) Generally. This section governs the architectural features of all buildings in the Redevelopment Area. In order to minimize the bulk of large buildings, all facades shall provide architectural elements to reduce these effects.

(b) Horizontal Massing.

(1) Base. Defined as the first on and one half (1½) to two (2) stories on all facades, shall be oriented to the pedestrian and the greater sidewalk network. The Base should appear “heavier” than the upper stories through material and dimension.

(2) Middle. Shall be treated with horizontal elements such as belt courses and shall exhibit changes in materials or patterns.

(3) Top. Defined as any roofline, shall be accentuated with parapet walls and/or balustrades or deep cornice features with projection.

(c) Vertical Massing.

(1) The façade plane shall be broken into 30’- 60’ foot- sections.

a. Distinguished by columns, pilasters, gutters, size and spacing of windows, pattern of balconies or other acceptable architectural measures the Township deems appropriate.

b. All commercial uses at street level shall relate to the buildings vertical patterns

*Architectural Design Standards such as verticle or horizontal design elements make for attractive well designed buildings*



(d) Balconies.

- (1) "Juliet" balconies are permitted.
- (2) Balconies in excess of three (3') feet shall be recessed behind the principal façade.
- (3) Balconies may not directly access any park space and shall be located at a minimum of two (2) full stories above the grade of the adjacent park.

**Exterior walls**

(a) Generally. These standards require buildings to have traditional pedestrian oriented exteriors and to be clad with materials that are durable and appropriate to the visual environment and climate while respecting the history of communities along the Delaware River. Design flexibility and creativity is encouraged using ornamentation from a wide variety of architectural styles but in essence should seek to enhance the Township's character. Historic imitation is not the goal of this Plan, compatibility is, therefore introduction of more contemporary architecture may be appropriate, but should work to bring forth the Township's rich history.

(b) Finish materials for walls. Exterior walls are the publicly visible part of most buildings. Their exterior finishes shall be as follows:

- (1) Any of the following materials may be used for exterior walls and for columns, arches, and piers:
  - a. Natural stone or brick
  - b. Reinforced concrete (with smooth finish or with stucco)
  - c. Concrete block with stucco (CBS)
  - d. Wood, pressure-treated or naturally decay-resistant species
  - e. Glass and Steel

(2) Other materials for exterior walls may be used only if approved as a deviation from this section when explicit approval has been granted to vary from these regulations. Faux material shall be discouraged.

(3) Fastenings that are required to dry flood-proof the first story of commercial buildings shall be integrated into the design of principal facades or be visually unobtrusive.

(c) Types of exterior walls. Principal facades and their requirements are defined herein. Exterior walls that are not defined as principal facades require a lesser degree of finish and transparency, but at a minimum must meet the following requirements:

- (1) Transparent windows must cover at least 30% of the wall area below the expression line and at least 10% of the wall area between the expression line and the cornice.
- (2) All windows must have their glazing set back at least 3 inches from the surface plane of the wall, or set back at least 2 inches when wood frame construction is used.
- (3) Rectangular window openings shall be oriented vertically (except for Transom windows).

**Principal Facade walls**

(a) Facade elements. Principal facades are those facades that face a public space such as a street or a public park. Being in public view, they shall be given special architectural treatment.



- (1) All principal facades shall have a prominent cornice and expression line, a working entrance, and windows (except for side-wall facades where entrances are not required).
- (2) Buildings wider than 60 feet shall, to the extent feasible, incorporate varied heights and roof types to enhance visual interest. This may be accomplished with a parapet designed to vary in height as it traverses the roofline so long as the average height of the parapet alone is no more than five feet.
- (3) Principal facades facing a street, plaza, or public park may not have blank walls (without doors or windows) greater than 10 feet in length.
- (4) Expression lines and cornices shall be a decorative molding or jog in the surface plane of the building that extend at least 3 to 6 inches out from the principal facade, or a permanent canopy may serve as an expression line.
- (5) Awnings may not hide or substitute for required features such as expression lines and cornices.

(b) Entrances. A primary entrance and views into the first floor of buildings are fundamental to creating an interesting and safe pedestrian environment.

- (1) The primary entrance to all buildings shall face the street.
- (2) Corner buildings shall have their primary entrance face either the intersection or the street of greater importance. Buildings may also locate the primary entrance on the corner.

- (3) Ground floor retail spaces within the same building shall all have their respective primary entrances face streets unless the retail space does not adjoin the exterior wall along a street.
- (4) Where building frontages exceed 50 feet, operable doors or entrances with public access shall be provided along streets at intervals averaging no greater than 50 feet

(c) Windows. Every principal facade must contain transparent windows on each story with the exception of windows opening into a parking floor. Garage windows shall have translucent glazing.

- (1) All windows.
  - a. All windows (with exception of all-glass structures) must:
    - i. Contain visible sills and lintels on the exterior wall, and;
    - ii. Have their glazing set back at least 3 inches from the surface plane of the wall, or set back at least 2 inches when wood frame construction is used.
  - b. Glass in windows and doors, whether integrally tinted or with applied film, must transmit at least 50% of visible daylight.

- (2) First-story windows. In order to provide clear views inward and to provide natural surveillance of exterior spaces, the first story of every commercial building's principal facade shall have transparent windows meeting the following requirements:
  - a. Window openings shall cover at least 60% of the wall area below the expression line;
  - b. The bottom of the window opening can be no higher than 30 inches from sidewalk level; and

c. These windows shall be maintained so that they provide continuous view of interior spaces lit from within. However, private interior spaces such as offices may use operable interior blinds for privacy.

(3) Upper-story windows. All stories above the first story of every building's principal facade shall contain between 50% of the wall area with transparent windows.

(d) Corner buildings. For buildings located at the intersection of two streets, the corner of the building at the intersection may be angled, curved, or chamfered. The distance from the corner shall not exceed 20 feet measured from the intersection of the right-of-way lines to the end of the angled or curved wall segment, unless a greater amount is required by the visibility triangles.

(e) Facade projections. Facade projections add visual interest to buildings. Some projections also provide protection from the sun and rain for those passing by; others provide additional floor space for the building. The following types of facade projections are permitted as indicated below. At least one of these facade projections is required on each principal facade of all commercial buildings. Any projections extending beyond the front lot line into the public right-of-way of a county road are subject to approval by Mercer County. Any projections into local roads are subject to the approval of the Township Council or its designee:

- (1) Awnings and canopies:
  - a. Awnings and canopies may extend forward of the build-to line and may encroach into a sidewalk right-of-way.
  - b. Awning or canopies extending from the



*Facade projections and signage add visual interest to the pedestrian realm thus an inviting experience*



first story cannot exceed the following dimensions:

- i. Depth: 15 feet maximum.
  - ii. Height: the lowest point on an awning or canopy shall be no lower than 7 feet above sidewalk level and the highest point shall be no higher than 12 feet above sidewalk level
  - iii. Length: 25% to 90% of the front of the building
- c. There are no minimum or maximum dimensions for awnings or canopies extending from a second story or higher except that they are limited to window openings.
- d. Awnings shall be covered with fabric. (High-gloss or plasticized fabrics are prohibited). Backlighting of awnings is prohibited.

(2) Balconies:

- a. Balconies may extend forward of the build-to line or step-back line and may encroach into a street right-of-way from the 2nd story floor and above.
- b. Balconies cannot exceed the following dimensions:
  - i. Depth: 5 feet maximum
  - ii. Height: 10 feet minimum distance from any sidewalk.
  - iii. Length: 25% to 40% of the building frontage.
  - iii. Top of railing: must be in accordance to all Township and State building and construction standards.
- c. On corners, balconies may wrap around and forward of the build-to line

(3) Bay windows:

- a. Bay windows may extend forward of the build-to line but may not encroach on the public right of way below the 2nd floor.
- b. Windows extending from the first story cannot exceed the following dimensions:
  - i. Depth: 3 feet maximum from facade
  - ii. Height: 10 feet maximum
  - iii. Length: 6 feet maximum
- c. Bay windows shall have the same details required for principal facades: sills, lintels, cornices, and expression lines but may not encroach into a street right-of-way above the sidewalk and below the second story.

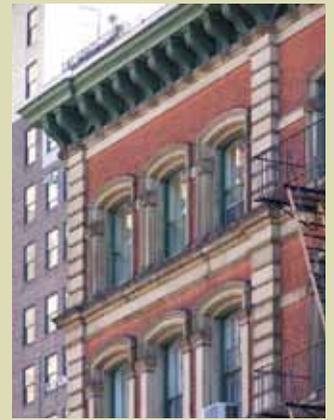
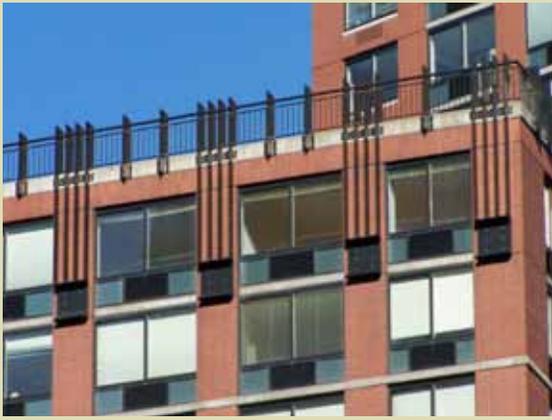
(4) Stoops:

- a. Stoops may extend forward of the build-to line but may not encroach into a street right-of-way or sidewalk without specific approval by the County or Township.
- b. Front porches and Stoops cannot exceed the following dimensions:
  - i. Depth: 6 feet (minimum) Measured from R.O.W to front façade.
  - ii. Length: 5 feet (minimum) Measure across front facade
  - iii. Top of railing: 2-3/4" (minimum)
- c. Stoops may be roofed or unroofed but may not be screened or otherwise enclosed.

(5) Arcades:

- a. Placement: Ten (10) of exposed sidewalk area must be preserved;
- b. Height: Twelve (12') feet minimum.





*Examples of acceptable roof line treatments*

## Roofs

(a) Roof types permitted. Buildings may have any of the following roof types: hip roofs, gable roofs, shed roofs, flat roofs with parapets, or mansard roofs.

- (1) All flat roofs, and any shed roof with a slope of less than 2 inches vertical per 12 inches horizontal, must have their edges along all streets concealed with parapets and trimmed with decorative cornice.
- (2) All hip roofs and gable roofs, and any shed roof with a slope of more than 2 inches vertical per 12 inches horizontal, must have overhangs of at least 18 inches.
  - a. Exposed rafter ends (or tabs) are encouraged.
  - b. Wide overhangs are encouraged and can be supported with decorative brackets.
- (3) Mansard roofs are permitted only when the lowest sloped surface begins above a cornice line and then slopes upward and inward.
- (4) Small towers, cupolas, and widow's walks are encouraged.
- (5) Dormers are permitted and encouraged on sloped roofs.
- (6) Skylight glazing must be flat to the pitch of the roof if the skylight is visible from a primary street, plaza, or public park.

(b) Roofing materials permitted. Commercial building roofs may be constructed with one or more of the following roofing materials:

- (1) Shingles: No imitation type products are permitted.
  - a. Asphalt (laminated dimensional shingles only)
  - b. Fiber-reinforced cement
  - c. Metal (same as (a)(1))
- (2) Tiles:
  - a. Clay or terra cotta
  - b. Concrete
- (3) Flat roofs: Any materials allowed by applicable building codes
- (4) Gutters and downspouts: Metal (same as (c)(1))

(c) Other roof types and materials. Other types of roofs and roofing materials are prohibited unless explicitly approved by the Planning Board.

(d) Vegetated green roofs designed pursuant to LEED are required for the topmost roof on all new buildings; lower level roofs of new buildings as well as roofs of buildings which are renovated shall be landscaped and accessible to building occupants

DRAFT January 8, 2013



*Examples of storefronts with appropriate signage.*

**Signage**

(a) Permitted signs. The following types of signs shall not permitted: billboards and signs elevated on poles. New signs are allowed generally as follows:

- (1) Signs can be painted or attached directly onto buildings walls.
- (2) Signs can be mounted onto a marquee that extends out from the front of a building.

(b) Purpose of this section. Conventional ground signs are inappropriate for pedestrian-oriented commercial buildings, as are large plastic signs designed to be viewed from a distance. The purpose of this section is to restrict inappropriate wall signs and to replace the ground-sign option with a greater selection of signs that either project out from a building's principal facade or extend above the top of the facade.

- (1) Ground signs. Ground signs are generally not permitted. Consideration may be given to those area outside of the Downtown Core district.
- (2) Wall signs. Examples of acceptable wall signs that are placed flat against a principal facade. Internally lit box signs of plastic and/or metal are not permitted.

(3) Projecting signs. Projecting signs of these types are permitted notwithstanding any prohibitions. Location of projecting signs. Signs designed in accordance with this section may extend over public sidewalks, but must maintain a minimum clear height above sidewalks of 9 feet. Signs shall not extend closer than 2 feet to an existing or planned curb. Projecting signs may not be internally lit and should reflect the character of the district

(c) Size of signs. Maximum gross area of all signs on a given facade shall not exceed 32 square feet.

(d) Illumination of signs. Signs shall be illuminated externally only, except that individual letters and symbols may be internally lit.

(e) Placement of signs on principal facades. The following illustration shows correct placement of signs on principal facades. Signs must coordinate in size and placement with the building and storefront;

- (1) Building signs shall not conceal the cornice;
- (2) Over-varied shapes create visual confusion and are discouraged;
- (3) Awning signs shall not cover masonry piers;

*Examples of acceptable signage*





*Ewing*  
**PARKWAY AVENUE**  
Redevelopment Plan

# PUBLIC ACCESS & COMMUNITY MOBILITY - TRANSPORTATION, PEDESTRIAN & OPEN SPACE

Good street design is an extremely important component of successful communities. Whether in New Jersey or Europe, how a street is designed will define the quality of the pedestrian realm and how well a town can attract residents, businesses and visitors.

This Plan envisions an enhanced multi-modal transportation network designed around the concept of integrating and connecting the surrounding community to and within the Downtown and West Trenton/Ewing Station. With this Plan, Ewing seeks a “pedestrian-first” policy using the street design principles, traffic calming measures and streetscape standards discussed below.

This Plan provides for the reservation of designated streets, public drainageways, flood control basins, or public areas within the proposed development, before approving a subdivision or site plan, the planning board may further require that such streets, ways, basins or public areas be shown on the subdivision plat or site plan in locations and sizes suitable to their intended uses. The planning board may reserve the location and extent of such streets, ways, basins or public areas shown on the plat or plan for a period of one year after the approval of the final plat or plan or within such further time as may be agreed to by the developer.

## URBAN STREET DESIGN PRINCIPLES

- Create an appealing pedestrian environment
- Make it an easier and safer choice to walk, bike or choose transit.
- Promote a healthy, safe environment
- Design streets to be public spaces that support “livability” and economic vitality

## TRAFFIC-CALMING MEASURES

In transportation planning, streets are characterized by their functional classification, which broadly defines design and operational characteristics primarily as they relate to serving vehicles. In a multi-modal environment, design must accommodate pedestrians, bicycles, transit cars, and trucks. Traffic calming is the practice of applying engineering and other measures to slow down vehicular speed or reduce vehicular traffic, and increase pedestrian safety and comfort. This Plan includes measures and techniques to provide traffic calming, including:

- Textured crosswalks and paving to define pedestrian space,
- Raised crosswalks/speed tables in strategic locations to calm traffic, in strategic locations (for example the Town Square area) shall be installed subject to approval by Township and County as needed
- Median landscaping, including street trees and planters for aesthetics and safety
- Greenways for recreational and pedestrian access to the area
- Pedestrian plazas at:
  - Town Square
  - West Trenton/Ewing Station Access points
  - Interface with public facilities
- Roundabouts - mini and standard - shall be used to signal entry into the Redevelopment Area.

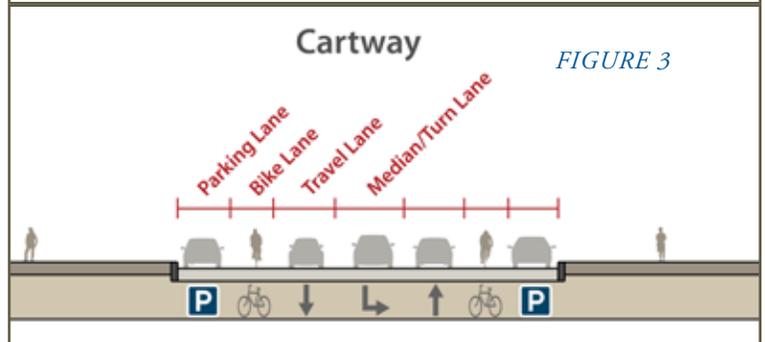
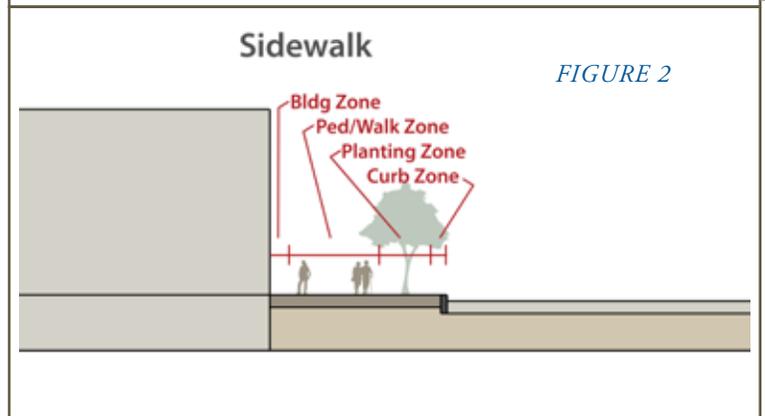
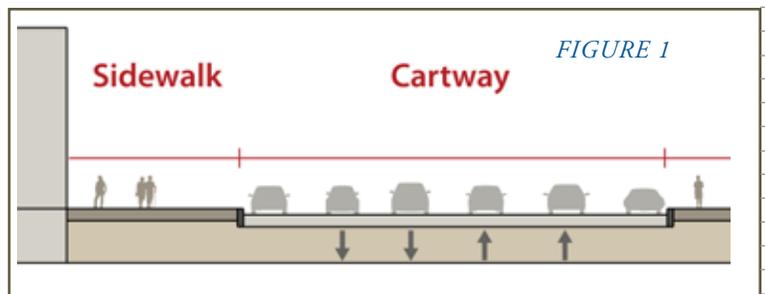
## FRAMEWORK STREET DESIGN

Each street in the Plan serves a function, not just as a travel way for people, and vehicles of all types, but as a component of the overall environment. For example, a retail street can promote an active pedestrian environment with generous sidewalks, attractive landscape, and parking.

Each street is comprised of a cartway space, which accommodates vehicles between the curbs, and a sidewalk space (FIGURE 1), which is the exclusive realm for people between the curb and the building line. The Sidewalk area (FIGURE 2) is the area of the sidewalk available for pedestrian travel, excludes curb, utility, furniture, tree lawn, shy or building frontage space. Depending on its use, the cartway space (FIGURE 3) is further defined by the number and use of each travel lane, and other features, such as whether bicycles and parking are accommodated.

To achieve the urban street design principles of the Plan, the following shall be used as guidance as streets are designed:

- *Operating speed shall be less than or equal to 25 mph*
- *Travel lane width shall not exceed 11'*
- *On street parking shall be allowed on all streets except where specifically prohibited.*
- *Parking lanes shall be a maximum of 8 feet wide.*
- *Bulb outs/curb extensions shall be provided at all intersections and mid-block crosswalks, and required where adjacent to an on-street parking lane*
- *Curb radii shall be minimized, generally not to exceed 25 feet*
- *Sidewalks shall be a minimum of 6' minimum pedestrian zone adjacent to residential zones, 12 feet minimum adjacent to commercial zones.*



## STREETSCAPE DESIGN STANDARDS

To achieve a uniform streetscape in the Redevelopment Area, the following standards are proposed:

1. Any current above-ground utilities shall be located underground.
2. Streetscape design shall follow that delineated in the Street Sections portion of this Plan.
  - a) All streets shall have trees planted at a maximum of thirty (30') feet on-center or as appropriate for the tree species unless space is needed for signature entrance ways and driveway curb-cuts. All street trees shall be in accordance with the following materials.
    - i. Along Parkway Avenue- *Ulmus americana* 'Princeton' 3" caliper.
    - ii. All other streets- *Liriodendron tulipifera* Tulip Tree or tree of similar native dimension and uniformity
  - b) Streetlights and traffic signal standards shall be installed consistent with the type of standards utilized for all streetscape in the Area.
  - c) Pavers shall be installed on all pedestrian crosswalks. These may be raised at some key crossings near parks, rail and bus facilities. Quality materials such as "Brookshire-Albany" found at [www.glengerybrick.com](http://www.glengerybrick.com)
  - d) New street furniture and other installations, including tree grates, shall maintain uniformity with existing streetscape.
  - e) Trash receptacles with tops that discourage residential use shall be provided.
  - f) Attractive bus stop shelters should be located at all stops in the southwest to be consistent with those pictured in the Design Standards sections.
  - g) Landscape design shall include plantings and planters. All streetscape will be designed in consultation with Township professionals and Environmental Commission.
  - h) Bike parking shall be required. Building containing residential uses are required to provide storage rooms.
  - i) Attractive bus stop shelters shall be located at all stops. Shelters should be designed to limit the ability to mount non-sanctioned advertisements on them.

*Clearly defined  
paved Crosswalks*



*Bike racks*



*Uniformity of streetscape*

*Tree Grate- Typical  
Material- Steel Color- shown  
Standard Grey or black*



*Pedestrian safety provisions such as bollards, rumble strips.*



*Typical Trash receptacle recommended in this plan includes those that reduce maintenance and upkeep such as the solar compactors manufactured by BigBelly.*



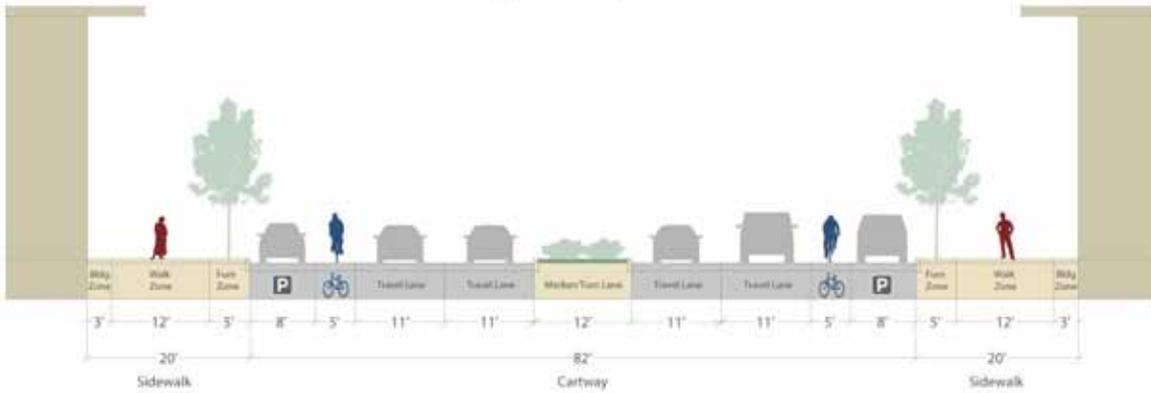
*High quality transit amenities adorned with public art.*

## RECOMMENDED STREET SECTIONS

The following graphics depict the street profiles recommended for all streets within the Redevelopment Plan. Comfortable sidewalks, provision of space adequate for the placement of streetscape elements, attractive walkways and separation of vehicular and pedestrian and vehicular movements are some of the factors that were considered in the profiles. Walkability and ample sidewalk widths have been given priority with design speeds the most pertinent factor, not merely posted speed limits. All streets will be designed people first and economy first, and Level of Service (LOS) secondary or tertiary.

### Parkway Avenue (A)

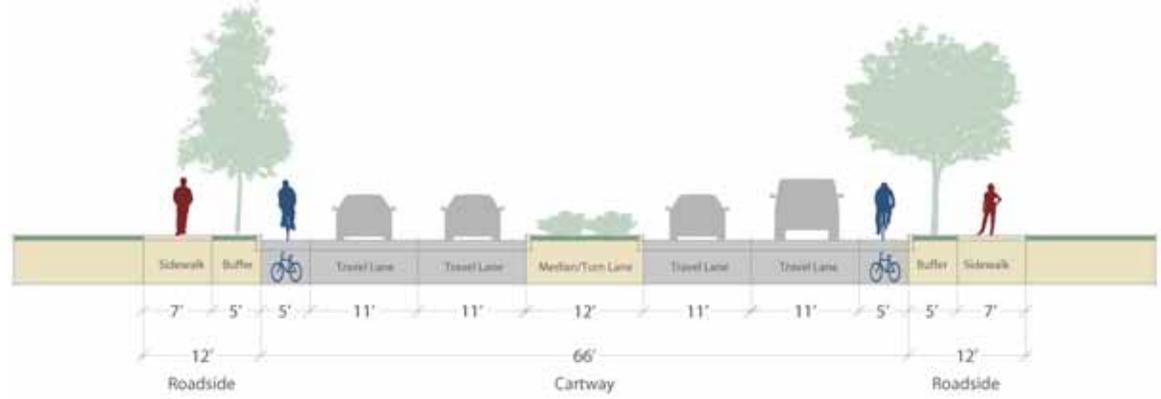
- Main transportation corridor
- Buildings aligned with sidewalk edge
- Access limited to intersections
- On-street parking
- Posted speed 25-30 mph



	Pedestrian Lighting	Benches/Street Furniture	Street Trees/Planters
Design Elements	YES	YES	YES

### Parkway Avenue (B)

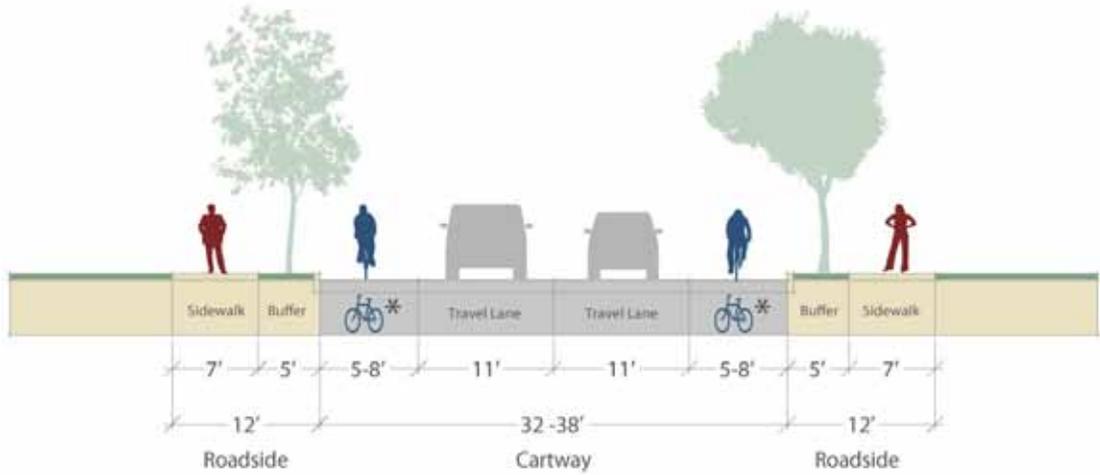
- Main transportation corridor
- Buildings set back from roadside area
- Access limited to shared driveways
- Posted speed 25-30 mph



	Pedestrian Lighting	Benches/Street Furniture	Street Trees/Planters
Design Elements	YES	NO	YES

## Regional Access

- Provides access to regional network
- Buildings set back from roadside area
- Posted speed 30-35 mph

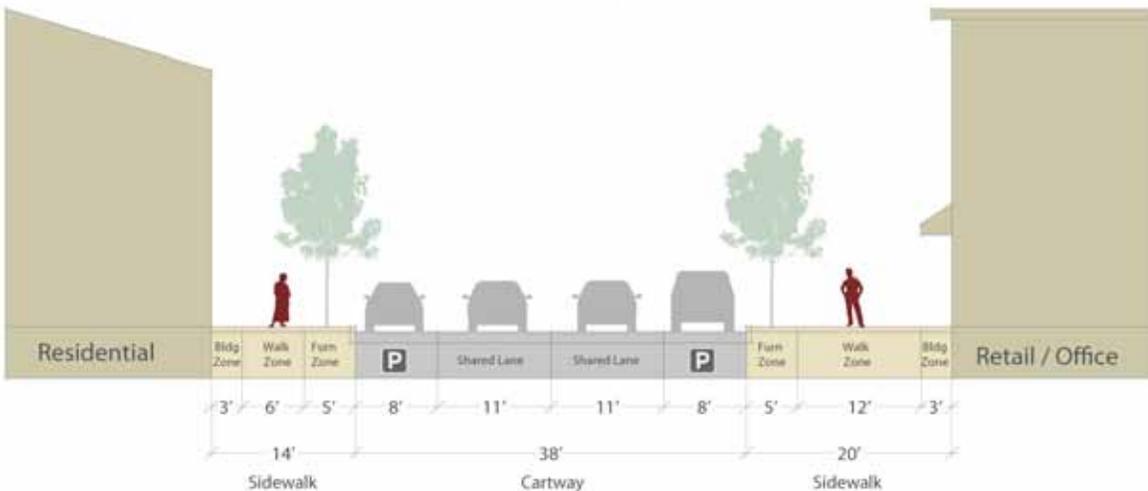


\* Buffered Bike Lane, Bike Lane, or Bicycle-Compatible Shoulder

	Pedestrian Lighting	Benches/Street Furniture	Street Trees/Planters
Design Elements	NO	NO	YES

## Local Streets

- Neighborhood/retail/office access
- Buildings aligned with sidewalk edge
- Curb cuts limited to shared alleys
- On-street parking
- Posted speed 20-25 mph



	Pedestrian Lighting	Benches/Street Furniture	Street Trees/Planters
Design Elements	YES	YES	YES



## TRANSPORTATION NETWORK

A healthy transportation network considers all modes of transportation in concert with sound land use design. This Redevelopment Plan considers not only the needs of the road infrastructure necessary to support the new vision for the Ewing market, but the needs of surrounding neighborhoods as well. Access is important, but safety for all users of the street network and surrounding community is paramount. This Plan takes a pedestrian-first approach, meaning, it considers access from a pedestrian perspective above all other modes. There are two overarching objectives to the Regional Transportation Network:

1) One objective is to attach the future center development to and from regional access more efficiently via these new, multi-modal network connections:

- Silvia Street, to improve access to the south
- West Trenton Bypass, to improve access to Bear Tavern Road and I-95
- Northern connections to improve access to Scotch Road area/interchange

2) These connections also serve a second objective. Parkway/Upper Ferry Avenue is the primary east west route. Because the railroad restricts east-west movements to Parkway/Upper Ferry Avenue, additional multi-modal network provides the ability to distribute trips off of this part of the network.

Principles driving this plan's transportation recommendations includes;

- All existing streets will be improved to ensure pedestrian and bicycle safety;
- New Streets within major redevelopment parcels will be designed to be human scaled and walkable in accordance with the Street Sections section of this Plan. New streets are encouraged to be less pure "grid" and more organic - especially along "natural areas such as Gold Run;
- Regional connections that have long been part of the Township's past planning efforts are advanced so as to not function as cut-thrus, but to offer choice and disperse traffic amongst the entire grid;
- Round-a-bouts that calm traffic while acting as a gateway feature connecting;
  - Parkway Avenue to new development and the West Trenton bypass
  - Silvia Street to new development while indirectly connecting to Scotch Road
- Future considerations that protect neighborhoods from cut-thrus include traffic calming measures, sidewalks, bikepaths, cul-du-sacs;
- Train service to Philadelphia will be taken advantage of by enhancing the existing station with potential shuttle connections in the short-term while working on the relocation north toward parkway Avenue as well as working with NJ TRANSIT on the implementation of the West Trenton Rail Line to Newark Penn.
- Potential Relocation of the West Trenton/ Ewing Train Station should consider;
  - Pedestrian connections to existing West Trenton neighborhood;
  - Four-way pedestrian access from the train bridge over Parkway Avenue;
  - Extending platforms on the westbound track in a way that connects to future Air terminal relocation;
  - Extending platforms on the Eastbound track in a way that connects deeper in to the General Motors property.
- Existing and future bus service will be utilized to augment connections to the NJ TRANSIT Bus Rapid Transit planning for I-95, as well as enhancing connections to the Trenton Transit Center;
- Pedestrian connections to existing and future recreation area and existing and future public places such as the West End Recreational Facility and the Ewing Community Center;

## PUBLIC PARKING

Parking is an essential component for a successful community, and how to provide parking is an important consideration for any town. However, in order to balance the demand for parking and the need to encourage and enhance pedestrian friendly activity, Ewing must strategically locate parking in a way that encourages automobile users to “park once”. Influenced largely by changes in the land uses within an area, parking is a dynamic that must be constantly monitored and updated. As such, Ewing must continue to improve upon the integration of public parking through what may likely require a management entity.

Detailed parking recommendations are included in this section to address commuter and public parking needs. Other parking requirements will be governed by the standards in the zoning section of this Plan.

### PARKING STANDARDS

Traditional on-site parking standards and guidance have denigrated downtowns in New Jersey and nationwide. Standards such as those detailed in New Jersey’s Residential Site Improvement Standards (RSIS) and guidance such as the Institute of Transportation Engineers (ITE) Manual prioritize movement of cars over other modes, presenting a difficult challenge to planning for truly great places, and environments where there is a deliberate effort to put pedestrians first and provide modal choice.

Although the RSIS standards are inappropriate for the downtown environment envisioned in this Plan, they require waiver upon development application with the New Jersey Department of Community Affairs. This Plan recommends parking standards that are slightly lower than RSIS standards, because it is common for parking ratios to be lower with rail service and compact development patterns. The Plan further recommends the use of shared parking. This approach takes advantage of the reality of how different land uses make different demands on parking, and creates a more efficient use of land. In mixed use environments, parking demand patterns can differ during the day and evening. For example, an office building will utilize parking spaces primarily during the day. If the office building has a ground floor restaurant which serves dinner only, they can share the same parking lot. This kind of shared arrangement results in a need for fewer total parking spaces when compared to the total number needed for each individual use. General use parking lots, and on-street parking are other forms of shared parking. This Plan recommends that all development applications utilize the Urban Land Institute’s (ULI) “Shared Parking Manual” as well as the case examples of best practices in transit-oriented development. Development demand can partially be met through credits for on street parking supply and adjacent joint use shared opportunities.

**COMMUTER, PUBLIC AND SHARED PARKING  
SUBAREA 2 – DOWNTOWN CORE**

**~ WEST TRENTON/EWING STATION AREA**

The goal for this subarea is to maximize on-street parking supply, particularly for short term parking needs. Ultimately, this area will require commuter parking. In the short term, a surface parking lot is envisioned, with the anticipation of conversion to a garage once the train station is relocated. The parking deck may be shared with development as needed and appropriately managed.

**SUBAREA 3 – DOWNTOWN SOUTH**

**~ CORPORATE OFFICE CENTER**

The goal for this subarea is to maximize on-street parking supply, particularly for short term parking needs. While this is perhaps the most environmentally challenged area, the opportunity for job growth is evident given the growth at the Princeton South Corporate Center. Ensuring the face of development provides a strong “front” to the Core however, surface parking could be developed in a manner that allows it to be shared during off-peak hours of operation for the office uses, but utilizes it as a means to provide a cap for the more challenged areas.

**SUBAREA 4 – COMMERCE CENTER WEST~**

**~ TTN AND THE WEST TRENTON/EWING STATION PLATFORM INTERFACE**

The goal for this subarea is to maximize on-street parking supply, particularly for short term parking needs. Development of this site must incorporate the ability for parking to be designed once future transportation projects are ready to move forward. A garage that is shared by airport, train and adjacent development is essential.

POTENTIAL PUBLIC PARKING SCENARIOS TABLE

SUBAREA/SITE	FACILITY TYPE	TOTAL SPACES	FOOTPRINT (SF)	SPACES/FLOOR	SHARED	ON-STREET
Subarea 2 Downtown	Shared Deck	640	65,000	185	Yes	
Subarea 3 Downtown South	Surface Parking	450	0	N/a	Yes	25
Subarea 5 Commerce Center West	Shared Deck	1000	75,000	210	Yes	tbd

## PUBLIC PARKING MANAGEMENT

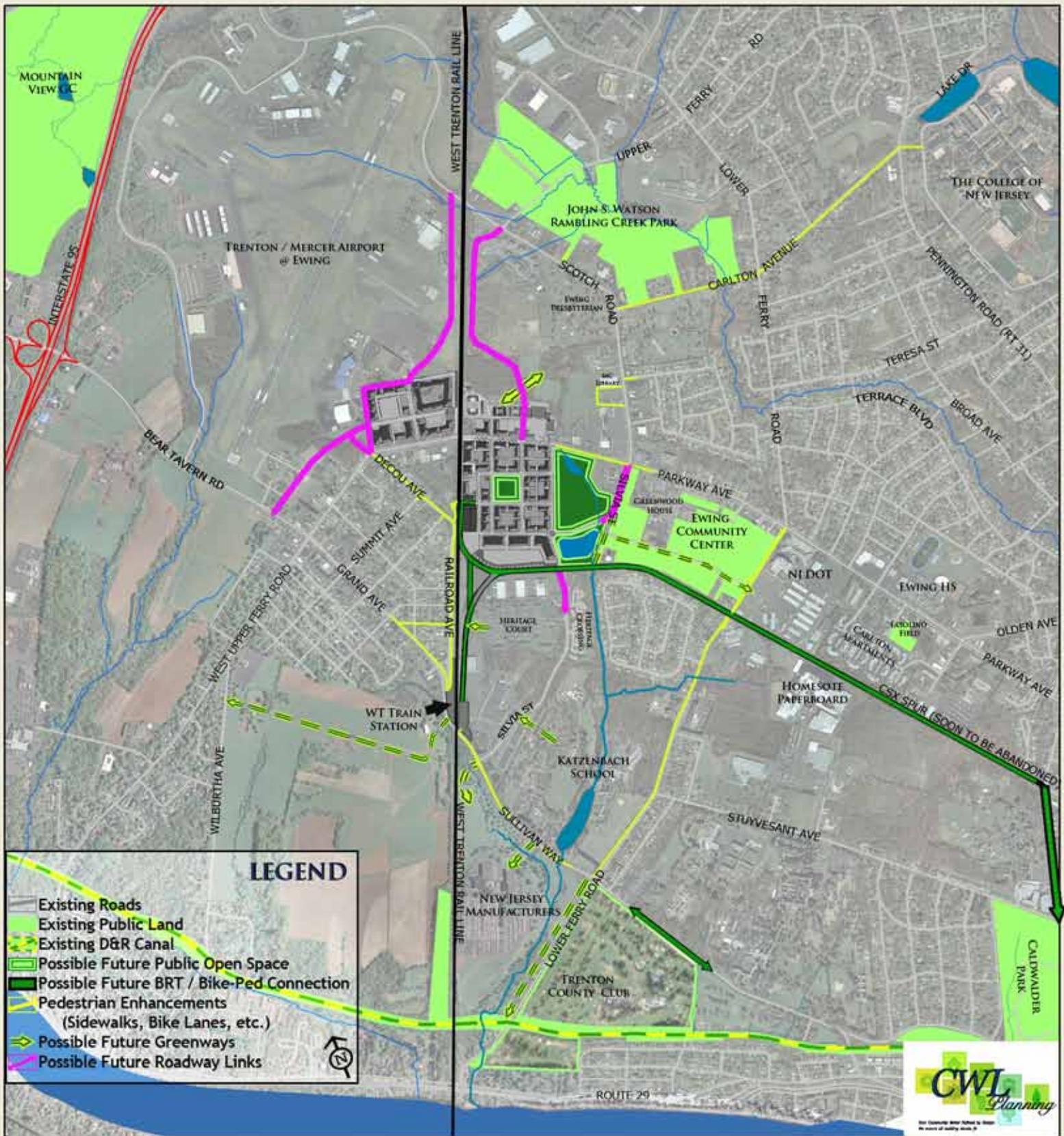
This Plan recommends future consideration of public and commuter parking within the development scenarios in key subareas. While the Plan calls for parking facilities to be shared, it does not provide the mechanism to support the costs associated with construction. Therefore, the Township should consider creating a Parking Authority, or other entity, whose sole purpose is to administer parking. This new entity would be created to broker agreements between the Township, State, SEPTA/NJ TRANSIT and developers to accommodate the public parking need for both the Downtown and Transit facilities. Furthermore, this entity would work with the Police Department to enforce parking rules and regulations, and would also be responsible for parking meters.

The importance of a working Parking Authority is critical when development applications come forth that are unable to provide on-site parking. It is anticipated in the initial development stages that parking standards will need to be higher until the full build-out and its associated environmental improvements are realized.

## REGIONAL CONNECTIONS

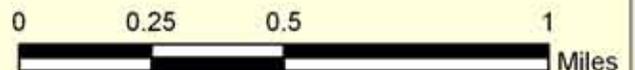
This Plan doesn't merely contemplate development of the parcels within the Redevelopment Area it seeks the creation and solidification of the entire Ewing community. The Regional Connections Map adjacent begins to share the opportunities that work part and parcel with the Transportation Network. Many things need to be designed and worked through to realize implementation of this entire Plan, and as such, some components will change as more details arise, but the concept and vision will remain. Connecting the entire community, whether by foot or automobile is vital in creating a lasting economy for Ewing Township. Some key considerations include;

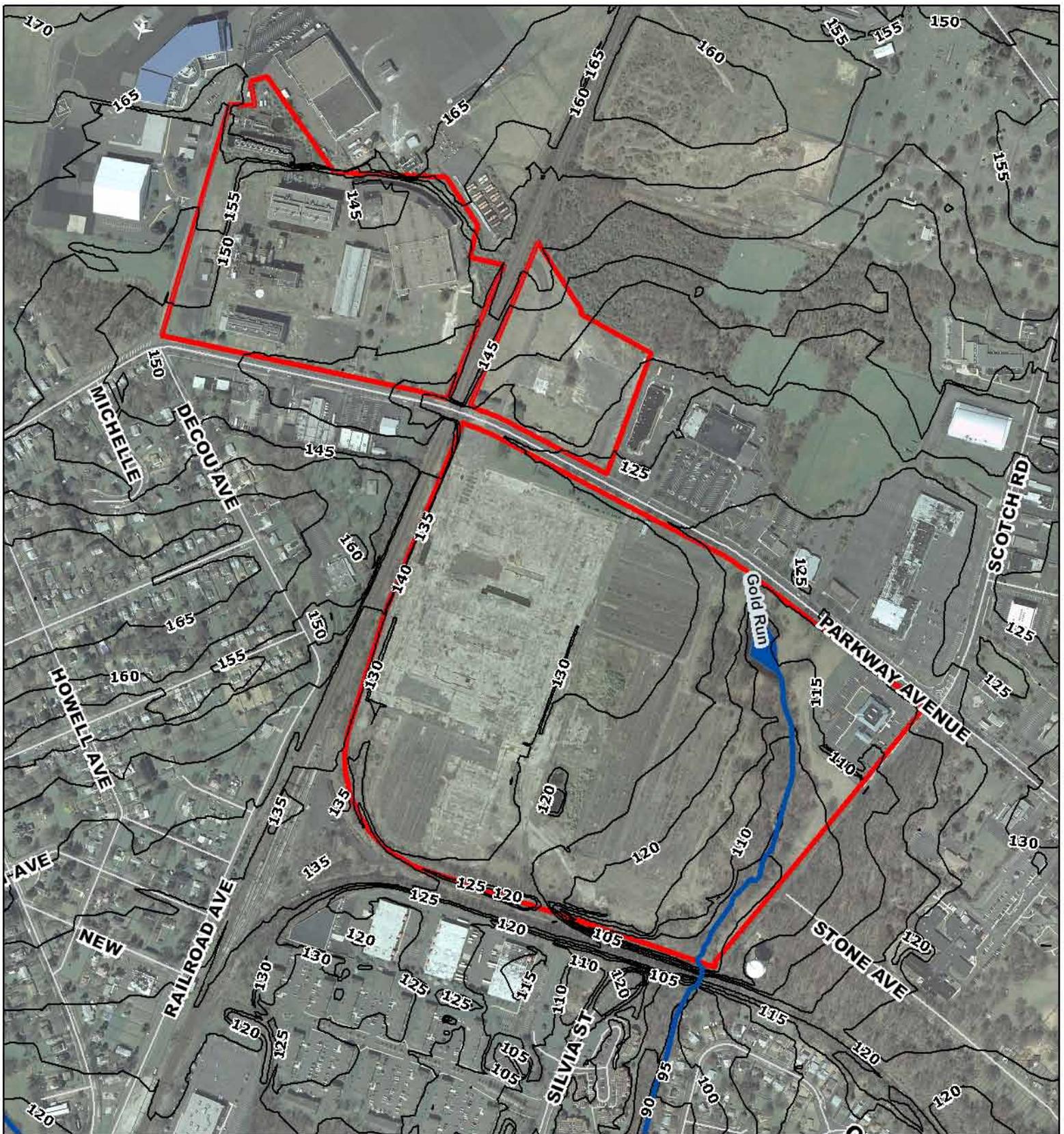
- Creating better and safer streets for existing neighborhoods and their children;
- Linking current and future open spaces to one-another and development through pedestrian and bike ways, such as for example;
  - Wilburtha and D&R Canal system through the Knight Farm;
  - TCNJ through West End;
  - Katzenbach and NJM through Silvia;
  - Ewing Community Center via "paper street" network
- Future considerations that utilize the abandoned rail spur for express bus or future light rail protect neighborhoods from cut-thrus include traffic calming measures, sidewalks, bikepaths, cul-du-sacs;



## PARKWAY AVENUE REDEVELOPMENT PLAN

### REGIONAL CONNECTIONS





## PARKWAY AVENUE REDEVELOPMENT PLAN

### ELEVATION CONTOURS



## PARKS, RECREATION & OPEN SPACES

Public Spaces must always be a consideration in the design of any community – large or small. This plan has recommended specific areas where new opportunities avail themselves. In general, development should consider the following:

- *Utilize existing topography and other geographic features to handle site development needs such as adherence to State of New Jersey stormwater and water quality rules and regulations.*
- *Use quality materials for all paving, ledges and walls, such as the Veneer Panels found at [www.eastweststone.com](http://www.eastweststone.com) or [equivalent.com](http://equivalent.com).*
- *Inclusion of public art in all public spaces.*
- *Provide commuter-waiting areas through public plazas the future Station area.*
- *Provide the community pedestrian linkages to the existing West End Soccer Fields with additional public recreation space integrated into the existing park area.*
- *Enhance the CSX Trenton Rail spur with the potential to utilize for other types of public transit such as light rail and bus rapid transit, but also the inclusion of pedestrian and bicycle opportunities as well.*
- *Work with private sector to add to the public park space throughout the area so that a solid pedestrian environment is created throughout the development area. Link public places, such as the post office and Town hall to pedestrian plazas, walkways and open space.*
- *Include residential amenities into the design of new buildings. This could include pools, playgrounds and sitting areas within the building and/or above parking structures.*
- *Create a greenway network that links the entire Town to the area by more than automobile.*
- *Enhance and highlight the history, geography and natural characteristics of Ewing Township and the Area.*



## PLAN IMPLEMENTATION

Implementation of this plan and its elements is set forth herein to provide a focus for implementation efforts moving forward upon adoption of the Plan. The success of each development the Plan facilitates must be leveraged with another in order to build and strengthen the market place. In other words, some Plan elements, like residential, are more critical to be developed in the short-term so that other parts of this new community become financially feasible, like retail. However, based on what Ewing is, its people, both staff and residents, forecasting success in the Township is not guesswork but merely a matter of time as the marketplace matures.

This plan not only prioritizes Ewing's development but the following recommendations will also help focus staff and political efforts. Some of these recommendations are meant to run on parallel tracks and simultaneously with others. Ultimately it will be the Township's call on whether to pursue these recommendations in the order presented, but should do so based on staffing and/or fiscal constraints.

### IMPLEMENTATION RECOMMENDATIONS

- 1) *Implement this plan in phases that permits transitional use of property that works toward strengthening long-term objectives. Work with property owners on site planning, marketing, and RFP's as deemed necessary to ensure successful implementation of the Plan.*
- 2) *Continue to foster partnerships with property owners and State Agencies to ensure access to funding streams for public improvements.*
- 3) *Continue to work with the County of Mercer and current grant funding dedication develop design documents that outline costs for off-tract improvement to existing and future roadway access.*
- 4) *Facilitate development of the Parkway Avenue (Subarea #1) as environmental conditions allow. This will work to ensure environmental cleanup progress of the more challenged areas continues while building the overall market strength (and marketability/ of the entire area. Subarea #1 is likely the most available for short-term development opportunities than the remainder of the area. It is also the important "face" of the area as one traverses Parkway Avenue and its ability to improve the marketability of the area is evident.*
- 5) *Work with RACER Trust and other property owners on the feasibility of a regional stormwater and water quality approach on the GM site.*

- 6) *Create a marketing program that indicates potential “niche” markets for the area or services that Ewing requires by protectively approaching businesses and indicating opportunities that exist within Ewing.*
- 7) *Continue to pursue discussions with SEPTA and NJ TRANSIT on the relocation of the West Trenton/Ewing Train Station.*
- 8) *Continue to pursue discussions with CSX regarding the replacement of the existing train culvert*
- 9) *Continue to pursue discussions with CSX regarding the abandonment of the Trenton spur for other public transportation purposes; BRT, LRT and pedestrian/bicycle.*
- 10) *Create a special improvement district that includes the potential for a parking authority to help manage and pursue improvements necessary for success in the area.*
- 11) *Pursue Streetscape Funding that can be utilized to offset cost borne to the development side.*
- 12) *Pursue a Grant Program for use by the surrounding business community. For façade and streetscape improvements.*
  - a. *Attempt collective application of merchants*
  - b. *Coordinate County input and activity*

The Business Action Center and Office for Planning Advocacy is currently working on a plan that joins state and federal programs with economic development opportunities of regional significance. Obviously, Ewing being a “Center” in the former State Development and Redevelopment Plan should be in a position to gain assistance from this effort as it remains an area of regional economic significance. As train service, airport and job growth opportunities avail themselves in the redevelopment area, how major infrastructure improvements and private investment come together to create this special place for the region is critical. By working with the State and County, Ewing may be in a position to utilize the incentives that become available through grants, technical assistance, and most importantly, leverage public and private partnerships to upgrade infrastructure amongst other things.

This plan recommends working closely with the government at all levels to ensure that Ewing’s needs and comfort levels are achieved moving forward.

## RELATIONSHIP TO OTHER PLANS

### TOWNSHIP OF EWING MASTER PLAN

This Plan is entirely consistent with the Township's Master Plan, it implements it. Over the past 10 years, the Township has studied the issue of redeveloping GM and the Naval Warfare Center. As such, the Planning Board saw fit to include the ideas that sparked this Plan's creation within the 2006 Master Plan.

### COUNTY OF MERCER MASTER PLAN

This Plan is consistent with Mercer County's Master Plan. Directing growth around transportation hubs and existing infrastructure is one of the main goals of the plan. Mercer County's 3-tiered approach of economy, environment and transportation balance is embodied within this Redevelopment Plan.

### STATE DEVELOPMENT & REDEVELOPMENT PLAN - THE STATE STRATEGIC PLAN

This Plan is consistent with the State's new Strategic Plan. Accordingly, the State Strategic Plan outlines the "Garden State Values", which an economic development strategy outlined to align state resources to support projects such as those proposed for the Redevelopment Area.

